



marketthemusic

COMMERCIAL IN CONFIDENCE

Brand Development Brief

Prepared for Tasha Amaroso

Last modified Thursday, December 11, 2014



Background

- Tasha Amaroso is a modern, pop-styled Country Music artist seeking to create a unique brand and style.
- Tasha is an up and coming Australian artist who is starting looking to create an edgy style that is more focused on a commercial, pop-styled, yet gritty presentation.
- He has performed on TV's "The Voice" and at some of Australia'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:

- To accompany black & white and colour imagery
- Country Music
- Pop Sub Genre
- Edgy
- Gritty
- Commercially oriented
- Feminine

Current image of Tasha:





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
- Bright colour selection – Pink, Yellow, Green, Blue – Also monochrome Black and White options
- Black & White versions to be used on fashion-styled glamorous imagery (colour and mono)
- Brand must be highly recognizable and stand out from competitors

Key deliverables:

- Full “Tasha Amaroso” brand
- Truncated “TA” or “Tasha” 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** – Bright colours as primary option - Black and White, Negative, Positive versions also required – 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

Examples

Upcoming photoshoot will look like these



(((marketthemusic)))



((marketthemusic))

Brand should take from this example by be bright colour

breathe



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