

Religion Rehab

Initial Research & Moodboards



OBJECTIVE

To kick off discussion of design direction for the Religion Rehab podcast brand.

Research



Market Research

Who is our target audience?

Primary Audience: Formerly Religious Young People



- They are young adults who have established new lives on their own terms after leaving behind fundamentalist backgrounds.
- They are mostly from Christian backgrounds, but not exclusively.
- They are irreverent about organized religion and may not have any religious faith anymore.
- They may also have some spiritual beliefs they practice on their own terms, but they strongly disagree with strict interpretations.
- Their background and their choice to change their perspective gives them an "outsider" identity.
- They are highly supportive of LGBT+ people or may be part of the community themselves.

Secondary Audience: "Physically In, Mentally Out" Young People



- They are young people immersed in highly religious culture who are questioning their upbringing or who are "mentally out, physically in" their churches.
- They may no longer have religious belief.
- They may also be believers that seek more progressive interpretations of their faith relative to their current community's interpretations and rigidity.

Tertiary Audience: Curious Observers



- They are people who are interested in learning about the ex-religious experience, or in human interest stories in general.
- Most are young app/web-savvy people, but they may be of any age.

Market Research

What do podcast brands with similar subject matter look like?

This research explores what podcasts exist in the religious, critically-thinking religious, and post-religious categories to observe trends and how our brand can stand out among them.

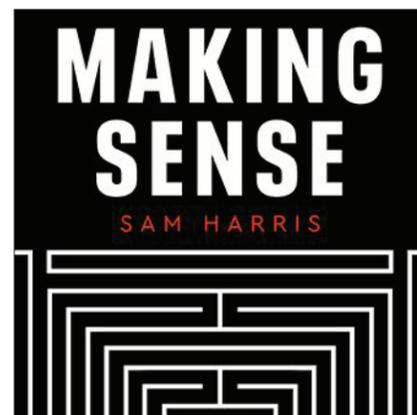
Common existing themes:

- Simple text logos with high contrast
- Conventional self-help tropes like clouds and suns, or very generic styling that doesn't reference the podcast's purpose

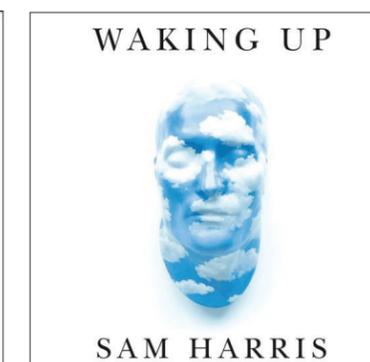
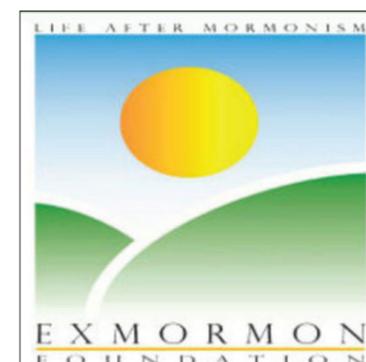
Opportunities to stand out:

- Very few brands in this category actually reference religion visually
- Playful, funny, or edgy visuals are rare in this category, and give us the opportunity to differentiate

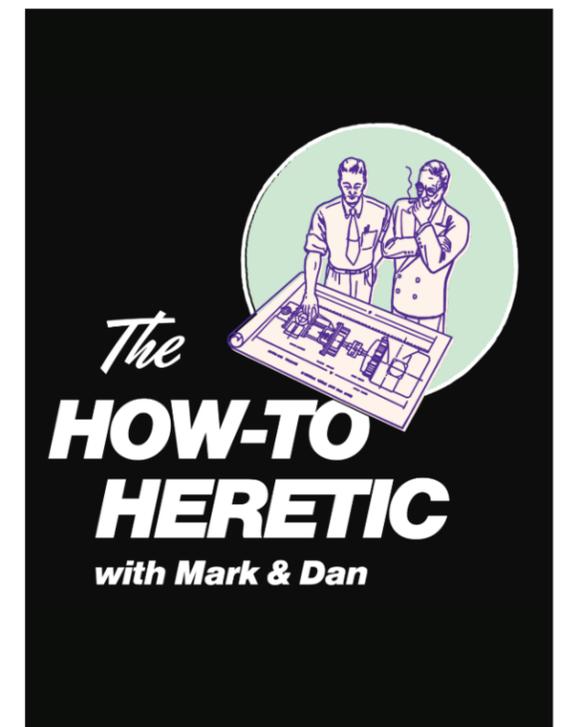
Simple and bold text are the standard style in this category.



