



# market the MUSIC

**COMMERCIAL IN CONFIDENCE**

## **Brand Development Brief**

Prepared for Peppertone Productions & Vault Recording

Last modified Monday, July 29, 2013



## Background & Main Brief

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**Peppertone Productions** is a recording and production company based in Sydney, Australia. The company has a preliminary logo that has been used in a temporary capacity for the past 6 months.

Recently the company acquired the **Vault Recording Studios**, an elite facility that is set on the edge of Sydney Harbour. This studio is a professional recording environment that has been used for significant Australian and International music recordings for the past decade. The Vault Recording Studios does not have a brand or logo at this time and a brand must be developed from scratch.



PEPPERTONE  
PRODUCTIONS

The logo features the word 'PEPPERTONE' in a bold, distressed font. 'PEPPER' is in red, 'TONE' is in black, and the letter 'O' is replaced by a black headphones icon. Below this, the word 'PRODUCTIONS' is written in a smaller, grey, spaced-out font.



PEPPERTONE  
PRODUCTIONS

The logo is identical to the one above but rendered in black and white. 'PEPPER' is black, 'TONE' is black, and the 'O' is a black headphones icon. 'PRODUCTIONS' is in a black, spaced-out font.

*Figure 1- Current Colored and Black & White Peppertone Productions Temporary Log*

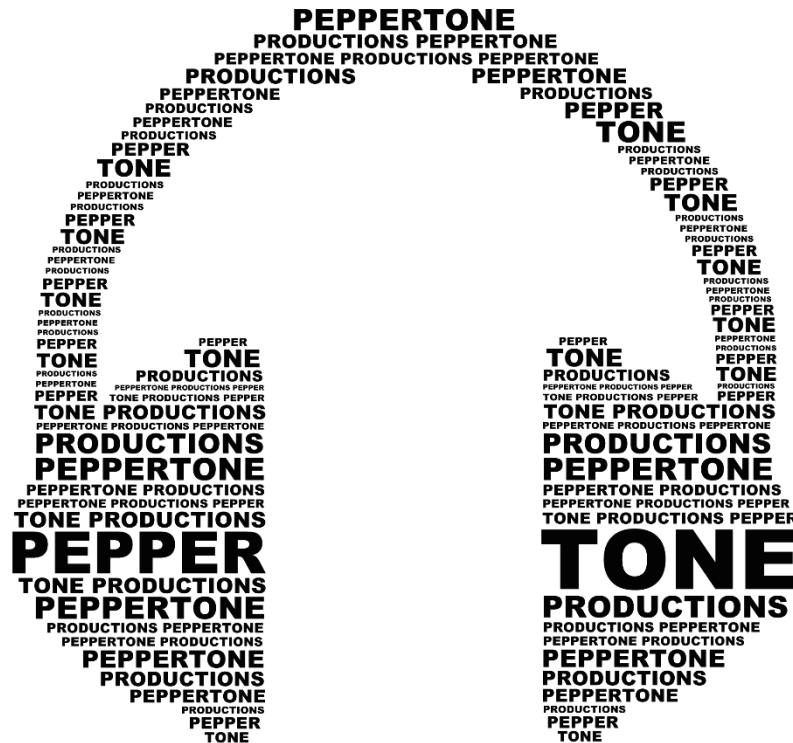


Figure 2- Current extended headphone brand for promotional activity

The brand needs to be redrawn in vector format with a consistent, modern yet distinctive font used that can be used across both of these implementations. The headphones also have to be re-created as a unique vector shape that is distinctive and unique in shape. This will form an important part of the brand, and must have continuity and synergy with the other brand aspects.

