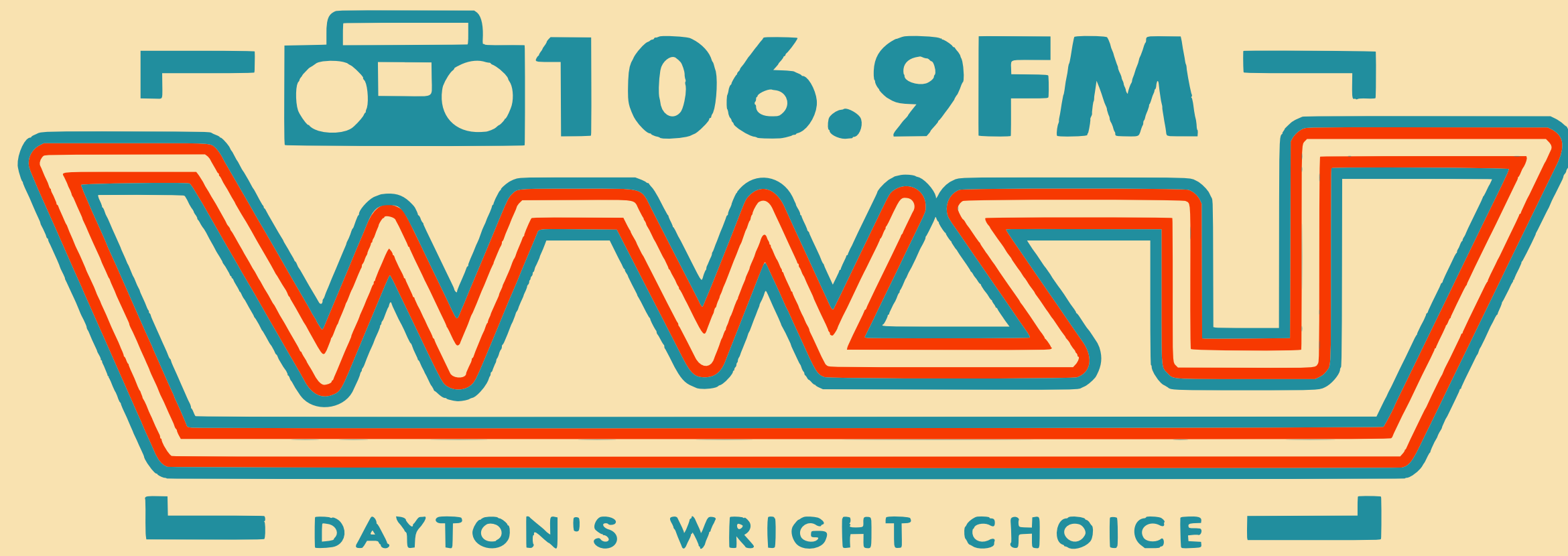




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About WWSU 106.9 FM Revamp

Pulling from the classic silhouettes and colors of the 60's, this revamp is refreshed and modernized for the WWSU radio station. Taking inspiration from the current Twitter header, which is records, and creating a cohesive aesthetic around that.

Brand Story

Taking inspiration from the WWSU, neon sign logo, what better way than to embrace the vintage look, while making it modern.

BOLD
unique
original

“

SHEA NEAL

GENERAL
MANAGER

Purpose

"Bold, unique, original" are not the words that come to mind when looking at the pre-existing branding. The new color palette and inspiration is what WWSU was missing. A more vibrant and playful palette that gives a nod to it's heritage. By adding a few more colors and adjusting the dated red color to a more vibrant, orange red, the palette is fresh and current.

Inspiration

Retro is always in, so might as well embrace it. The neon sign logo, with 60's inspiration, desires more elements to compliment it.

