



LOGO STYLEGUIDE



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ABOUT THE STORY OF US

This Is the Story of Us is a podcast that celebrates the power of storytelling to connect, heal, and inspire. It was created as a platform for emerging and underrepresented writers, bringing short fiction to life through stories grounded in real experiences, dreams, heritage, and hope-read aloud by the authors themselves.

Storytelling is at the heart of community and identity, and we believe it's far more than entertainment. As part of Worlds Within Reach, our mission is to create a welcoming and professional space where every voice is valued, and every story contributes to the shared narrative of who we are becoming.



PRIMARY LOGO

STORY OF US

The primary logo for This Is the Story of Us blends warmth, storytelling, and a sense of rooted identity in a single symbol. A golden microphone with organic roots sits at the center, representing narratives grounded in real experience and cultural heritage. The microphone takes the place of the letter O in the word STORY, highlighting voice and expression, while the tagline Every voice shapes the story we share underscores the brand's inclusive mission. Earthy colors and rounded typography evoke community, authenticity, and professional quality, perfectly matching the podcast's goal of uplifting underrepresented voices.





LOGO VARIATIONS

STORY OF US

To ensure versatility and consistency across all platforms, This Is the Story of Us offers several logo variations. The primary version presents the full wordmark with the microphone and roots symbol and tagline, making it ideal for print, website headers, and podcast covers. A horizontal layout can be used when vertical space is limited. The standalone icon, the golden microphone with roots, fits compact spaces such as social media profiles, app icons, or favicons. Black and white and single color editions provide clarity on different backgrounds and production materials. Each variation is designed to preserve the brand's emotional and visual impact.



Main Logo



Logo Icon



COLOR GUIDELINE

STORY OF US



#B18C50
RGB(177,140,80)
HSL(37,38%,50%)
CMYK(0,21,55,31)



#D2AD71
RGB(210,173,113)
HSL(37,52%,63%)
CMYK(0,18,46,18)



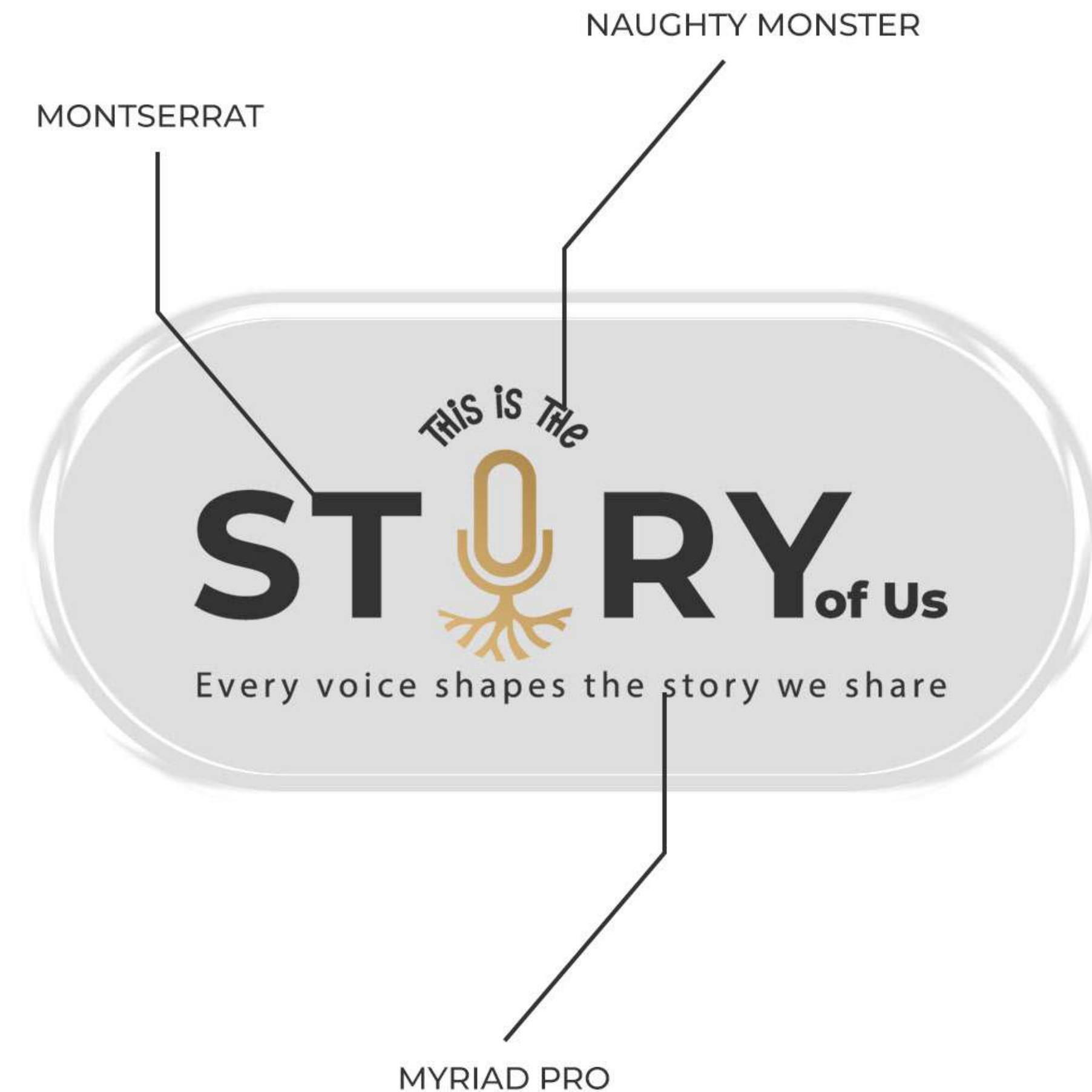
#333333
RGB(51,51,51)
HSL(0,0%,20%)
CMYK(0,0,0,80)

