

ZED MEDIUM

Giving a storytelling podcast a brand people could recognise, remember and pitch.

Brand strategy • Creative direction • Visual identity • Marketing strategy • Founder advisory

Jul – Nov 2022

STORIES

FIRST

LESSONS SECOND

WHY THIS PROJECT BELONGS HERE

A different side of how I work

Most of my work sits around strategy, business, innovation and delivery. Every so often, I deliberately take on a creative project because I genuinely enjoy getting close to the craft: finding the idea, building the identity, shaping the words and making the whole thing feel coherent.

I am a self-taught designer and video editor, largely because I have always wanted to understand how ideas move from a strategy document into something people can actually see, hear and respond to. [Zed Medium](#) was one of those projects: a focused freelance engagement where I could work directly with the founders and their creative team to rebuild the brand from the inside out.

Brand Overview

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What's in the name?

As blatantly obvious as it is in the name, Zed (the actual pronunciation of the letter 'Z') Medium is the last medium you will come across before you stop your search for quality content.

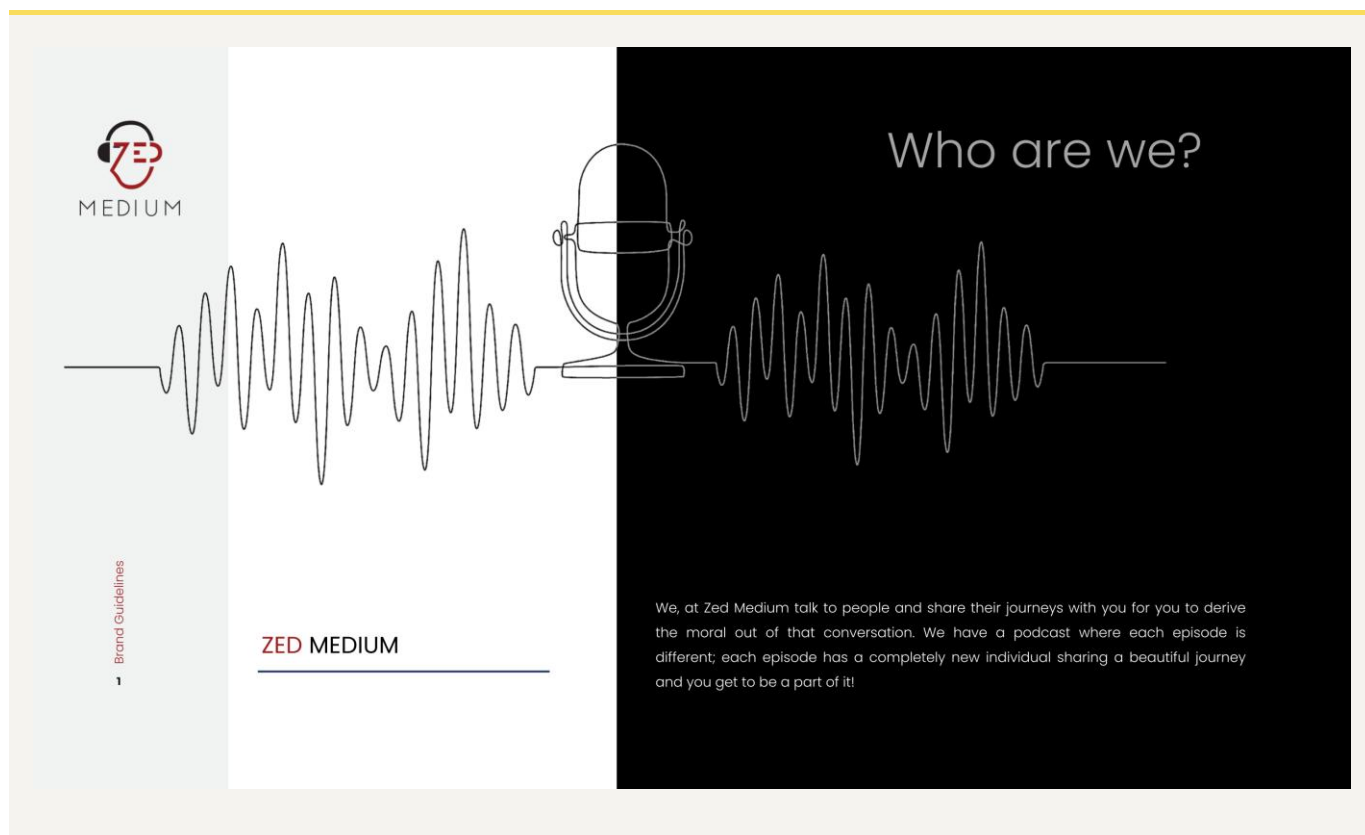


SEASON ONE EXISTED. RECOGNITION DID NOT.

