INHAILER RADIO
REBRAND GUIDELINES

WHO ARE WE?

We're Inhailer Radio, a rhythmic community that propels indie and elevates our local roots. Inspired by the late, beloved station WNKU, Inhailer was born to not only maintain a platform that differentiated from mainstream radio play, but to continue providing the imperative platform for local music in Cincinnati and beyond. Streaming 24/7 with DJ's 7 days a week, we'll help find your new favorite band.

Are you in?

LOCKUP 1

IN.HAILER
CINCINNATI INDEPENDENT RADIO

GRID

IN.HAILER
CINCINNATI INDEPENDENT RADIO

LOCKUP 2

IN.HAILER

LOGO

DON'TS

SINGLE COLOR

REVERSE PRIMARY/
SECONDARY COLOR

DISTORT

CROP

ROTATE

CHANGE FONT

CHANGE ICON

REMOVE ICON

OUTLINE

CHANGE WORDMARK
FONT

APPLY PATTERN/
GRADIENT/FILTER

OVERLAY ON SHAPE

WORDMARK LOCKUP EXAMPLES

FLUSH: FULL WORDMARK

FLUSH: LEFT

GRID MARGINS

#FFFFFF

#000000

#3856A6

#4DB7CE

#ED1E84

#E74A33

#F99F1F

#FAED12

WORDMARK + SUPERHEADER

HELVETICA LT STD ULTRA COMPRESSED

HEADER

Grotesque MT Std Bold
Grotesque MT Std Regular

SUBHEADER

GROTESQUE MT STD BOLD

GROTESQUE MT STD REGULAR

BODY
Grotesque MT Std Regular

*SIZES VARY
INCREMENTS OF **15**
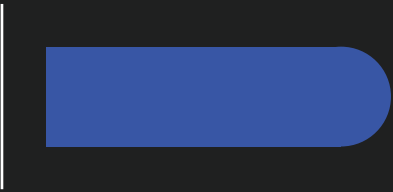
SHAPE EXAMPLES

DON'TS

BLOCK EDGES

NO SPACING

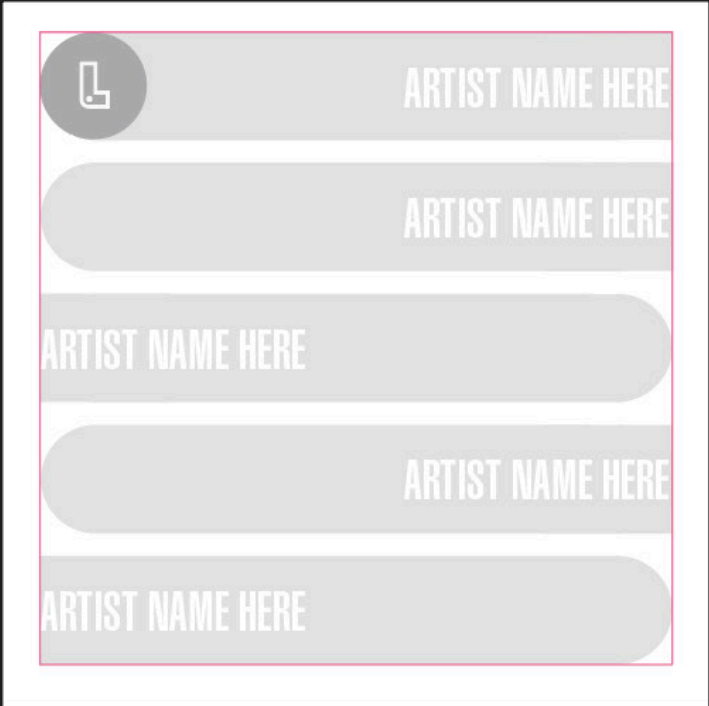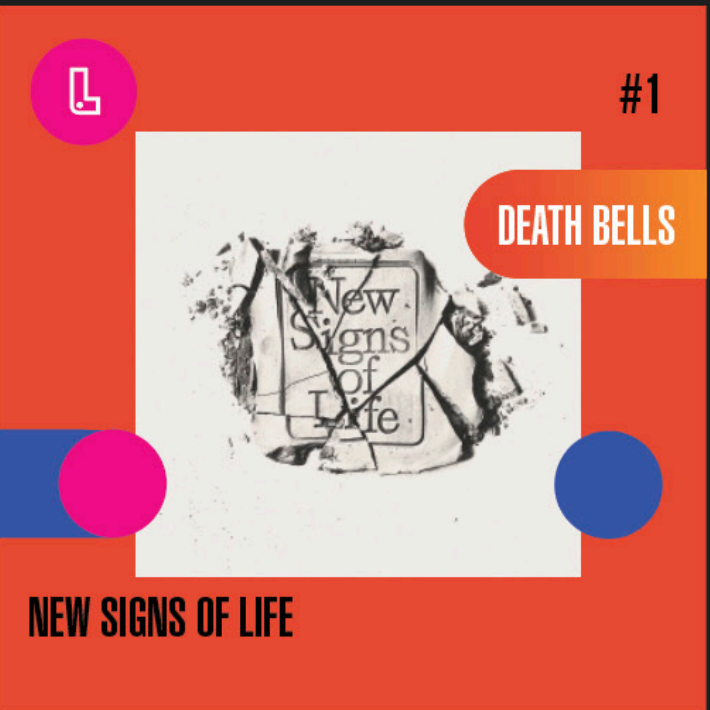PARTIAL CIRCLE OVERLAP

