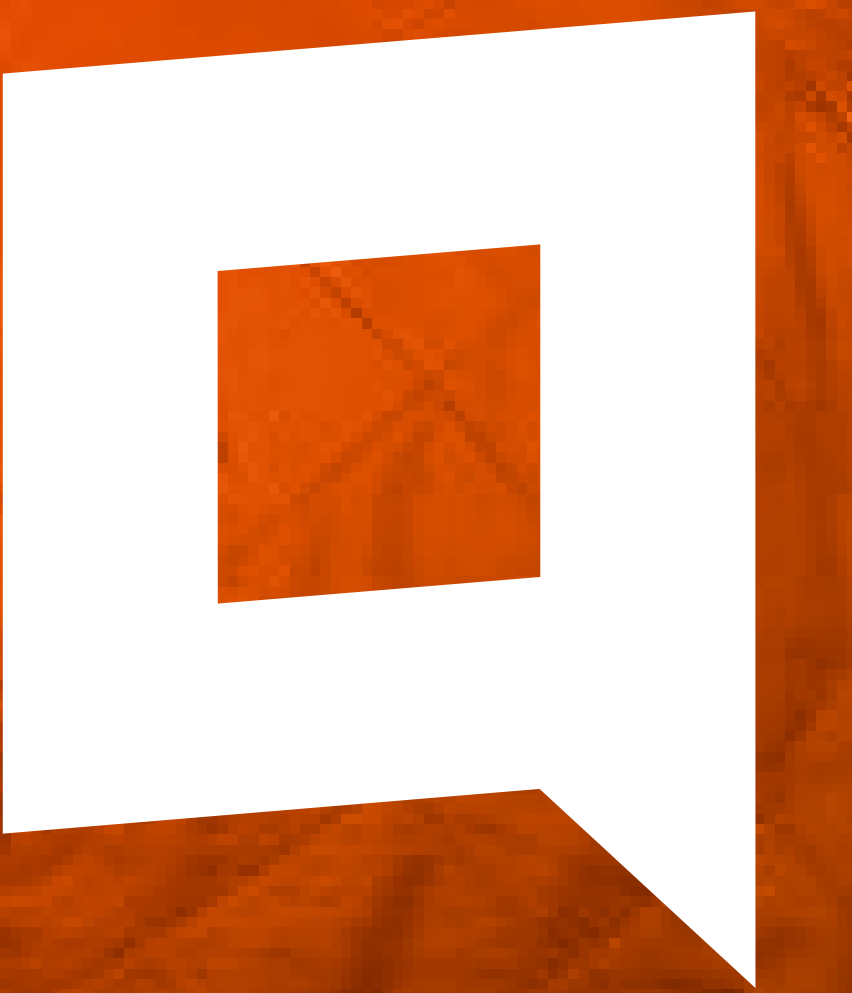


# Brand Guidelines

Q99.7 Atlanta | WWWWQ-FM

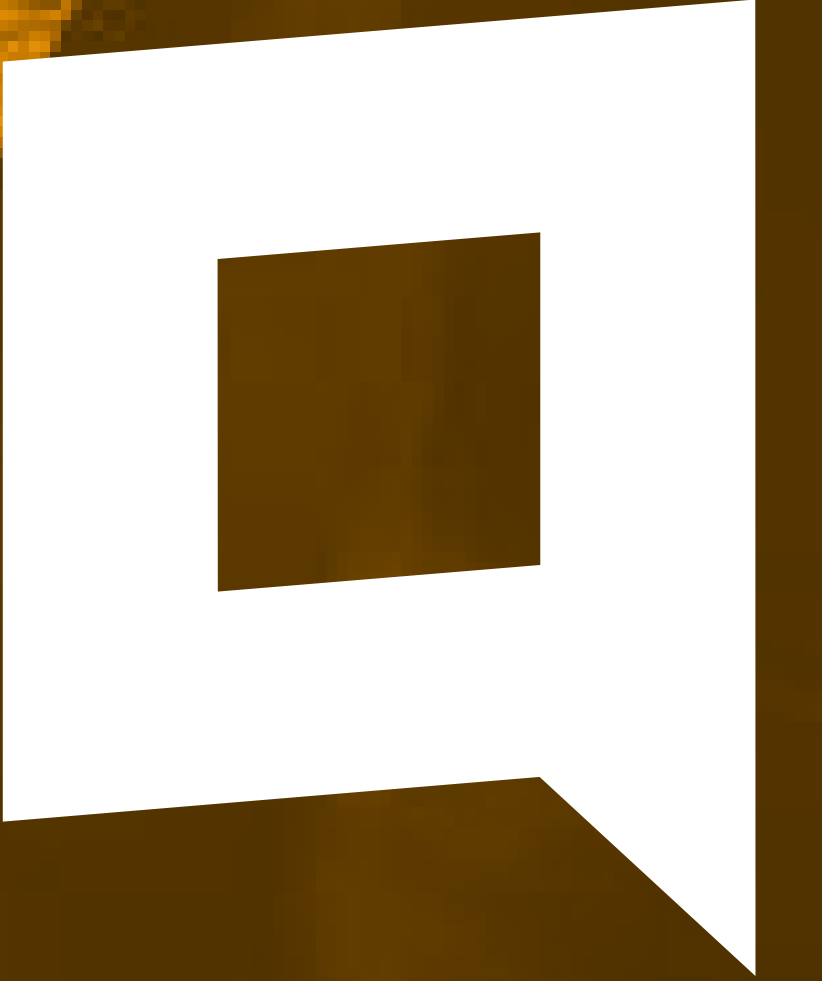


**ATLANTA'S HIT MUSIC.**





**NEVER MISS A BEAT.**



# The Goal

## OUR COMMUNITY DEFINES WHO WE ARE.

Atlanta's culture is a high-energy fusion of Southern hospitality, diverse creativity, and global influence. Defined by its status as the "**Hollywood of the South**," the city is a powerhouse for music and film, and so many other forms of media.

