

# Band Presentation:



By Leigh Maisey

# Initial Band

## The Scene and Herd



# Band Change

## Red Sky



Was approached by Red Sky wanting some graphic design work done for the band.

# Band Briefing

Logo

Business Card

Letterhead

T Shirt

Poster

# Logo

Initial Designs:

RedSky

*Red Sky*

**RS** RED SKY



**RED SKY**

**RS** RED SKY

RED SKY

◆ RED SKY ◆

RS RED SKY RS

RED SKY

RED SKY



RED SKY



# Logo

Clarify Direction:

Jamiroquai

PINK FLOYD

VELVET  
RUNWAY

the doors

THE  
BEATLES



Fender

DIRTY  
DESCENT

The who  
MAXIMUM R&B  
TUESDAY AT THE MARQUEE  
90 WARDOUR ST



# Logo

Clarify Direction:



Red Sky liked the look and feel of The Strokes logo and decided for their logo to have similarities to it. /

# Logo

Development:





# Final Logo



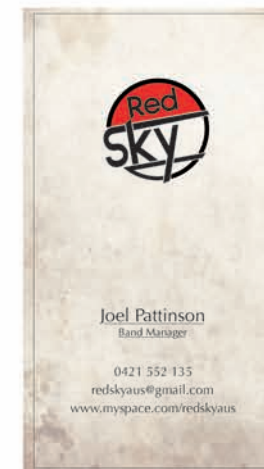
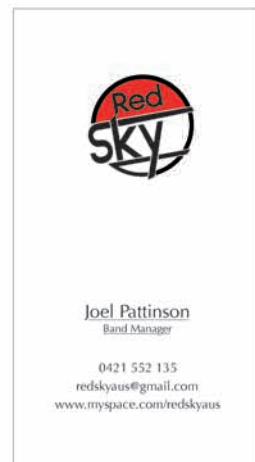
# Final Logo



Decided to change the text reading "red" to white font instead of black. This way to make it jump out off the red background more

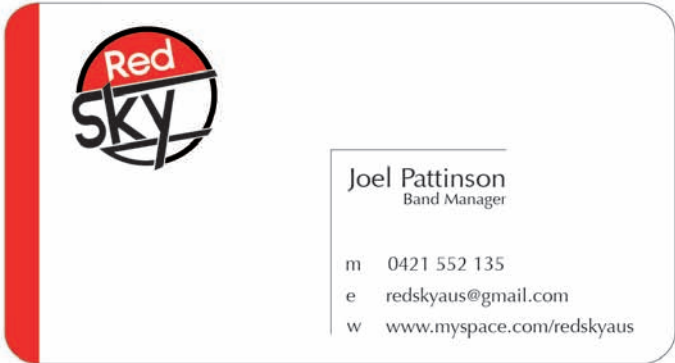
# Business Card

## Development:



# Business Card

## Presented Pieces:



# Business Card

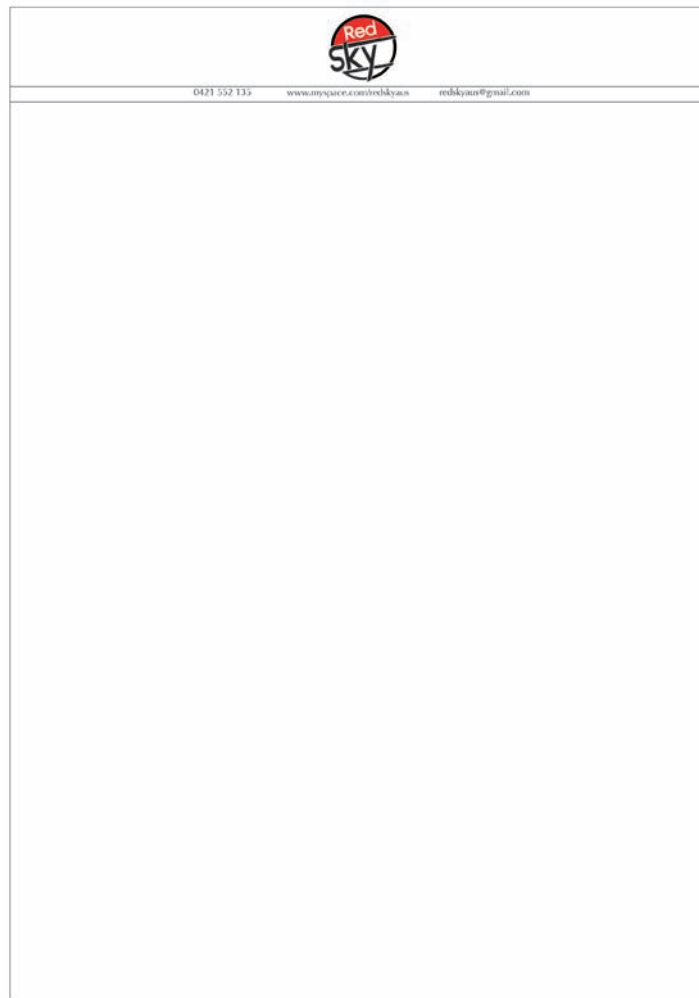
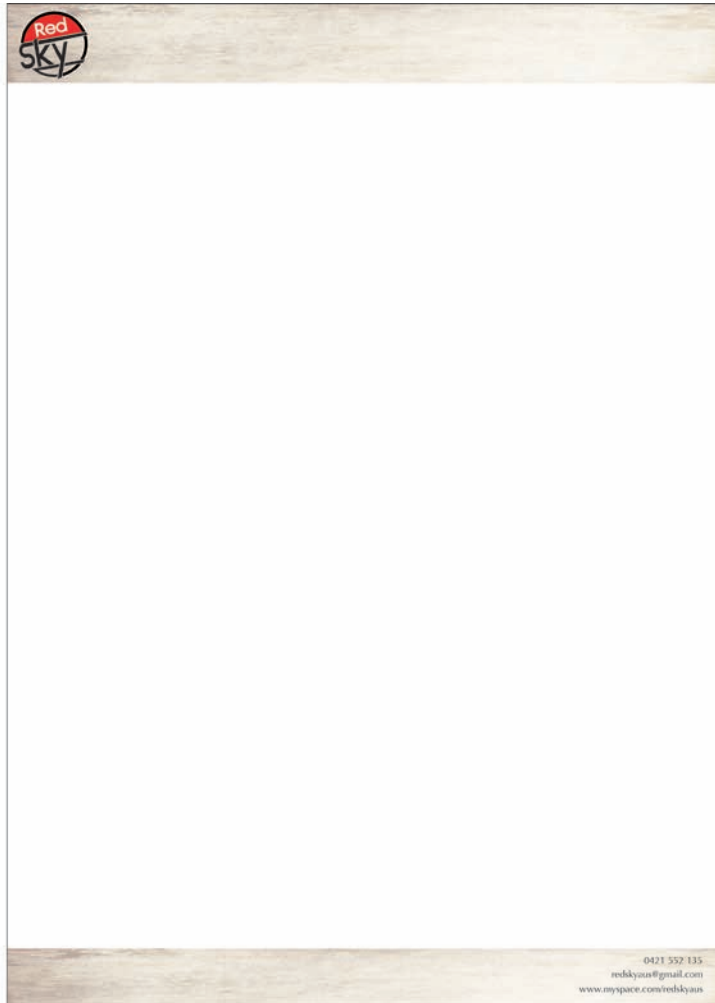
Final Piece:



The Bands choice initially was the card with the rounded cut end. When they were informed it would be more expensive to produce this they decided to go for the business card seen above.

# Letterhead

## Presented Pieces



# Letterhead

Final Piece:



# T Shirts



Grey and white were the colours the band wished for their T shirts to be produced in.



# Poster

## Development

Poster needed for Red Sky's EP release.

The band wished to incorporate a stylised photo of the band into the poster.



# Poster

## Development



Working with stylising the image in different colours.

# Poster Development



# Poster

Presented Pieces:

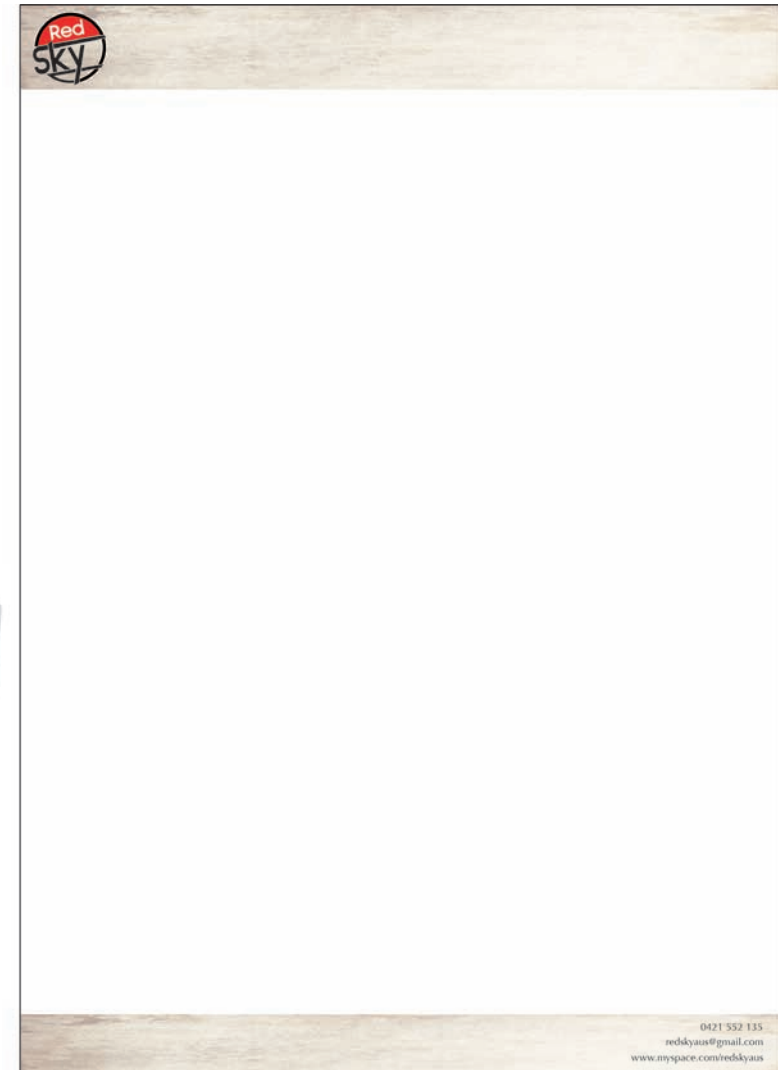


# Poster

Final Piece:



# Final Artwork



# Summary

Red Sky overall were an enjoyable band to work with.

There were a few issues in the early stages when working on the logo.

Once the logo direction was sorted there were no more issues throughout the project.

Meeting every tuesday with the band at their jam room worked well to keep both parties happy

