

**marketthemusic**

**COMMERCIAL IN CONFIDENCE**

## **Brand Development Brief**

Prepared for Tasha Amaroso

Last modified Thursday, December 11, 2014



## Background

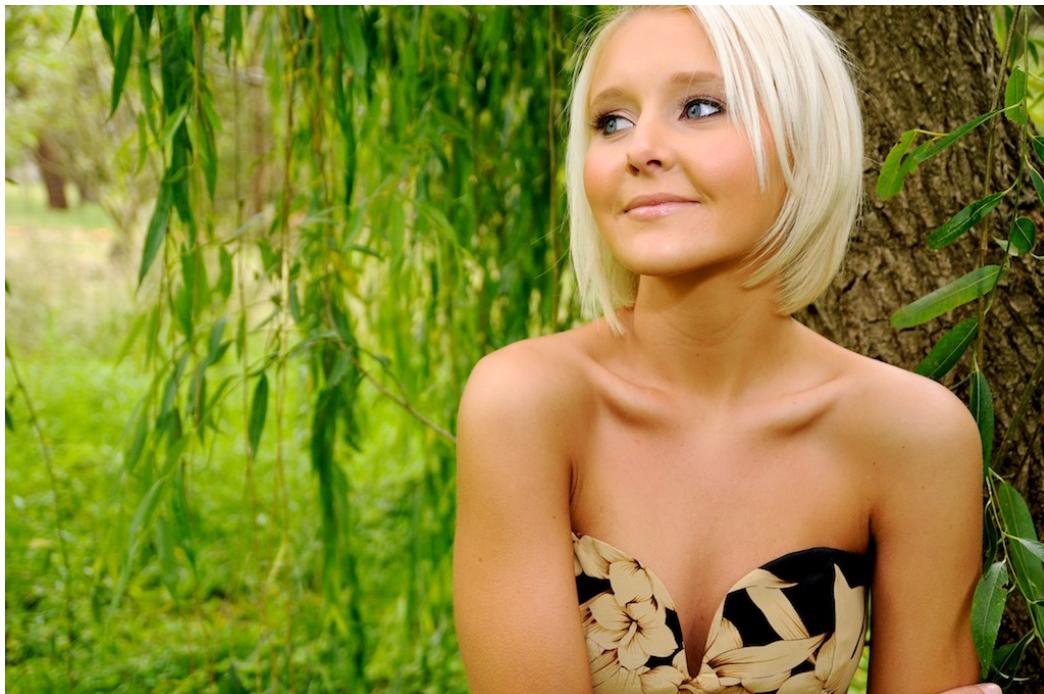
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- Tasha Amaroso is a modern, pop-styled Country Music artist seeking to create a unique brand and style.
- Tasha is an up and coming Australian artist who is starting looking to create an edgy style that is more focused on a commercial, pop-styled, 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

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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

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Upcoming photoshoot will look like these



**((' marketthemusic '))**



(( marketthemusic ))

Brand should take from this example by be bright colour

breathe



## 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 for implementation