# KILL THE NICHE BRAND GUIDELINES

01	MESSAGE FROM HOSTS	06	COLOR GUIDE
02	ABOUT US	07	ARTWORK
03	VALUES	08	TYPOGRAPHY
04	INTENDED AUDIENCE	09	MOODBOARD
05	SOCIAL MEDIA	10	OUR TEAM

# CONTENTS

#### 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.

(Nachin Khan & Dan Riley

Message from Hosts 01 / 10



#### **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.

About Us 02 / 10

#### **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

Values 03 / 10

#### INTENDED AUDIENCE

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

26 - 55

AGE DEMO

50 / 50

MALE / FEMALE

AUDIENCE IDENTIFIERS

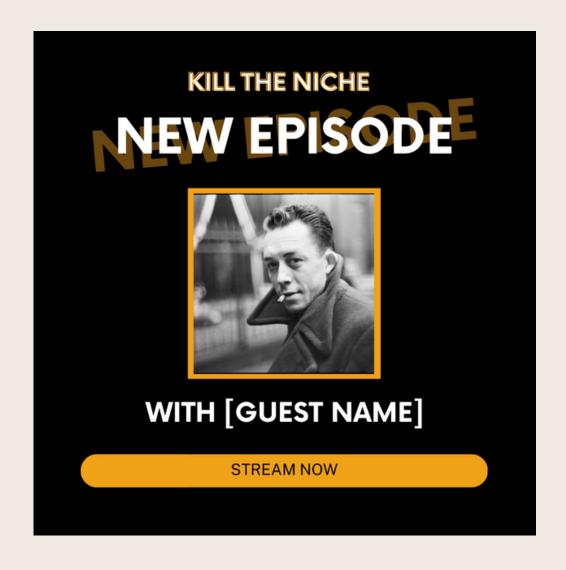
COLLEGE-EDUCATED

CENTER-LEFT

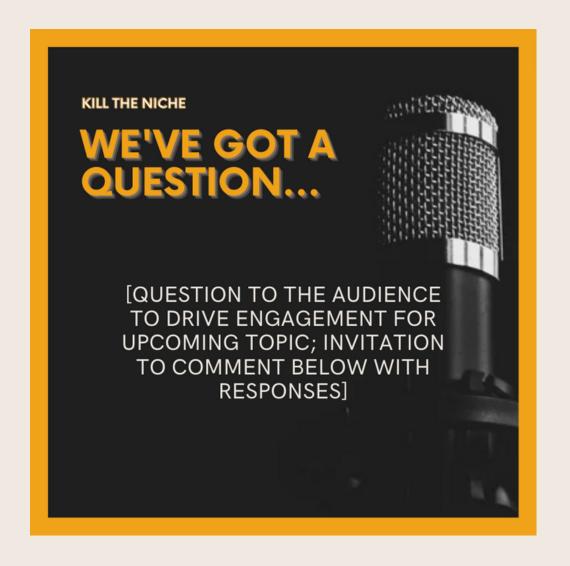
GEN X / MILLENNIAL

\$80k +

Intended Audience 04 / 10







# SOCIAL MEDIA

Social Media 05 / 10

# COLOR GUIDE

01 BLACK-ISH 02 ORANGE 03 WARM WHITE HEX CODE #110D0C HEX CODE #F0A218 HEX CODE #EFE9E1 RGB CODE 240 162 24 RGB CODE 16 13 11 RGB CODE 240 233 225 HSL CODE 24 19 5 HSL CODE 38 88 52 HSL CODE 32 33 91 02 GREIGE 03 SOFT BROWN HEX CODE #A7988E HEX CODE #514234 RGB CODE 166 152 141 RGB CODE 81 66 52 HSL CODE 29 22 26 HSL CODE 26 12 60

