

CFT / CIT\*2178 – INTRODUCTION TO VISUAL DESIGN

# BRAND SKETCHBOOK

David Tytheridge (ID No: u0752311)



# Logo that visually communicate what they do

1.



2.



3.



4.

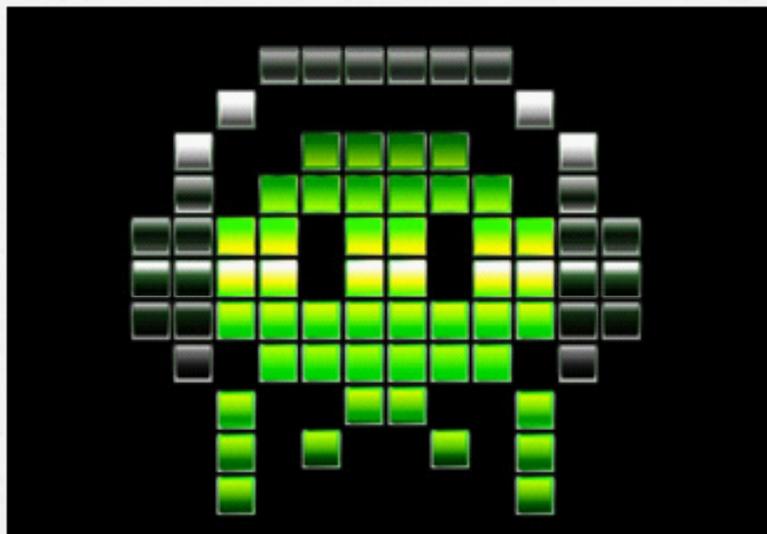


For the first part of the research I had to find brands that communicate visually what they do.

1. Archery Society Of Western Australia. The arrows hitting the target, which is placed on western Australia, suggests that it has something to do with archery in western Australia.
2. Meda Clicks.com. The stethoscope in the logo suggest that it has something to do with the medical profession.
3. American Baseball. The silhouette of a man playing baseball suggests that this brand is all about baseball.
4. New Zealand speed dating. The heart with the line streaks following it looks as if the heart is moving through air.

# Logos that relate to the brand brief

1.



2.



3.



4.



For the second part of our research we had to find logos that have some link to the brand brief.

1. Video Games live (V.G.L)
2. E3 (Electronic Entertainment Expo)
3. Play: A video symphony
4. Festival Aracdia

## **Revised Brief, Target Market and Client representation**

The festival I am designing a brand for is Video Games live (V.G.L), which is a festival devoted to video games music. The website will be a fan based website.

### **Who is my client/brand?**

My client is going to be a fan based website based on VGL which is a progressive, innovative and dynamic company. It is also very aware of the commercial opportunities that can arise from presenting video games music performed live by symphony orchestras and choirs.

VGL is promoting games music as a distinct art form – something that has never been attempted before. VGL estimates that almost a quarter of the audience will have never seen a symphony orchestra perform before

The fan based website will feature pages where fans can sign up, check the latest news and talk to each through forums.

### **Define a "Target Audience"**

The target audience for Video Games Live fan based website may be perceived as young male teenagers and people in their twenties but actually Video Games Live is aimed at the whole family.

Women are also becoming more interested in Video Games Music. A recent "Times" article stated that 40% of the buyers for Guitar Hero 3 games were women. Some of the retro gamers may also become interested due to the fact that Video Games Live has performances of retro video game music as well.

## **Scenario Building#1**

Scenario Character: Parent/Guardian

Gender: M/F

Age: 35+

Since Video Games Live (V.G.L) is a festival not only for video games enthusiasts but also a family event as well, this scenario will be about children under thirteen years-old asking their parent/guardian if they can go to the festival. They would either need permission or for the parent/guardian to accompany them, depending on how old they are. The parent/guardian may be totally unfamiliar with video games. However, if they ever tried any games when they were much younger, there may be something that they recognise at the festival because the music spans three decades of video games. The parent/guardian can look at the V.G.L fan based website for opinions given by fans, so that he/she has a broad understanding of what the festival is all about.

## **Scenario Building#2**

Scenario Character: Retro Gamer

Gender: M

Age: 25+

The retro gamer is basically a classic geek who has probably played video all his life ever since he was a child. Although he still enjoys playing video games today nothing can really replace the pleasure he had playing retro video games when he was just a child. Video Games Live advertises itself as not only playing modern video games music but also retro video games music as well. This will give the retro gamer a chance to reminisce over his childhood. The V.G.L fan based website will allow the retro gamer to share his experiences with other video game enthusiasts.

