



Brand Book



Brand Book



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Creative Brief

What is the company's primary business activity?

They sell new and used vinyl records and CDs.

How long have they been in business?

2012

What benefits do they offer?

They are Pittsburgh's only vinyl record, turntable and HiFi boutique.

What product or service features make the benefit possible?

They supply turntables and speakers in-store.

What is the designer's main goal with the rebrand?

The main goal is to create a modern look to the company. This will be accomplished by simplifying the logo to the bare essentials and use of a single color. The logo will be more professional and attractive. The typography will also play a critical role in helping to express the new look the company is after.

What's the current color palette?

Black, red, yellow

What's not working with the current logo?

The type looks like a bold font from the 1980s. There is a slight dropshadow on the tagline. The color of the tagline is a grayish green. The type doesn't interact with the round record; it's just placed on top of it. For the secondary logo: it's too detailed and is not an accurate representation of the company. It is also not scalable. These issues are problematic because it looks unprofessional, which makes a rebrand recommended.

Who are the existing clients for the company?

30 to 55 year olds

Positive associations with the brand:

Large selection, well-organized, great atmosphere, friendly/knowledgeable staff, prices

Negative associations with the brand:

I am unable to find any negative reviews or comments. However, the logo, website, and social media graphics need to improve.

What's the brand personality?

Lively, positive, friendly, helpful, approachable, hygienic, personable, attractive, sincere

Who's the competition?

Attic Record Store (Millvale, PA)
Jerry's Records (Pittsburgh, PA)
Dave's Music Mine (Pittsburgh, PA)

How are they different from the competition?

They carry the best brands in HiFi audio including turntables, headphones, and DACs. They manufacture and sell Spin-Clean Record Washer and offer competitive pricing.

Slogans or taglines the company uses:

Vinyl, CDs & More!

Does the brand look-and-feel shift at all when on the website?

Slightly. They introduce orange to the color palette.

What's the URL?

musicomyear.com

What's the most important feeling current or potential customers should have on encountering the brand?

Excitement

What is the company really selling?

Entertainment

Current Branding



The type looks like an experimental font from the 1980s and is not visually pleasing. There is a small dropshadow on the tagline. The color and typeface the tagline is dull. The different components of the logo seem forced and they don't go well together.



The illustration to the left of the type is too detailed and isn't scalable. It doesn't reflect the image of the company.



As previously mentioned, the illustration is too detailed and isn't an accurate representation of the company.

Competition

The Attic Record Store

This is a good vintage-looking mark. However, it struggles from some of the text being too small and is a bit too detailed.



Jerry's Records

The logo is far too detailed and it's unclear what the image is attempting to betray, even when viewed at a large scale. The form of the typography is good, but it would look better if it was a solid color. Speaking of color, where is it? This logo is somewhat reminiscent of Apple's first logo.

Dave's Music Mine

This is the best logo from the competition. The typography flows nicely and is visually pleasing. It appears that great effort was put into the logo and it's successful. The only aspect of the design that doesn't work is the year they were founded. It would look better if that was not included. Other than that, this is a strong mark.



Wordmark Sketches

Music to My Ear

MUSIC TO MY EAR

Music to My Ear

Music to My Ear

Music^{to} My Ear

Music to My Ear

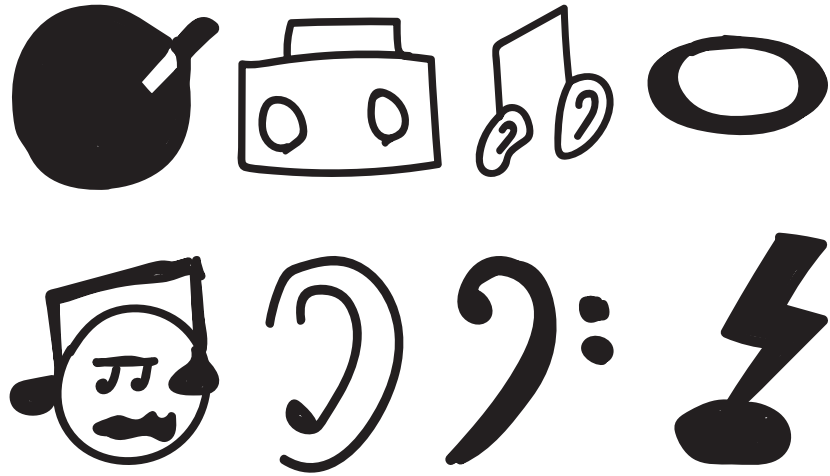
Lettermark Sketches

M M M

M M M

M M M

Pictorial Sketches



Abstract Sketches



Color Studies



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Music to my Ear Music to my Ear Music to my Ear Music to my Ear



