

# CIRCUS TREE SOUNDS

LOGO DESIGN BRIEF



MAY 2019

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**BRIEF:**

**TO UPDATE THE CIRCUS TREE SOUNDS LOGO TO MORE ACCURATELY AND  
PERSUASIVELY REPRESENT THE PERSONALITY OF THE BRAND.**

**CURRENT LOGO**



WE FEEL THAT OUR CURRENT LOGO IS A BIT DULL. WE WANT A NEW LOGO THAT IS A BIT  
MORE MODERN, EDGY, GRITTY, ROCK N ROLL.



## CONSIDERATIONS:

- THE TWO NOUNS IN THE BRAND NAME 'CIRCUS' AND 'TREE' ARE HIGHLY VISUAL, HOWEVER THE LITERAL MEANINGS HAVE NO RELATION TO THE BRAND OR SERVICE. THEREFORE, WE'D RATHER NOT HAVE AN IMAGE OR ICON RELATING TO THESE WORDS BE USED AS PART OF THE LOGO.
- THE BYLINE 'BOUTIQUE PRODUCTION MUSIC' IS CURRENTLY PART OF THE LOGO, BUT WE DON'T WANT THIS TO BE PART OF THE NEW LOGO.
- LOGO WILL BE USED ONLINE (EG. WEBSITE) AND OFF-LINE (EG. BUSINESS CARDS).



## BRAND DEFINITION

WHAT WE WANT PEOPLE TO THINK & FEEL ABOUT CIRCUS TREE SOUNDS?

### DESIRED ASSOCIATIONS (CIRCUS TREE SOUNDS IS...)

MODERN, INDEPENDENT, INNOVATIVE, DRIVEN, ORIGINAL, EDGY, COOL.

DIGITAL NATIVE, STREETWISE, SAVVY, DISCERNING, FOCUSED, TENACIOUS.

GENUINE, AUTHENTIC, CLEAR, DECISIVE, CONFIDENT, RELIABLE.

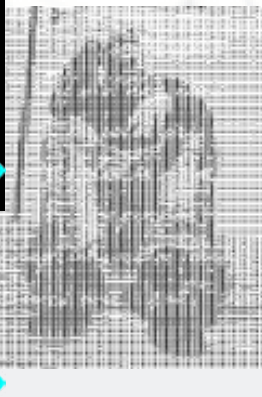
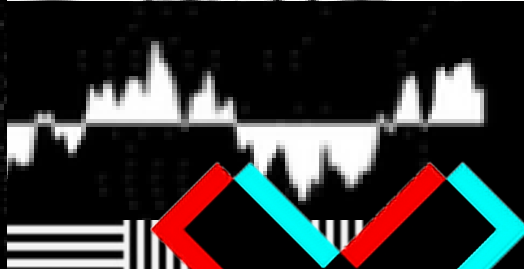
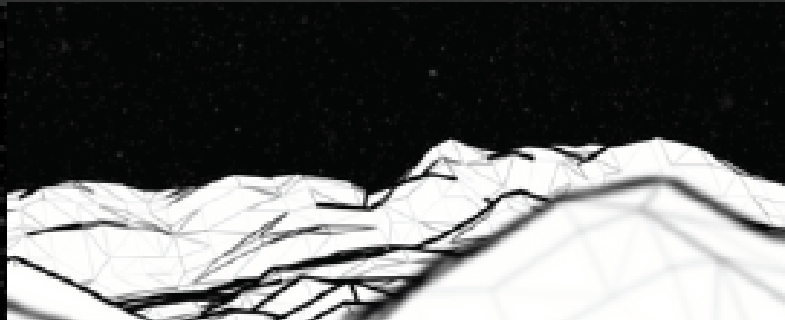
### ANTONYMS (CIRCUS TREE SOUNDS IS NOT...)

BLAND, CORPORATE, RUN OF THE MILL, MASS-PRODUCED/STANDARDISED.

ALOOF, CALOUS, INDIFFERENT, AMBIGUOUS, FUNNY/SILLY, FLASHY.

UNSUBSTANTIAL, FEEBLE, FRAGILE, INEPT, SHALLOW, INEXPERIENCED.

MOOD BOARD -  
STYLE AND FEEL WE LIKE TO INSPIRE OUR NEW LOGO



THIS

ONLY