Styling often follows self-help/inspirational visual tropes, or are very inspecific.



Playful or illustrative treatments exist, but are rare.



Market Research

How will our brand appear in-situ?

Podcasts use larger areas to show branding and logos than most media. This means that there's opportunity to design logos of higher complexity and with more illustrative elements while maintaining legibility.

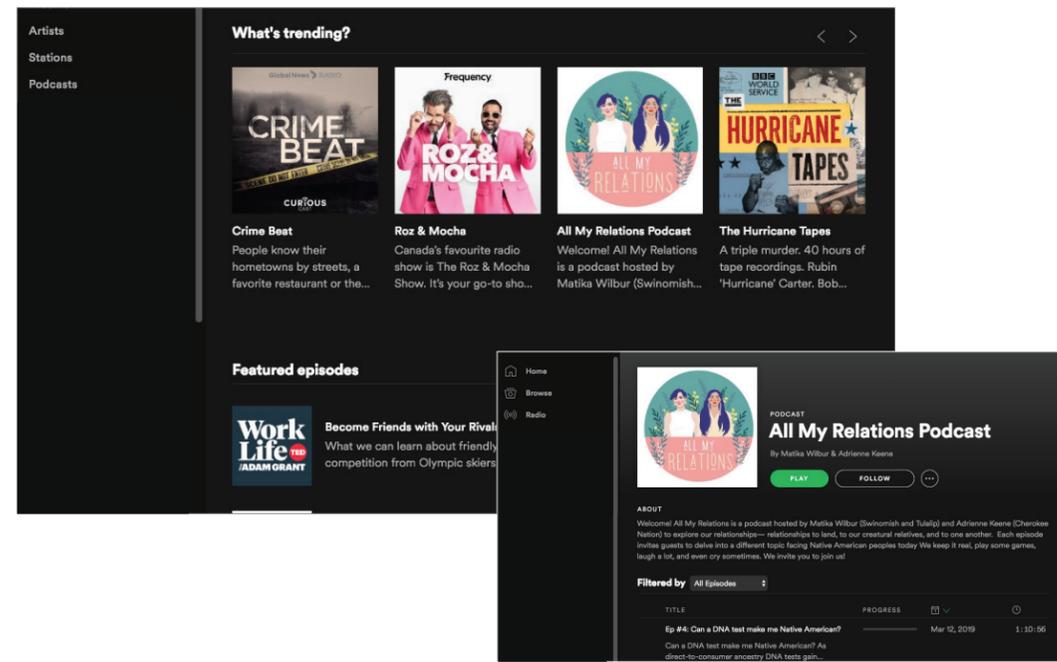
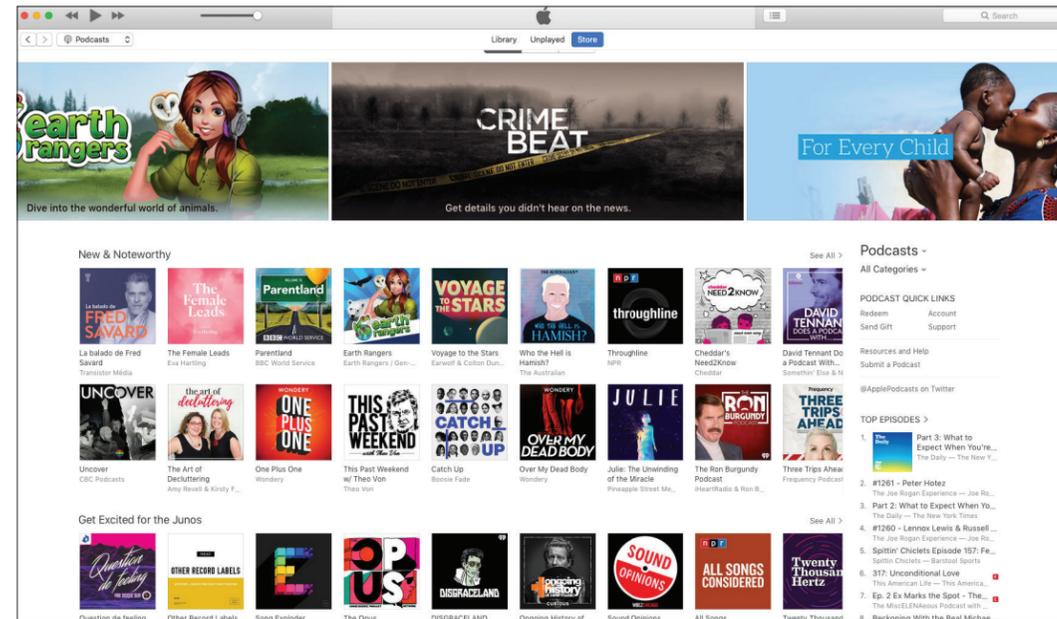
Where do podcast logos live?