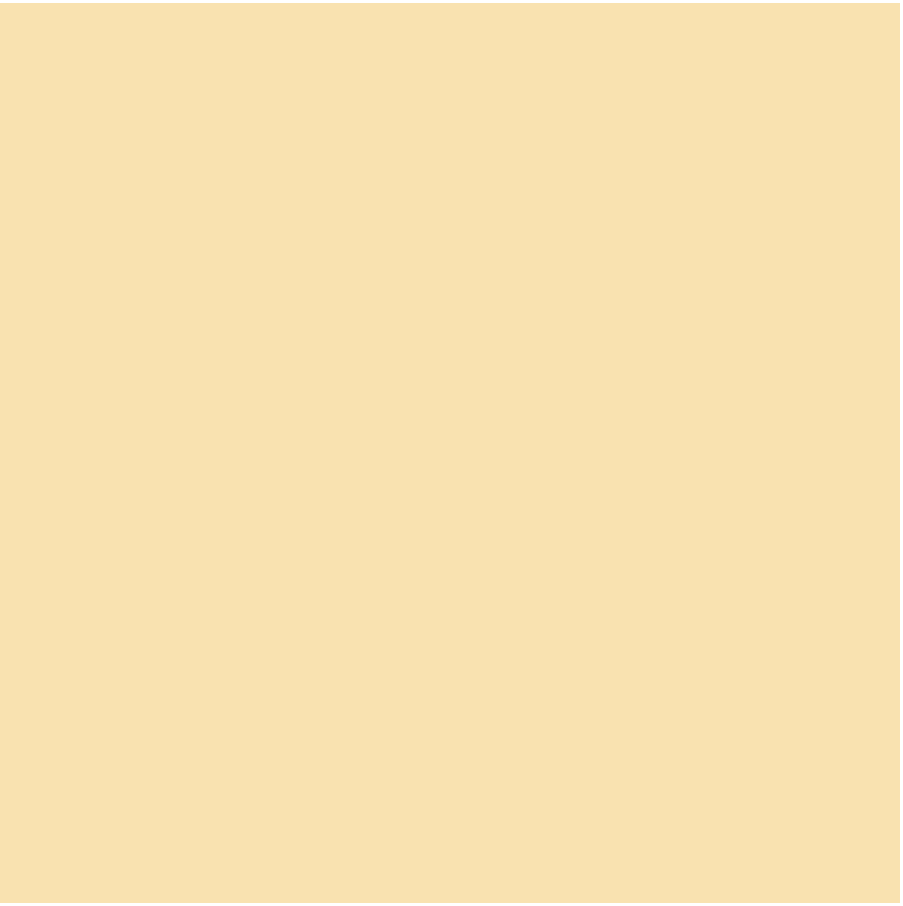
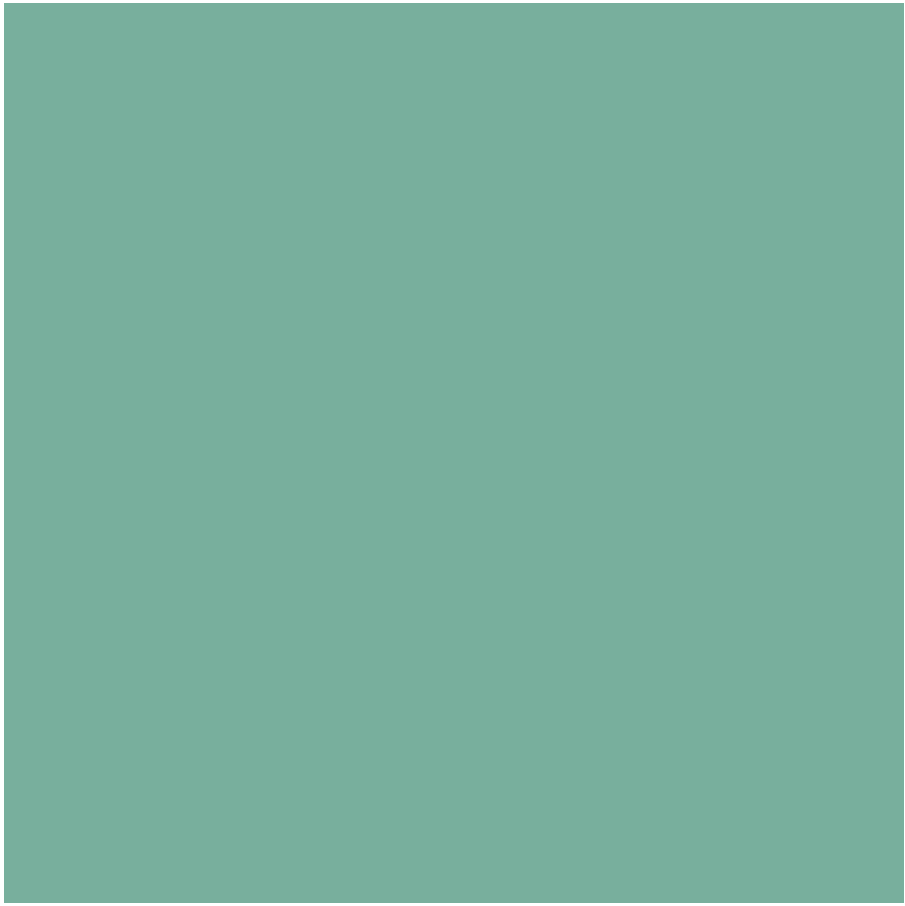
