

Radio Station Logo Design – Client Project

Challenge

Design a logo that will effectively communicate the nature of the new format for 96.7 FM in an appealing manner to the target audience. The logo must be versatile enough to be used in all forms of promotion and advertising of the radio station.

Background:

96.7 Jack FM (WFML) will undergo a format change at the first of April, 2017. The existing contract with Jack FM, a nationally syndicated programming for radio, is expiring and operation of the radio station is reverting back to Vincennes University after being privately operated for a number of years. These changes provide a perfect opportunity to use a format change to offer a fresh choice for the radio market and potentially increase the audience and revenue.

New Format and Name:

967 The Bridge The new website address will be: 967thebridge.com

The format will feature artists from the mid to late 1960's through the mid-1980's and will feature the softer side of classic rock, mixed with some folk rock and country crossovers. The format is based on the SiriusXM channel by the same name. Key Artists will include:

- James Taylor
- Carole King
- Jackson Browne
- Simon & Garfunkel
- Chicago
- Billy Joel
- America
- Jim Croce

Audience:

Adults 45 years and older.

Requirements:

- Logo must include the entire name and numbers – call letters will not be included. Emphasis of the name, not numbers, would be indicated but exploration of all possibilities should be performed.
- Type style must be interesting and appealing – swashes and ligatures could be included and should be explored in the creative process.
- Graphic element could be included and should be explored in the creative process.
- Show logo in all black on a white background and all white on a black or dark background.
- Show the logo in 2 spot colors (Pantone Solid Coated)
- Show the logo in full color as it would appear in full-color printing or on the web
- OPTIONAL: If time allows, design a web banner that includes the logo. See instructor for details before starting this component

Deadline:

Tentatively scheduled client presentation to the general manager and other staff of the radio station will take place in Davis Hall, Room 416 on Tuesday, March 21 at 11:00. The presentations will be conducted electronically using a PDF file.

PDF file must be submitted to instructor prior to 10:45 on the date of the presentation.