The brief

Zed Medium had already completed its first season when I joined in July 2022. The founders had proved the content format: conversations with people about the journeys, decisions and experiences that shaped them. What they needed for the next stage was a clearer identity and an outreach system capable of attracting a larger audience, stronger guests and commercial partners.

The engagement ran until November 2022. My remit was to develop the complete brand and marketing strategy, then equip the founders and their in-house creative team with the system, assets and guidance to carry it forward after handover.



01 POSITIONING

Finding the idea before designing the identity

The first job was not choosing colours. It was deciding what Zed Medium should mean.

I positioned the podcast around “stories first, lessons second”. It was not self-help dressed up as an interview, and it did not need to tell the audience what moral to take away. The value was in hearing an honest journey and being allowed to find your own meaning in it.

The name gave us the second piece of the system. Zed is the final letter of the alphabet, so we developed the proposition around being the last stop in the search for quality content. That thought became the organising narrative for the brand, from the bio and tagline through to guest and sponsor conversations.

CONTENT PRINCIPLE

**Stories first.
Lessons second.**

BRAND IDEA

**The last medium in your
search**

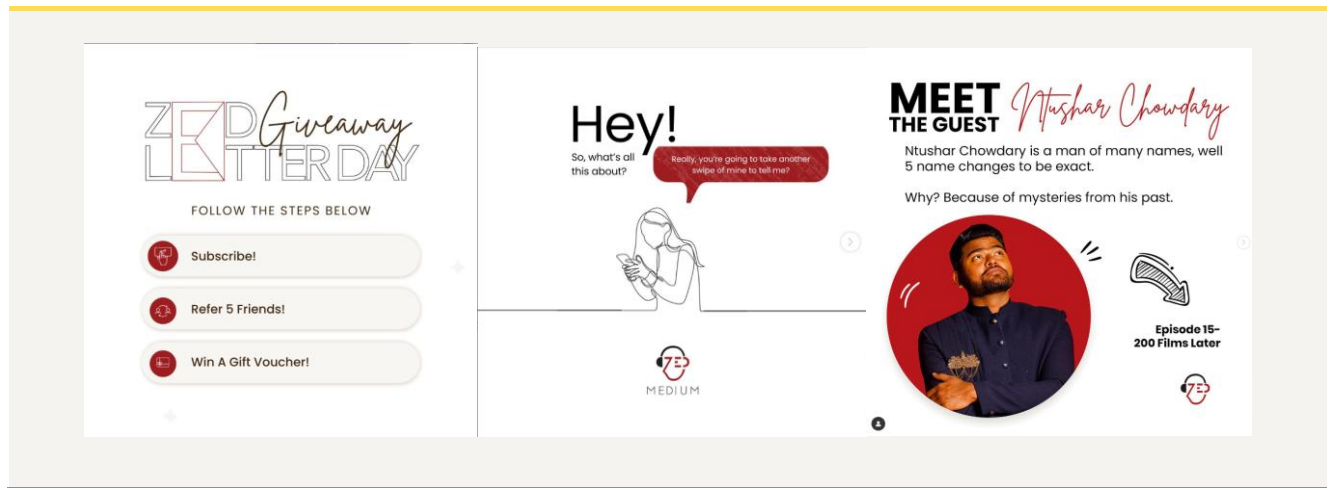
for quality content.

02 IDENTITY

Building the brand system

From that positioning, I created the full brand guide and visual system: logo direction, colour palette, typography, imagery, layout rules and digital applications. The palette combined Space Cadet navy (#20325C), Brink Pink (#F1607E) and Stil de Grain Yellow (#F9DC5C), with Montserrat and Roboto as the core type pairing.

The objective was consistency without sameness. Every episode introduced a completely different person and story, so the system needed enough structure to make Zed recognisable while leaving enough room for each guest to feel distinct.



03 CREATIVE TOOLKIT

Turning a brand into a working content system

A rebrand is only useful if the people running the brand can keep using it. I therefore designed the identity as an operating toolkit rather than a collection of one-off assets.

SOCIAL

Reusable social templates and episode-promotion formats so the team did not restart the design process every week.

EMAIL

WEB

A simple, scroll-friendly landing-page direction that made the proposition and content easy to understand.