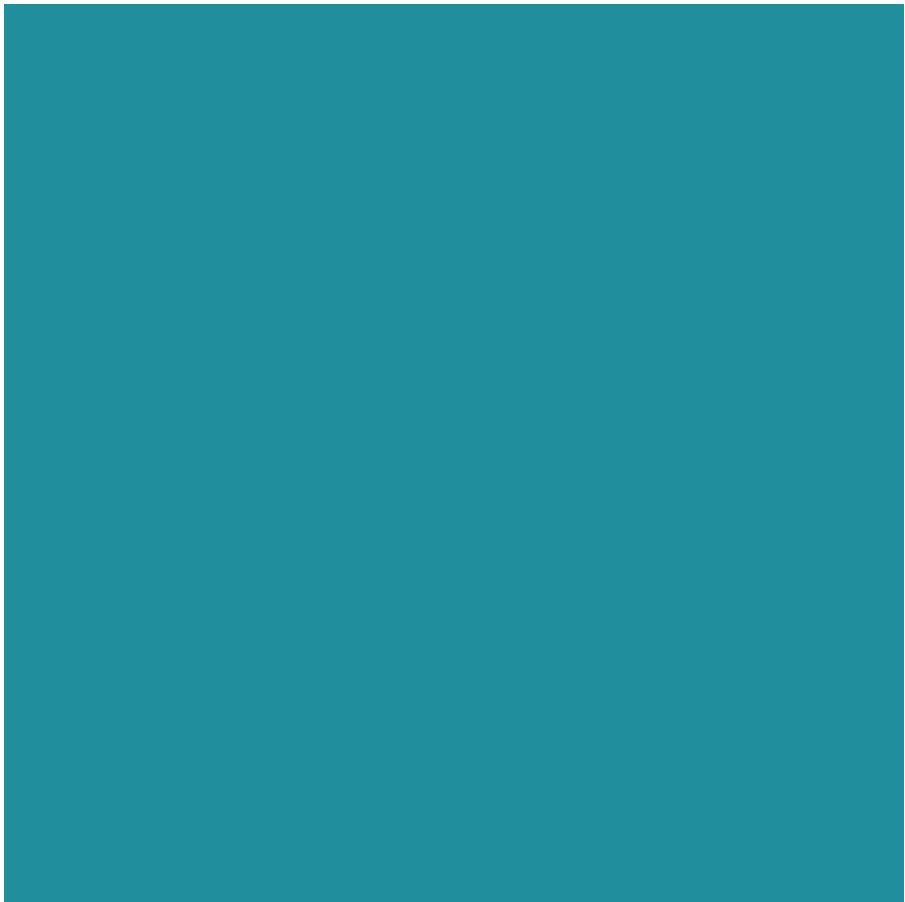