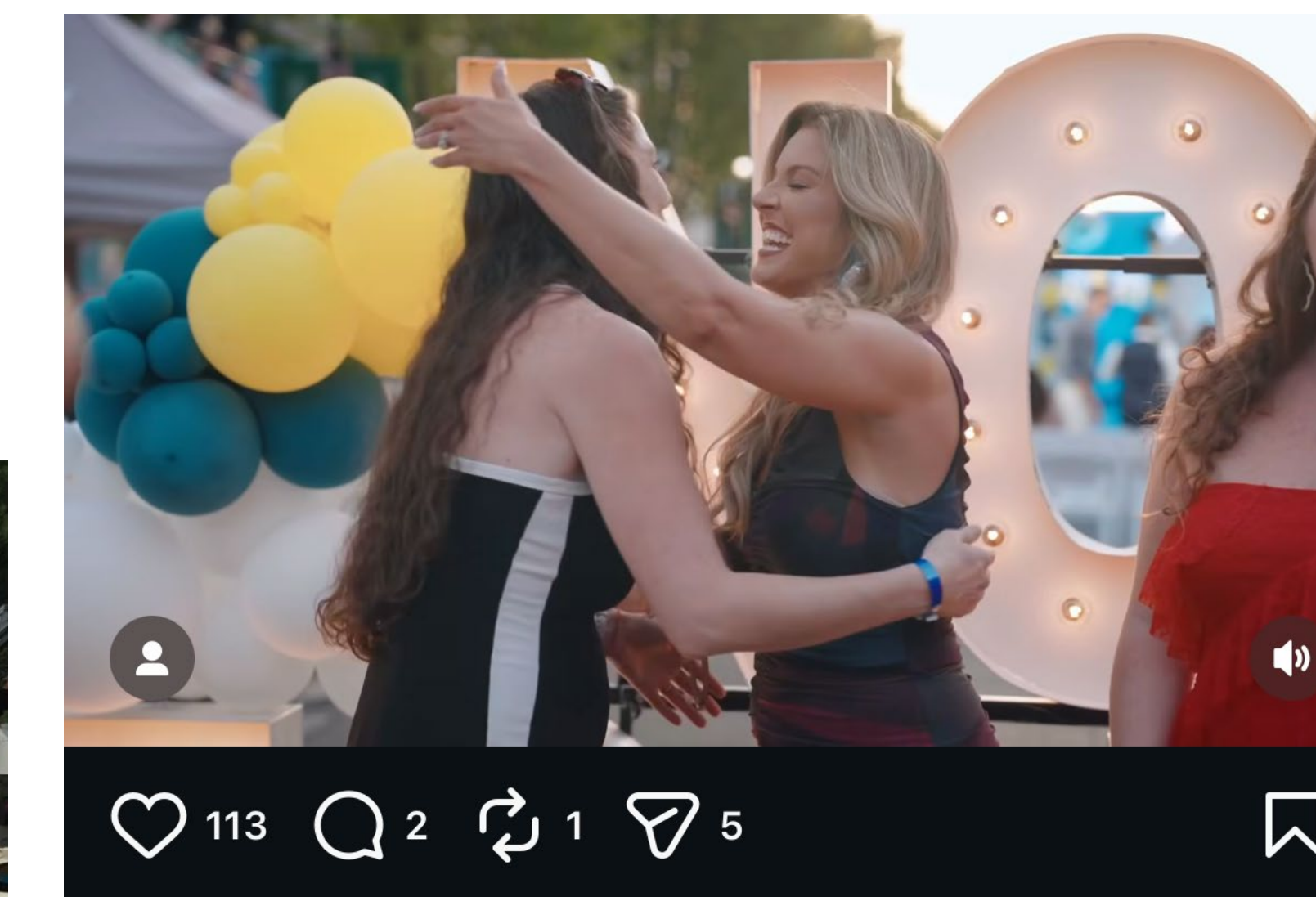
**Q99.7** reflects this strong heartbeat by serving as more than just a Top 40 station- it acts as the city's active soundtrack and social connector. By partnering with local staples like the Atlanta Hawks and championing community causes from PAWS Atlanta to the Atlanta Community Food Bank, **Q99.7** anchors itself in the local scene, ensuring its on-air identity is as diverse, energetic, and community-focused as the city it serves.



# Core Values

## ACTIVE. CURRENT. CONNECTED.

As a Top 40 station, **Q99.7** helms itself Atlanta's Hit Station. This means Q is **on top of EVERYTHING** pop in the city. New songs, upcoming shows, this weekends outings and events- get in the know of it all with Q99.7. Being active in the community allows us to stay current with everything that has happened, is happening, and will happen. For the community to stay up-to-date, we make it out #1 priority to stay connected through all forms of contact, even beyond FM radio. Find us on Instagram, TikTok, Facebook, and online at [Q997Atlanta.com](http://Q997Atlanta.com).



