

KRUX FALL 2025 BRAND DUMP

WELCOME, LETS GET INTO IT

FIRST OFF: LETS TALK WHAT WE HAVE ESTABLISHED

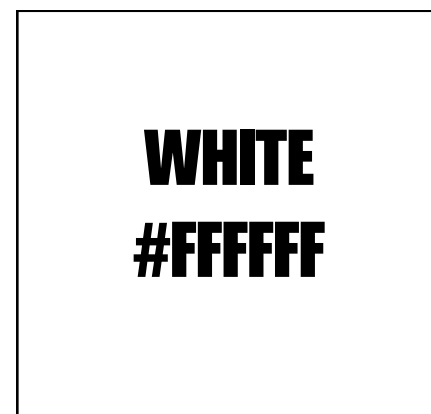
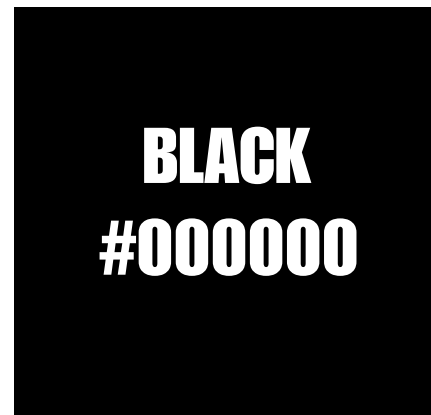
MISSION STATEMENT

ESTABLISHED BRAND GUIDELINES

MISSION STATEMENT:

KRUX 91.5 FM is an alternative student-powered, community-oriented radio station dedicated to being a creative and inclusive platform that amplifies diverse music, encourages musical exploration, and promotes student-driven media. We provide a platform for independent voices and serving the under-represented. We recognize what we broadcast and represent reflects not only individual contributors, but also the identity and integrity of KRUX as a whole. We are committed to maintaining authenticity, accountability, and a deep connection with our campus and local community.

KRUX BRAND GUIDELINES (©MIA TONTODONATI)



IMPACT

HORIZON

HORIZON

Montserrat Bold

Montserrat Regular

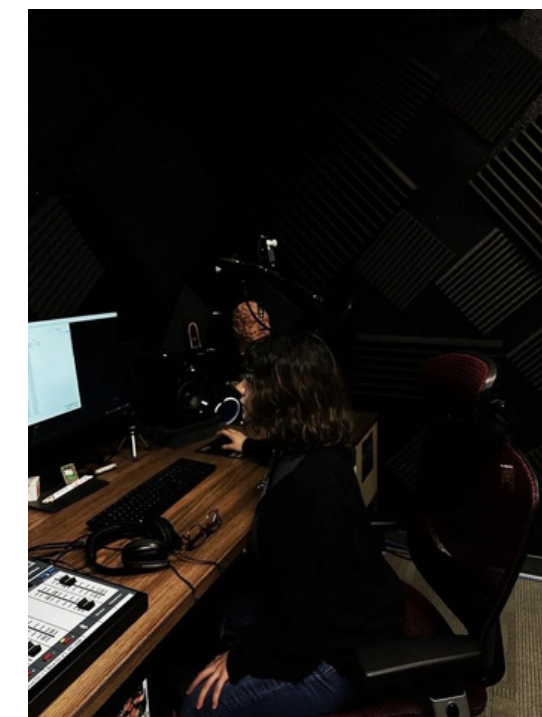
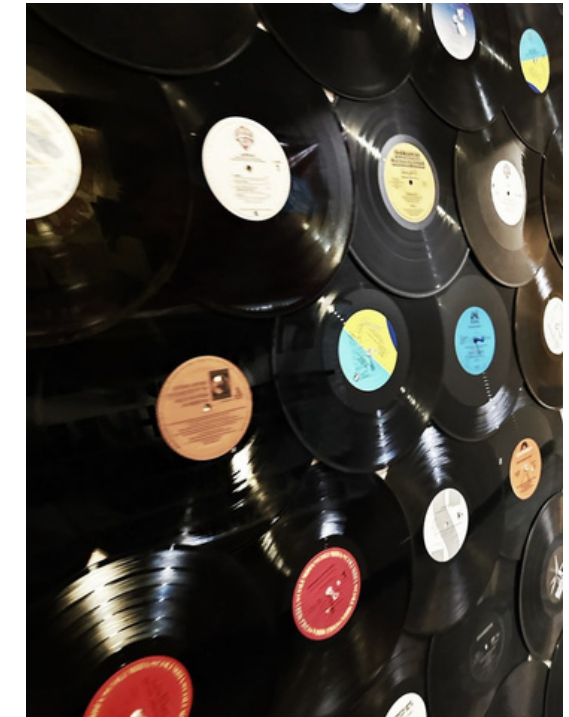
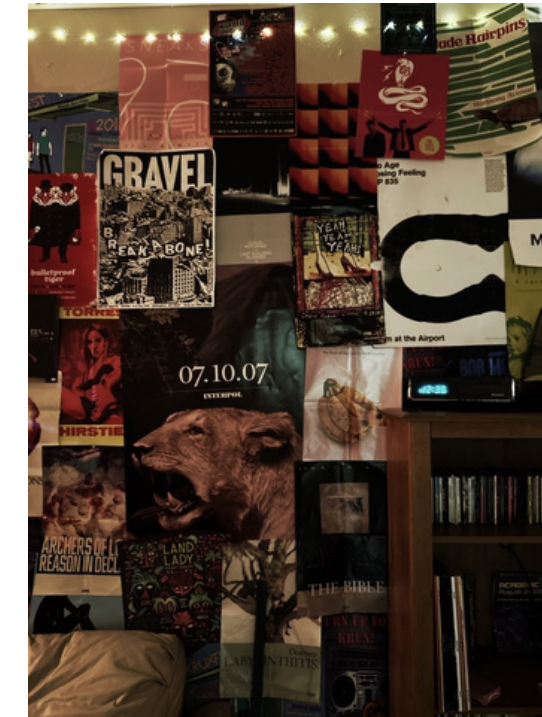
DIN Next Condensed Regular

