



89.1 WIDR FM Identity Guide

How we Brand Ourselves

Contents

- 3 Building our brand**
- 4 Brand messages**
- 5 Graphic identity**
- 6 Using the logo**
- 10 Color and identity**
- 11 Typography and the identity**
- 12 Photography and the identity**
- 13 Media relations guide**
- 14 Social media guidelines**

89.1 WIDR FM: Building our Brand

This is a guide to help WIDR team members and other partners successfully execute its graphic identity and communications messages in a way that strengthens the name, visual presence, and reputation of 89.1 WIDR FM in the campus of Western Michigan University and the community of Kalamazoo.

A consistent, coordinated use of the brand projects identity and integrity of the organization. It generates interest, in the program and community; turns general interest into meaningful exchanges; helps individuals and organizations establish meaningful relationship with 89.1 WIDR FM; and ensures 89.1 WIDR FM is viewed as a leader in our field.

These standards apply to materials and messages produced and developed in-house and by outside designers, vendors, and consultants, and should be applied consistently. Materials that are developed internally for internal use may eventually be distributed to outside audiences. Therefore, it's important that people can immediately recognize 89.1 WIDR FM communications, materials, and messages as distinctly ours.

Brand messages

Full organization name

89.1 WIDR FM (pronounced "WIDER)

Our Mission

89.1 WIDR FM exists to provide opportunities for student volunteers and artists at a professional radio station setting, cultivating experience, creativity and personal growth.

Core messages

We are a community of young creatives who want a safe, positive, and artistic community to help me learn and grow.

We strive to feature under-represented, local, and independent artists.

WE want to evolve radio through unique and creative programming that is always pushing the boundaries both in quality and content.

Using the logo

The graphic identity

The graphic identity is a logo design that projects a fun, musical, and youthful image.

The logo

The 89.1 WIDR FM logo is bold, yet playful. It showcases our aim to serve students and projects a whimsical tone.

Color applications

Below is the standard identity for color applications.

Color



Color Outlined



Black-and-white/One Color

Below is the standard application for b/w and one color. In one color applications in which black or one of the logo colors is not the specified color, the graphic identity can appear in the specified color.



Recommended size

The logo must clearly be visible and reproduced consistently. For these reasons a minimum size has been established: The size is one inc W: 1.5' and H: 0.83. Logo must never be compressed or expanded, but always scaled up or down in proportion. In other words, if you're resizing the logo in a document, the percentages you specify for the height and width should always match. If the program you're using has a box labeled *lock aspect ratio*, checking the box will ensure the logo is reduced or enlarged proportionately.

Minimum size



Clear space area

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

Give margins equal to the height and length of the W in the logo for the spacing around the design.

Using the logo

Correct



Incorrect



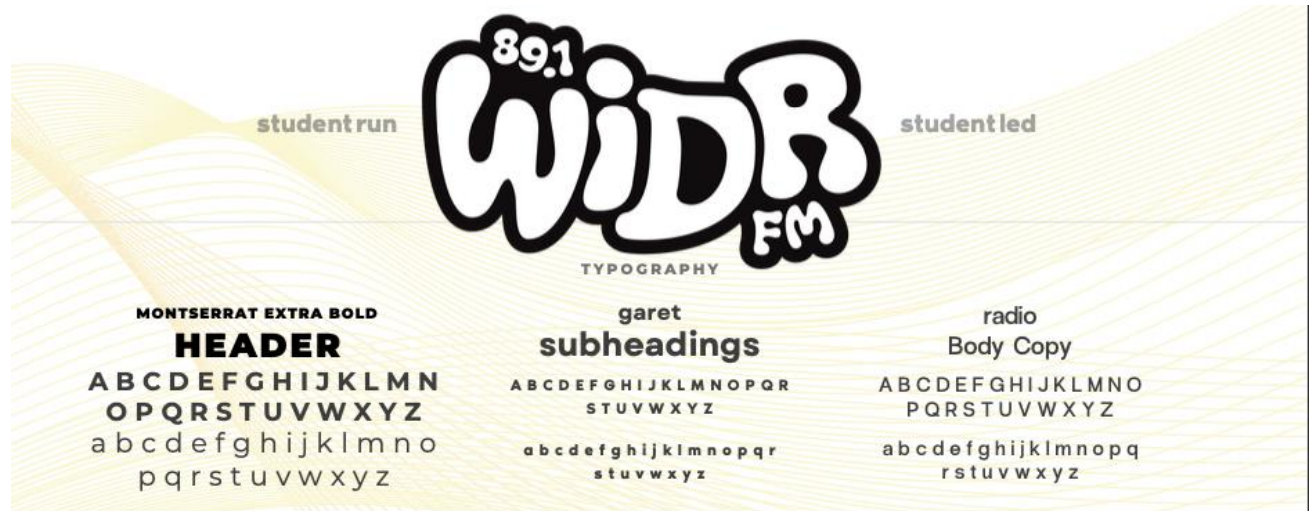
Color and identity

The 89.1 WIDR FM brand color palette consists of three corporate colors WIDR yellow #F8CD14, black #000000, and white #FFFFFF.

Our colors are classic, bold, and catch the eye while being easy to recognize.



Typography and the identity



Correspondence and email

The font for the body text of all written correspondence is (BODY) with a minimum type specification of 10.

Collateral

The font for the body text of all collateral pieces is (FONT) with a minimum type specification of 10 point, with 14 point leading.

The primary font for headings is Montserrat, with a minimum of 14 point.

The secondary font for headings in collateral is (FONT).