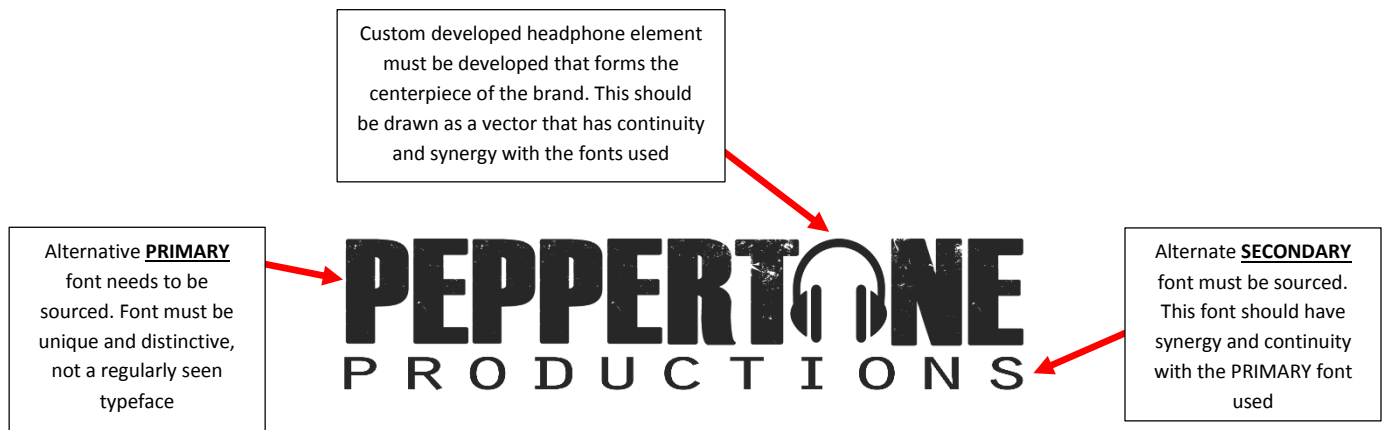
The current brand needs to address the following outcomes:

- ✓ **Replication** – Must have consistent replication across media – black & white (+negative) and colour options
- ✓ **Complexity** - Brand complexity must be minimal – headphones and font must have strong synergy and be unique and distinctive
- ✓ **Colour Scheme** - Currently basic and not desirable – palette activation dependent on usage should be designed
- ✓ **Ancillary Versions** - Brand does not have extended versions or styles except for the headphones, more styles are required

## Peppertone Brand Alteration and Extension

The brand must evolve to include a suite of more flexible implementations and must address all of the aforementioned limitations. The following describes the desired modifications required by the successful designer.

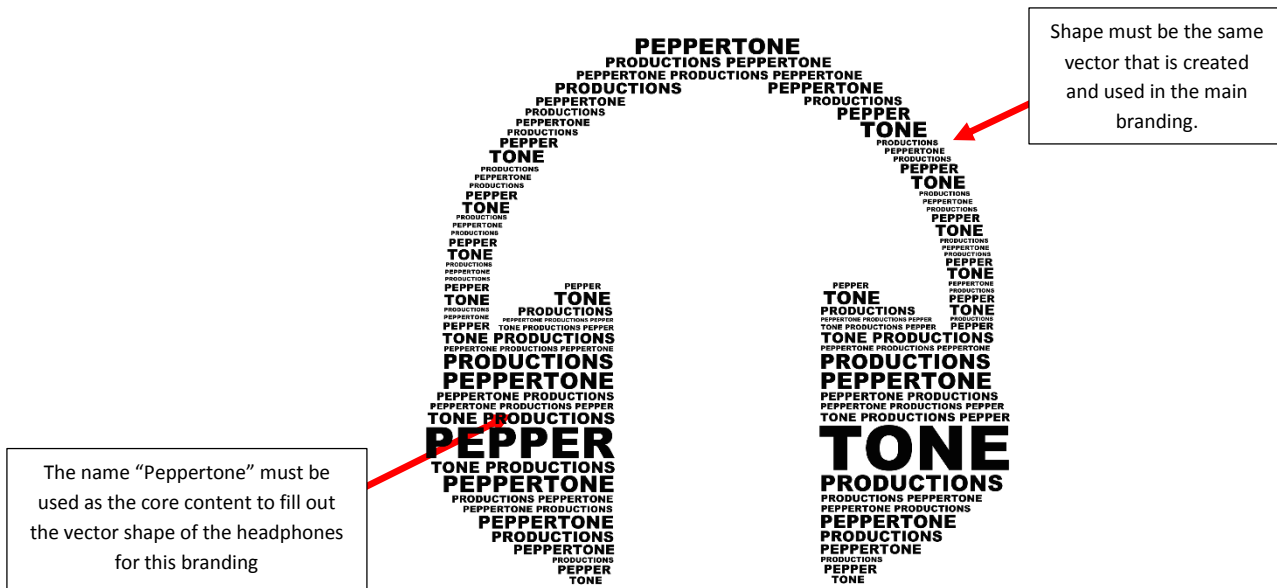
1. **Adaptation 1 - Simplified/Flexible** – Adjustment of current brand with minimalist focus to style, but allow for more flexible usage across numerous platforms. The brand can evolve, centred on the unique and distinctive headphone element.