Fira Code

Space Mono



KRUX Website Assets (©MIA TONTODONATI)



SECONDLY: LETS GET INTO IDEAS

DESIGN ELEMENTS

TEXTURES

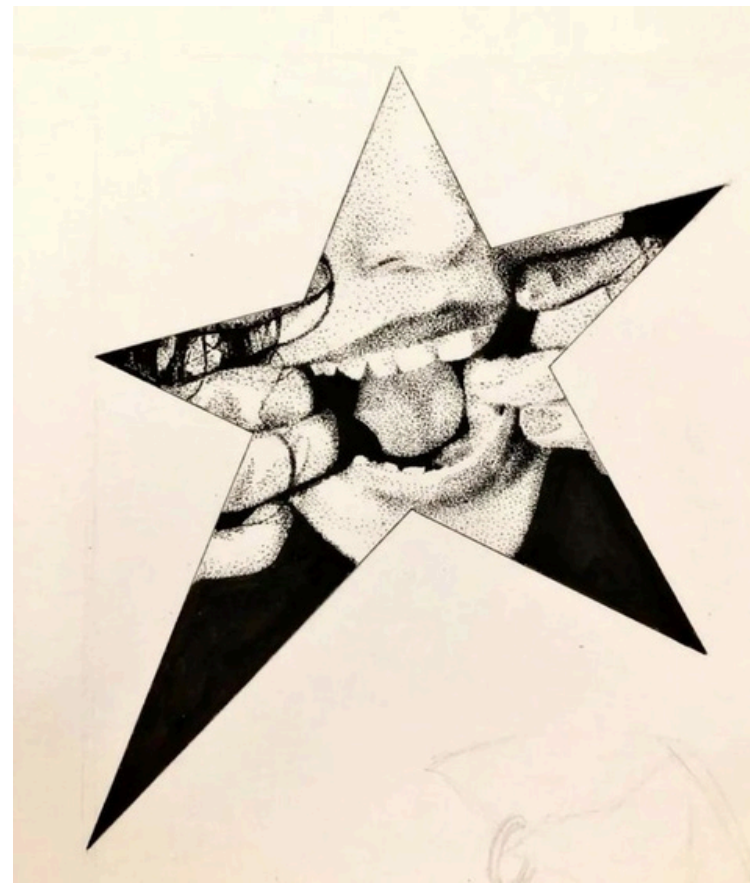
AESTETICS

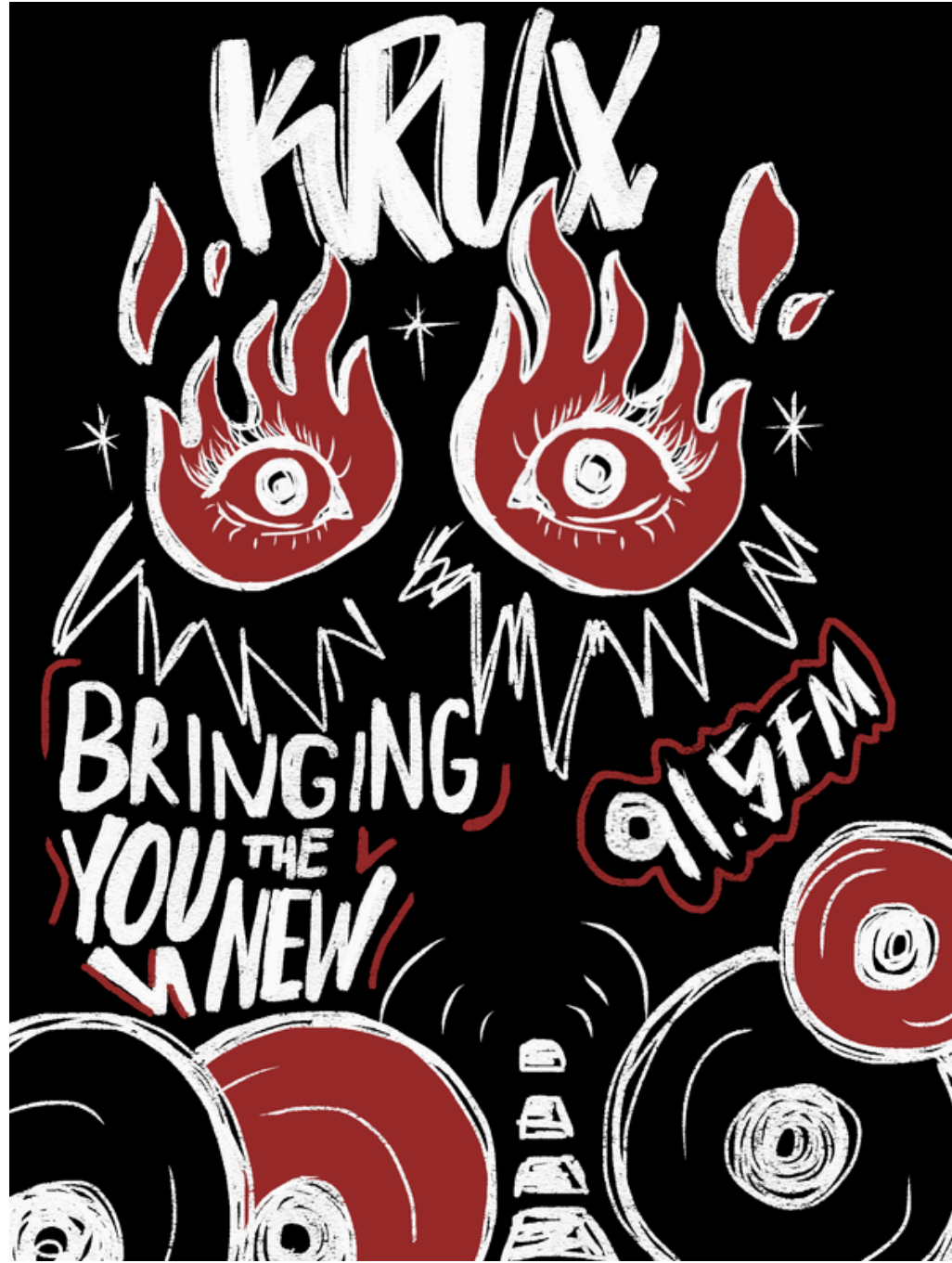
DESIGN ELEMENTS:

hand drawings: stars, eyes, music iconography, etc.

