

**TWO!**  
**MUSIC**  
**PUBLIC RELATIONS**

**MUSIC BIZ PROJECT**  
Client: Samantha Rhodes  
Two Music Public Relations  
Gina Thompson 0901677

Hello Sam!

My name is Gina, I'm a Graphic Design diploma student at Central and I'll be working with you for the music business project!

First off, if you could tell me about the act you're working with because at the moment I don't even know the name of it or the genre. If there is any music posted online I'd love to listen to it!

Also, I will need to know what exactly it is you need me to design (band logo, posters, fliers etc) especially anything that has an important deadline. Does the act already have a logo, or do they have an idea of what they'd like it to look like etc?



Hey Gina

For the project you will be doing for me it won't be for a band it will be for a music public relations and marketing business called 'Two Music'. It will be run by myself and my business partner jilian.

What I would like you to do is develop our 'Two Music' brand. We want our brand to be professional and sophisticated, and we would like you to create a logo that can then transfer onto business cards, letterheads, online etc.

Colours that I would like to be used: charcoal, black, white, with a hint of a any bright colour (you choose)...

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Text: Two Music  
Text underneath title:  
Public Relations . Marketing

On business card make one for myself, one for Jilian:

Samantha Rhodes  
0400047367  
Samanthajorhodes@gmail.com  
Address: Oxford street leederville

Jilian Hawley  
Mob: will forward later  
jilianhawley@gmail.com  
Address: Oxford street leederville

Fill free to be creative with the word two you can incorporate the number two in the logo I'm giving you creative freedom as we aren't really sure of what we want.



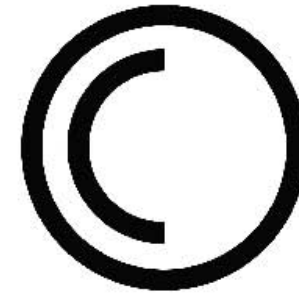
Okay, thats awesome! I'll start developing thumbnails this week.

I've found and attached some existing PR/music management logos that might help you deicide what kind of look you want for the brand. Most of them keep to the kind of colour scheme I think you had in mind, but I'm more interested in how "illustrated" you want the logo to be. The catch music logo would be heavily illustrated with the little man, whereas the record management or emusic logo is a lot more simple and light. Or I can just work with the type like in the Pure logo.

Also, is your business looking to represent any particular genre of music (like how some focus on alternative music or hiphop) or would you like to keep it mutual?

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## EXISTING LOGOS



ORGANISED CONFERENCES



Pure Music Management



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I've spoken to Jill and we've decided that we don't want to have the number 2 incorporated in the logo, we just wanted to use the word 'Two'. Can you focus on making the logo symmetrical (like the cleo logo). We'd prefer something simple and light no illustration. A cool bold simple font would be good for 'Two Music', I like the kish logo but I would want the text to be much easier to read.

We aren't focusing on a specific genre of music...it's everything and anything.



