

podcast.co

brand start guide v.1



**To enable, create,
and sustain the
local podcasting
community in cities
across the country.**

about us.

our passion.

Podcasts obviously- podcast.co is an organization run by podcast aficionados for podcast aficionados. It doesn't matter which podcasts you enjoy, whether you make them or just listen, or if you are a die hard fan or just a casual listener- podcast.co hopes to find a spot in our community for you!

our mission statement.

To enable, create, and sustain the local podcasting community in cities across the country.

what we do.

We connect with the local podcasters in a given city to create a database of podcasters. Then we work with them to create the branding for their chapter of podcast.co (e.x: podcast.atl) using our overarching brand guidelines. Finally, we leverage social media and our app to create buzz and start a vibrant podcast community!

table of contents.

08. brand manual.
logo study
color palette
typography
composition

018. website.
introduction
documentation

027. packaging.
introduction
in-use examples

beware - this book
contains highly graphic
content with extensive
use of white space.

proceed with caution.

logo elements.

rationale & meaning

The podcast.co logo is a stylized version of an audio wave created by an equalizer. This represents the auditory nature of a podcast and serves to add context to a first-time viewer concerning the purpose of our brand.

logotype

podcast.co

typeface: somatic font size: 36pt
style: rounded

sound wave



logo use guidelines.

do

don't

logotype

podcast.co

podcast.com

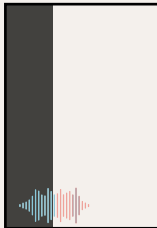
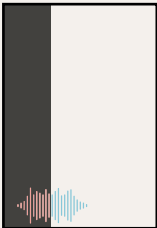
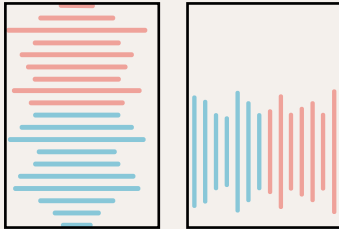
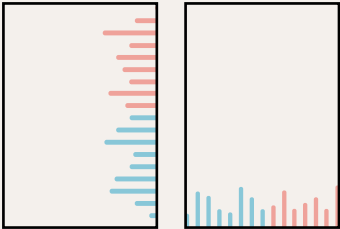
podcast.co

Podcast.co

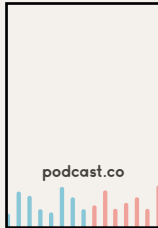
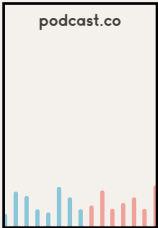
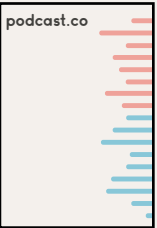
podcast.co

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sound wave



type + graphic



colors

c66 m60 y61 k48

r65 g65 b62

primary

secondary

c3
m43
y31
k0

r239
g162
b154

secondary

c45
m6
y12
k0

r136
g199
b216

c3 m4 y5 k0

r244 g240 b236

primary

podcast.co

listen. connect. contribute

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logotype & headers

somatic rounded

font size - 24pt

Somatic is a rounded sans-serif font created by Lauren Lee. It embodies simple, sophisticated fun. We don't want to take ourselves too seriously, but we aren't Comic Sans either! Somatic meets us in the middle.

NEVER USE CAPITAL LETTERS WHEN USING SOMATIC.

section headers
(like this one!)

Avenir LT std

font size - 11pt

style - 55 Roman

The simple, geometric sensibility of Avenir LT std pairs perfectly with Somatic. Simplicity and readability are the goals of podcast.co's section headers and body copy, and avenir delivers both.

ALSO NEVER USE CAPITAL LETTERS WHEN WRITING SECTION HEADERS.

Didn't mean to yell . . . it's just kind of a big deal. Sorry.

body copy

Avenir LT std

font size - 11pt

style - 55 Roman

Good old body copy. You can let go of all your pent-up capital letter frustration here. Standard grammar and punctuation applies!

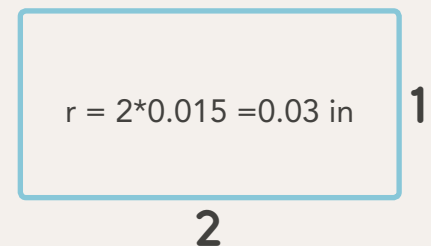
grids & graphic style

grid dimensions 3x8
3 Columns
8 Rows

bounding box 118 x 198 mm

margins 6 mm all sides

shapes #allRoundedEverything
Corner radius: width x 0.015 in



city-specific branch brand instructions

change the .co

podcast.co

podcast.atl

podcast.lax

podcast.hou

Follow the rest of the podcast.co brand guidelines
(AKA this book)

pick a fun color!
(not ours though)

