



marketthemusic

COMMERCIAL IN CONFIDENCE

Brand Development Brief

Prepared for Roo Arcus

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Background

- Roo Arcus is a traditional Country Music artist is seeking to create a unique brand and style.
- Roo is a major charting Australian artist who is starting to work in the USA to further his career
- He has performed at some of the world's biggest Country Music Festivals & has established credibility within the country music industry.

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

- Traditional Country
- Western
- Modern
- Cowboy
- Masculine



Considerations

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

- Primarily Text Based
- Black & White versions to be used on fatigued, vintage style imagery (colour and mono)
- Unique Font Face to be created/used
- Brand must be highly recognizable and stand out from competitors

Key deliverables:

- Full “Roo Arcus” brand
- Truncated “RA” or “Roo” 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** – Preferred Black and White, Negative, Positive versions – To be often applied to high contrast visual imagery
- ✓ **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 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