2. **Adaptation 2 – Truncated** – Reduced version of the Peppertone brand using the same theme and style as the standard Simplified/Flexible adaptation.



3. **Adaptation 3 – Fan/Merchandise Brand 1** – This brand extension will use the name “Peppertone” to form the shape of the vector image that has been created as headphones in the first brand process. The font should be the same as the defined main font in the initial brand. This idea can have extensions such as surrounding boundaries or positive/negative aspects that frame the headphones.



## Vault Recording Studio Brand Creation

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The Vault Recording Studio is unique because of its placement so close to Sydney, yet removed from the “hustle and bustle” of the city and placed harbor-side with amazing views and sunsets that captivate artists who record there. The studio is buried at the base of a larger complex, is dark and secluded hence the name “The Vault”. The location was originally a vault and the previous owners played on this with the naming of the studio. This brand should align with these key aspects:

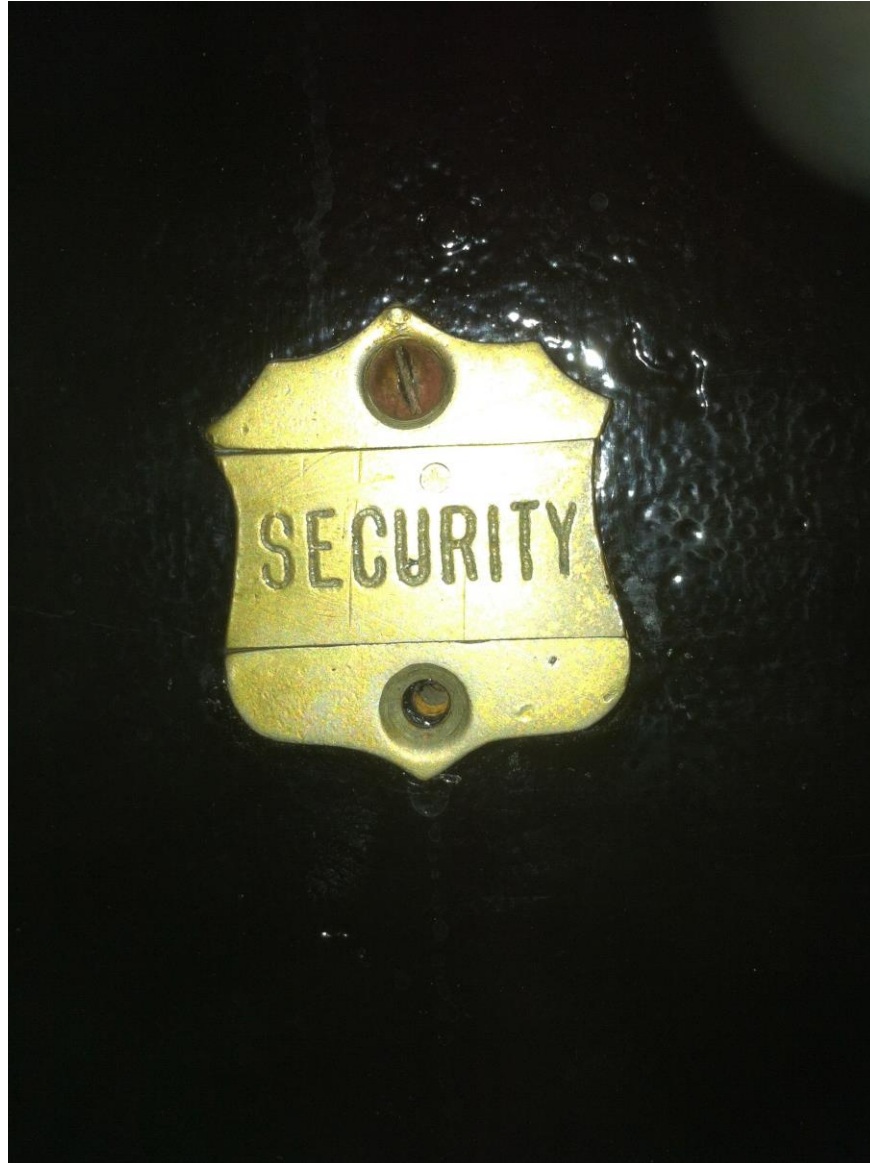
1. History/Heritage
2. Location/Physical Building Attributes
3. Premium Quality Service

The two brands must have a natural synergy when used together, but should provide the ability to be used separately as required. Both brands should be focused on connecting with a commercial but artistic marketplace. Consistent advice and consultation will be required to achieve an optimal outcome. Market the Music has dedicated staff to achieve these outcomes.