Podcast images live mainly on iTunes, Spotify, and Soundcloud. Those spaces generally use one large image of the podcast in both the player and the download menu.

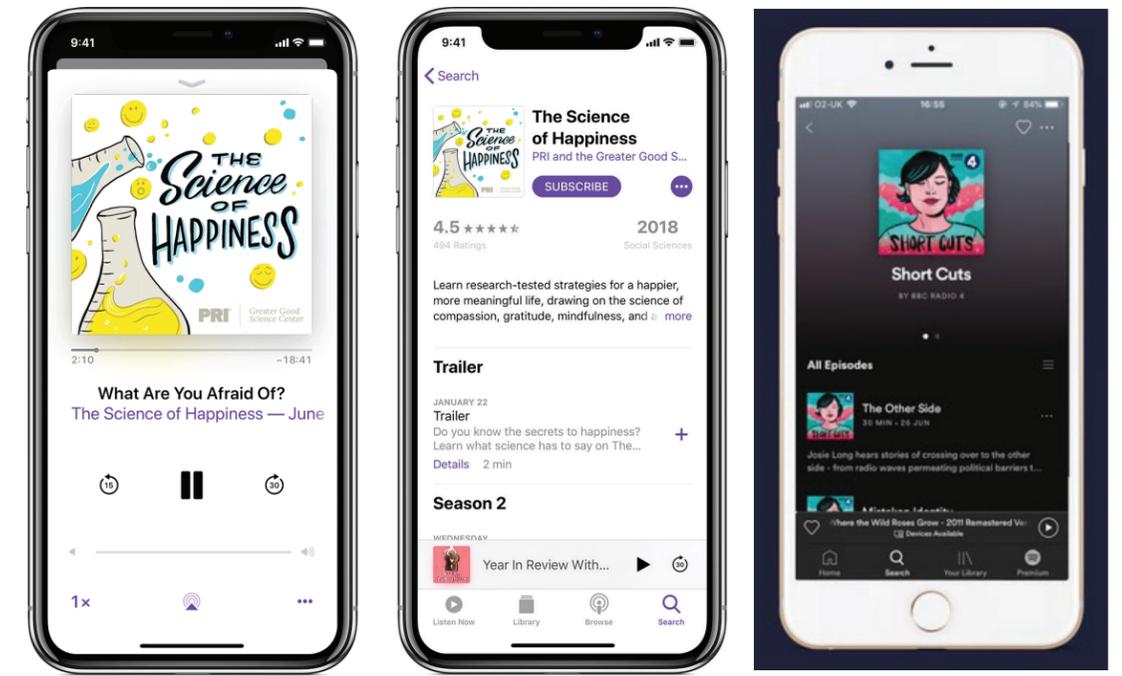
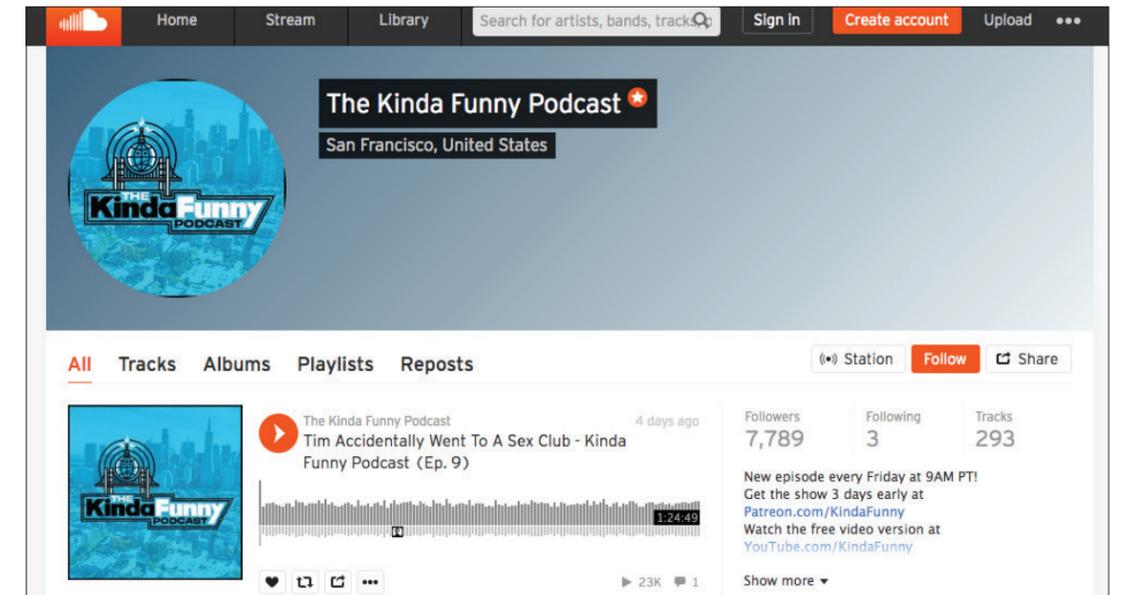
Opportunities to stand out:

- We're lucky to be working in the podcast space because it is generally a creative and open-minded environment.
- Edgy imagery is uncommon in podcast branding, and this will help us stand out strongly against others.
- Our subject matter is not common and there are few podcasts covering it. As such, we have little competition.
- Logo implementation allows the option of some complexity in logo detail.

We can see a wide variety of styles and levels of complexity in podcast logos in standard app menus.



These samples show how the implementations of logos and artwork for podcasts can accommodate fairly complex imagery compared to most media.



