



**MOUNTAIN
STAGE**
Discover Music

BRAND GUIDELINES

Mountain Stage Brand Guide

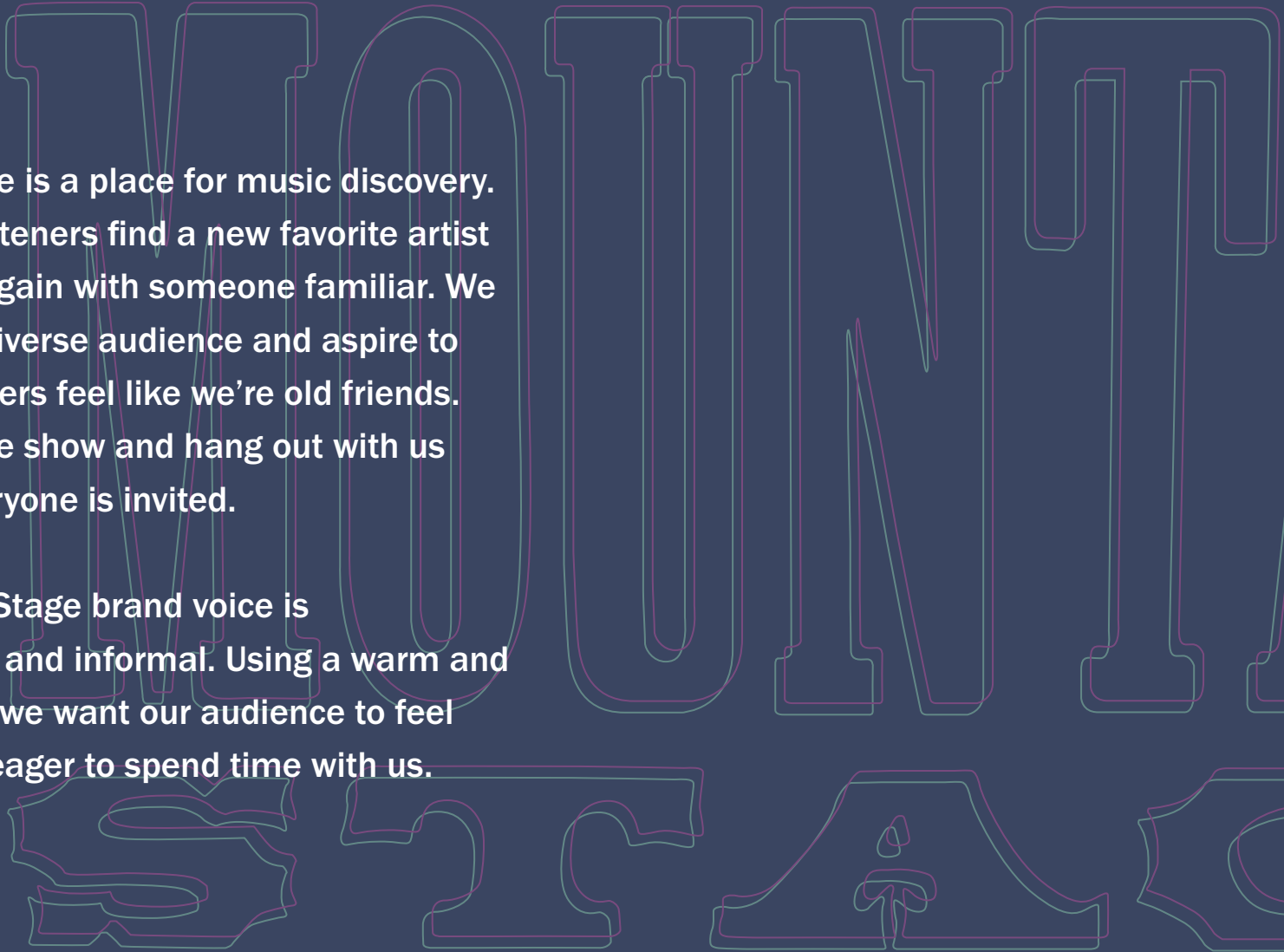
Who We Are

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 mountainstage.org.

Brand Voice

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.



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)

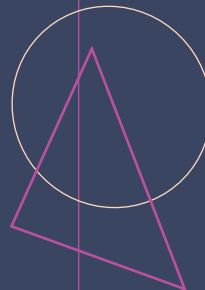
We know a lot about music, but we're also learning alongside our audience. Our goal is to share the artists we discover with as many people as we can.

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.



Logos

Primary

Letterpress Logo



Words Only



Secondary

Circle



Supplemental

Radio tower



(A) Custom typography

(B) Kauffman

(C) 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.

Application



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.