FLOATING BLOCK EDGE

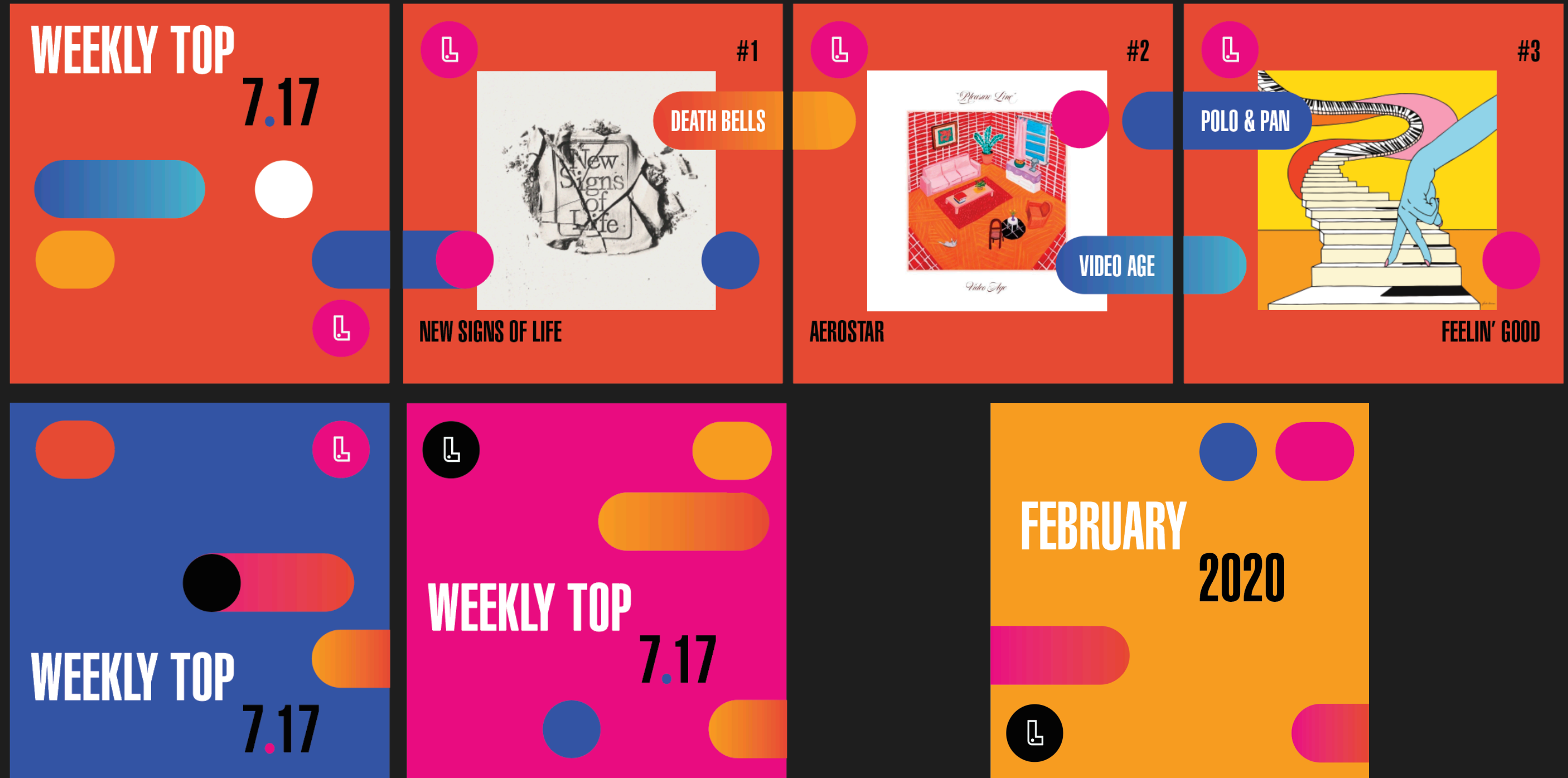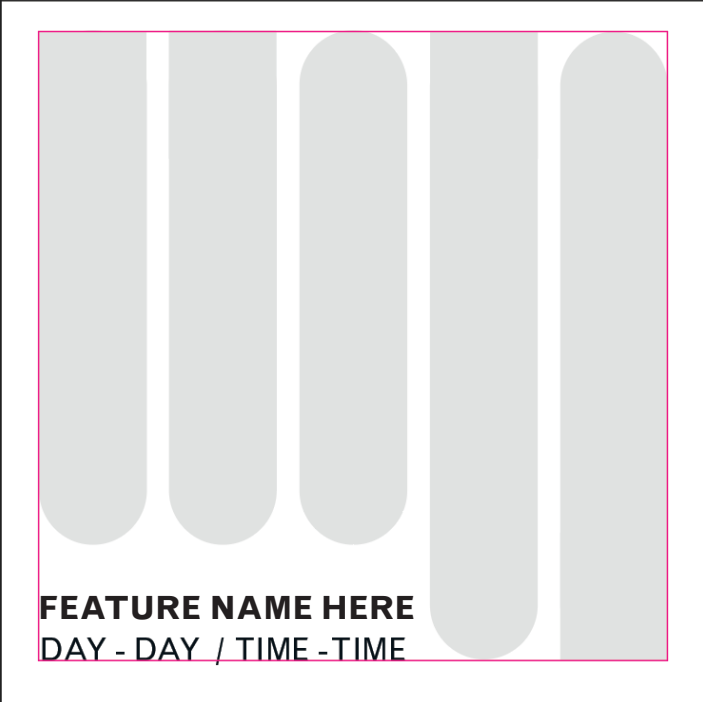ARBITRARY ROTATION