Music to my Ear Music to my Ear Music to my Ear Music to my Ear



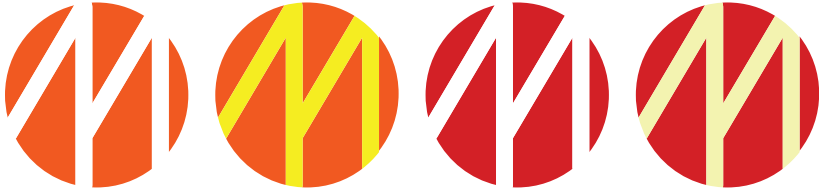
Music to my Ear Music to my Ear Music to my Ear Music to my Ear



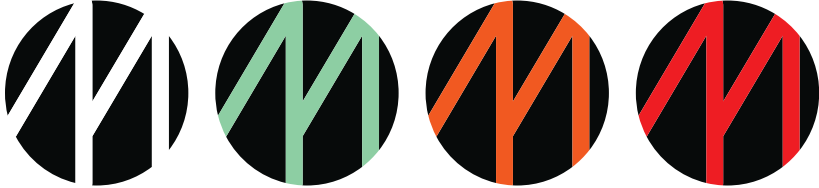
Music to my Ear Music to my Ear Music to my Ear Music to my Ear



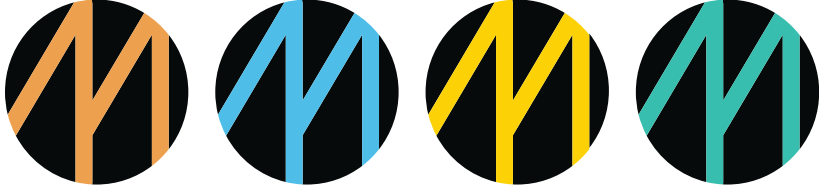
Music to my Ear Music to my Ear Music to my Ear Music to my Ear



Music to my Ear Music to my Ear Music to my Ear Music to my Ear



Music to my Ear Music to my Ear Music to my Ear Music to my Ear



Music to my Ear Music to my Ear Music to my Ear Music to my Ear

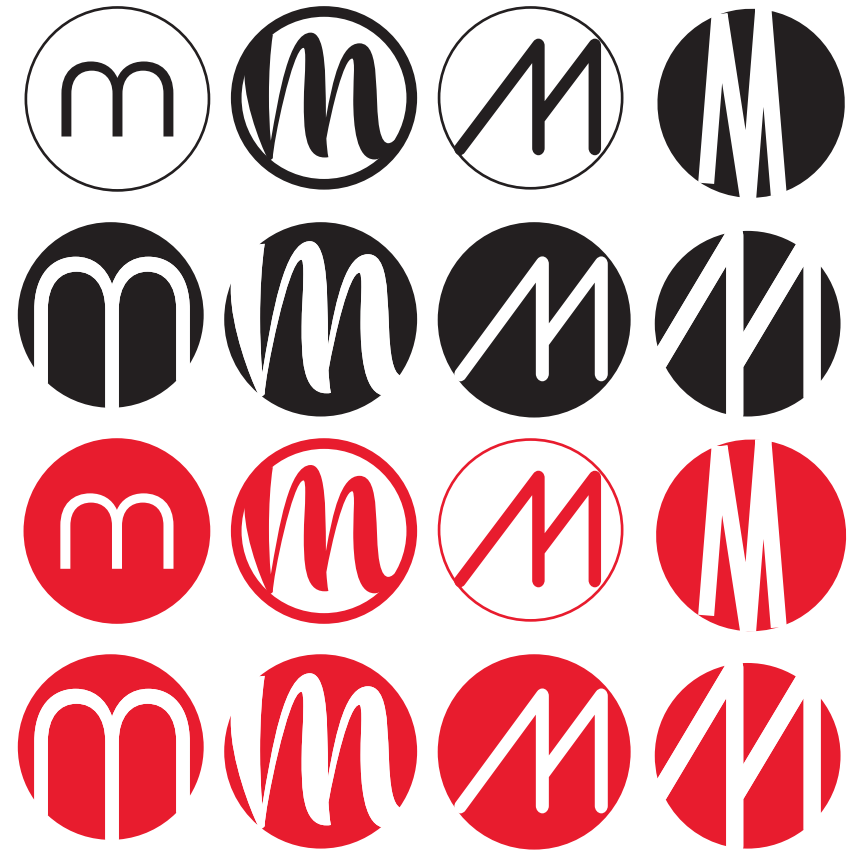


Music to my Ear Music to my Ear Music to my Ear Music to my Ear

Wordmark Vector Explorations

Music^{to}my Ear
music^{to}my ear
Music to my Ear
Music to my Ear
Music to My Ear
Music^{to}my Ear

Lettermark Vector Explorations



Final Logos

Wordmark

Music to my Ear

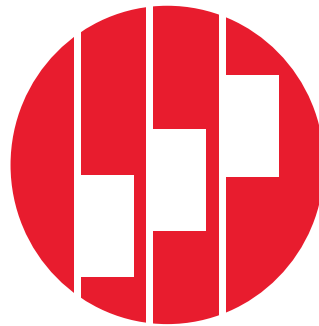
Lettermark



Pictorial Mark



Abstract Mark



Selected Logos

Primary Logo



Secondary Logo





Music^{to}_{my} Ear