

# BRAND

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# GUIDLINES





# LETS GET STARTED

...so you can use your own logo and colors without looking stupid.

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# TALK — the — TALK

We talk alot. We're a podcast for crying out loud!

The key to sounding like us is to have a healthy dose of bluntness, sarcasm, academic humor, and a few homeschool jokes here and there. Laughter is a central part of our brand but there is also a desire to educate and aid young adults who act like they've never talked to a woman before.

# FUNNY FORMULA

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1 oz Dry Humor

2 oz Useful information

2 oz Info to move topic along (optional)

Mix and match the order to give some variety in humor profile.

Garnish with a dig at homeschoolers



# IT'S **NOT** THAT FUNNY

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Stupid humor is **stupid**.

Dry humor can so easily become offensive if not used with care. The easiest way to not be stupid with our word choice is to use some common sense! Don't be overly sensitive but be **clever** and **creative**.

## **DO**

"Considering the amount of latin these kids studied, the translation of 'I'm not interested' doesn't sink in."

## **DON'T**

"Homeschoolers are &!\*/#@%."

# ARCHEYTYPES

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## NOT STEREOTYPES

How we want to present our selves...

# GOLDEN RATIO

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Lets take a look at brand stereotypes...

I mean archetypes...

My bad!

Case in point! This is a comedy podcast! The central goal is entertainment and to make people laugh. But there's always gotta be a moral underbelly.

Even though we love to poke fun, we do want to genuinly understand and bring a new perspective in a light hearted way.

# GET TO KNOW YOUR INGREDIENTS

## THE JESTER

The Jester archetype is all about having fun and bring joy to those around them. (Sound familiar?) The voice is meant to be fun loving, playful and optimistic.



*The Jester*  
PLEASURE

“ If I cant dance, I'm not part of it ”

BRAND VOICE


- Fun Loving
- Playful
- Optimistic

BRAND MESSAGE

We're here for a short time, not for a long time. Let your hair down and start living life.

JESTER BRANDS

- m&m's
- Old Spice
- DOLLAR SHAVE CLUB



*The Sage*  
UNDERSTANDING

“ The Truth Will Set You Free ”

BRAND VOICE

- Knowledgeable
- Assured
- Guiding

BRAND MESSAGE

Education Is The Path To Wisdom And Wisdom Is Where The Answers Lie.

SAGE BRANDS

- Google
- BBC
- UNIVERSITY OF OXFORD

## THE SAGE

The Sage focuses on the pursuit of wisdom, truth, and knowledge. The general tone is ment to be knowledgeable, guiding, and assured in what is being said.

# MIX —and— MATCH

How do we pair these two personalities in our branding?

## THE JESTER (70%)

The bright, playful persona is what makes keeps the branding for a comedy podcast consistent. Go figure, right? This should be the dominant archetype throughout the presentation.

## THE SAGE (30%)

Adding this shrewed and aged flavor to your branding cocktail can change the over all notes of your dominant archetype. By adding The Sage to this concoction, we get a wizened, dry humor.



# LOGOS

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Our literal stamp of approval



# OLD FASHIONED

PODCAST NETWORK

Primary



Secondary



Tertiary

# PRIMARY

The primary logo is the brand's anchor. This is going to be at the top of our website, our Spotify page, and social media headers.

# SECONDARY

The secondary logo is here for flexibility. Not enough space or limited visibility? Go for the secondary logo.

# TERTIARY

The tertiary logo is here for a bit of flair. This mark is great for discrete placement, circular profile picture, and placement on stickers, t-shirts, and especially whiskey glasses.

# DO IT RIGHT!

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Keep it simple!

Either keep it one color, or garnish with our orange.



# DON'T DO THIS!



don't go crazy with the colors



Make sure it's visible for the love of...



only use one color  
for the tertiary



only pop of color should  
be the orange peel

# COLORS

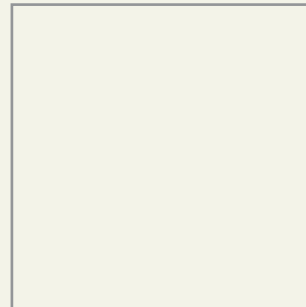
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#210f00



#e76624

#f8c979



#f2f1e6



#5a210d

# FONTS

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## COBAISSI REGULAR

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZABCDEFGHIJKLMNO  
PQRSTUVWXYZ1234567890.,:;'"!?

## Acumin Variable Concept ExtraCondensed Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890.,:;'"!?