CIRCLE WITHIN LINE

INSTAGRAM / HORIZONTAL

ARTIST NAME HERE

ARTIST NAME HERE

ARTIST NAME HERE

ARTIST NAME HERE

ARTIST NAME HERE

#1

1500 X 1500 PX

MOONBEAU 10.19

THE BIG MOON

IN. STUDIO

WEEKLY TOP 7.17

#1

DEATH BELLS

NEW SIGNS OF LIFE

EXAMPLES

INSTAGRAM + SPOTIFY / WEEKLY TOP / CONTINUOUS SWIPE EXAMPLES

WEEKLY TOP
7.17

#1
DEATH BELLS

NEW SIGNS OF LIFE

#2
VIDEO AGE

AEROSTAR

#3
POLO & PAN

FEELIN' GOOD

WEEKLY TOP
7.17

WEEKLY TOP
7.17

FEBRUARY
2020

INSTAGRAM / VERTICAL

FEATURE NAME HERE
DAY - DAY / TIME - TIME

NILS ILLOKKEN
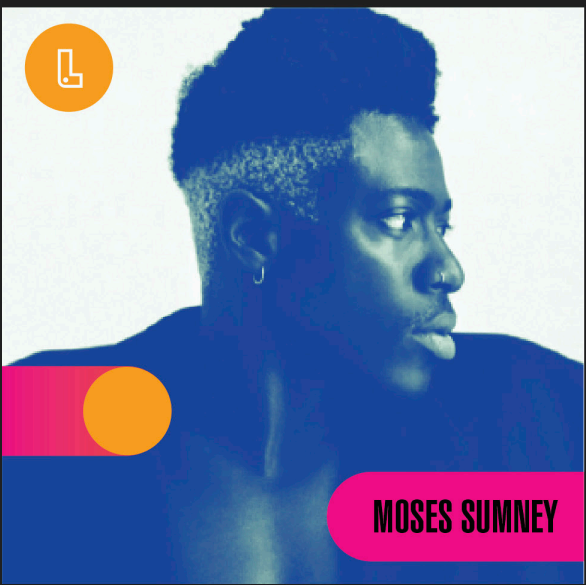TUES - FRI / 11AM - 3PM

MARLO SALEM
DIRECTOR, GIRLS ROCK CINCI
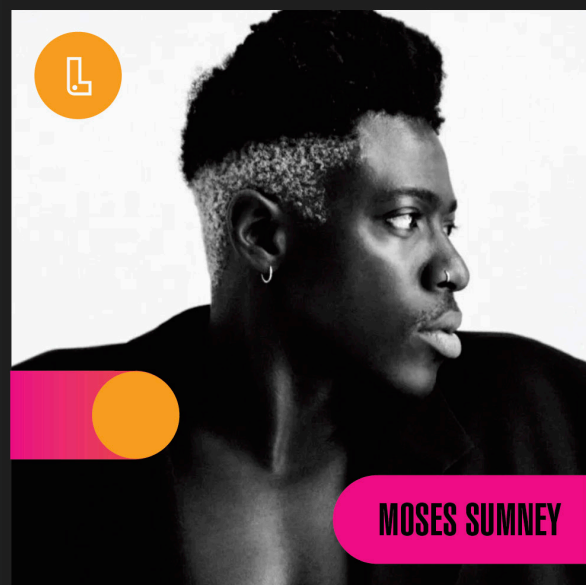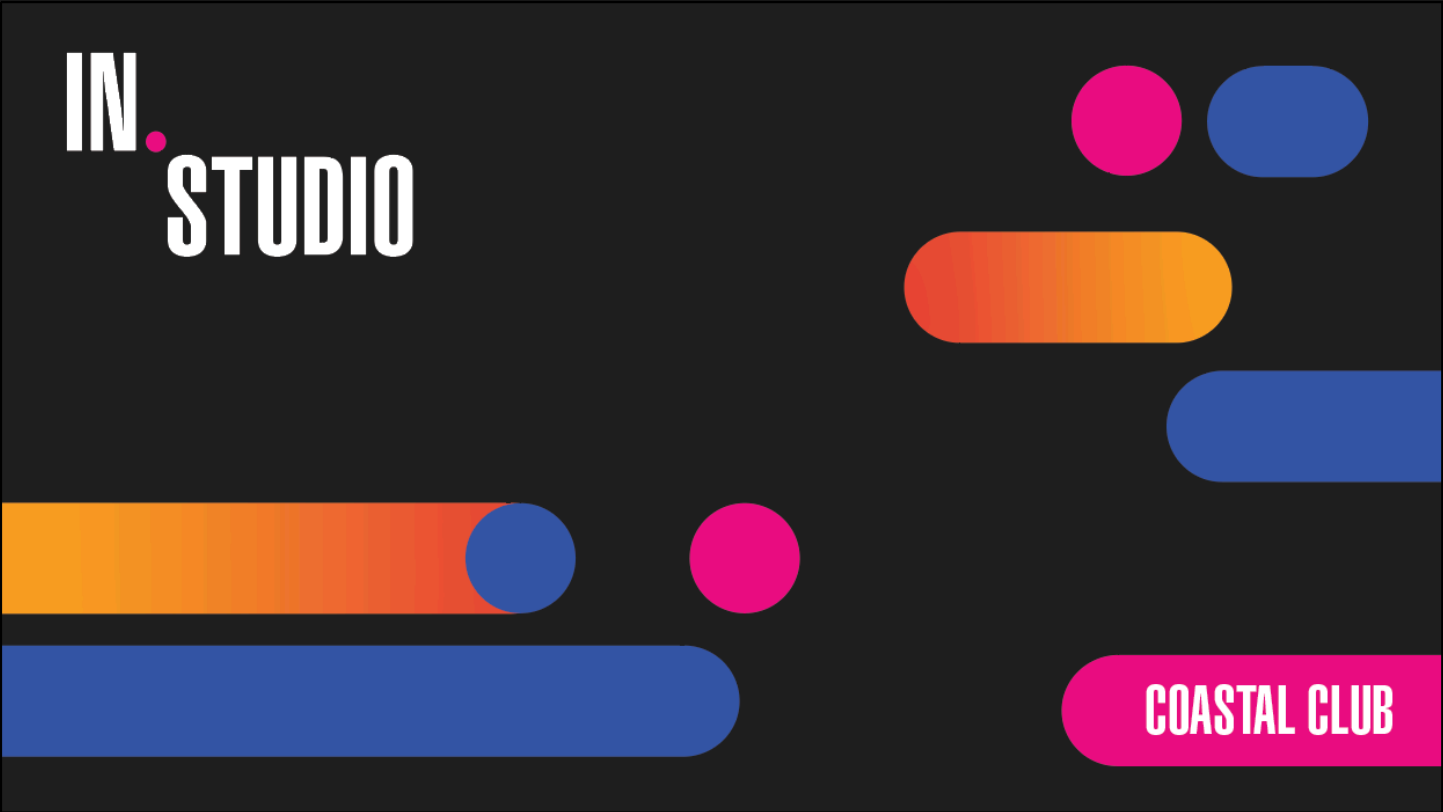
SOCIAL MEDIA PHOTO EDIT GUIDELINES