hand writing

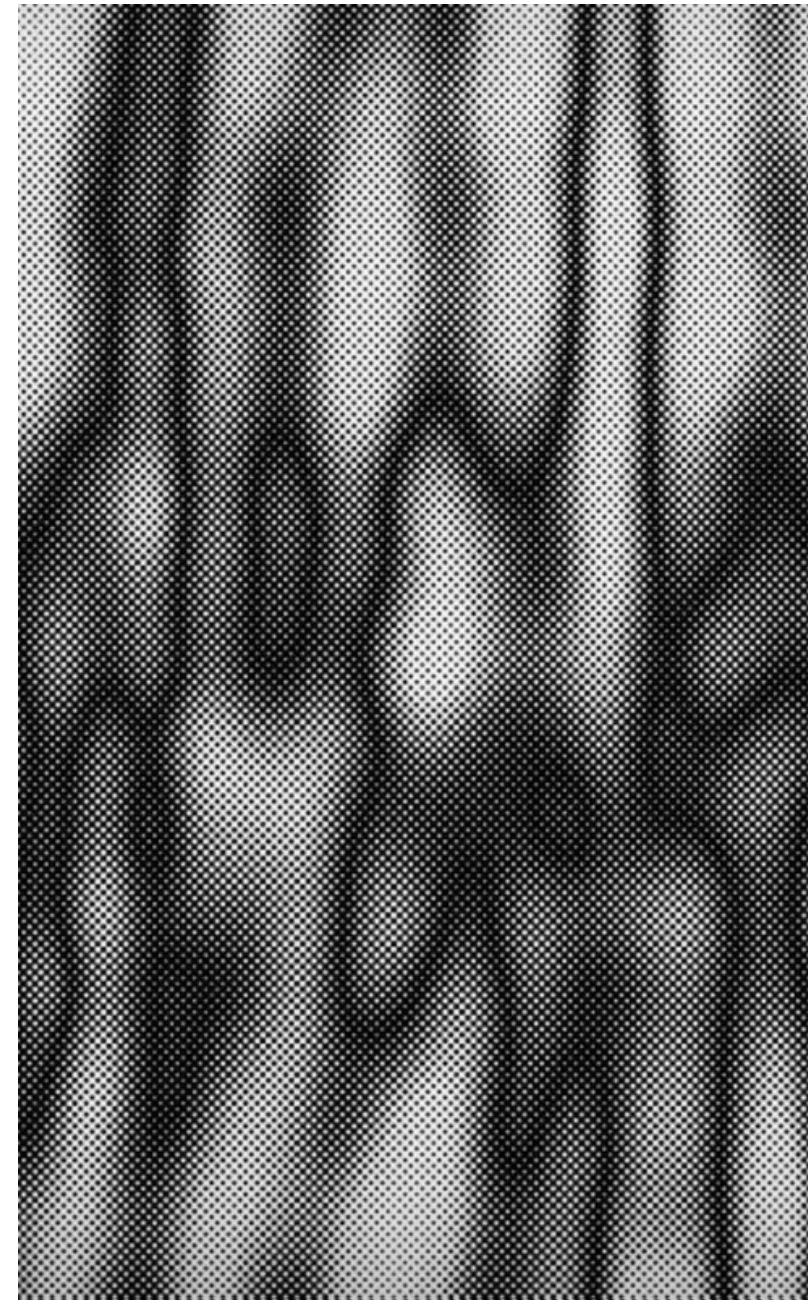
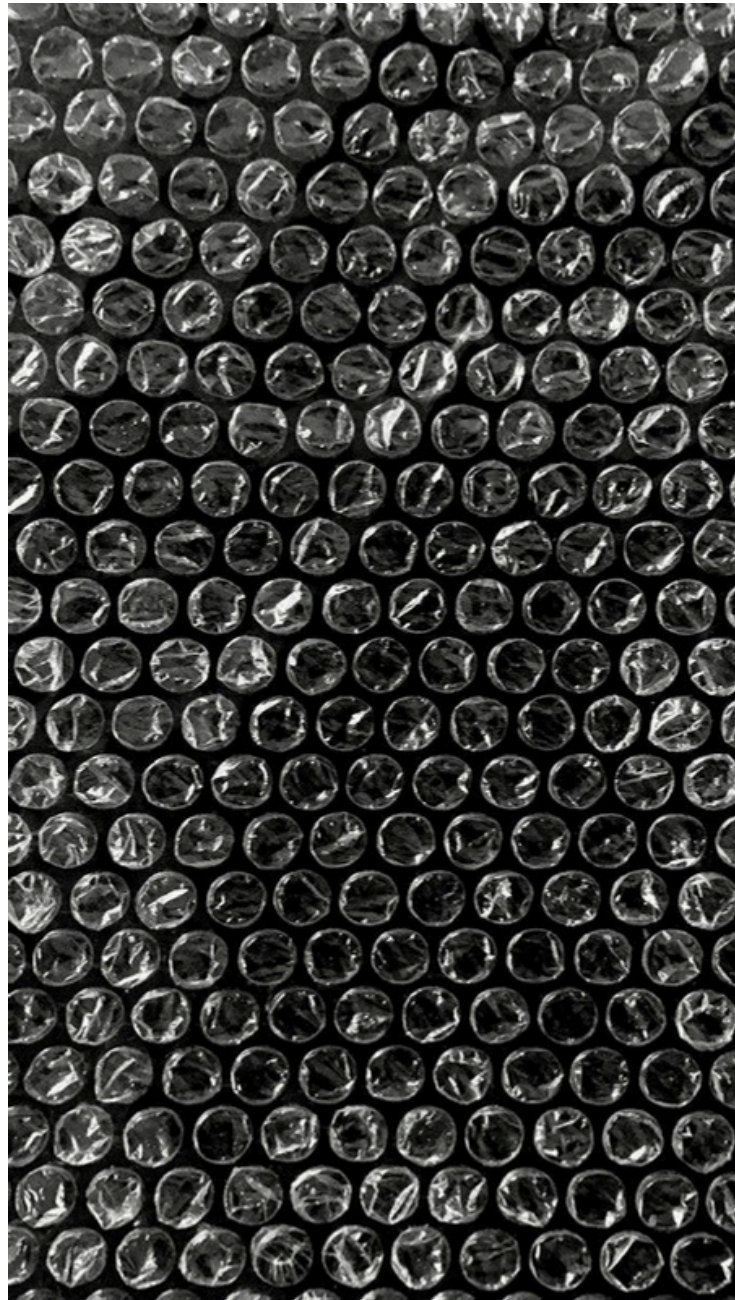
stencil style art, pop art, stipple art, and stamp style art