Color Guide 06 / 10

# ARTWORK







**MEET YASMIN** 

PODCAST COVER

**MEET DAN** 

KILL THE NICHE KILL THE NICHE

Artwork / 10

## TYPOGRAPHY

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

Ad

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
1234567890

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
1234567890

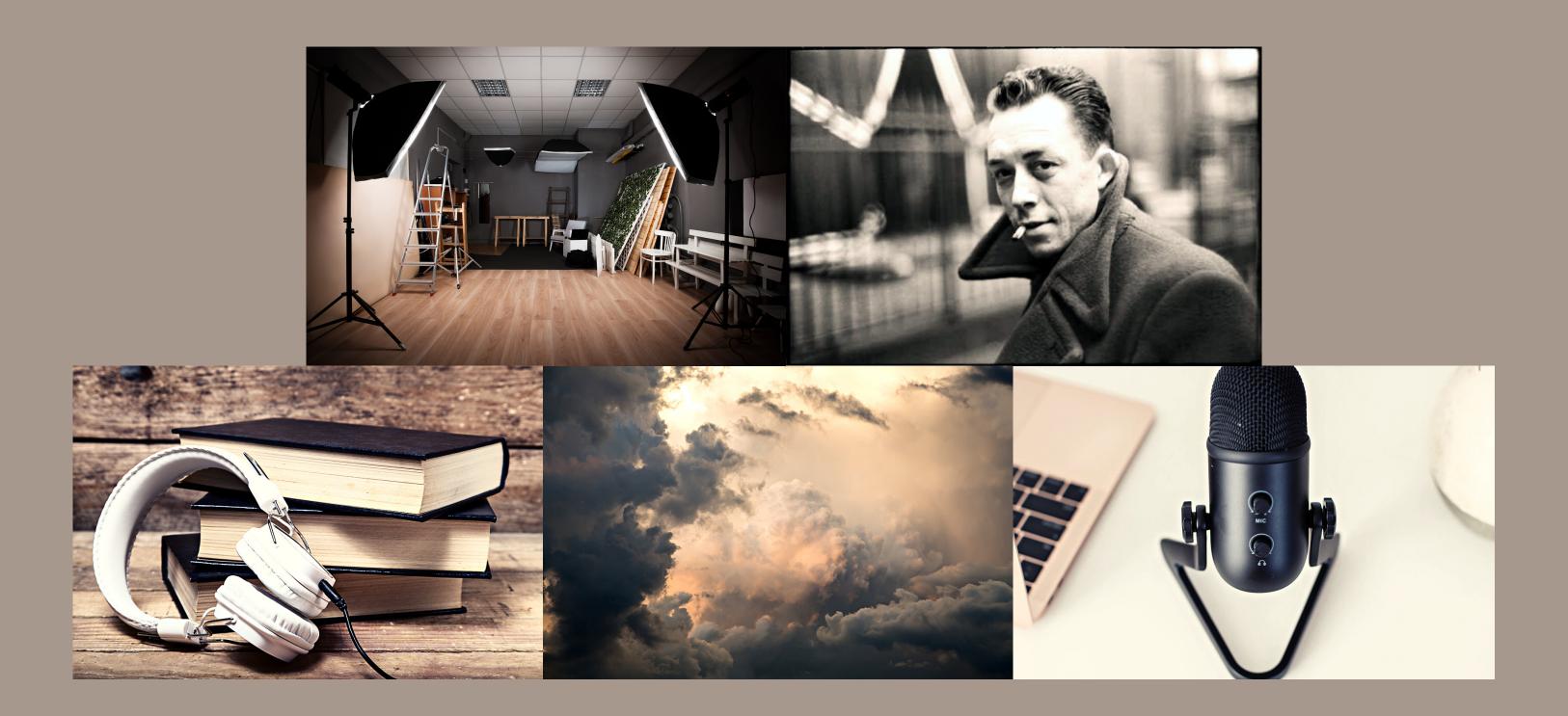
Aa

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
1234567890

**Typography** 

### MOODBOARD



Moodboard 09 / 10

# **Brand Guidelines**

# THE HOSTS

KILL THE NICHE



DAN RILEY
CO-HOST



YASMIN KHAN CO-HOST, CREATOR

Hosts 10 / 10

# THEEND

HELLO@KILLTHENICHE.COM KILLTHENICHE.COM