

Wave Tunes Research Notes

The purpose of my conducted research was to develop a brand identity for a proposed business. This includes the creation of a logo, brand elements, an identity system, and other collateral material. From the creation of a logo, to the final brand package, the goal of my project is to make a cohesive visual presentation that my company can use to market their services and products.

In order to communicate effectively with the company's customers, it is important that the logo and identity elements can be used across several platforms. Creating a logo that could be broken down into a wordmark and a smaller logo mark was necessary. The logo will be used on digital platforms and printed material, so I had to figure out how to make it bold and recognizable in different formats. Making sure that a logo is recognizable to clients and customers is key when marketing services and products, especially for new businesses.

My visual solution to this prompt was to brand a music streaming service called "Wave Tunes." Wave Tunes is a music streaming company based out of Palm Harbor, Florida that is both a platform for streaming music and an in-store location where local artists have the opportunity to produce music and get their music added to the app. In addition, Wave Tunes' store has merchandise and musical instruments/accessories available for purchase.

I began by creating a logo that would set the tone for the rest of the branding process. I wanted to create a modern logo that had a retro flair and incorporated the beachy atmosphere in which the business is located. I then began the process of gathering visual research, creating a mood board, and sketching out initial logo concepts. Once I settled on a black and white logo, I then began to incorporate the color palette into the design. After finalizing the logo, I chose

fonts that would match the visual aesthetic and began designing patterns that could be used on merchandise.

Finally, all of the branding elements were put together to make an identity system and collateral material for my company, Wave Tunes. The identity system includes a letterhead, business card, and envelope used for communication purposes. I also used the patterns and logo marks across material such as merchandise tags, reusable bags, and records that customers would see in the store. From just a simple logo, I was able to create a full branding system that enhanced my proposed company, Wave Tunes, and develop it into a cohesively branded music streaming service.

Below is a graphic of visual research and images that I gathered to turn into a mood board which guided my branding process.

