

# the vans

emma vogler

# the brief:



## Graphic Design Brief

### About The Vans:

#### Bio:

The Vans are a Perth based four piece band pumping out feel good indie rock and wowing crowds throughout Australia and the World. Singer/songwriter Ryan Harris' in depth understanding of a good melody coupled with intricate instrumental arrangements blend perfectly.

The Vans spent the vast majority of 2007 and 2008 performing throughout metropolitan and rural Australia, entertaining all types of audiences, young and old. While 2009 took them to Europe and in 2010 they have reached top 30 on a Canadian radio station. Their success has been solidified by supporting such acts as Gyroscope, The Silents, The Charlie Parkers and being finalists in Next Big Thing, AMPFEST, V-Festival, NA2R, National Campus Bands Competition and the Best of the Best Band Competition in WA. The story doesn't end there! The Vans' determination continues, with more touring both nationally and International and with plans for a full album release. Pouring out heart-felt and monumental songs influenced heavily by British bands of the 60s and mid-90s, The Vans are set to bring about a new era in the Australian music culture. This is one band to keep your eyes on, so hop on the bandwagon and sing along, The Vans are here and coming to you!

#### Previous Releases:

Orange (EP) 2007

[http://soundcloud.com/the\\_vans/sets/orange/](http://soundcloud.com/the_vans/sets/orange/)

Recorded and released with previous band members. Only singer/songwriter Ryan Harris remains from the original line up.

#### Other Notes:

Toured the South West of WA in March 2011. Had a great response from the crowds and a solid buzz was built up in the areas we performed. Heading down for return shows in May 2011 to continue to solidify the reputation of The Vans and build a greater repouir with both the fans and the industry in the region.

#### Project goals:

By the end of this project we wish to have high quality promotional tools for use with live performance as well EP cover and insert art for the new release and ideas and designs that can be applied to creation of merchandise for the band.

#### Project 1 – Tour Poster

For this we will need a design for a poster that will be used to promote our shows in the regions we are performing. The poster will have to be suitable to be printed in full colour on a3 paper. Individual details of each show will not be shown on the poster but instead there will be designated areas for the venue to fill in date and time of the shows. Basically the poster will just a graphic and include the bands logo as a focal point.

It would be great to have a final design by May so we can use it for the upcoming tour. Deadline can be discussed further.

#### Project 2 – EP Cover

With plans to release the new EP to coincide with the tour in May we will need to have the design finalised by then. Using the Orange EP design as an example, the EP cover will have a basic image accompanied by the logo. I would also like to include a location shot with the EP design. I have a photographer that has been assigned to us to produce both studio and location shots. These will be emailed through as soon as they are available. The insert of the EP will have a band studio photo on the back page with names and contact info for the band etc. For the middle pages of the insert I would like to include lyrics with a repeatable graphic as the background. Also for this project the back of the CD case will need to have a graphic (related to the cover) with track listing and band credits in the footnote. We plan to release the EP in a basic jewel case. I will try to source a copy of the Orange EP for you each.

#### Project 3 – Merchandise Design

This project is probably the least constrained out of the three. At the moment I am getting basic ringer shirts and girls tanks with just the logo printed on the chest. I would like to have more elaborate (but not too full on) designs for t-shirts, hoodys etc. Other merchandise we are looking at is:

- Stubby Holders
- Bar Runners
- Rubber wrist bands
- Stickers
- Badges/Button Badges

If there are any more ideas in the way of merchandise than feel free to include designs for them. Also, as this will be an ongoing product, the timeline is not a strict for these items.

## long story short:

- 1: logo
- 2: album artwork
  - cover
  - 3 page insert
  - disk
  - back cover
- 3: poster
- 4: business card
- 5: t shirts
- 6: other merchandise
  - stubby holders
  - rubber wrist bands
  - bar runner
  - stickers
  - badges/buttons

# logo:

my logo concepts

the original logo



The original logo is way too similar to the shoe brand 'Vans' to get away with, so we suggested a change..