# TYPEFACE HUNTING

**TWO MUSIC**

Arial Black

**TWO MUSIC**

Cooper Std

**TWO MUSIC**

Impact

**TWOMUSIC**

Poplar Std Black

**two music**

Misirlou

**ƷWO MUSIC**

Neo Geo Bold

**TWO MUSIC**

Becker Black NF

**TWO MUSIC**

Blue Plate Special NF

**TWO MUSIC**

Hello Larry

**TWO MUSIC**

Flatiron NF

**TWO MUSIC**

Sorta Deco JL

*TWO MUSIC*

Registry BRK

**TWO MUSIC**

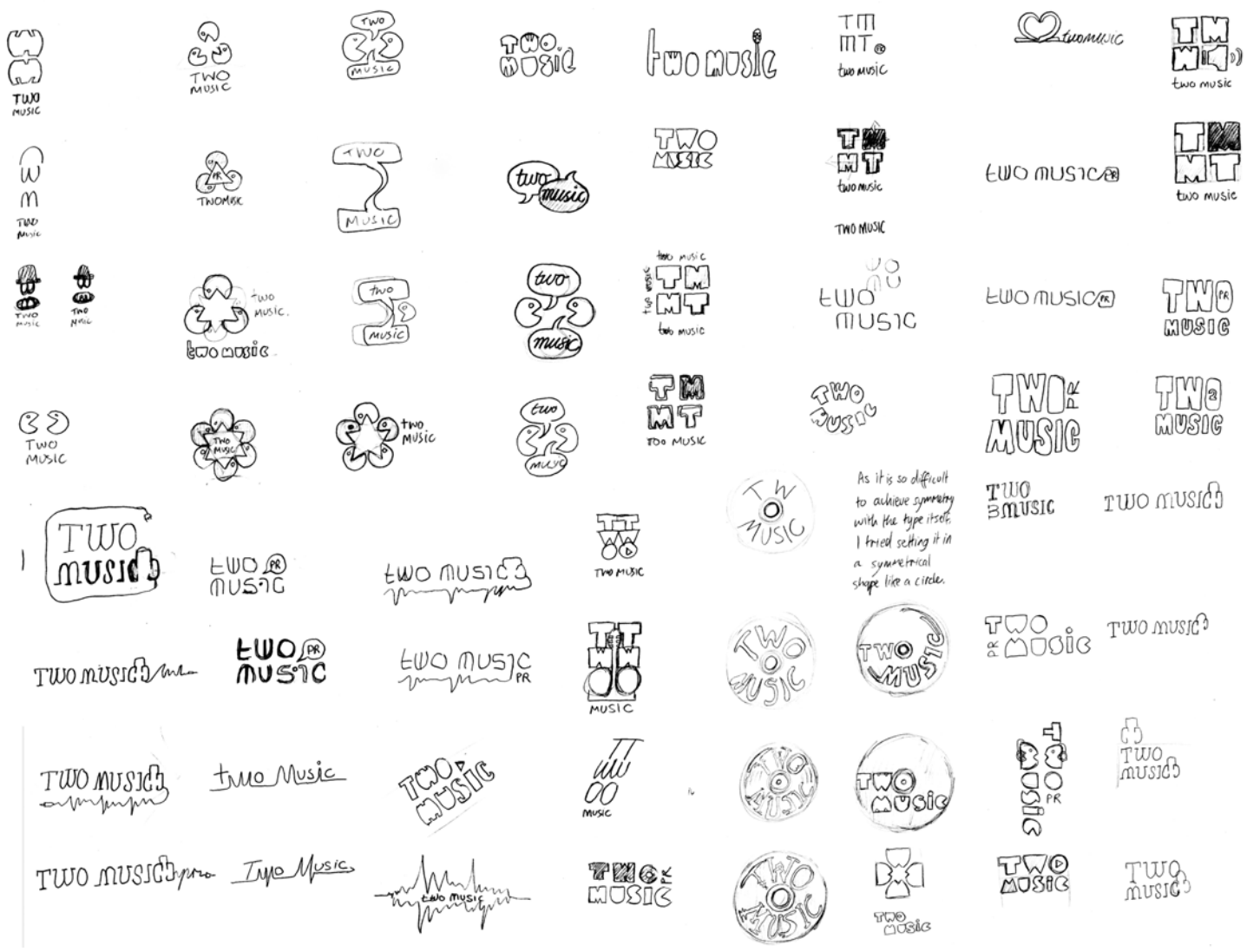
Arial Black

**TWO MUSIC**

Arial Black

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# PRELIMINARY THUMBNAILS

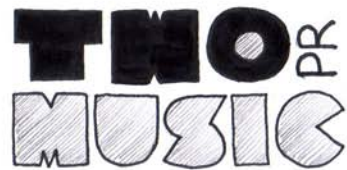
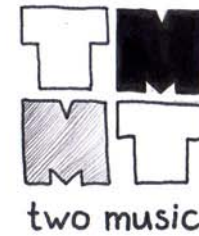
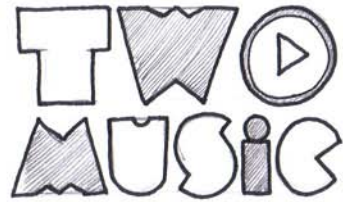


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THUMBNAILS



TWO MUSIC by you



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I've come up with 9 solutions I need you to have a look at. If you and Jil could pick out your favourite 2 or 3 I'll start knocking up different colour variations of them on the computer.