DOS: WARM / WITHIN COLOR SCHEME, BALANCED EDITS, SHARP IMAGE, B+W ACCEPTABLE

DON'TS: OVERLY COLORFUL, UNNATURAL EDITS, OUTSIDE COLOR SCHEME, HIGH / LOW CONTRAST, SEPIA / DUOTONE, BLURRY / PIXELATED IMAGE
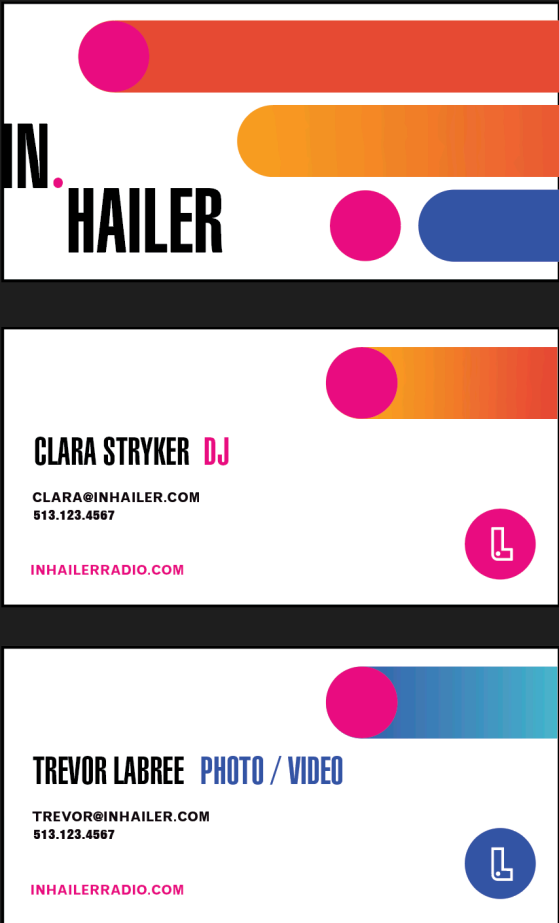
IN.STUDIO VIDEO