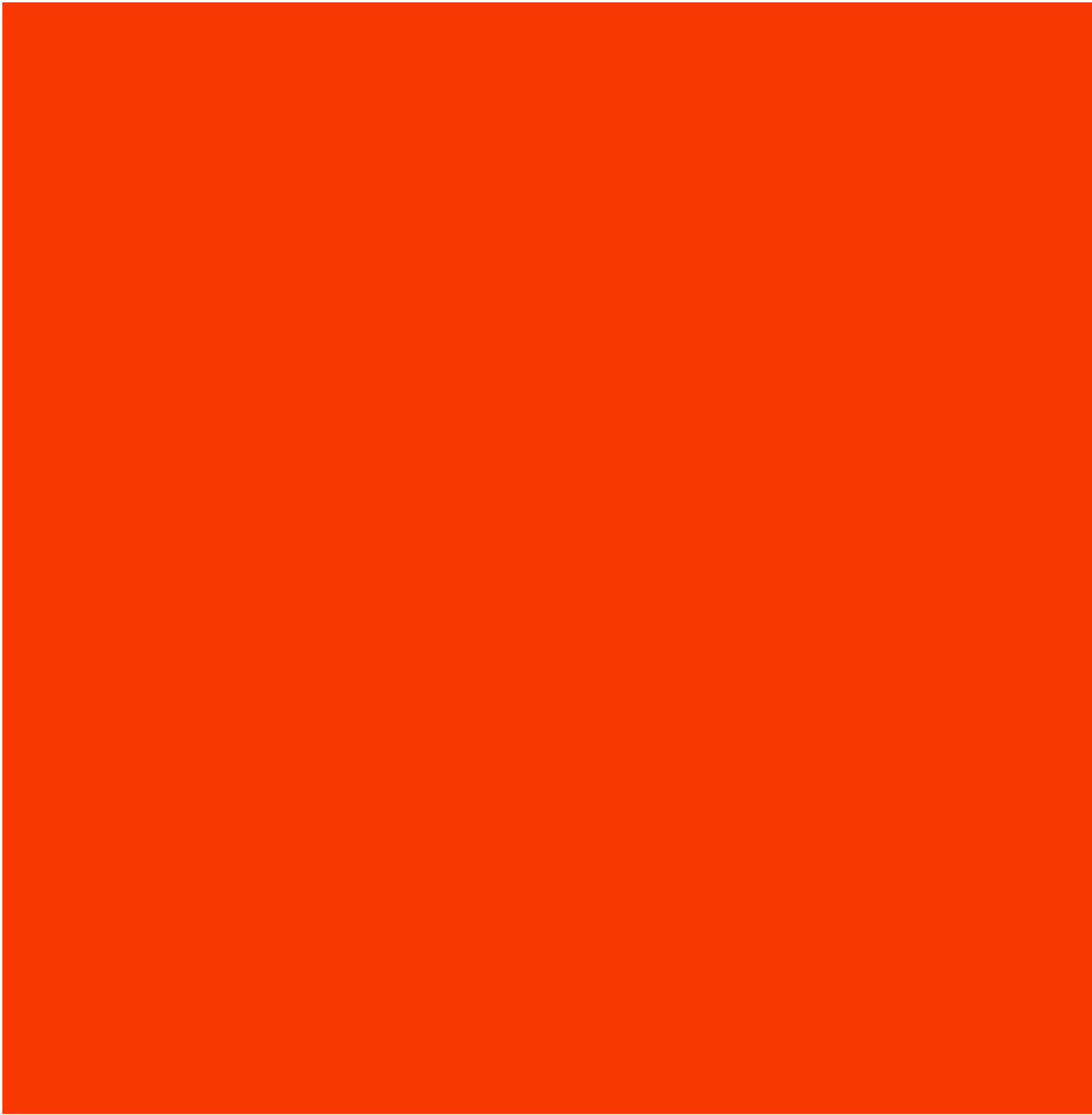
DAYTON'S
WRIGHT
CHOICE