The bottom right hand corner one still has the number 2 in it but I included it because it was so simple. The 2 inside the 0 could easily be changed to a play button triangle or the letters "PR" or something.

As the different amount and shapes of letters in the words "TWO MUSIC" make it quite tricky to achieve symmetry I focused on keeping the type set in symmetrical shapes like a circle or rectangle. I also frequently used an upside-down "M" as a "W" or vice versa to make those shapes symmetrical and to help put some unity in the designs.



Sorry I've been flat out renovating our office I haven't had time to reply sorry i haven't been responsive I know how annoying it is

With the designs they are all really good but jil and I are wanting something less "MTV" and more professional. I do like the one in the middle row at the bottom and the one in the first row second down. Maybe develop them to make them more streamline play around with different fonts.

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That's okay, I can rework them. Sorry to give you MTV stuff, its hard to get any other look with that font. I'll rework them with some sleeker elements/different fonts and get back to you.

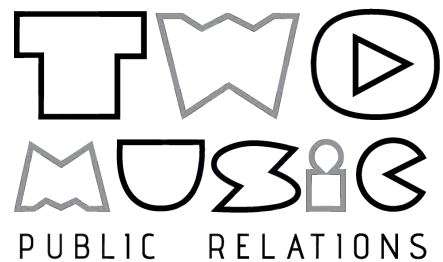
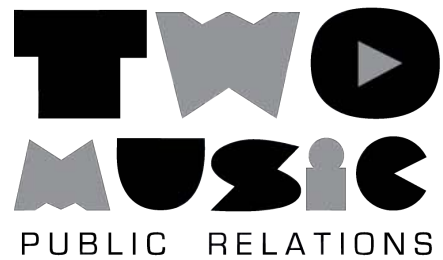
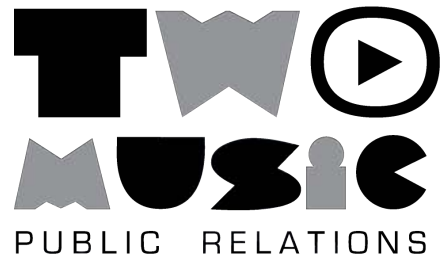
One thing I do need to ask though, is do you want to logo to read only "TWO MUSIC", or can I add the letters "PR"? I can spell out the words "Public Relations" entirely at the bottom if you want that sort of look, it can read quite nicely.



Cool thanks Gina.  
Yeah public relations at the bottom is good, not PR.  
Cheers

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# THUMBNAIL REDESIGN 1



THUMBNAIL REDESIGN 2

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I've finished the other logo variations. I think this design works much better than the other one.

I would extremely recommend the one below it, at the bottom of the middle column. It is one of the strongest designs and it would look sweet on everything. If you're still not happy with the designs I'd be happy to rework them again so you will have something to use for your company (although please understand I won't be able to give it the same priority as my coursework), but if that is the case I will be selecting this design to complete the project because otherwise there is not enough time left before the deadline to do everything I need to do.

I would still greatly appreciate feedback from you and I'll still be asking your opinions on the colour variations and business card layouts. I will also need Jillian's information for the business card. Please get back to me as soon as possible.



I've done some colour variants for the logo. I don't know what colour specifically you were keen on so I used red as a default. Let me know if you want a different colour used, its easy to change.

The two variations marked with green boxes are the two best ones, I got some feedback from my lecturer for them. I'm going to go ahead and start the business cards and stationery using the one with the green box on the bottom row. Since the layouts will be quite simple and minimalist to suit the logo, I can do a couple of variations for the stationery for you to pick from.

