

KILL THE NICHE

BRAND GUIDELINES

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HELLO!

We are overstimulated... we, ' the people,' but also we, Dan and Yasmin. And yet, we're expected to somehow block out all of the noise and **focus**.

From high school, you're expected to project and pursue a future for yourself, one that will be engaging, inspiring, and of course, lucrative. **The focus narrows.**

Then, your business classes tell you that a broad scope is a bad strategy. **The focus narrows.**

The fun is sacrificed. The intrigue is abandoned. The wonder is lost.

But no more.

We are reclaiming *out of scope*. We are celebrating *not profitable*. We are **killing the niche**.

Yasmin Khan & Dan Riley

KILL THE NICHE

PODCAST



ABOUT US

KILL THE NICHE is a podcast that discusses a wide range of topics, from music and movies to business and economics. Our hosts, Dan and Yasmin, chat with field experts, comedians, and other interesting guests to bring the obscure to life.

With so many topics to discuss, so many connections to be made, and so many hobbies to explore, picking and sticking with just one beat sounds like such a drag. So, we're not doing it.

CREATIVITY

We strive *not* to limit imaginative thinking. We hop on random trains of thought and ride them into oblivion.

EMPATHY

Behind and within every story, there is humanity. There is love. There is compassion. We hope to never forget that.

CURIOSITY

As the universe is infinite, so is its knowledge and beauty. There will never be enough to satiate a curious mind.

VALUES

INTENDED AUDIENCE

Audience is intended to be broad and eclectic, open-minded, and intellectual.

26 - 55

AGE DEMO


50 / 50

MALE / FEMALE

**AUDIENCE
IDENTIFIERS**

COLLEGE-EDUCATED
CENTER-LEFT
GEN X / MILLENNIAL
\$80k +

KILL THE NICHE
NEW EPISODE



WITH [GUEST NAME]

STREAM NOW

NEW EPISODE KILL THE NICHE

[INSERT EPISODE
TITLE HERE]



KILL THE NICHE

**WE'VE GOT A
QUESTION...**



[QUESTION TO THE AUDIENCE
TO DRIVE ENGAGEMENT FOR
UPCOMING TOPIC; INVITATION
TO COMMENT BELOW WITH
RESPONSES]

SOCIAL MEDIA

COLOR GUIDE

01 BLACK-ISH

HEX CODE #110D0C

RGB CODE 16 13 11

HSL CODE 24 19 5

02 ORANGE

HEX CODE #F0A218

RGB CODE 240 162 24

HSL CODE 38 88 52

03 WARM WHITE

HEX CODE #EFE9E1

RGB CODE 240 233 225

HSL CODE 32 33 91

02 GREIGE

HEX CODE #A7988E

RGB CODE 166 152 141

HSL CODE 26 12 60

03 SOFT BROWN

HEX CODE #514234

RGB CODE 81 66 52

HSL CODE 29 22 26

ARTWORK



MEET YASMIN



PODCAST COVER



MEET DAN

KILL THE NICHE

KILL THE NICHE

TYPOGRAPHY

The typography rule is adjusted to our new concept without making any major change in the overall rule

Aa

Logo Font

New Einstellung Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa

Header Font

Now Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa

Body Font

HK Grotesk Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

MOODBOARD



THE HOSTS

KILL THE NICHE



DAN RILEY
CO-HOST



YASMIN KHAN
CO-HOST, CREATOR

Brand Guidelines

THE END

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