BODY

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~***

HEADING

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~***

SECONDARY

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[^\]^_`{|}~

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()+,-./:;<=>?@[^\]^_`{|}~*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[^\]^_`{|}~

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./:;<=>?@[^\]^_`{|}~

Photography and the identity

Style

The 89.1 WIDR FM photography style is modern, exciting, and based on showcasing the opportunities available to students as well as professionally showcasing artists. Images of students being involved are crucial to showcasing the life and community of WIDR.

Color grading

Selecting colorful, warm, and neutral-toned images creates an eclectic yet cohesive look across communication touchpoints.



**YOUR SOURCE
FOR RADIO
EVOLUTION**



Media relations guide

Distribution

All media relations for 89.1 WIDR FM are conducted through the Promotions Director. This includes:

- Writing and distributing media releases or other information to local, trade or national media outlets.
- Requests by media for interviews, statistics, photographs, quotes from staff etc.
- Staff participation in television or radio broadcasts outside of WIDR.
- Preparation of media kits or other materials for tabling, conferences, and special events.

Handling media inquiries

If you are contacted by someone who identifies themselves as a reporter or representative of any newspaper, magazine, internet news service or broadcast media outlet, the call should be forwarded to the Promotions Director.

If it is necessary to take a message, please gather the following information:

- Media representative's name
- Name of media outlet
- Telephone number and/or email address
- Type of information requested or topic of story
- The date and time by which the media representative needs to speak with someone from 89.1 WIDR FM

Tracking media coverage

All 89.1 WIDR FM team members are encouraged to help track media coverage of the organization. Please forward links, clippings, or information about other media coverage to the Promotions Director.

Social media guidelines

Social Media Guidelines

Distribution

89.1 WIDR FM's social media activities are managed by the Promotions Director and Promotions Assistant. Ideas for content are welcome and appreciated. We also encourage individuals to personally engage in social media as these networks have proved an indispensable part of our modern information landscape.

It's important that each member of the 89.1 WIDR FM team understands there are benefits and risks associated with posting to social media networks.

89.1 WIDR FM's viewpoints on posting as a representative of the organization are:

- **Team members will use sound judgment when posting to social media networks and be aware that most people will view one's professional and personal social media activities as one and the same. No social network is totally private.**
- **Team members will refrain from posting on 89.1 WIDR FM's behalf or acting in an official capacity without informing Promotions Director For example, an individual team member would inform the Promo Director if he or she wanted to establish an Instagram account for the sole purpose of sharing about their work at 89.1 WIDR FM. This does not refer to individual posts after such an account is established.**
- **Team members will not plagiarize or abuse any copyrights. Any and all content used from another source must be done with proper attribution.**
- **Team members will not respond to criticism or attempt to resolve issues online, other than to acknowledge and encourage the individual to contact 89.1 WIDR FM privately. For example, if a listener posted a comment about a mistake we made, an appropriate response would be "We're sorry that happened. Please email or call us at *** so we can help resolve the problem."**

Space and time don't allow us to define what, exactly, constitutes "common sense." Therefore, 89.1 WIDR FM asks that team members use their very best judgment, and to remember that anything posted can be a direct reflection of our brand, our ethics, our core values, our editorial voice and other people working for and on behalf of 89.1 WIDR FM. 89.1 WIDR FM team members will

speak respectfully and thoughtfully, and avoid any circumstance that may unravel the hard work we've done to build 89.1 WIDR FM's exceptional reputation.

Social Media Networks

Widrfm.org

Instagram.com/widrfm

Facebook.com/widrfm

Twitter.com/widrfm

Tiktok.com/891widrfm

Youtube.com/891widrfm

WIDR BRAND GRAPHIC REGULATIONS

one font length from border

WIDR header: montserrat extra bold

Volunteer Orientation close line spacing

REGISTER NOW > widrfm.org/join

subtitle: garet

high contrast line art graphic

logo visible and in corner with nice border

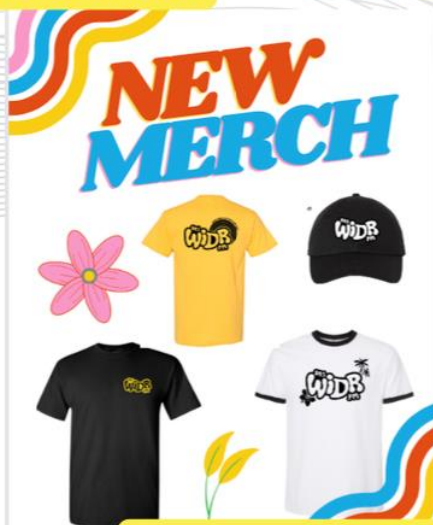
uploaded at highest resolution

high contrast colors

wave motif: radio waves & great lakes



Shrikhand: for fun stuff



black & white with color accents

Example of How we Brand Ourselves:

89.1 WIDR FM
Your source for radio evolution.

LISTEN on the WIDR APP!

ALTERNATIVE MUSIC & SHOWS

- THE IRON TEMPLE w/ DJ RED SPECTR
- The Home Gardening Show w/ Cully Cooper
- IN THE CRYPT w/ THE CRYPT
- WH SPORTS CAST
- VARIETY w/ DJ KODA
- THE ROCK SHOW w/ DJ KODA
- 420 WEED

SEE FULL SCHEDULE ON THE WIDR APP!

ORIGINAL SERIES AND PODCASTS

- PRODUCTION UPDATES
- 12 bit pod
- WALKZOOONA FOOD
- The POP EFFECT
- HORROR FREAKS

WIDRTALES ORIGINAL AUDIO DRAMAS

- DREND
- THE LADY IN THE MIRROR
- LUNA ROSE

ON-AIR and ONLINE at WIDRFM.org