# album artwork:

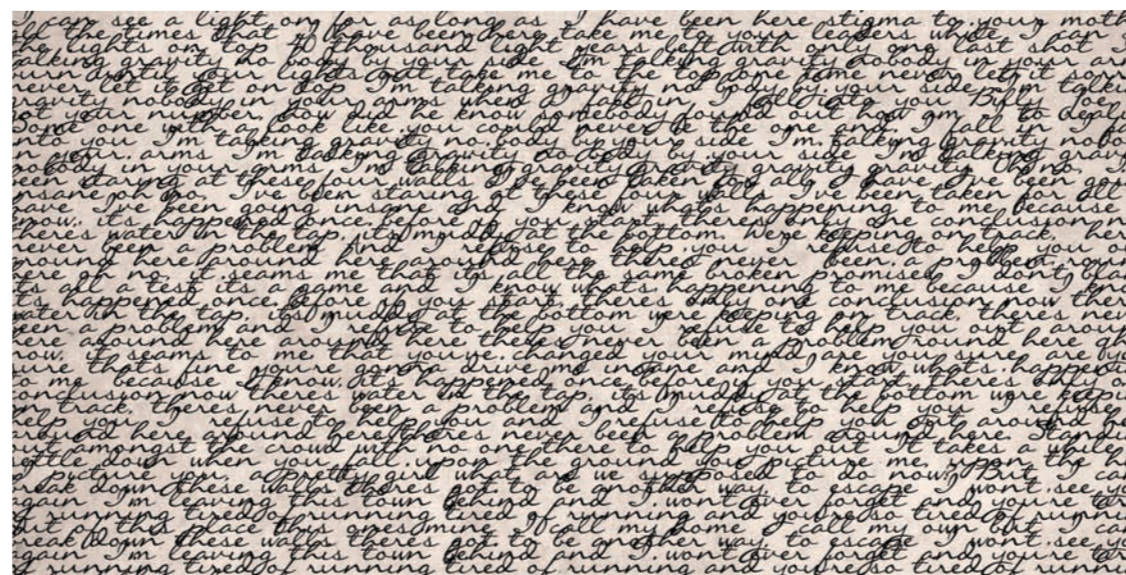
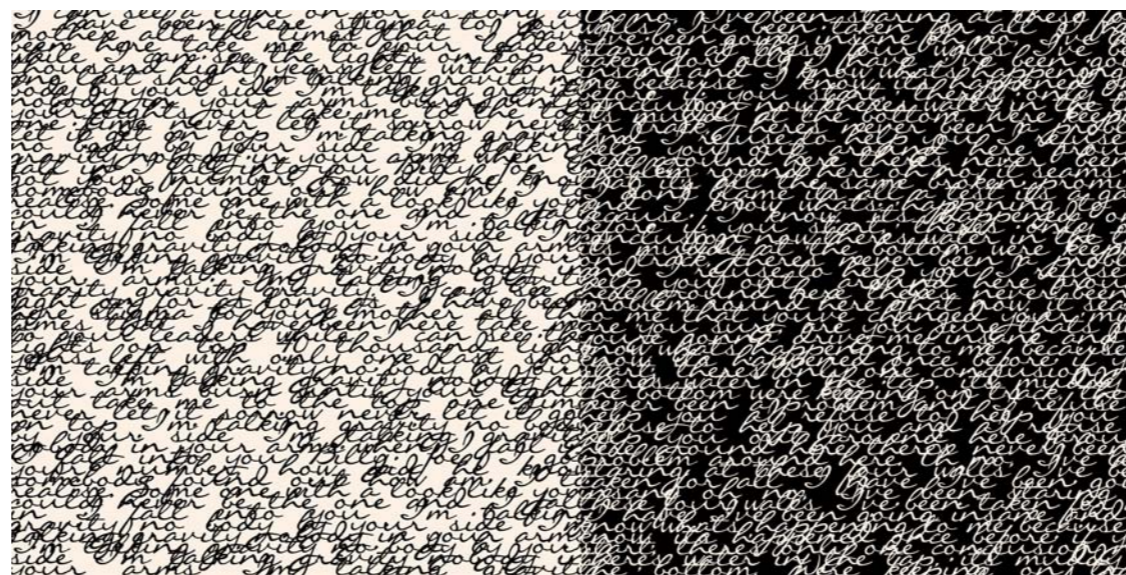