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

Light

Oblique

Regular

Oblique

Medium

Oblique

Demi

Oblique

Heavy

Oblique

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

Light

Italic

Book

Italic

Medium

Italic

Demi

Italic

Heavy

Italic

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



PANTONE 282 C



RGB 141, 206, 174
HEX 8dceae
CMYK 32, 0, 16, 19



PANTONE 344 U



PANTONE 345 C

Secondary



RGB 219 / 254 / 135
HEX DBFE87
CMYK 14 / 0 / 47 / 0

RGB 0, 168, 150
HEX 00A896
CMYK 100, 0, 11, 34

RGB 250, 169, 25
HEX FAA919
CMYK 0, 32, 90, 2



RGB 69, 74, 222
HEX 454ADE
CMYK 69, 67, 0, 13

RGB 255, 214, 192
HEX FFD6C0
CMYK 0, 16, 25, 0

RGB 255, 1, 251
HEX FF01FB
CMYK 0, 100, 2, 0

Supporting



RGB 19, 5, 47
HEX DF3B57
CMYK 60, 89, 0, 82

Mountain Stage Brand Guide

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

primary logos



**MOUNTAIN
STAGE**



Colors

secondary logos



Mountain Stage Brand Guide

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.

Do...



Don't...



Mountain Stage Brand Guide

Logo Rules

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.



Intro/Outro Slides

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 use background colors similar to logo hue.

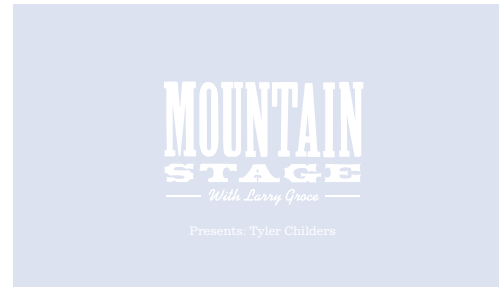
Don't scale the logo.

Don't use secondary logo.

Do...



Don't...



Lower Thirds

Do...

Use consistent font sizes and weights

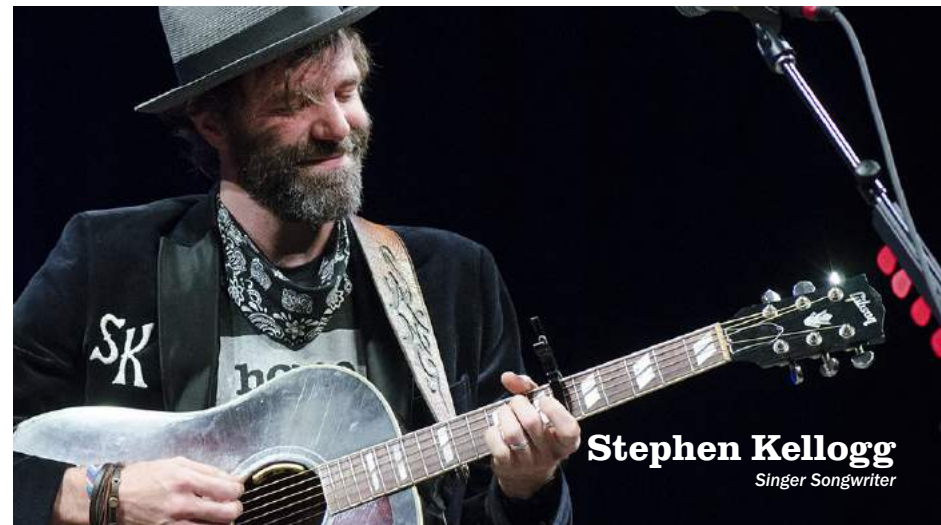
Use consistent placement on x and y axis.

Flip orientation on the x axis if the action dictates it.

Use primary title font for names

Use body font italicized for titles.

Do...



Lower Thirds

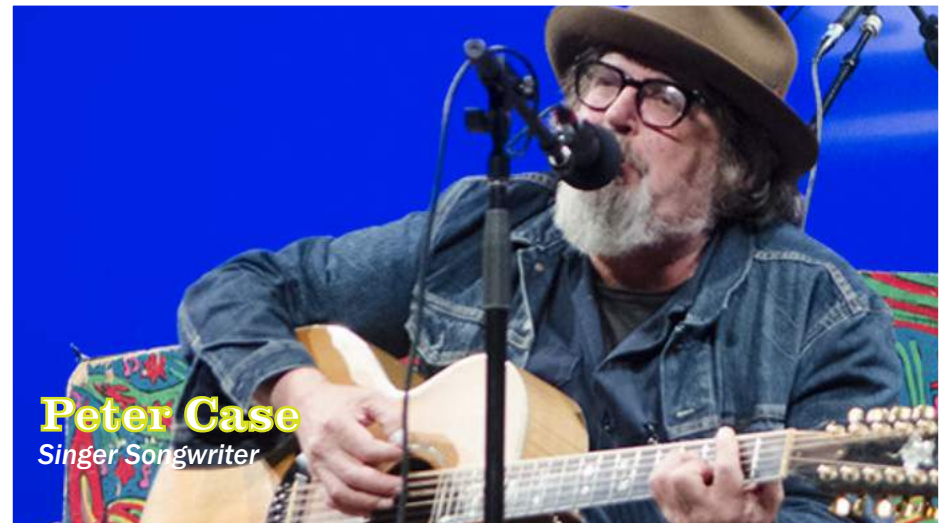
Don't...

Change fonts, font weights, and/or styling

Change position on the X & Y axis.

Add a stroke to titles.

Don't...



Mountain Stage Multimedia Guide

Title Slides / and Transitions

motion design and animation

See packaged templates