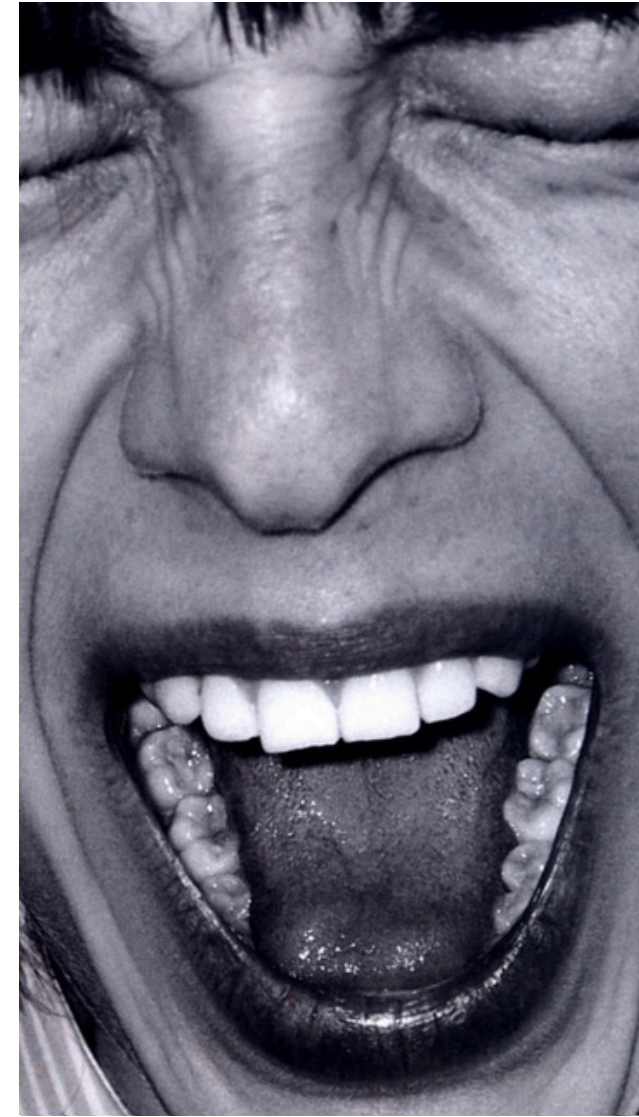
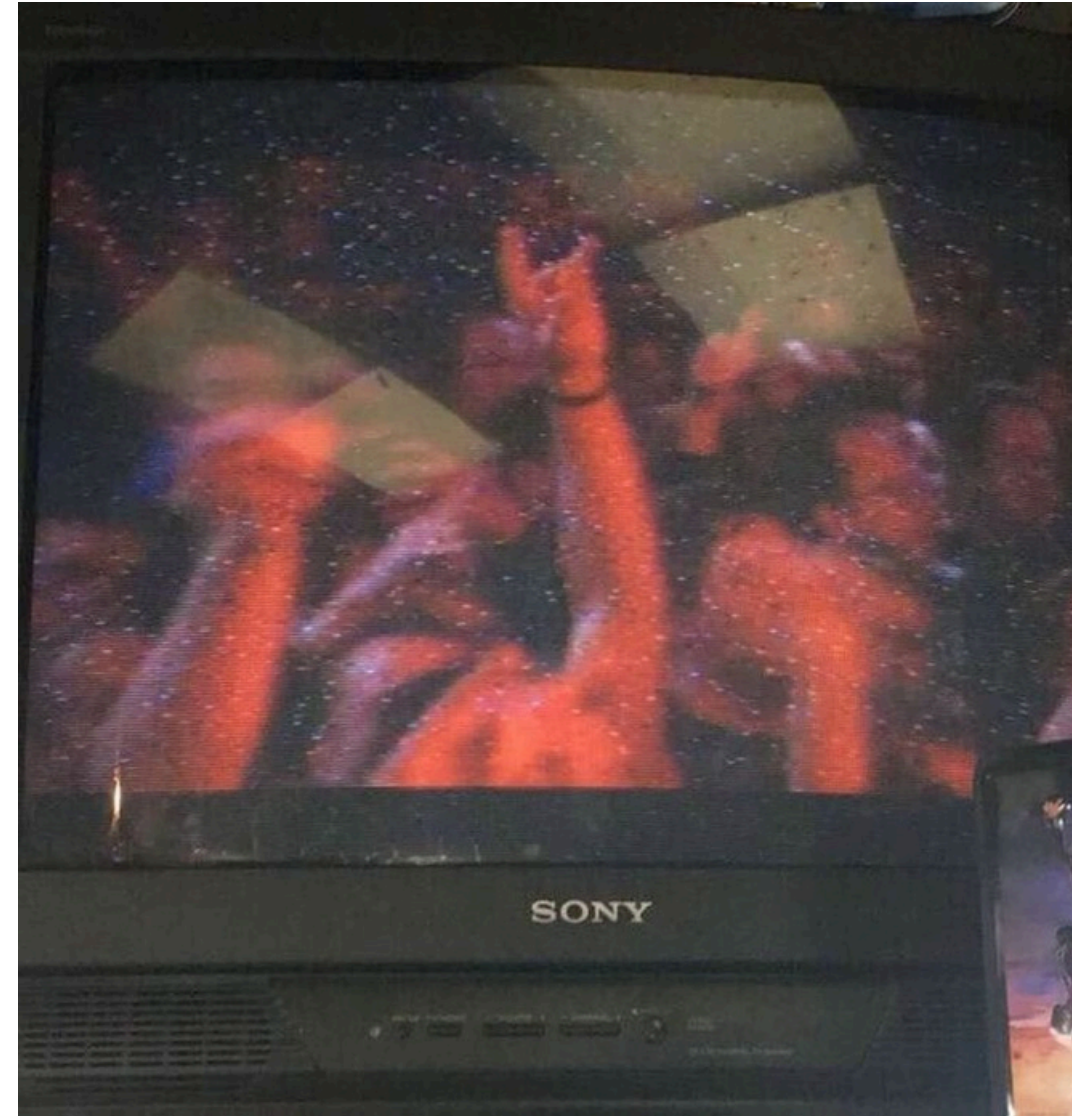
TEXTURES:

bubble wrap, paper, pop art, static, swirls



AESTHETICS:

grunge, alt, indie-sleeze, 70s counter-culture



LASTLY: MY PROJECT PITCHES

HIRING POSTS

STAFF PHOTOS

BRING BACK PHYSICAL MEDIA??

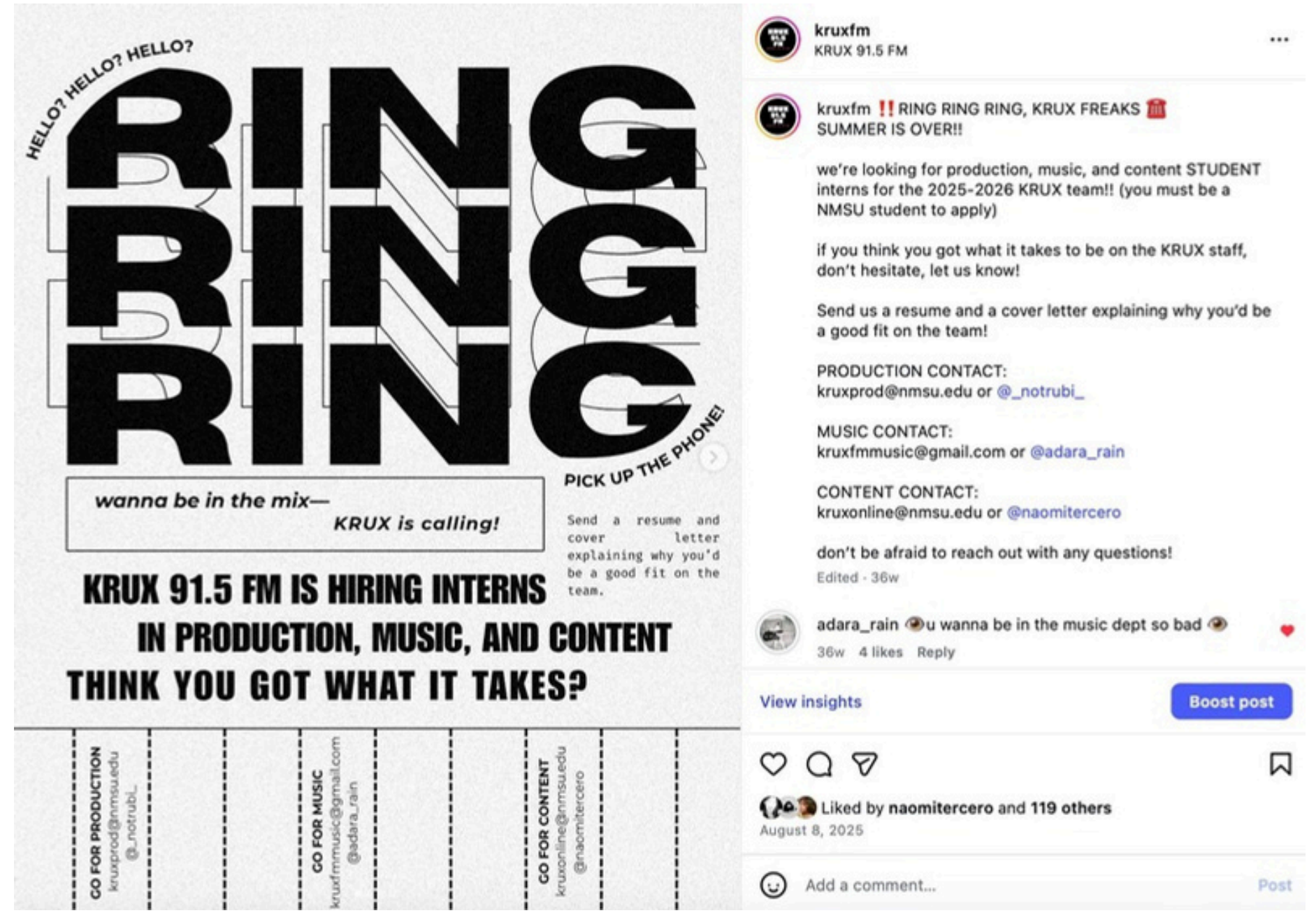
HIRING POSTS:

Community-board posters, take a tab posters

Inspo:



Ours:



