market the MUSIC

COMMERCIAL IN CONFIDENCE

Brand Extension and Development Brief

Prepared for Jay Seeney

Last modified Tuesday, February 25, 2014

Background

- The Jay Seeney Band is an Australian Country/Rock act that is seeking to create a unique brand and style.

- Fronted by Jay Seeney, the band is a temporary country/rock unit including 3 to 4 additional band members.
- Studied - Bachelor of Music, Graduate Diploma in Education
- The collective members of the band have performed at some of Australia's Biggest Country Music Festivals & have established credibility within the country music industry.

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

- Rock Music

- Energy

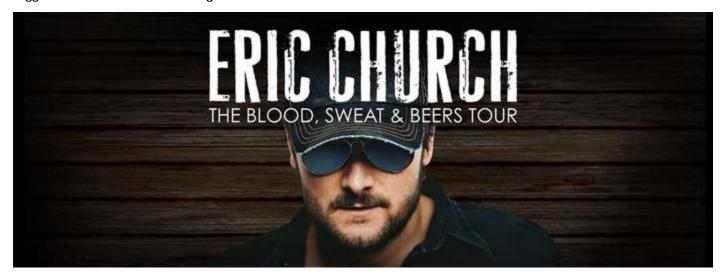- Party

- Dirty/Earthy

- Modern

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

- Primarily Text Based

- Black & White with Vibrant Imagery

- Unique Font Face to be created/used

- Alternative styling rather than Conventional/Traditional Country

The following competitor examples have been provided as visual references to assist with the listed themes above.

Suggested Themes For Font & Logo:

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** – Preferred Black and White, Negative, Positive versions – To be often applied to high contrast visual imagery
- ✓ **Ancillary Versio**ns – 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 Keyrings
- ✓ **Usage Guide** – Brand does not have a standardized usage and palette guide for usage by third parties and this should be supplied in basic form

Deliverables

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 for implementation