Design Exploration



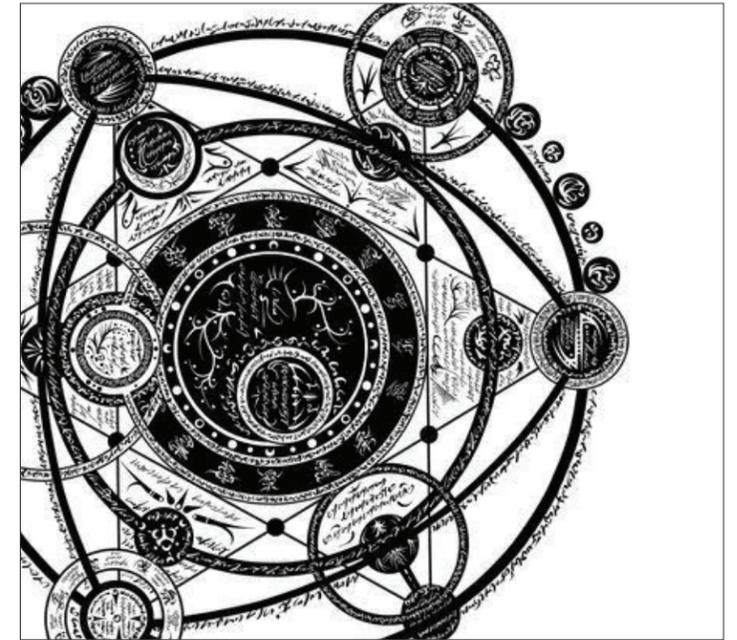
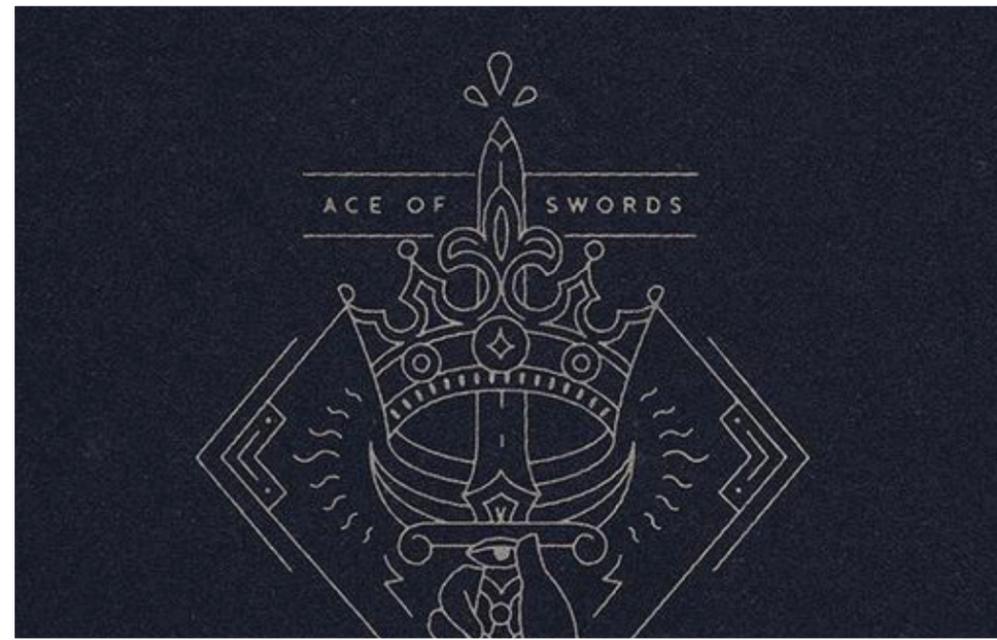
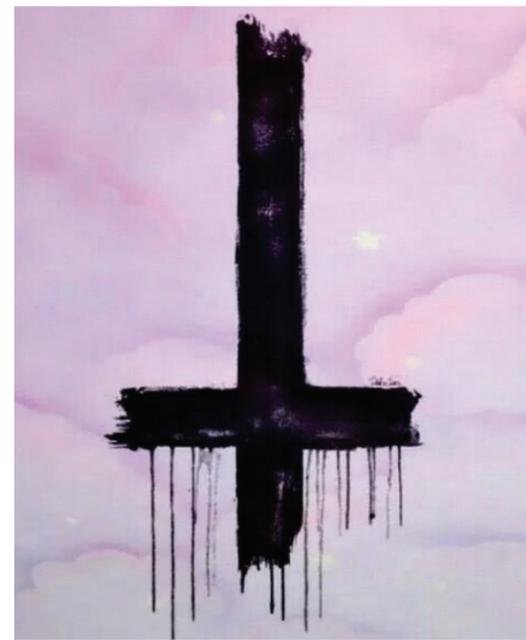
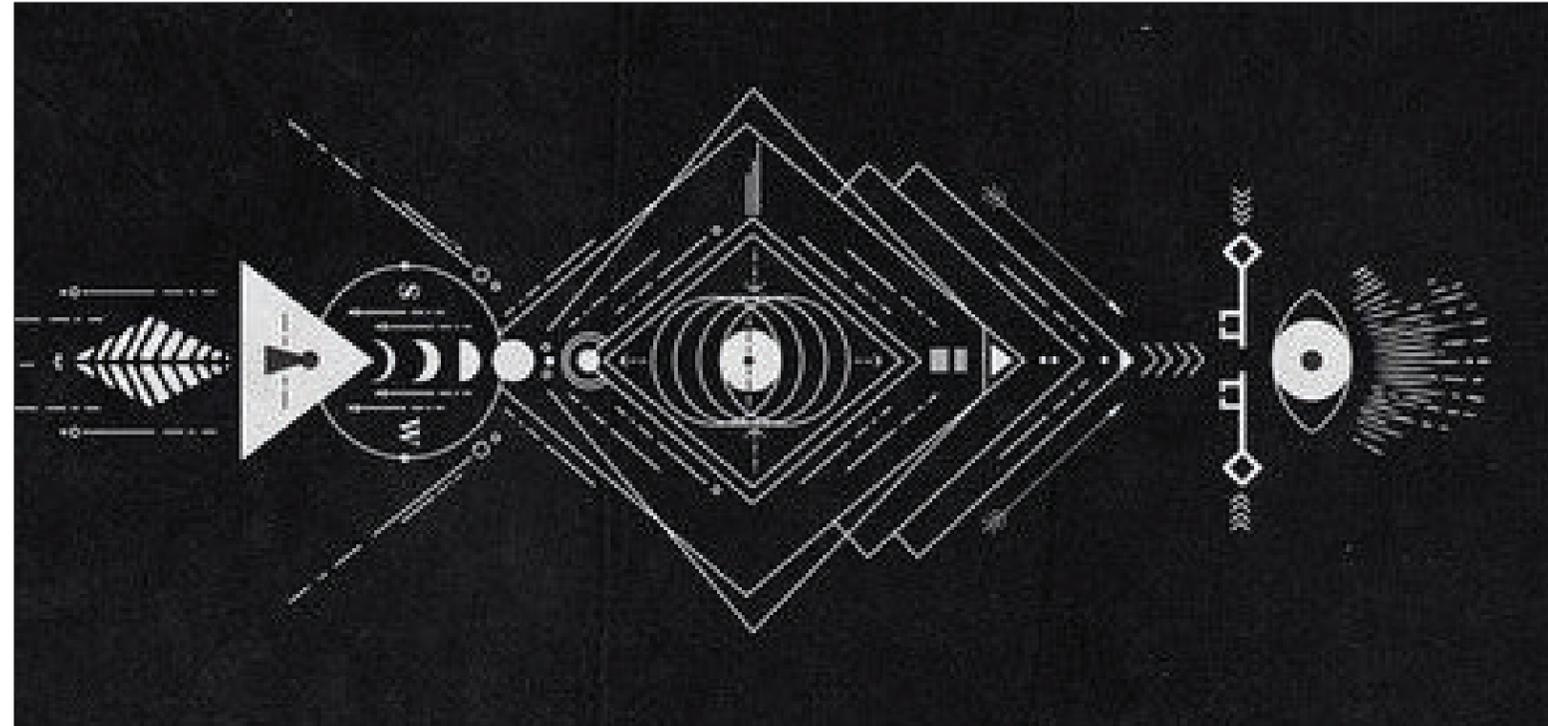
Style 2 // Occult Imagery

Style Summary:

Inspired by the geometric graphic compositions of occult diagrams

Key Features:

- This style leans into the darker and more serious implications of the subject matter.
- It's a graphic style that is more distinctively sleek and modern compared to the graphic treatment of most podcast brands.
- The imagery immediately signals spiritual subversion.



KEY QUESTIONS

How should we refine or revisit these concepts?

What future expanded applications
(merchandise, ads, etc.) should we keep in mind?

Thank
You!

