



marketthemusic

COMMERCIAL IN CONFIDENCE

Brand Development Brief

Prepared for Tara Favell

Last modified Saturday, April 4, 2015





Background

- Tara Favell is a modern, pop-styled Country Music artist seeking to create a unique brand and style.
- Tara 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 authentic and connected presentation.
- She has created her own YouTube channel that has close to 1 million views and is on the verge of playing some of Australia's biggest Country Music Festivals over the coming 18-24 months

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

- To accompany black & white or colour imagery
- Country Music
- Pop Sub Genre
- Edgy
- Wholesome
- Commercially oriented
- Feminine
- **BRAND NEEDS TO HAVE CLEAR POINT OF DIFFERENCE AND BE UNIQUE**

Please see following page for examples of current and potential direction definition:

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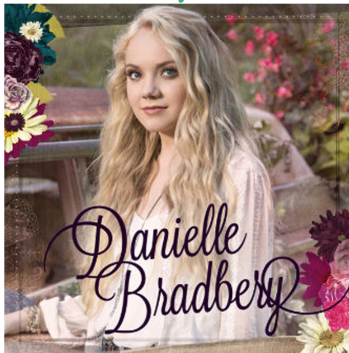


Tara
Farell

← Current

- Girly style fonts
- Sparkly Guitar
- I write about love & life
- Something that ties all these together
- A font that is similar to the TF on my guitar neck so the brand is consistent

Cursive Style I Like



Have the first letter of my first name & surname as an initial logo

Fonts I Like

Lovely
Music
Country



This 'TF' is on my guitar neck so something similar to this font perhaps for full name so it's still recognisable when my initials are just on photos or promo items.



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 options – Pink, Yellow, Green, Blue – Also monochrome Black and White options
- Brand must be highly recognizable and stand out from competitors

Key deliverables:

- Full “Tara Favell” brand
- Truncated “TF” or “Tara” 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
- ✓ **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 Key rings



Deliverables

It is expected that the successful designer will produce each of the aforementioned design components. 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