



Radio Station Branding

Overview: One of the most important decision you need to make when setting up your School Radio station is what the station name will be. You should also consider a logo for your station so that your listener can instantly recognise your station. Finally, many stations have a 'strap line' which is a short phrase that tells the listener what they can expect from the station.

Station Name

The station name is very important as it allows your listeners to identify and connect with the station. Some station names (like talkSPORT or Asian Sound Radio) directly describe the station while others (like Capital FM) draw inspiration from the area they broadcast. Some radio station names just sound cool! Many School Radio stations use the school name or the town name so for example if your school is Red Hill Primary, you might call your station Red Hill FM or Red Hill Radio. Here are some things to consider:

- **Keep it short** – you will need to say it a lot so keep is short and snappy!
- **Make sure it is easy to say** – again because of the amount of times you will use the station name, you need to make it easy to say!
- **What will 'speak' to your listeners** – Red Hill Radio is more likely to connect with the pupils at Red Hill school than a name like Super Laser Radio!

What will your station be called?

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Strap Line

A 'strap line' is a short phrase that describes what the listener can expect from the station. Strap lines are optional and many stations don't use them.

Some famous strap lines include:

- No1 Hit Music Radio (Capital FM)
- The World's Greatest Music (Classic FM)

Can you think of a strap line for your station?

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Station Logo

Look at these famous radio station logos. Each identifies the station and tells the listener something about the station.



Use the back of this page to design a logo for your station!