VIDEO

Emailer design and outreach formats that carried the same voice and visual identity into direct communication.

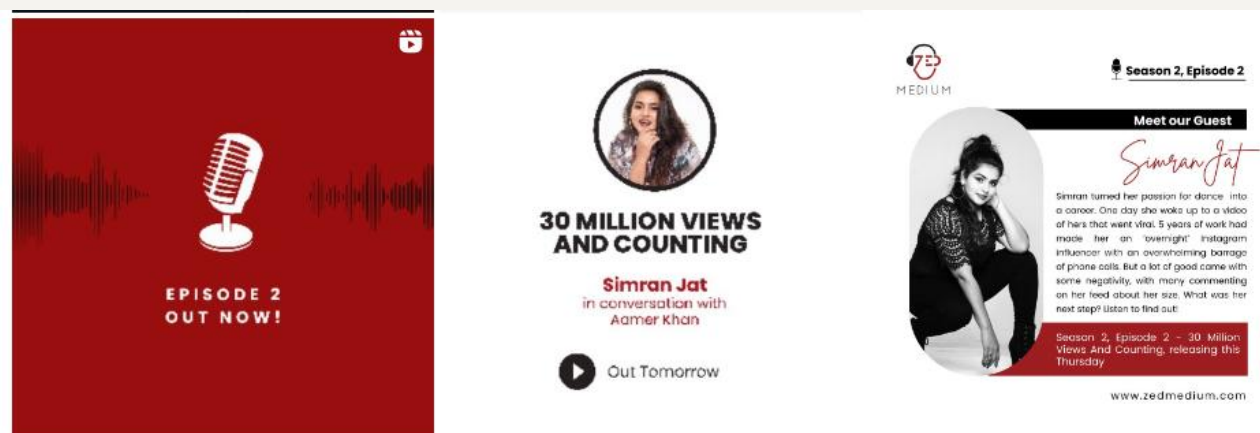
GUEST OUTREACH

A clearer guest deck and pitch narrative for explaining why appearing on Zed was worth someone's time.

Visual direction and editable formats for video snippets, trailers and episode-led content.

SPONSOR OUTREACH

A sponsor proposition and presentation structure that translated the creative property into a commercial conversation.



04 WORKING WITH THE FOUNDERS

Creative direction was collaborative

The work was developed closely with the founders rather than disappearing into a design cave and returning with a grand reveal. We stayed in regular contact as the positioning, visual language and outreach strategy developed, testing whether the brand still felt true to the show they wanted to build.

I also worked with their existing creative team, setting the direction and giving them a framework they could continue using after my engagement ended. That mattered because my role was intentionally finite: build the brand, build the strategy, make the system usable, and hand it over.

The final handover therefore included both the creative identity and the marketing logic behind it, so future execution did not depend on me being in the room.



05 FROM IDENTITY TO ATTENTION

The outreach strategy

The commercial ambition went beyond making the podcast look better. The new identity had to support four connected goals: grow the audience, attract stronger guests, create a credible proposition for sponsors and establish Zed Medium as a recognisable media property.

I built the marketing strategy around those audiences and the different reasons each would care. A listener needed a compelling story. A potential guest needed confidence in the platform and its treatment of their story. A sponsor needed a coherent audience and brand proposition. The creative system had to serve all three without turning the podcast into three different brands.

Execution after the handover remained with the founders and their team, so I do not attribute subsequent listener, sponsorship or growth metrics to this engagement. The deliverable was the strategic and creative foundation they could execute against.

DELIVERABLES

What I handed over

Complete brand strategy and positioning	Brand guidelines and visual identity system
Logo, colour and typography direction	Podcast cover and episode artwork system
Social media templates and content direction	Landing-page / web experience direction
Emailer and outreach design	Video and short-form creative direction
Guest pitch deck and outreach narrative	Sponsor deck and commercial proposition
Marketing and audience-growth strategy	Creative-team guidance and implementation handover

CREATIVE PRACTICE

Why I still make room for work like this

I enjoy the point where strategy becomes tangible. Sometimes that means an operating model or a commercial proposition. Sometimes it means a typeface, a 15-second edit or deciding that the entire visual system needs to move three degrees to the left.

Creative work keeps me close to how people actually experience an idea. Being self-taught has also made me unusually comfortable moving between the strategic conversation and the execution detail. I do not need every project to end in Photoshop or Premiere, but I like knowing I can go there when the work needs it.

Zed Medium gave me the space to do exactly that: take an existing idea, find the story at its centre, build a complete identity around it and leave the team with something they could own.