

## The Rage Collective Brand Guidelines

### Graphic Design and Branding

The Rage Collective is a podcast inspired by Rage Becomes her and celebrates woman's spectrum of emotions and the agency she has the right to feel.

I created the logo, podcast cover, and brand guidelines for the podcast.

During ideation I took a lot of inspiration from what rage means to me. Imagery like fire and warm colours filled my head. I wanted to play with the visuals of fire but make it less obvious or cliché. I also looked at many podcast "covers" on Spotify and was intrigued by their variety and boldness. I did not want to make this logo feel sterile in any way.

[Click here to view the full one-sheet.](#)