The logo color palette for This Is the Story of Us is designed to convey warmth, inclusivity, and a grounded identity. A rich, earthy gold is the primary hue, used in the microphone and roots symbol to signify voice, value, and storytelling rooted in real experience. A deep charcoal gray complements it in the wordmark, adding clarity, professionalism, and emotional depth. Together, these tones create a look that is both sophisticated and welcoming. Black and white and single color versions are also available, ensuring the logo remains clear and consistent across different media, backgrounds, and printing conditions.

TYPOGRAPHY

STORY OF US

The logo for This Is the Story of Us uses a thoughtful combination of typefaces that express the brand's personality—grounded, imaginative, and approachable. The main wordmark, STORY, is set in the bold and modern Montserrat, offering a clean, accessible, and contemporary look. The phrase This Is the is styled with Naughty Monster, a playful typeface with a hand-drawn feel that brings warmth and individuality. Supporting elements like of Us and the tagline are rendered in Myriad Pro, a humanist sans-serif known for its clarity and friendly tone. Together, these fonts create a balanced and welcoming typographic identity that reflects the spirit of community storytelling.





LOGO CLEAR SPACE

STORY OF US

To maintain visual clarity and ensure the logo always appears clean and unobstructed, a minimum clear space must be preserved around all sides of the logo. This space is defined using the total length of the full logo as the unit x . The minimum clear space should be one quarter of x , meaning one quarter of the total logo length must be maintained on all sides. No text, graphics, or other visual elements should intrude into this protected area. This guideline ensures the logo remains legible, professional, and consistently impactful across all applications.





INCORRECT USAGE

STORY OY US

The logo for This Is the Story of Us is a central part of the brand's identity and must be used with care and consistency. Never alter, distort, or modify the logo in any way. Do not change its colors, proportions, orientation, effects, or composition. Avoid placing it on backgrounds that reduce legibility, and refrain from adding graphic treatments or manipulating individual elements. Misuse weakens the brand's visual presence and can miscommunicate its values. Always use the approved logo files and follow brand guidelines to ensure a consistent and professional identity.



THIS IS THE

STORY of US

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THANK YOU