1280 X 720 PX

INTERNAL / BUSINESS CARDS + EVENT PASSES

1.5 X 3 IN

4 x 6 IN

TAGLINES:

LET'S FIND YOUR NEW FAVORITE BAND.

A BREATH OF FRESH AIRWAVES.

CINCINNATI INDEPENDENT RADIO.

24/7 INDIE. DJS 7 DAYS A WEEK.

KEY PHRASES:

JOIN IN. / JUST IN. / ARE YOU IN?

IN.STUDIO

IN.SPIRED

TONE OF VOICE:

ENCOURAGING / PASSIONATE / INCLUSIVE
BOLD / VIBRANT / CONNECTED / UPBEAT
CASUAL / COOL / CONCISE / INVITING

ABOUT US:

Hey there.

We're Inhailer Radio, a rhythmic community that propels indie and elevates our local roots. Inspired by the late, beloved station WNKU, Inhailer was born to not only maintain a platform that differentiated from mainstream radio play, but to continue providing the imperative platform for local music in Cincinnati and beyond. Streaming 24/7 with DJ's 7 days a week, we'll help find your new favorite band.

Are you in?

SIGN UP / JOIN IN.

The more, the merrier. Sign up to receive the latest on local live shows, In.Studio performances, album reviews, and all things Just IN.

DONATE

Inhailer Radio wouldn't be possible without our donors. Big or small, we greatly appreciate any amount of support given to help us keep the ball rolling.

EXAMPLES

Our Weekly Top is here, brought to you by music
director @elrond_hubbard_
What's your favorite? Full list in our bio.

JUST IN.
This week we reconnect with our friends
@wearecoastalclub with an In.Studio performance,
stories of making music in quarantine, and a sneak
peek of their newest single "honey". Link in our bio!

TONIGHT.
Join in with @soulsteprecords for an exclusive
preview of Khruangbin's anticipated upcoming al-
bum release, Mordecai. Stick around, we'll be doing
a live LP giveaway at the end of the set!

SOCIAL MEDIA

JUST IN.

The Inhailer Radio team welcomes our newest DJ,
Claire Muenchen!

A Cincinnati native and 80's culture fanatic,
Claire could not be more excited to join the team.
You may recognize her from the local synth-pop
duo Moonbeau, but now you can catch her on the
airwaves hosting Femme FM alongside Morgan
Early, highlighting the women of indie and beyond.
Tune in Wednesday nights, 7-9pm!

WEEKLY TOP

Our Weekly Top is here, brought to you by music
director Nils Illokken. What's your favorite? Cast
your votes below.

EMAIL LIST

DON'TS

INHAILER RADIO

NO: INHAILER (singular, all caps in body copy)
INHAILER CINCINNATI

IN.STUDIO

NO: IN-STUDIO, INSTUDIO

JOIN IN. / JUST IN.

NO: THIS JUST IN / JOIN IN! + JUST IN! / JOIN US
NOW IN

CINCINNATI INDEPENDENT RADIO

NO: CINCY INDEPENDENT RADIO / CINCINNATI
INDIE RADIO / INDEPENDENT CINCINNATI RADIO
CINCY RADIO

NO

NEGATIVITY / EXCLUSIVITY / STRAYING FROM
TONE OF VOICE / UNNECESSARY INFO / LONG
PARAGRAPHS UNLESS NECESSARY/ HASHTAGS
IN CAPTIONS (USE IN COMMENTS)

LIMIT

EXCLAMATION POINTS / SENTENCE AMOUNT /
GOOFY + JUVENILE PHRASING / USE OF KEY
PHRASES (NO MORE THAN 1-2 IN COPY)