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COLOUR VARIATIONS

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Sorry been busy! The two you picked are my favorite as well they are looking really good! Do you think you could do some variations with a charcoal and red? And dark charcoal blue and a light grey? Play around with it  
Go ahead with the stationary etc



I did those colour variations you asked for. I am reluctant to go too light with the grey because it reduces the contrast between the type and the paper and that is going to make it harder to read. Let me know what you think of them.

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CLIENT COLOUR VARIATIONS

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I like the red..let's stick with the red.



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**FINISHED LOGO**



C = 0 M = 0 Y = 0 K = 100



C = 0 M = 100 Y = 100 K = 0



# BUSINESS CARD VARIATIONS



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Here are the business card variations, please let me know what you think of them. I avoided adding any extra graphic elements because it makes the card look messy and if you're going to have a client of yours look at something that is decorative, it might as well be your logo.

Ignore the grey background, that is just so you can see where the edge of the white card is. I kept the design to a standard 90 x 55mm business card, because that will be one of the cheapest options to print and since you are just starting a business I don't expect you'll have much of a budget for any wacky printing costs just yet.

Once we finalise a business card I will just make a letterhead and With compliments slip to match.



I love the third option I'll give you jils details tomorrow I'm on my phone right now and am a little iPhone illiterate

Looking good!

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# FINISHED BUSINESS CARD



SAMANTHA RHODES  
M: 0400 047 367  
Samanthajorhodes@gmail.com  
XX Oxford Street Leederville 6007

FRONT



BACK



JILIAN HAWLEY  
M: 0400 047 367  
jilianhawley@gmail.com  
XX Oxford Street Leederville 6007

FRONT



BACK

Finished size 90 x 55mm



# FINISHED COMPLIMENTS SLIP



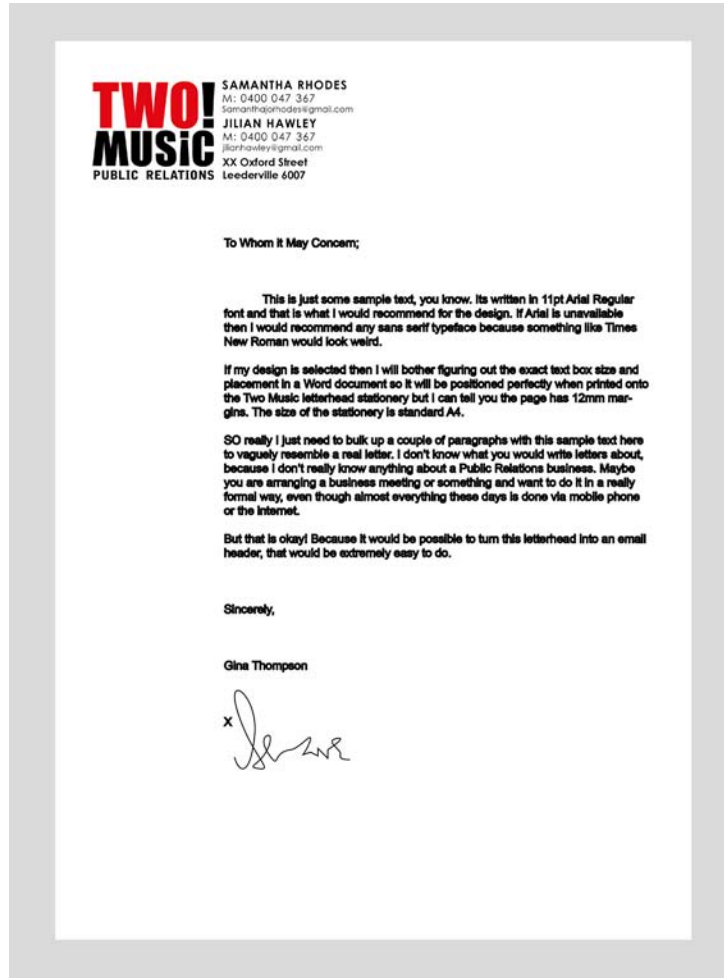
FRONT

BACK

Finished size A6

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# FINISHED LETTERHEAD



Finished size A4