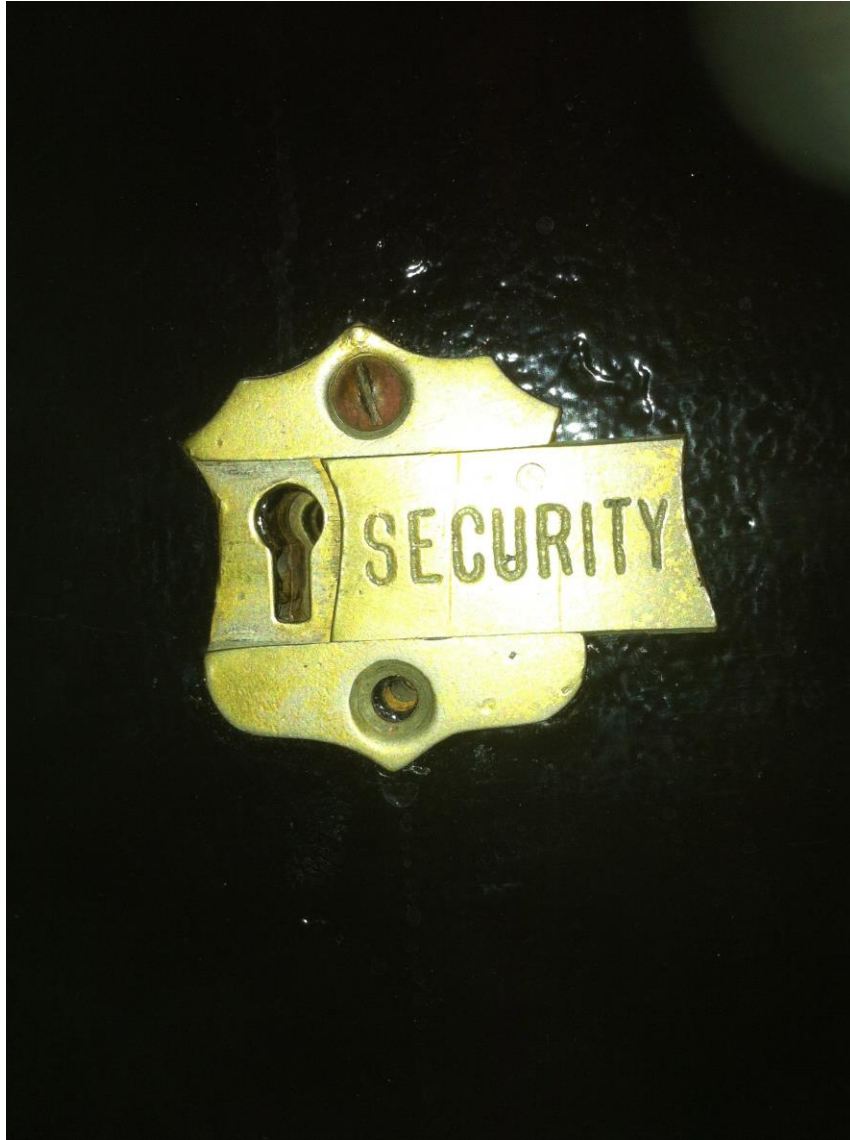
In order to provide the basis for this development, the following pages feature photos of the location, studio and equipment that can be used as inspiration for the brand development process.



