For more than 30 years, Mountain Stage has been the home of live music on public radio. Produced by West Virginia Public Broadcasting and distributed by NPR Music, each two-hour episode of Mountain Stage can be heard every week on stations across America, and around the world via NPR Music and mountaintage.org.
Mountain Stage is a place for music discovery. We help our listeners find a new favorite artist or fall in love again with someone familiar. We embrace our diverse audience and aspire to make newcomers feel like we’re old friends. Come see a live show and hang out with us afterward. Everyone is invited.

The Mountain Stage brand voice is conversational and informal. Using a warm and inclusive tone, we want our audience to feel welcome and eager to spend time with us.
Mountain Stage Brand Guide

Brand Attributes

Appalachian Hospitality
Our brand is warm and inviting, just like the people of West Virginia. Time spent with us feels familiar, comfortable and easy-going.

Cool & Creative
We’re always a good time. The energy of a live show can be seen throughout our brand. We genuinely enjoy sharing music with our community.

Knowledgeable (but never pretentious)
We know a lot about music, but we’re also learning alongside our audience. Our goal is to share the artists we discover with as many people as we can.

Passionate & Inclusive
Our passion for music of all genres shines through. We believe Mountain Stage belongs to all of us, and that goes for artists as well as listeners. We strive for all artists to feel welcome and supported by our production, and we urge all listeners to keep an open mind.

Unexpected (in a good way)
We love when an audience member is pleasantly surprised by a new artist. In the same way, we use our brand to continue to break stereotypes about Charleston and the state of West Virginia.
Mountain Stage Brand Guide

Logos

Primary

Letterpress Logo

Secondary

Supplemental

Radio tower

Custom typography

Kauffman

Franklin Gothic URW, Demi
Logo Variances

Tagline Variable

The following cases allow for the Mountain Stage logo's tagline, "Discover Music", to be altered:

- A guest will host the show.
- The show is traveling and will be recorded in another city/area.
- A specific event or festival is hosting the show.
- For members.

After being provided with the native files for the logo, you may change the "Discover Music" tagline in accordance with predetermined reasons.

The new tagline must meet the following criteria:

- The tagline must be in the original typeface in accordance with each logo, either Kauffman or Franklin Gothic URW, Demi.
- The tagline must maintain a proportion similar to that of original logo. Meaning that the letterforms should be no taller than the "E" letterform in "stage".

You may:

- Change the width (within reason) of the framing lines on either side of the tagline to accommodate length of copy.
Mountain Stage Brand Guide

Fonts

title font
Clarendon

   a b c d e f g h i j k l m n o p q r s t u v w x y z
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
      1 2 3 4 5 6 7 8 9 0

body font
Franklin Gothic URW

   a b c d e f g h i j k l m n o p q r s t u v w x y z
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
      1 2 3 4 5 6 7 8 9 0

accent font
ASHWOOD CONDENSED

accent font (logo taglines)
Kauffman
Mountain Stage Brand Guide

Colors

Primary

- RGB: 56 / 67 / 95
- HEX: vv
- CMYK: 83 / 72 / 40 / 27
- PANTONE 532 UP
- RGB: 141, 206, 174
- HEX: 8dceae
- CMYK: 32, 0, 16, 19
- PANTONE 344 U
- RGB: 219 / 254 / 135
- HEX: DBFE87
- CMYK: 14 / 0 / 47 / 0
- PANTONE 345 C
- RGB: 69 / 74 / 222
- HEX: 454ADE
- CMYK: 69, 67, 0, 13
- PANTONE 282 C

Secondary

- RGB: 0, 168, 150
- HEX: 00A896
- CMYK: 100, 0, 11, 34
- PANTONE 0, 32, 90, 2

Supporting

- RGB: 19, 5, 47
- HEX: DF3B57
- CMYK: 60, 89, 0, 82
Logo Rules

The primary logo can be black or reverse.

The secondary logo can be black, reverse or any color in the brand’s palette.
Logo Rules

Do...

Leave a padding around the primary logo equivalent to the X-height of the “E” in Stage.

Constrain proportions when resizing the logo maintain its shape and integrity.

Don’t...

Skew the logo or change its proportions.

Add a stroke around the logoform.

Color the primary logo with any color but black or white.

Add a drop shadow or any other styling not approved in this brand guide.
Provisions

When used in posters, the creative agent can take artistic liberties with Primary and Secondary logos. These artistic liberties may include color, scaling or proximity.

Note: If the logo is being used as a design element in the background, these rules may not apply.

For variations beyond what is outlined here, please contact the Mountain Stage staff for approval.
Do...

- The primary logo can be black or reverse, with color’s in brand palette.
- All rules outlined in the logo guidelines section should be followed in multimedia templates.
- The logo should be centered vertically and horizontally.
- Use title font for callouts.

Don’t...

- Don’t use background colors similar to logo hue.
- Don’t scale the logo.
- Don’t use secondary logo.
Do...

Use consistent font sizes and weights
Use consistent placement on x and y axis.
Flip orientation on the x axis if the action dictates it.
Use primary title font for names
Use body font italicized for titles.

Anna Tivel
Singer Songwriter

Stephen Kellogg
Singer Songwriter
Lower Thirds

Don’t...

Change fonts, font weights, and/or styling
Change position on the X & Y axis.
Add a stroke to titles.
Title Slides / and Transistions
motion design and animation

See packaged templates