# Target Demo

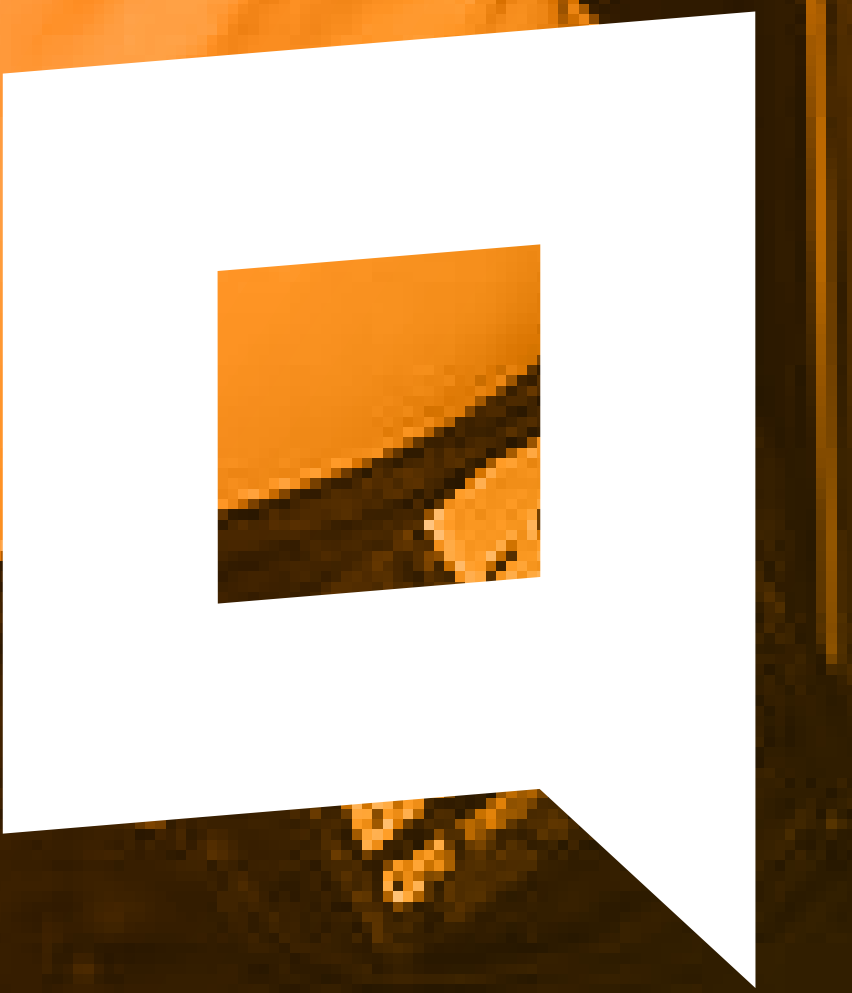
## YOUNG ADULTS.

Historically, Q99.7 has slightly leaned toward a female demographic, usually ranging from late 20s to 30s. As time goes on and people's interests shift and evolve, Q is making a substantial effort to focus on making sure everyone feels included in Q's eyes. Young adults 18+ are shaping this world to their vision and we want to make sure they have an amazing time doing it.





**VISUAL IDENTITY**



# Logo Usage

## PRIMARY LOGO.



### "Q"

- is a Speech Bubble. Conversations are a constant (radio, online, in-person, advertising.)
- is a Screen. Beyond radio, connect with Q99.7 through your phone, computer, or TV.

### "99.7"

- FM Frequency. Tuning in is just a click away.

### "ATLANTA"

- The Home of Q99.7. The rigid structure of the characters represent the ever evolving cities buildings of Atlanta.

