

The development of the In The Huddle podcast logo was driven by the goal of creating a strong, recognizable identity that aligned with the Kern High School District's overall branding. We wanted a clean and simple design that visually communicated the essence of a podcast without explicitly including the word "podcast" in the logo. To achieve this, we incorporated a podcast microphone into the design, creatively integrating it within the letter "U" in "Huddle" to blend seamlessly with the typeface. This design was developed internally, with careful consideration given to typography and color choices. Initially, we explored multiple color variations, including our district's signature navy blue. However, after testing different applications across various media, we determined that black and light grey would provide the most versatility and ensure optimal visibility across all platforms. The typography was selected from a sans-serif family that offered multiple variations, ensuring brand consistency across different uses. The In The Huddle logo is primarily used as a watermark for the video podcast, enhancing brand recognition on social media and streaming platforms. Additionally, it is featured on promotional graphics and merchandise, further reinforcing the podcast's identity. The clean and adaptable design has allowed for seamless integration across digital and physical materials, ensuring a polished and recognizable look for the podcast.