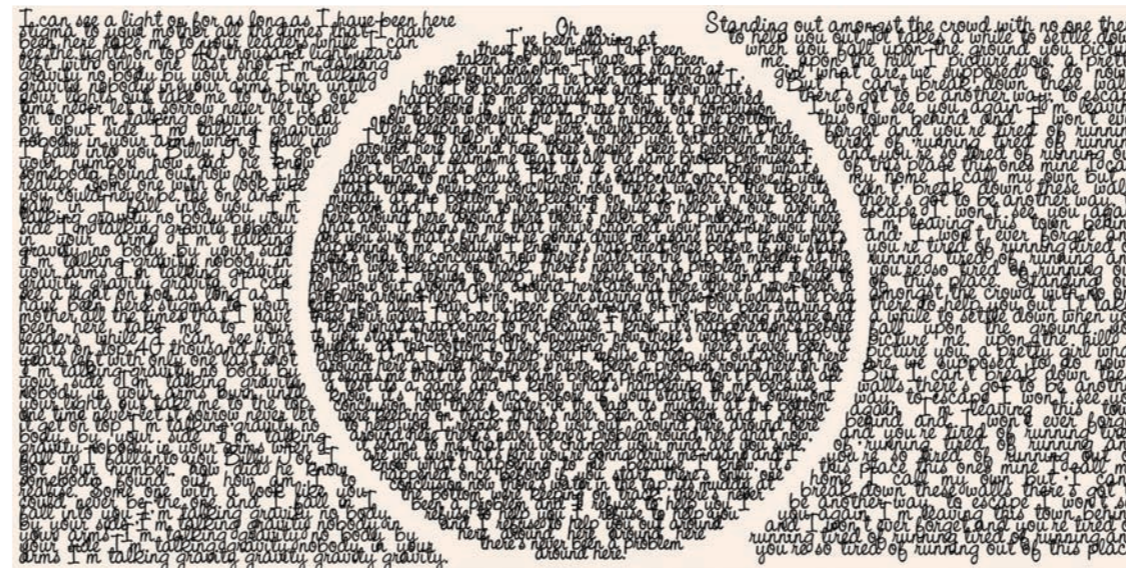
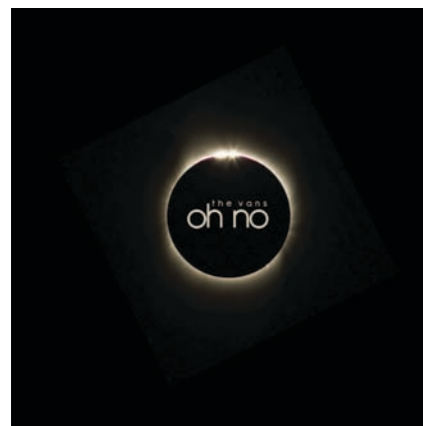