**Minimum Size**  
100px x 35px

**Approx. Ratio**  
20:7

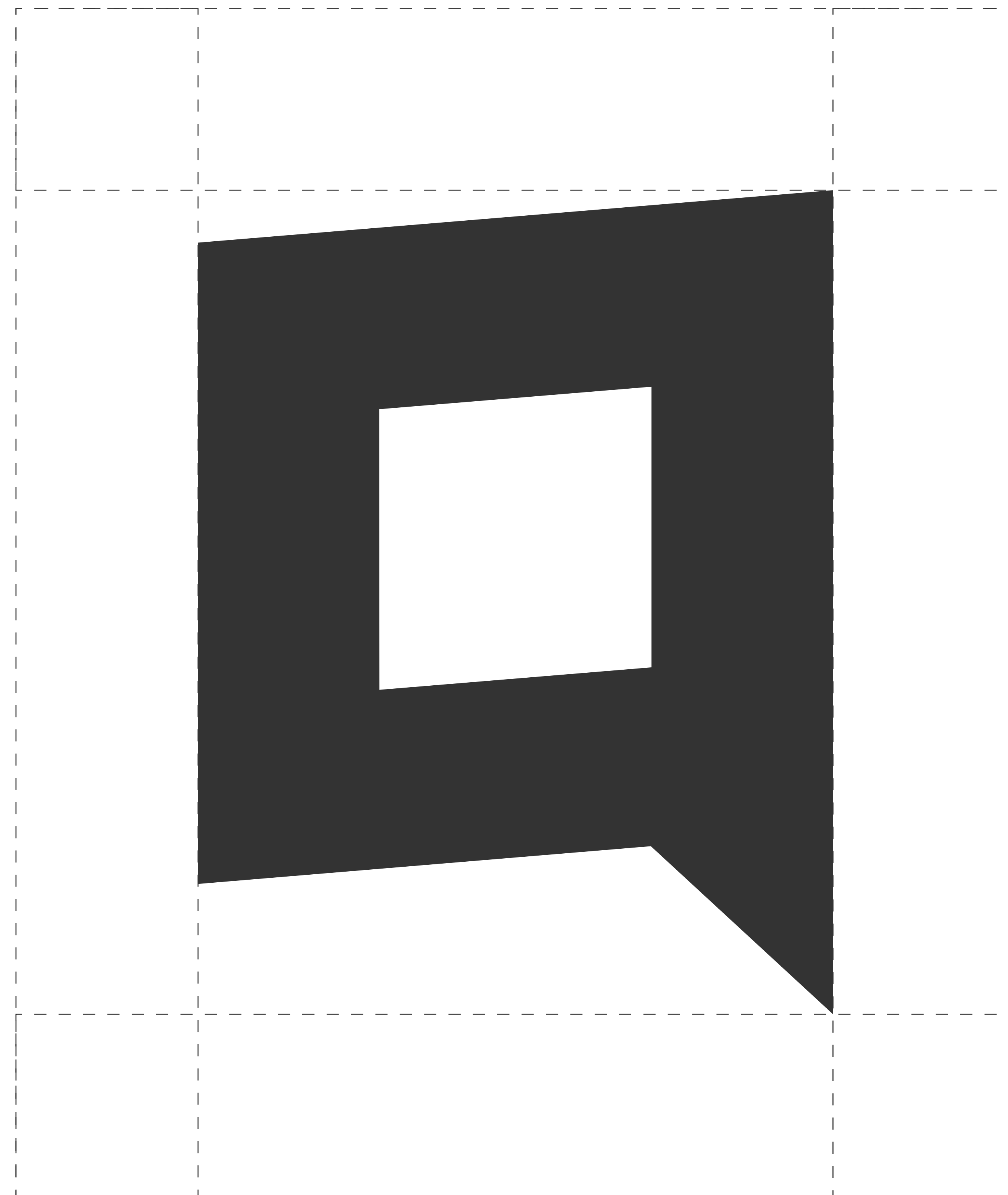
**DON'T**  
Re-stretch  
Re-position "ATLANTA" or "99.7"

The overall structure of the logo represents a constant state of motion with its titled design. The quality lends itself well to animated uses where its shape can seamlessly transition to its logomark or another boxed object.



# Logo Usage

## LOGOMARK.



**“Q”**

- Useful for smaller spaces
- Identifiable symbol at a distance
- Can be used as a subtle watermark/signature on photos