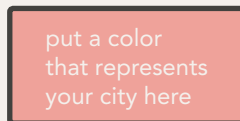
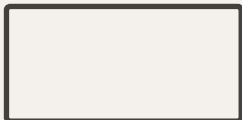
podcast.co

podcast.atl

podcast.lax

podcast.hou

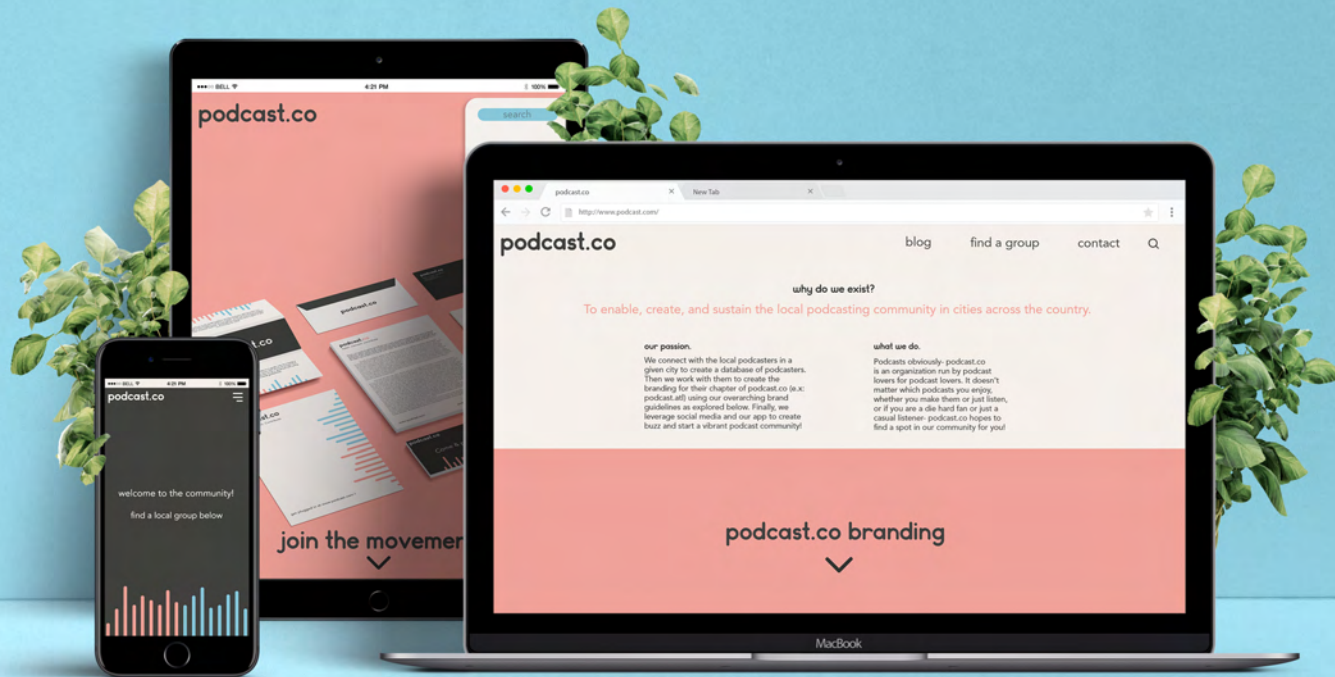
Have fun building your new podcasting community!



website - in this day
and age, an organization
without a website is like
a plane with no engines.

we'd rather not be that.
this is podcast.com

our website: podcast.com



The podcast.co website aims to be a place of connections. Connections between podcasts and their listeners, between listeners themselves, and as a local community as a whole.

We follow all the aforementioned brand guidelines when creating for our website. Our goal is to have a cohesive and easily recognizable brand irrespective of the medium.

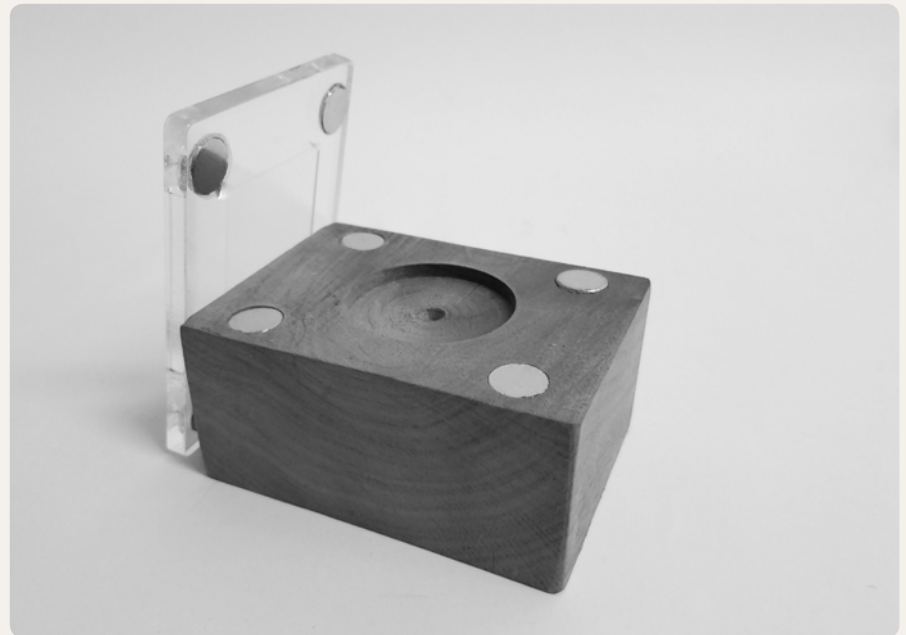
website cont.



packaging - brown
cardboard boxes just
aren't our thing. if it
happens to be your
thing, well . . .

sorry not sorry.

packaging



When we hit our one-year anniversary, we wanted to celebrate by giving back to our subscribers a little bit. We figured that a bunch of podcast listeners would appreciate a good old fashioned bespoke sew on patch, so we made them one! (sorry that got wordy. It's just a bit exciting.) Each patch is personalized with a number that represents their subscriber number.

To go along with the patch, we designed a special display box that could be kept as a memento and a prized possession for years to come.



See you
out there!