BASKETBALL PODCAST

MIKE’S MIC

Complete visual identity, logo system, color & typography standards, YouTube channel kit, and production guidelines.



BRAND OVERVIEW

Film-room sharp. Courtside energy.

Mike’s Mic is a modern basketball podcast built for hoops fans who love smart film breakdowns, front-office strategy, and unfiltered NBA storytelling. The visual identity pairs a bold studio microphone badge with basketball-court geometry and high-contrast Court Orange accents.

TONE & VOICE

Direct & Knowledgeable

Conversational, analytical, and energetic—never corporate or cluttered.

MARK RATIONALE

Brutalist Studio Badge

A continuous cord-to-frame condenser mic with a 4×3 grille and orange capsule—instantly legible at 32px avatars and huge on studio banners.

PRODUCTION

Print, Vinyl & Digital

Solid flat shapes with zero gradients ensure clean output across YouTube, merch, stickers, mic flags, and signage.

PRIMARY LOCKUP

Stacked Studio Badge + Wordmark

Use the primary stacked lockup wherever vertical space allows—podcast cover art, merch chest prints, end screens, and presentation covers.



LIGHT BACKGROUND (DEFAULT)



DARK BACKGROUND

COMPACT & AVATAR MARKS

Standalone Badge & Court Seal

When the full wordmark is already nearby—or in tight square/circular placements like YouTube avatars, video watermarks, and favicons—use the standalone badge icon or the circular Basketball Podcast Seal.



ICON MARK (AVATARS & WATERMARKS)



SECONDARY COURT SEAL (MERCH & STICKERS)

LAYOUTS & SINGLE-COLOR

Horizontal, Stacked & Single-Color

Use the horizontal lockup for YouTube banners, headers, and lower-thirds. Single-color versions are included for screen printing, vinyl decals, and monochrome signage.









PROTECTION ZONE

Clear Space & Minimum Dimensions

Always maintain a clear space buffer equal to the width of the outer badge stroke (1× unit) on all four sides. Never crowd the logo with text, borders, or other graphics.



DIGITAL MINIMUMS

Icon: 48 × 48 px • Full Lockup: 140 px wide

Below 48px, use the standalone badge icon without text.

PRINT, VINYL & SIGNS MINIMUMS

Icon: 0.5 in • Full Lockup: 1.25 in wide

Ensures the 4×3 mic grille cutouts stay crisp on vinyl and apparel.

BRAND COLORS

Hardwood Ink & Court Orange

Court Orange is the signature focal accent—reserved for the mic dome, callouts, and key CTAs. Hardwood Ink anchors dark studio backgrounds and crisp typography.

Court Orange

HEX: #FC4E18
RGB: 252, 78, 24
CMYK: 0, 82, 96, 0

Hardwood Ink

HEX: #1A160D
RGB: 26, 22, 13
CMYK: 68, 66, 78, 82

Chalk White

HEX: #FAF8F5
RGB: 250, 248, 245
CMYK: 1, 1, 3, 0

Pure White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Need a Pantone color? Ask your printer to match these CMYK values.

TYPE HIERARCHY

Geometric Bold & Clean Editorial Sans

Headlines and episode titles use heavy uppercase geometric sans for instant thumbnail readability. Show notes, timestamps, and body copy use clean, medium-weight sans.

DISPLAY / THUMBNAILS

WHO OWNS THE 4TH QUARTER?

Bold / ExtraBold Uppercase · Tight line-height (0.98–1.08) · High contrast against dark scrims.

EYEBROWS & BODY

EPISODE 42 • FILM ROOM

Regular & Medium weights at 14–16px with generous line-height (1.55) for podcast descriptions, YouTube chapters, and social captions.

PHOTOGRAPHY & COURT ATMOSPHERE

Studio Spotlight & Hardwood Texture

Pair moody, high-contrast studio portraits with Court Orange rim lighting and subtle hardwood court-line geometry. Keep left or bottom zones clean for bold episode headlines.