*Figure 2-External Studio View to Sydney Harbour*



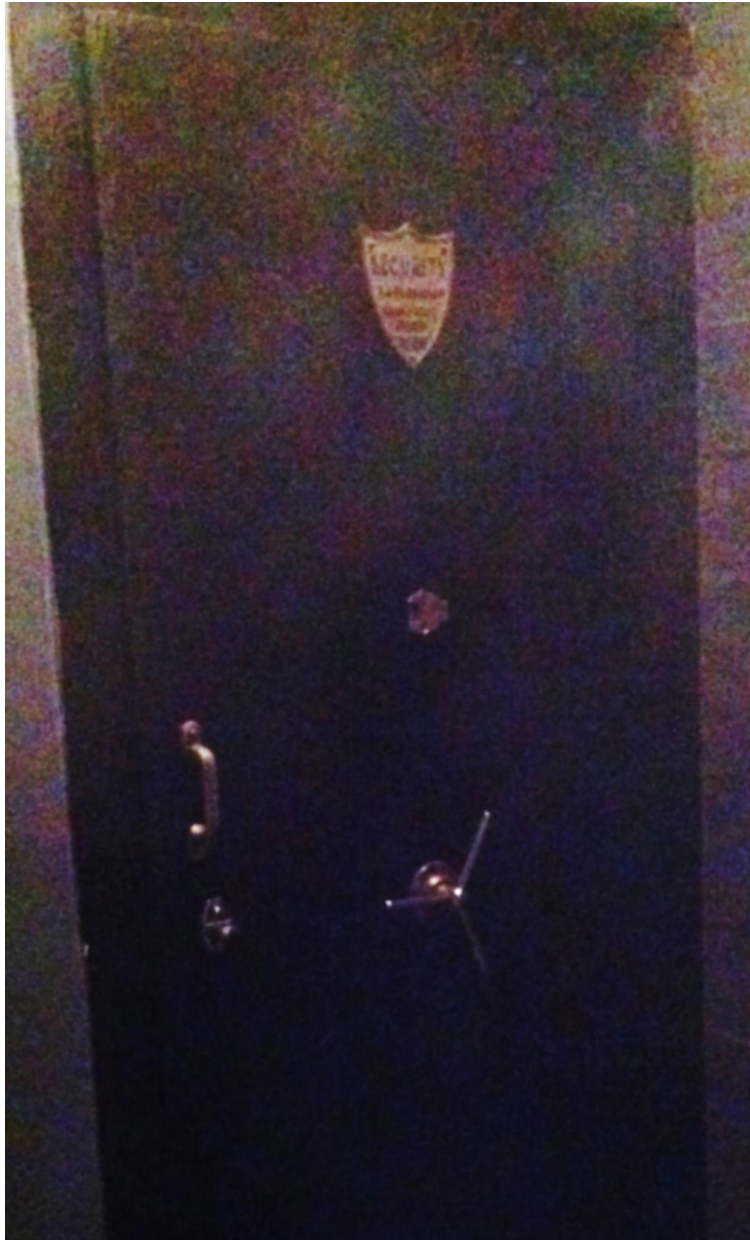
*Figure 3- Front Door Lock Closed*



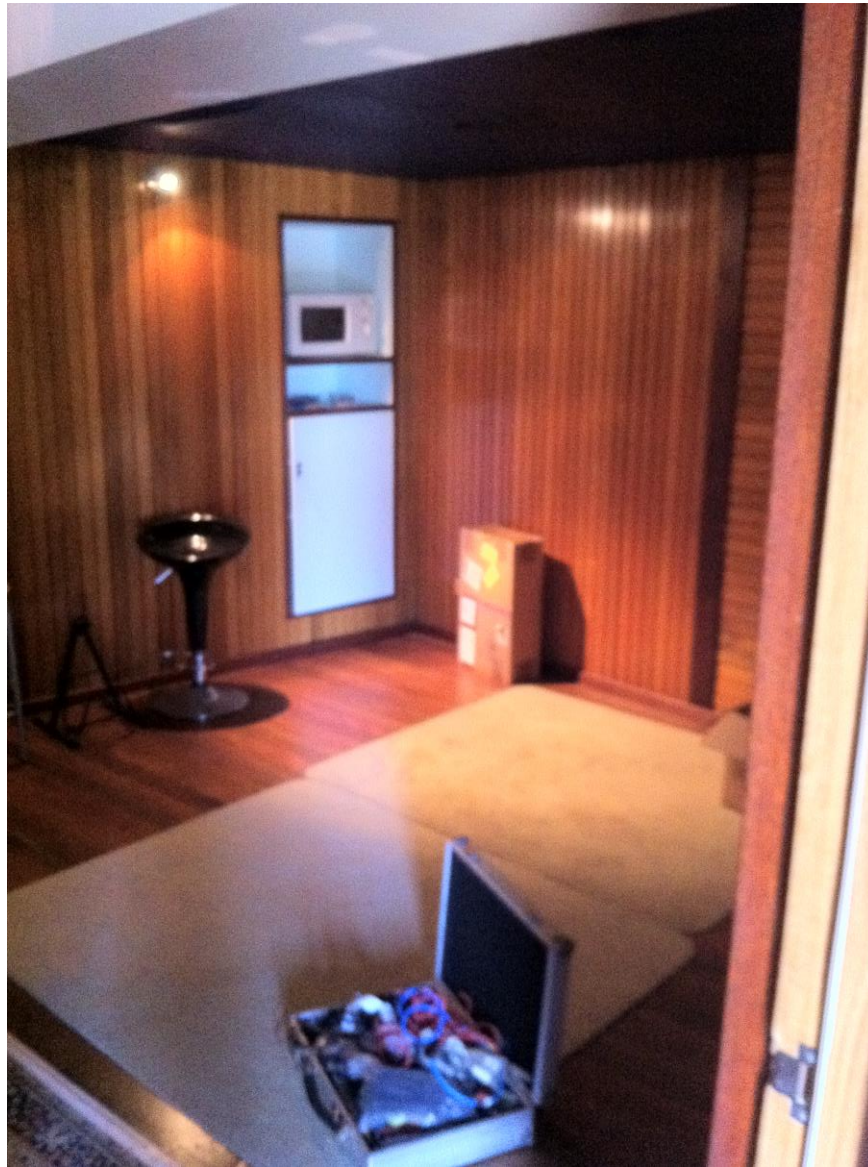
*Figure 4- Front Door Lock Open*



*Figure 5- Front Door Historic Vault Branding*



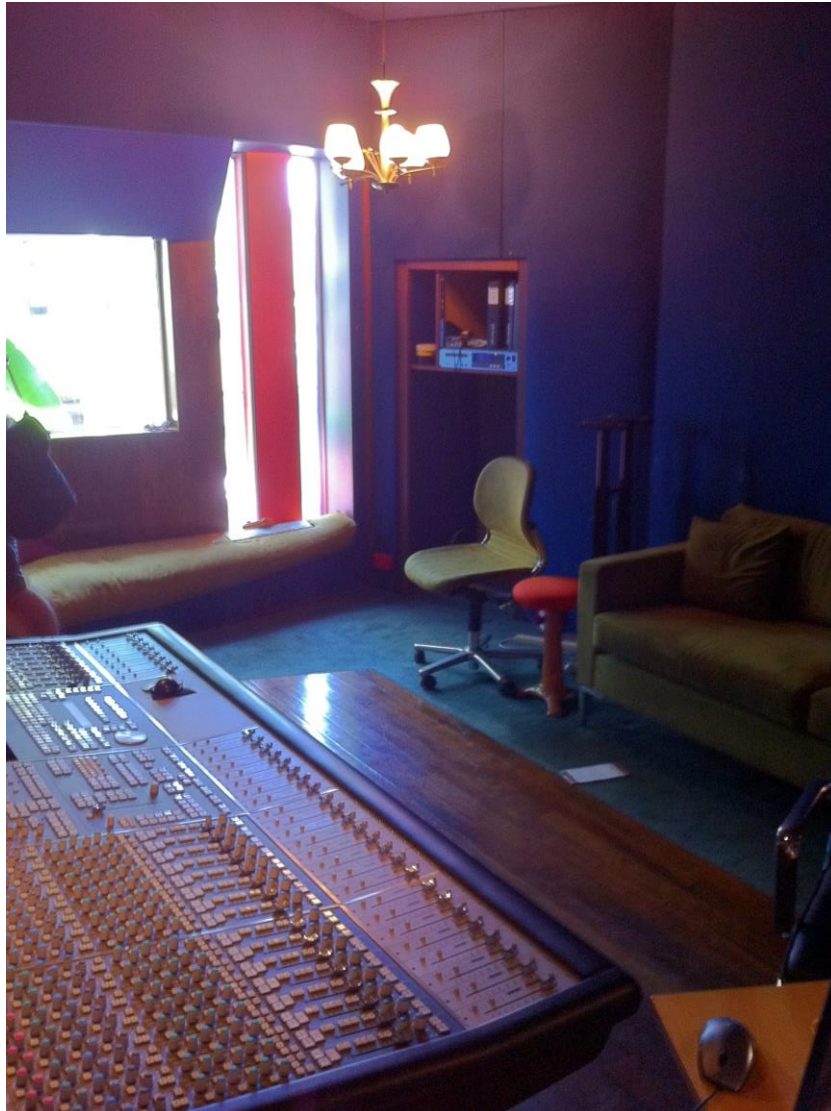
*Figure 6- The Vault Front Door*



*Figure 7- Inside of Studio Minus Equipment*



*Figure 8 - Studio Mixing Desk Area*



*Figure 9 -Mixing Desk to Ocean View*



*Figure 10 -Mixing Desk from Behind through to Studio Space*

## Expectations and Deliverables

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It is expected that the successful designer will produce each of the aforementioned design extensions/amendments.

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
5. Basic Usage guide