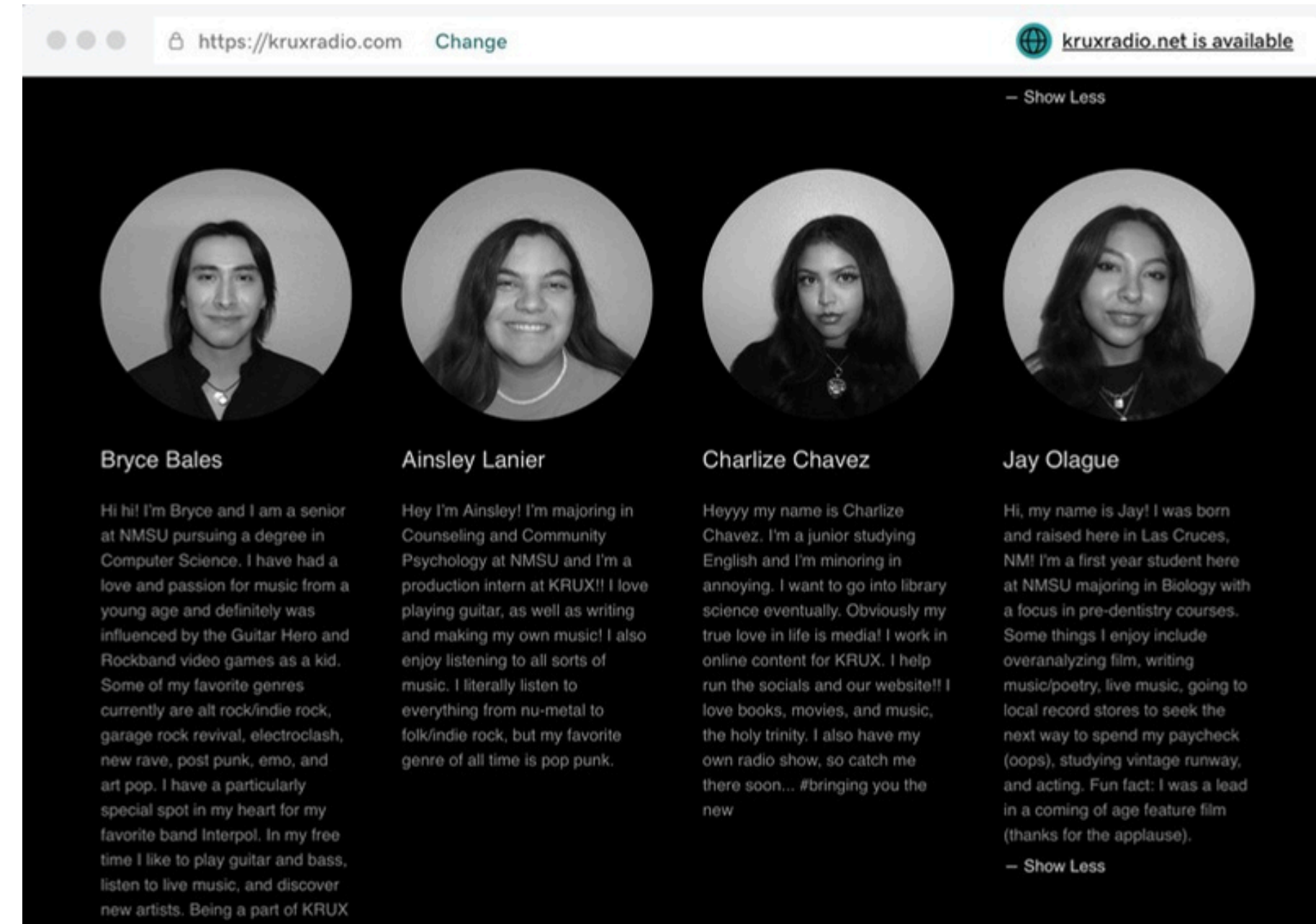
STAFF PHOTOS FALL '25

Mugshot/photo booth inspired headshots, black & white

Inspo:



Ours:



BRING BACK PHYSICAL MEDIA!! — CICADA COLLAB MAYBE??

Let's do a digital zine, With a limited print for the office and see how it does?

full of articles written by the staff (events, bands, reviews, whatever), playlists, photos!!! Maybe even top charts (what aired?)