**Minimum Size**  
24px x 32px

**Approx. Ratio**  
6:8

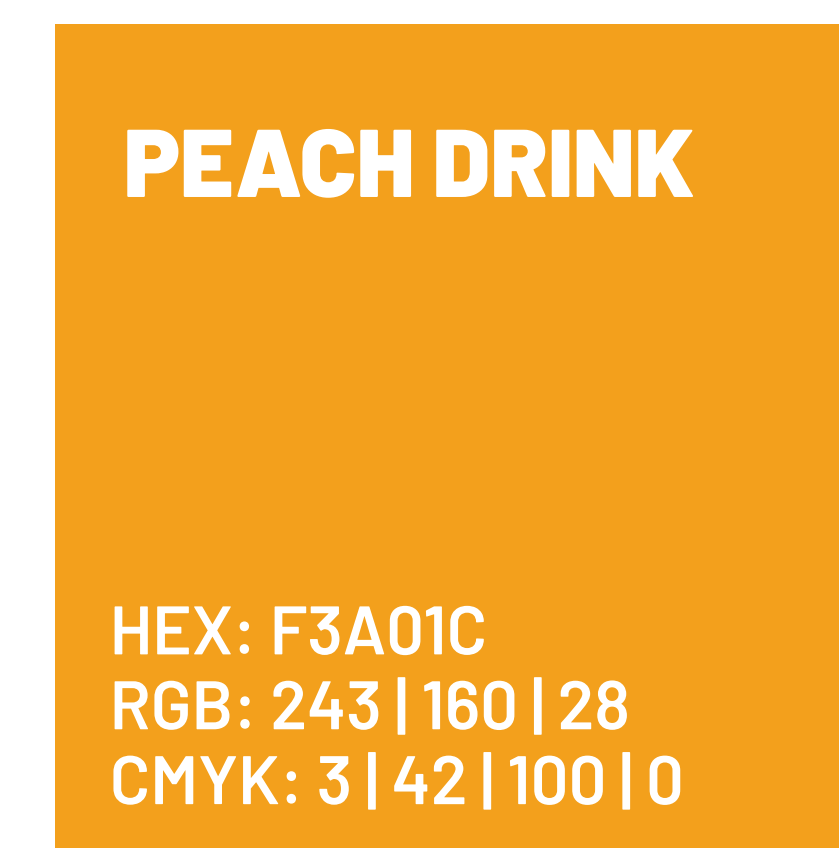
