

H**T** **PIE** **MEDIA**.[©]

2021
BRAND GUIDELINES

2. Table of Contents
3. Logo
4. Brand Type
5. Primary and Secondary Logo Usage Guidelines
6. Color
7. Typography
8. Product Platforms
9. Product Platforms
- 10 Audio Logo Usage Guidelines



Logo

The Hot Pie Media logo is the primary means of identifying the parent company, and should never be recreated or otherwise manipulated. This is essential to maintain a consistent presentation of our identity.

Primary Logotype



Secondary Logotype

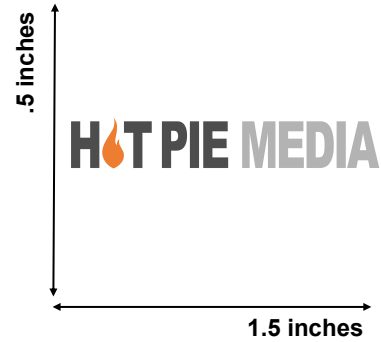


Brand in Type

- Primary: Hot Pie Media
- Caps Only: HOTPIEMEDIA
- Avoid: Hot Pie MEDIA
hotpiemedia
HOT PIE media

Primary Logo

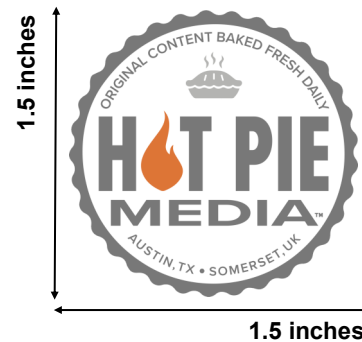
- Minimum Width: 144 px
1.5 inches
3.81 cm



The HPM logo should retain proportional dimensions and be at least .5" x 1.5"

Secondary Logo

- Minimum Width: 144 px
1.5 inches
3.81 cm



The HPM logo should retain proportional dimensions and be at least 1.5" x 1.5"

Primary Logo Usage Guidelines



Secondary Logo Usage Guidelines



Avoid:

- Changing color of any logotype element.
- Changing font of any logotype element.
- Changing size of any logotype element.
- Adding a gradient to the logo unless authorized.
- Adding a drop shadow to any logo element unless authorized.
- Removing any elements of the logo.
- Changing any words in the logotype element.

Hot Pie Media Orange

Pantone Solid Coated 158 C
RGB (238, 125, 48)
CMYK (3, 62, 93, 0)

Gray

Pantone Solid Coated 8 C
RGB (129, 130, 133)
CMYK (52, 43, 41, 6)

Cool Gray

Pantone Solid Coated 3 C
RGB (188, 189, 192)
CMYK (26, 21, 19, 0)

White

Pantone Solid Coated 7543 C
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

Brand Typography: Headlines

Century Gothic Bold

**Hot Pie Media, “Original content baked fresh daily at our home on the web,
hotpiemedia.com.”**

Brand Typography: Secondary

Century Gothic

Hot Pie Media, “Original content baked fresh daily at our home on the web,
hotpiemedia.com.”

Century Gothic Italic

*Hot Pie Media, “Original content baked fresh daily at our home on the web,
hotpiemedia.com.”*

Century Gothic Bold

**Hot Pie Media, “Original content baked fresh daily at our home on the web,
hotpiemedia.com.”**

Century Gothic Bold Italic

***Hot Pie Media, “Original content baked fresh daily at our home on the web,
hotpiemedia.com.”***

Product Platforms

Our Channels



Web



Mobile



Wear



Home
Entertainment



Auto

Web

Mobile

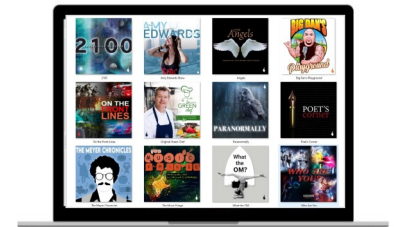
Wear

Home Entertainment

Auto

Web

When designing for Hot Pie Media for the web, content is optimized for all screen sizes. The design is simple and has a focal hero section that calls relevant and timely content to our users. Our site design utilizes responsive principles to be compatible with mobile devices and the use of native controls. Our web application fuses brand marketing, advertisements and local station content into a cohesive and clean web site.



