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COMMERCIAL IN CONFIDENCE

Brand Development Brief

Prepared for NeillyRich

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Background

- NeillyRich are a young and energetic duo act.
- NeillyRich is a modern, pop-styled Country Music artist seeking to create a unique brand and style.
- NeillyRich is an up and coming Australian artist who want to create an edgy style that is more focused on a modern, commercial, Nashville-styled, yet authentic and connected presentation to their audience.

The creative reference points for the brand design process should align with the following themes:

- To accompany black & white or colour imagery
- Country Music
- Nashville-styled
- Modern
- Wholesome
- Commercially oriented
- **BRAND NEEDS TO HAVE CLEAR POINT OF DIFFERENCE AND BE UNIQUE**

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Please see following page for examples of potential direction definition:



Likes: Colours, bespoke font, could be suitable for buckle or strap branding.

Dislikes: Too Compact, Too Busy, A Little Cliched.



Likes: The Colour, the blood effect(Matt), music symbolism, the wings. Simple.

Dislikes: The Blood Effect(Amelia), not very country. The Music Stave symbol(treble Clef)



These examples we feel are too "Emblem", they feel more like a badge for a military position rather than an artist's logo.



Likes: The woodgrain /rustic with a modern vibelook. The Font.

Dislikes: The Flames, A Bit too "Busy".

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Likes: The bespoke font, looks great on black, strong colors.

Dislikes: The Claw Marks



Likes: Logo defines the product or service.

Dislikes: Pretty boring on the font front.



Likes: The centre font. Swirley stuff around the font. How it goes up front left to right. Reliced look to the font.

Dislikes: the "We" and "Dead" font is too Wu Tang Clan.



Likes: Bold custom Font, Shiny Shinyness, very distinguishable, easy to replicate for physical product.

Dislikes: not much, I mean it's Brad Paisley, the guy can do no wrong.

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Likes: The swirly whirly font, the Hat imagery, the almost graffiti aesthetic. Country as hell.

Dislikes: A bit Busy, would be hard to read on some media.



Likes: The guitar imagery, The "Banner" motif, the shape to the over all logo.

Dislikes: The colors. The font.



Likes: The Font, Strong with out being too in your face. The shading.

Dislikes: A Bit too Girly. The font doesn't match the rest of the design.



Likes: The color. Bold outline to the font, the font. How the Font stand in front of the swirly stuff is cool.

Dislikes: Its a bit too busy, a little bit too old school.

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Likes: The font, the simple and "Clean" design. The Oval motif is retro, but still quite cool.

Dislikes: The Wings or Chevrons. Just white and black all the time would get old fast.



Likes: Very recognisable, simple, modern, clean.

Dislikes: a bit to clinical or "factory". Doesn't scream country, could get lost on merch (silver font on purple shirt for example)



Likes: Cool phoenix motif, simple, easy to recognise, punchy, The font.

Dislikes: The font doesn't suit the image. Just black and white.



Considerations

Key considerations for the practical logo design/usage should align with the following attributes:

- Primarily Text Based – Freehand styled rather than block typeface
- Unique Font Face to be created/used
- Brand must be highly recognizable and stand out from competitors

Key deliverables:

- Full “NeillyRich” brand – Vertical and horizontal stacked
- Truncated “NR” or “NeillyRich” brand

The brand can’t be limited by the following design aspects:

- ✓ **Replication** – Must allow for consistent replication across media – Eg: No loss of clarity in web, monochrome and TV usage
- ✓ **Complexity** - Brand complexity must not detract from integration – Simplicity preferred over complexity
- ✓ **Integration** – Brand must be distinctive but unobtrusive – Must not detract from visual imagery that it is applied to
- ✓ **Colour Scheme** – Base tones as primary option - Black and White, Negative, Positive versions also required
- ✓ **Ancillary Versions** – The brand must include a version with and without website address, and a truncated version that can be used on smaller surface areas – Eg: Stick Pins or Key rings



Deliverables

It is expected that the successful designer will produce each of the aforementioned design components. Deliverables to be supplied as follows:

1. Original InDesign, Illustrator or Photoshop files
2. EPS files for each
3. PNG files for each
4. JPG files for each