These are the concepts for the album. There were some requirements such as an eclipse theme and that the lyrics were to be included in the insert - although they were to be nearly illegible.

# album artwork - refinements:

front

back



There were some changes needed such as: the name was to be 'oh no' [after one of the songs]

# business card:

This was a last minute thing, and was pretty quick - all that was required was the logo and information.

concepts



final



# t-shirts:

The t-shirts are a work in progress. These are a few concepts, though there still needs to be colour tests and refinements...

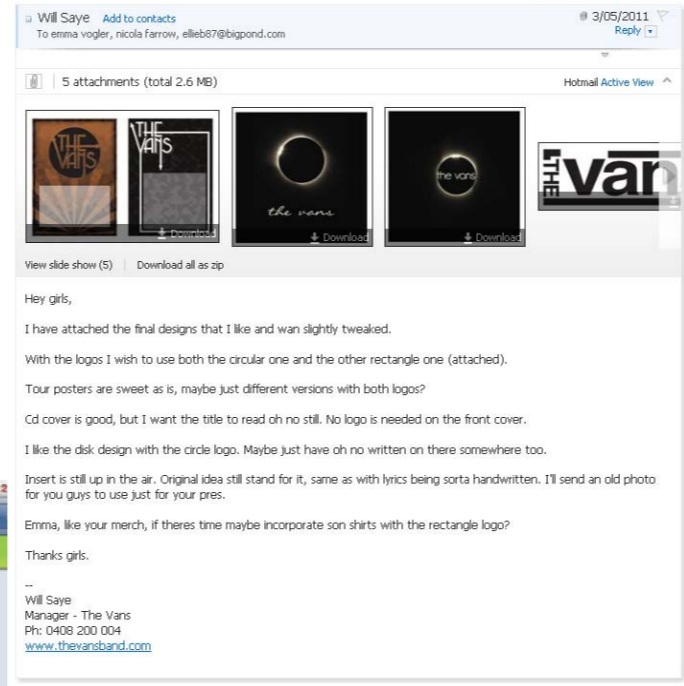


# communication:

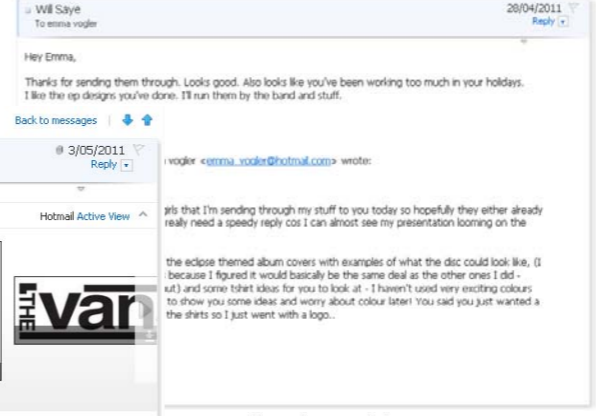
There has been alot of back and forth with the emails and texts... heres just a few...