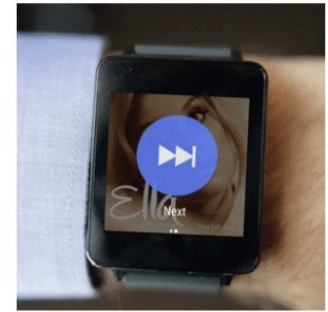
Mobile

The Hot Pie Media app (widget) for mobile allow our users to quickly find and listen to their favorite stations wherever they are. Searching for and navigating content is easy and navigation is always accessible and intuitive. Our focus on colors, legible type, usability, and layouts appropriate to specific devices give content meaning and hierarchy. Simplicity and depth places our vast audio selection in digestible visual layers. The use of our mobile app delights through interaction, artwork, and style to encourage the user to return. Once the user is playing a station, nothing gets in the way of discovering new stations or enjoying album art.



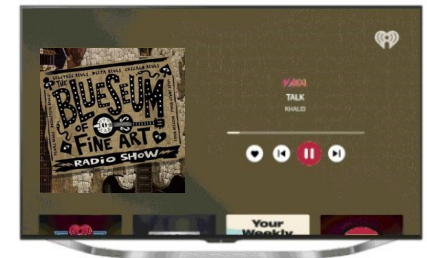
Wearables

Hot Pie Media Wear apps make it easy for listeners to access their favorite show from their most familiar wearable, the smart watch. This app continues Hot Pie Media's focus on consumer access and convenience. Users can seamlessly control their Hot Pie Media listening experience right from their wrist, making it easy to find and listen to their podcasts while on-the-go. Features include Voice Activation to search through Hot Pie Media Podcasts simply by saying the podcast's name. Android Wear users are given quick access to their Favorites, and are served up For You, a tailored recommendations list based on their listening habits. Hot Pie Wear users also have Quick access to on-the-spot podcast feedback with Thumbs Up/Thumbs Down buttons - all without needing to pull out a phone.



Home Entertainment

Hot Pie Media complements and serves the listening experience without distracting from it. Content and features are easily understood at a glance and require little focus to access. The most relevant and frequently used Hot Pie Media content is surfaced at the top level for your listening pleasure. Features include Voice Activation to search through Hot Pie Media Podcasts simply by saying the podcast's name.



Auto

Hot Pie Media for Auto complements and serves the driving experience, without distracting from it. Content and features are easily understood at a glance and require little focus to access. Interface elements that are critical to decision-making are presented clearly and prominently, with messaging written concisely and used sparingly. The most relevant and frequently used Hot Pie Media content is surfaced at the top level to minimize driver distraction. We choose to leave out overly complex tasks which distract the driver and instead have these handled on a separate platform.



Audio Logo

What is an Audio Logo?

Music is the universal language. There's no better way to engage listeners with a melodic reminder of who you are? An audio logo is essentially a melody that captures the essence of your product or company. Liberty Mutual uses "Liberty, Liberty, Liberty...Liberty." Netflix uses a short kick drum with a single tone. "Ho, ho, ho, Green Giant" has been in-market since the 1960s, giving the logo a strong recall. We are introducing the signature sound that in the future will instantly communicate Hot Pie Media without saying a word.

Access the Hot Pie Media Audio Logo by emailing studio@hotpiemedia.com

Primary Audio Logo

- Select the audio logo from your formats folder for use in your Hot Pie Media production.
- Audio logo should be used primarily at the start of your production.
- The audio logo includes snare drum and harmonica. Do not cut down, fade out, or otherwise omit them from your production.
- Accompanying beds are provided for use at your discretion. They can help mesh the audio logo to otherwise tricky segues.

Improper Usage

- Don't use the audio logo on it's own with no Hot Pie Media Podcast messaging surrounding it.
- Don't use the audio logo in any production that already includes your own podcast's audio logo.
- Don't create your own audio logo. If you would like to request a specific version for your podcast please send a request to studio@hotpiemedia.com
- Don't use the accompanying beds for any production other than its corresponding audio logo.
- Don't place any voice over the audio logo. It should never be used under a tag.
- Sponsor tags should be placed before the audio logo.