

A black and white photograph of a concert stage. Bright spotlights from above create a hazy, smoky atmosphere. The stage is filled with equipment and the silhouettes of performers are visible in the distance.

market the MUSIC

COMMERCIAL IN CONFIDENCE

Brand Extension and Development Brief

Prepared for Jetty Road

Last modified Wednesday, May 15, 2013



Background

Jetty Road is an Australian Country pop/rock band that has a well-established logo, used as the band's brand for the past decade. While the brand has been a success for the band, it has some limitations that need to be overcome through the extension and amendment of the brand. The purpose of this brief is to provide a framework and prescribed scope of these limitations and the developments that are expected to overcome the limitations.



Figure 1- Current Jetty Road Primary Logo

The current Jetty Road brand is limited by:

- ✓ **Replication** - Lack of consistent replication across media – loss of clarity in web, monochrome and TV usage
- ✓ **Complexity** - Brand complexity detracts from integration – fails to make impact on some media
- ✓ **Size and Detail** - Restricts use on some media or merchandise – logo does not have secondary/truncated version
- ✓ **Integration** - Brand can be distracting and offers limited integration – can detract from powerful use of photos
- ✓ **Colour Scheme** - Currently one-dimensional – palette activation dependent on usage would extend usability
- ✓ **Ancillary Versions** - Brand does not have extended versions for fan club, tour detail, simplified and truncated
- ✓ **Usage Guide** – Brand does not have a standardized usage and palette guide for usage by third parties

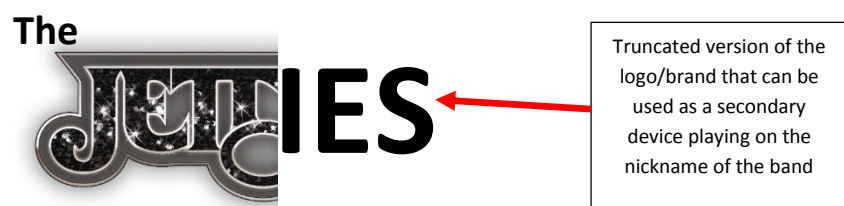
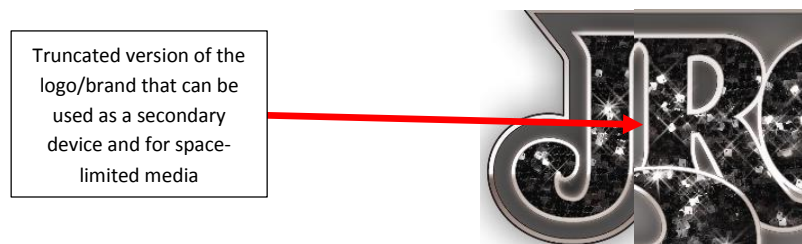
Brand Alteration and Extension

It is the view of Market the Music that the brand must evolve to include a suite of more flexible implementations and must address all of the aforementioned limitations. The following describes the desired modifications required by the successful designer.

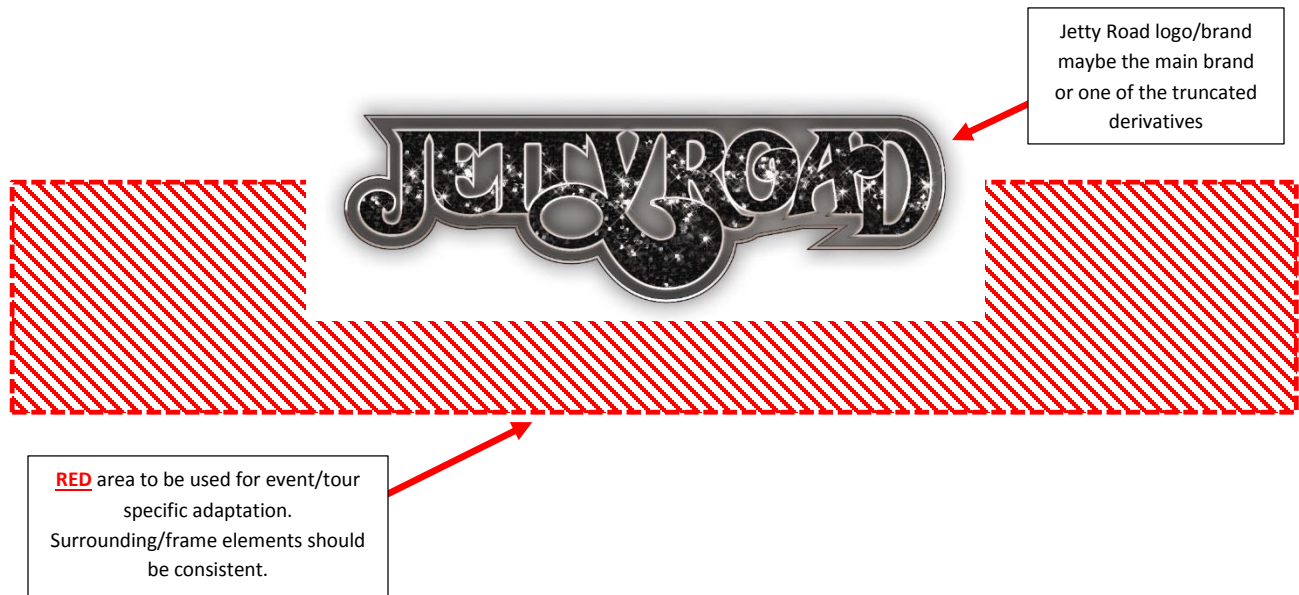
1. **Adaptation 1 - Simplified/Flexible** – Adjustment of current brand with minimalist focus to maintain established style, but allow for more flexible usage across numerous platforms. The brand can evolve to include subtle grunge, earthy or modernized design elements if required. See thematic following for further information on evolutionary path. Flexible colour palette is essential.



2. **Adaptation 2 – Truncated** – Reduced versions of the Jetty Road brand that feature two derivatives, one that says “JR” and one that says “The Jetties” using the same theme and style as the standard Simplified/Flexible adaptation.



3. **Adaptation 3 – Touring/Event** – The brand extension should comprise a version of the Jetty Road brand with a generic space that can be customized based on the tour or event that is underway/upcoming. The initial example should be for the upcoming “USA Tour 2013” this brand extension is more open to designer-input. The following layout is simply a rough guide.



4. **Adaptation 4 - Fan Club** – This extension is a new derivative with the established style and theme. The new Jetty Road fan club will be called “The 5th Member” and a logo should be designed to be used with the standard Jetty Road brand as a secondary device.
5. **Adaptation 5 – Internet Detachable Element** – This element is very basic, and is a detachable element that can be used with all of the aforementioned visual devices. It simply contains the web address www.jettyroad.com or the reduced version jettyroad.com

Thematic, Expectations and 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

Thematic should follow the established brand with creative license for 10-15% maximal change to established brand aspects. Evolution of the brand should focus on integration of subtle grunge or earthy-styled elements.

The brand evolution to date has been as follows:



Competitor brand examples that may provide development guidance are as follows:



Hi-res version of current brand is available for re-drawing or re-development requirements. Feedback is available for designers with further questions.