WWSU 106.9 FM

Typography

6





106.9
FM

DAYTON-FAIRBORN
DAYTON-FAIRBORN

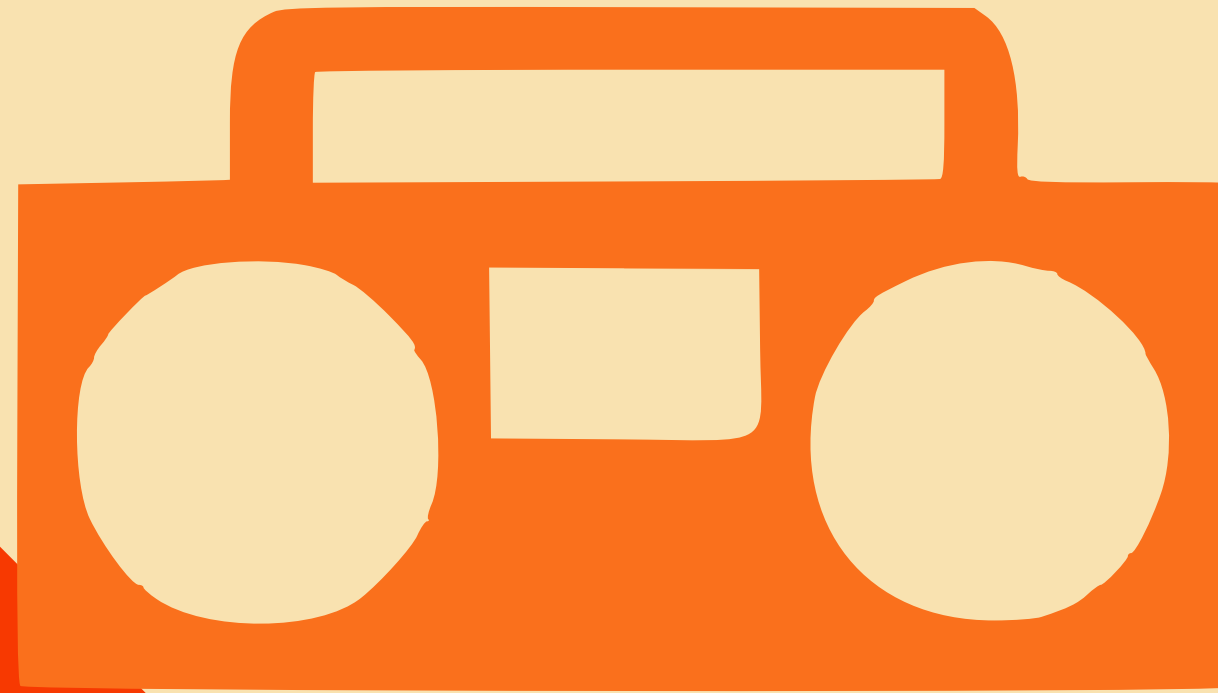


DAYTON'S **WRIGHT** *CHOICE*



LISTEN LIVE

WWSU1069.COM



LISTEN LIVE

WWSU1069.COM



Notes

Adjust spacing for letters. The spacing is not even, and the s is being isolated out

Nit picky, but the logo is not level, I put in a 180 degree line to demonstrate



Angles aren't the same on each side, make them the same slant for symmetry

There is some gaping and is uneven, it needs to all be level with the bottom of the first dip on the W.

Ideas

- For social media, you will want to maintain a sense of cohesion, so I would recommend finding a preset in Adobe Light room that fits with the aesthetic, so that it is easier to manage and keep alike.
- For content for the Instagram page, it would be cool to feature unique websites on the stories feature every now and then that connect to spotify, such as, <https://receiptify.herokuapp.com/> . This site creates an interactive listening experience.
- Make your page as engaging as can be, run polls, have a kitschy name like "Spin Saturdays" in which you feature a hot song of the week. Make your viewers feel like they are following you for a reason.