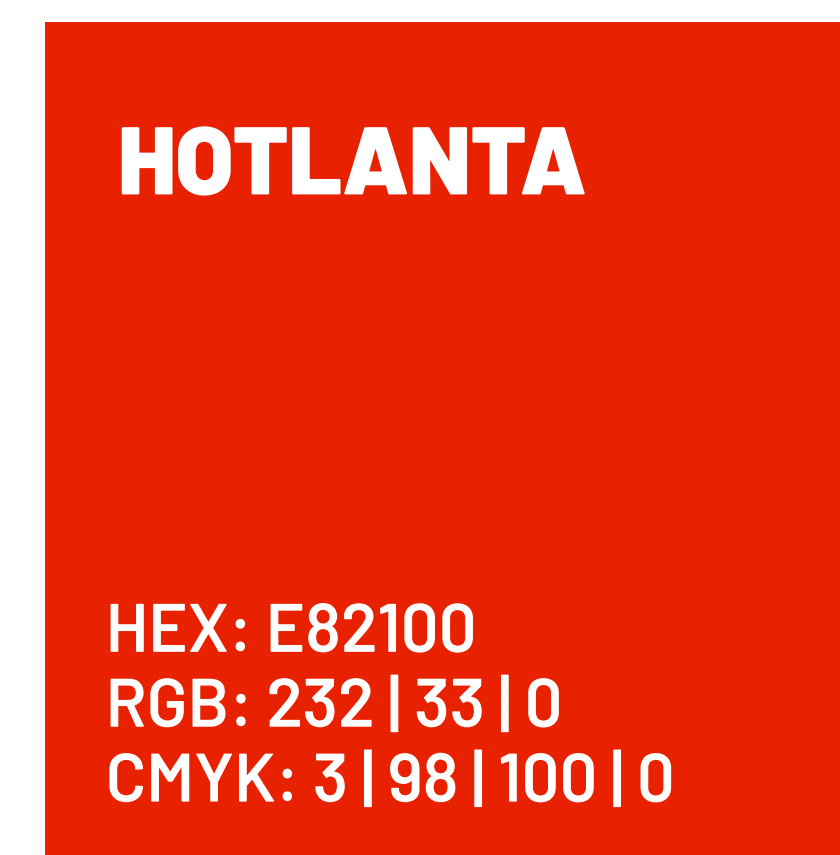
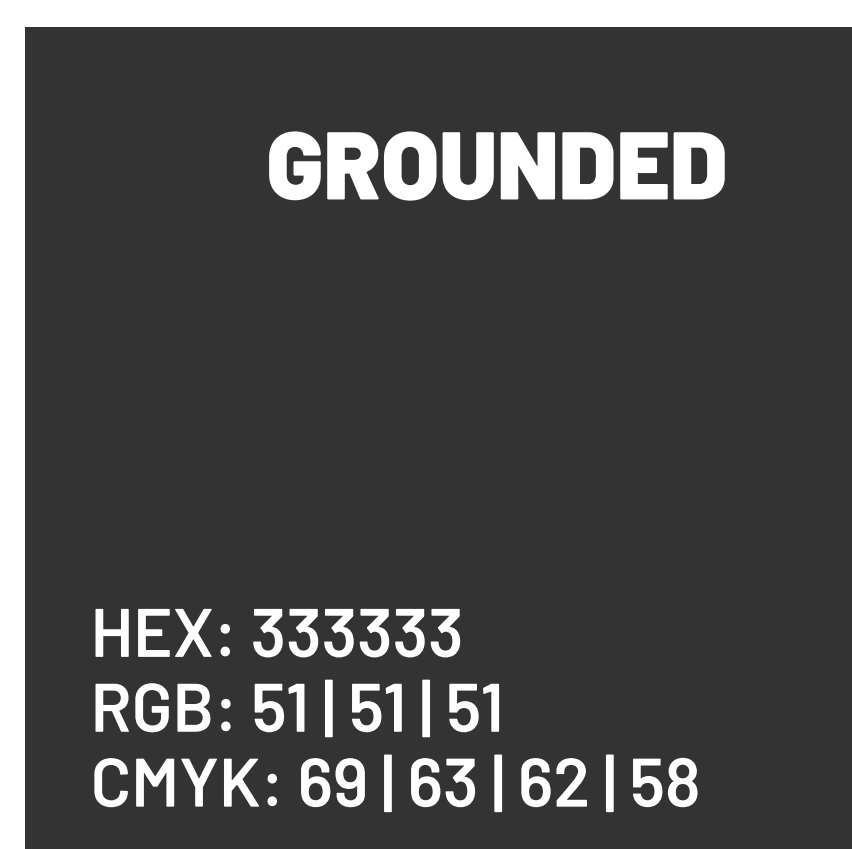
**DON'T**  
Re-stretch  
Fill inner hole with color.