## Final designs, The Vans



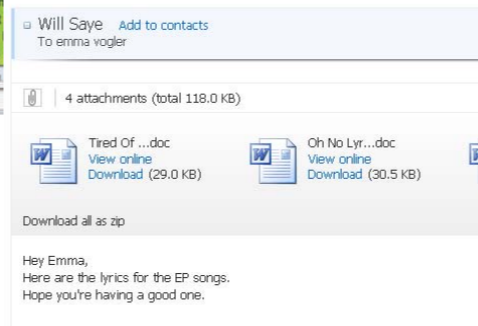
## Re: tshirts and covers



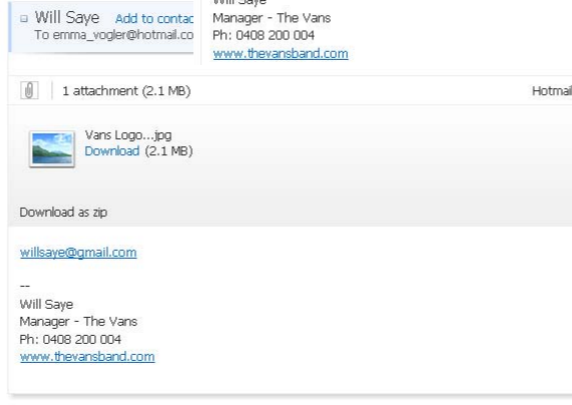
## Re: album, logo and shirts



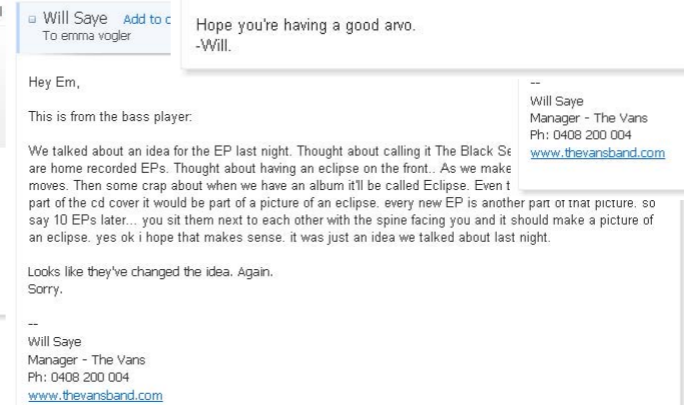
## EP Lyrics



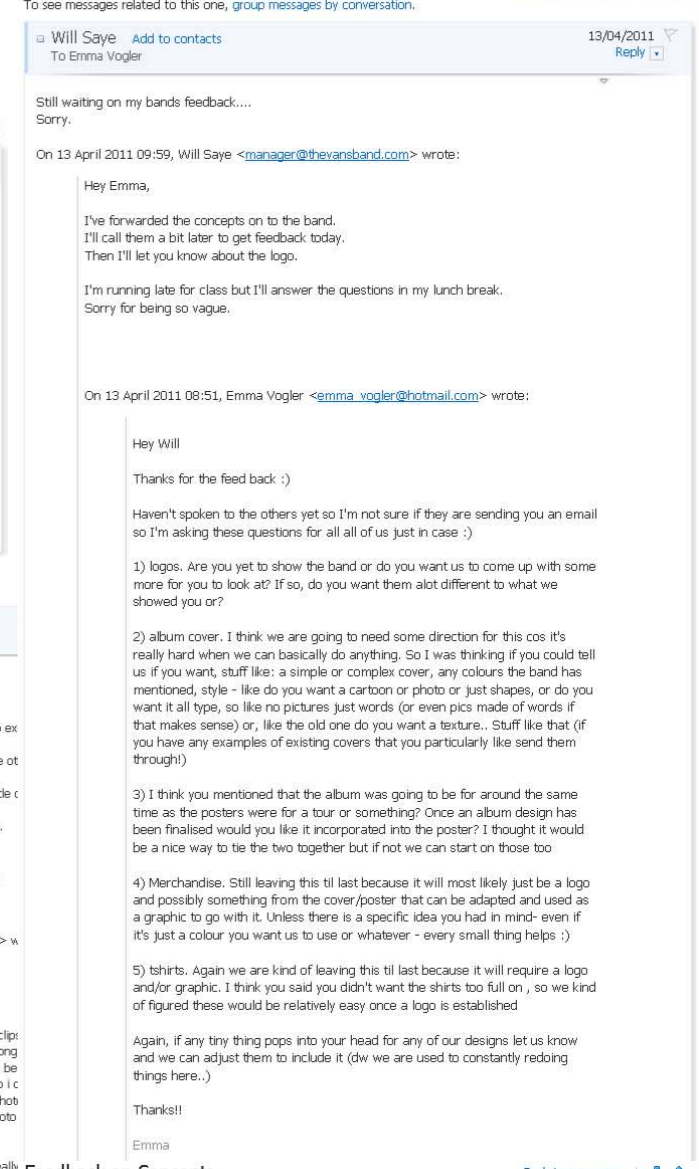
## Vans logo



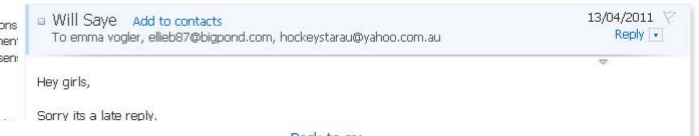
## Band EP thoughts



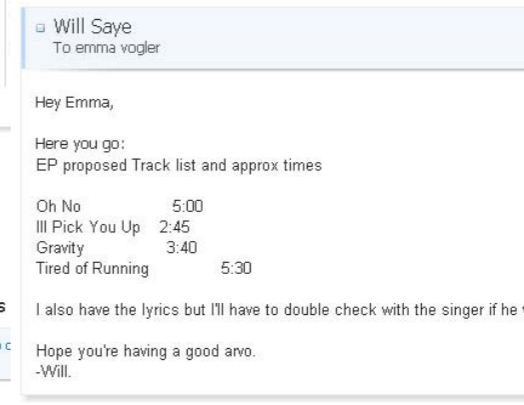
## Re: More questions!!!



## Feedback on Concepts



## EP Tracks





thankyou :)