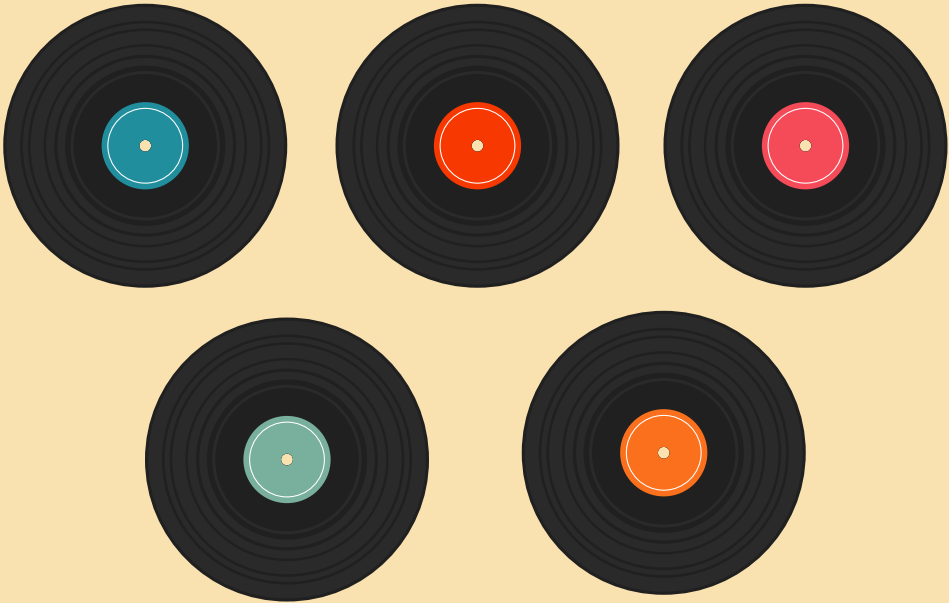
Social Media Inspiration: Instagram

Profile Picture

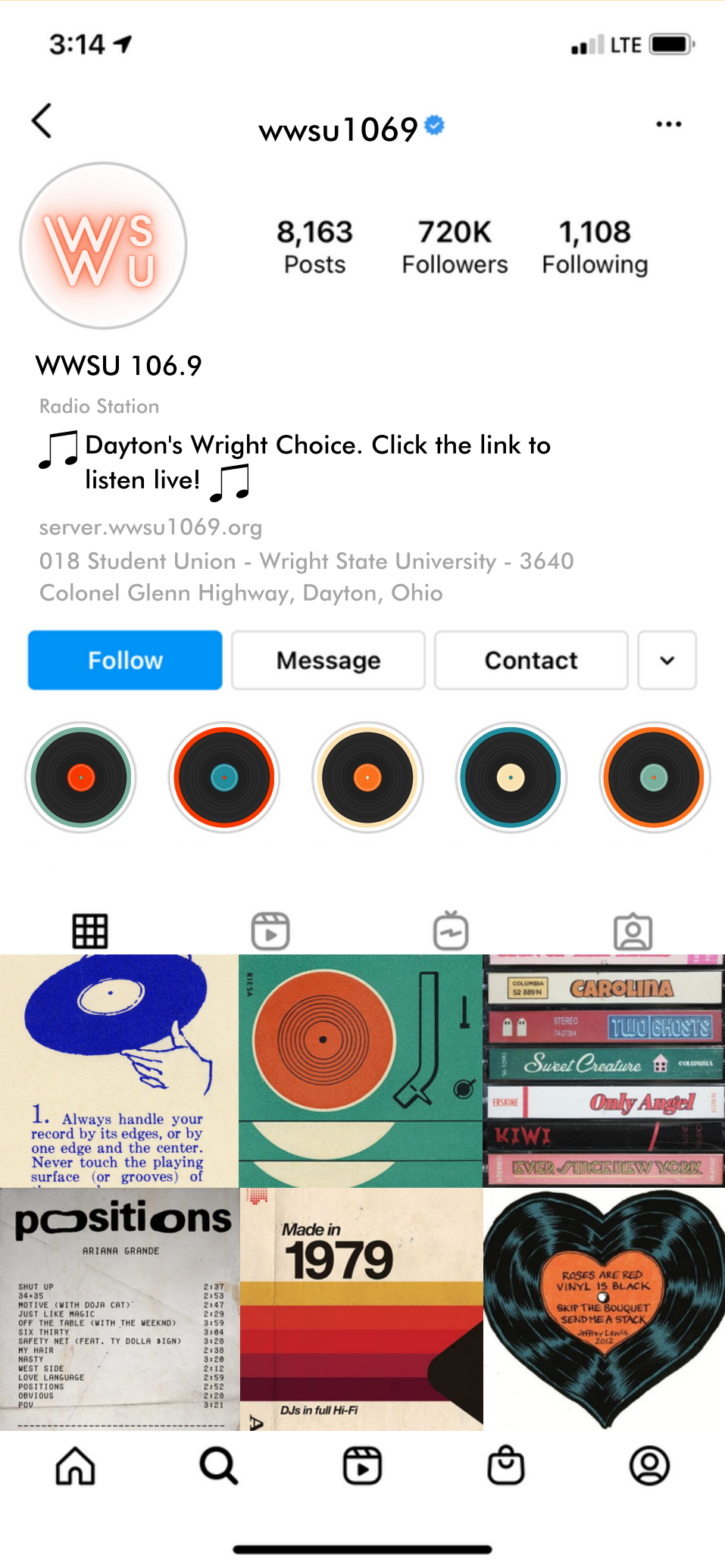


Here's why this profile picture adjustment is successful: By creating something smaller and less stretched out than the current profile image being used, it is easier to read and view. Still ties in the neon sign element and ties it to the WWSU station.

Story Highlight Covers



The covers are records of the varying color palette colors for the stories.



Social Media Inspiration: Twitter

Update Twitter bio, similar to Instagram bio displayed on previous slide

Updated Twitter header, incorporates colors and is a crisp and attractive visual



Miscellaneous

Special Guest Template

Special Guest



Makenzie Hoeferlin
Editor-in-Chief
The Wright State Guardian



Print of records could
be used for apparel or
any elements



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