# Logo Usage

## COLOR PALETTE.

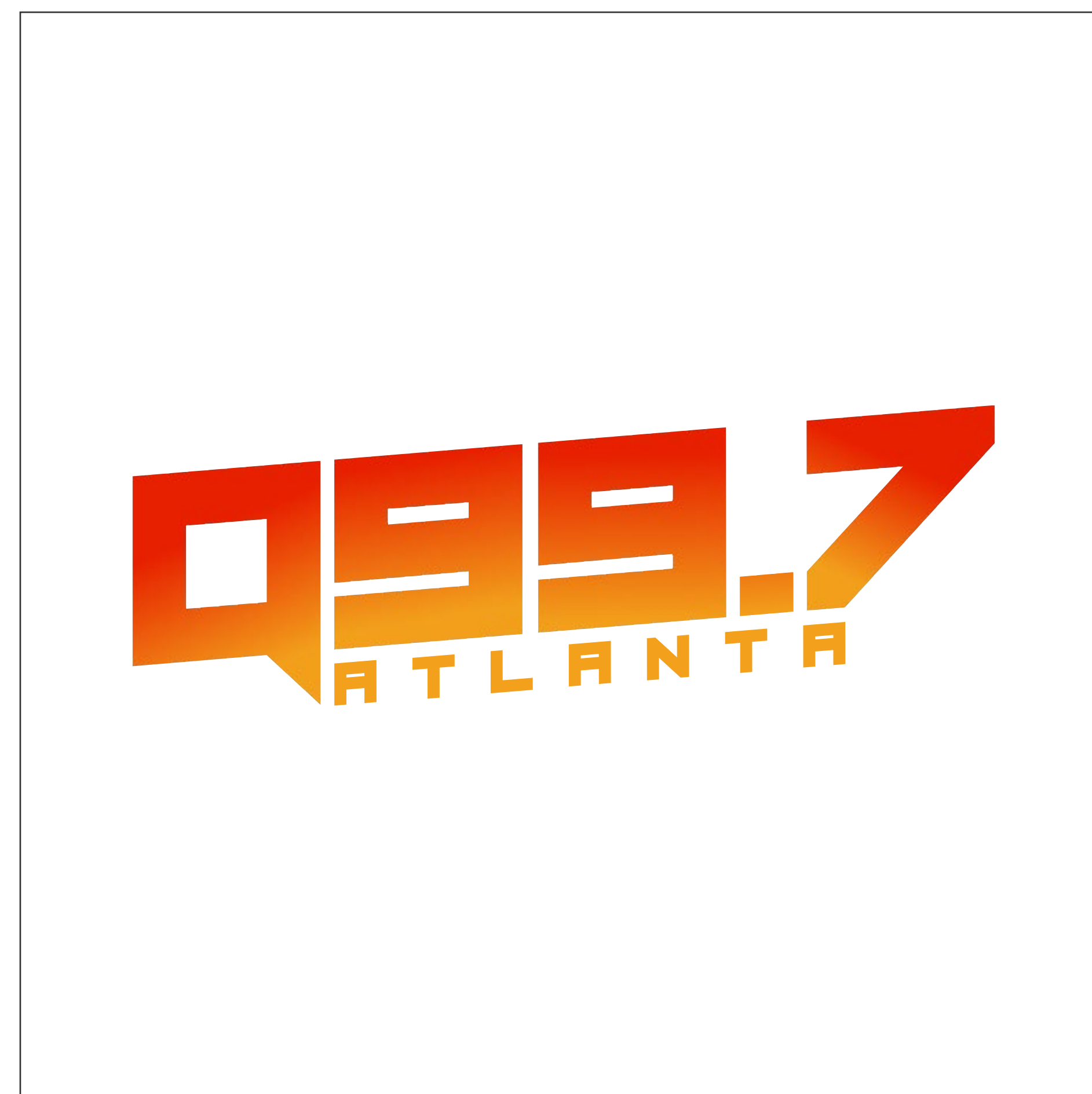
A complete refresh to the visual direction, the **deep reddish** fading to a **smooth orange** reflects the nature of Q99.7 constantly evolving. These colors help reflect the state of Georgia which we are the capital of, and how important peach imagery and colors are. We took those colors and amplified them to better fit the current digital landscape.

As a primary color for smaller copy and longer text, **Q Grounded** resembles fresh asphalt, referring to the on-the-street and community presence Q99.7 has.



# Logo Usage

**FORE/BACKGROUND COMBINATIONS.**



On Light



On Color



On Dark

**Aim to use the 3 color combinations listed above.**

*If necessary, monochromatic is allowed in color-limited circumstances, like t-shirt printing.*

**X** Do not randomly recolor or use color on busy background.



# Logo Usage

## TYPOGRAPHY.

**PLAY PRETEND**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*()\_+~=`{|}~\|;:'",.[]/?

**PLAY PRETEND** is part of the core of the Q99.7 logo (excluding the personalized Q.) This font's shape go hand-in-hand with the philosophy of what Q is and does. The strong, square-influenced lettering reflects the modern, ever-evolving station that is Q99.7.

**Barlow** | Barlow | Barlow | Barlow | Barlow | Barlow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()\_+~=`{|}~\|;:'",.<>/?

**Barlow** compliments to strengths of **PLAY PRETEND**, but on a much more readable and digestible level. While a lot more standard, **Barlow** has consistent and straight width.

### Alternative Fonts to Barlow

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Manrope

Bebas Neue Pro

# Q&A.7

ATLANTA



**Q99.7**  
ATLANTA



**Q99.7**  
**ATLANTA**