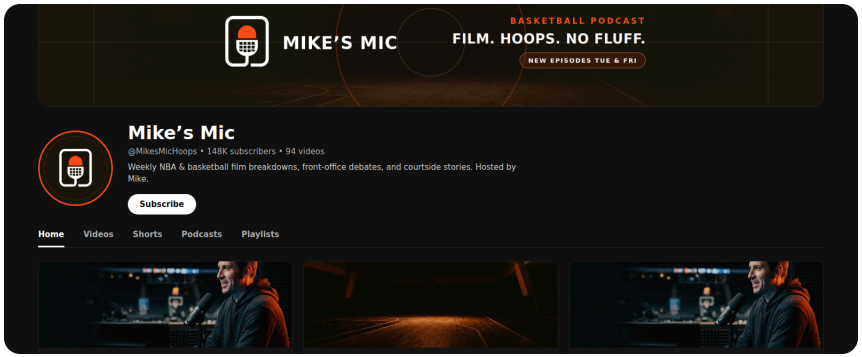
Studio Host Framing · Warm #FC4E18 rim light + dark arena bokeh



Hardwood Court Texture · Overhead spotlight for banners & end screens

CHANNEL & VIDEO SYSTEM

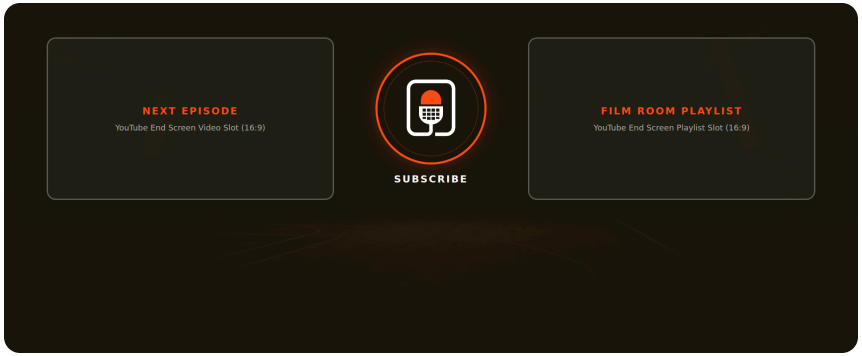
YouTube Banner, Avatar, Thumbnail & End Screen



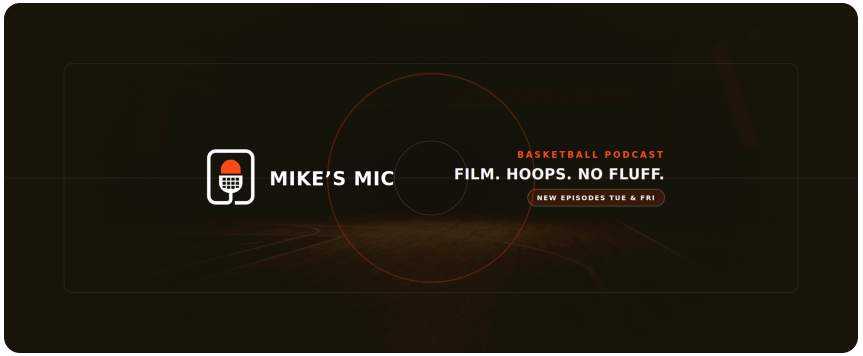
Channel Banner (2560×1440) & Avatar (800×800)



Thumbnail Template (1280×720)



End Screen Template (1920×1080)



Full-Bleed TV / Desktop Channel Art

PHYSICAL TOUCHPOINTS

Print, Vinyl & Studio Gear

Designed for clean screen-printing, die-cut vinyl stickers, and broadcast mic flags—with zero gradients or fragile fine lines.



BROADCAST MIC FLAG



DIE-CUT VINYL STICKER



STUDIO HOODIE / TEE PRINT

USAGE RULES

Protect the Mark



DO: Use high-contrast pairings



DO: Use horizontal in wide spaces



DO: Use single-color white on dark



DON’T: Stretch or distort



DON’T: Recolor outside palette



DON’T: Put dark ink on dark bg

USE YOUR LOGO AND FILES ANYWHERE

Complete Brand & YouTube Kit

Every file is named cleanly, verified to open, and includes versions for print, vinyl, and signs alongside digital & YouTube assets.

VECTOR & PRINT

SVG • PDF • EPS

Infinite-scale master files for printers, sign shops, vinyl cutters, and merch vendors.

WEB & SOCIAL

PNG (2000px & 500px) • JPG

Transparent PNGs and ready-to-upload JPGs across primary, horizontal, icon, and seal variants.

YOUTUBE PODCAST KIT

Mockups & Animated Sting

Channel banner, avatar, end screen, 150×150 watermark, thumbnail template, and 1080p MP4/GIF intro sting.