One fan said: "The show was brilliant and it bought me back to my child hood." Since young teenagers may want to attend the Video Games Live festival, the permission and supervision of the guardian/parent will be needed.

### **How does my client want to be seen?**

My client wants to be seen as providing an outlet for fans to discuss their experiences with other fans about the V.G.L festival. Therefore the website must be inviting for the fans, so that they do not feel uncomfortable discussing their experiences on the web.

5x words that define 'your ideal first impression'

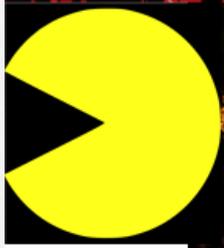
1. Unique
2. Inviting
3. Dazzling
4. Dynamic
5. Fun/Enjoyable

GUITAR HERO



ATARI

HALO



MASS EFFECT

PAC-MAN



TRON

This is living



BEYOND GOOD & EVIL

METROID

FINAL FANTASY VII

ZELDA

BEWARE THE INVASION



VINCENT

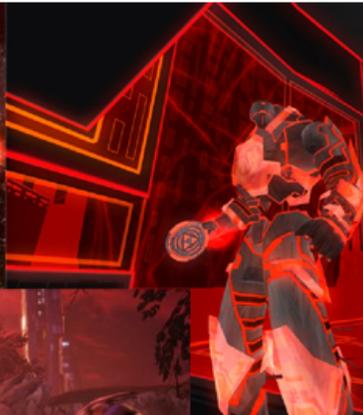
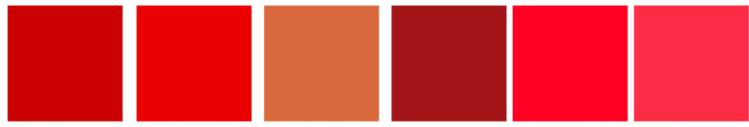
ADVENT CH

This is my very first mood board. Some improvements were needed.

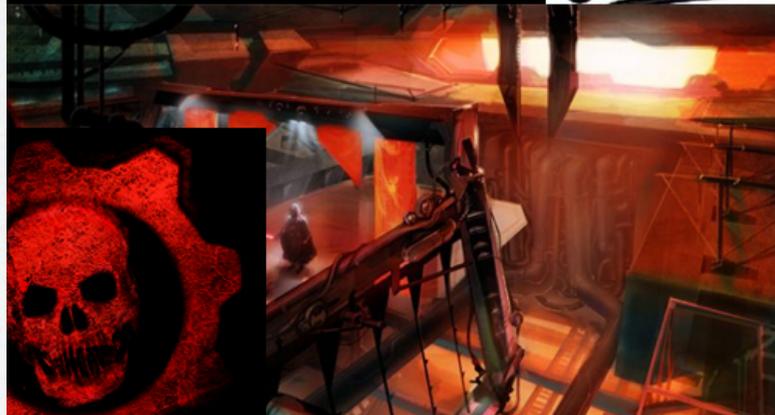
The first improvement was the colour scheme. There is a mixture of blues and reds, which means that you do not get a strong sense of the colour scheme.

The second improvement was the images used. There is a mixture of the gothic, retro and futuristic. When designing the logo I need inspiration from the shapes that are in the mood board, therefore conflicting imagery is not such a good idea.

The last improvement was the font. Again there are too many different styles of font used here, therefore I need to keep the fonts consistent to the theme.

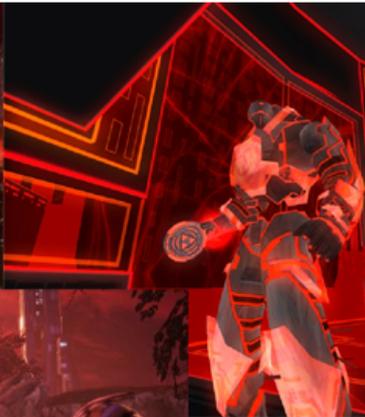
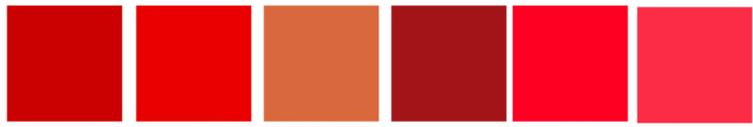


*This is living*



The improved version of the mood board has a strong sense of red, the fonts match in terms of style and so does the imagery.

One improvement was needed and that was to invert the colour of "this is living," so that it fits in better with all the other elements in the moodboard.



*This is living*

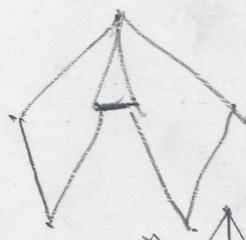
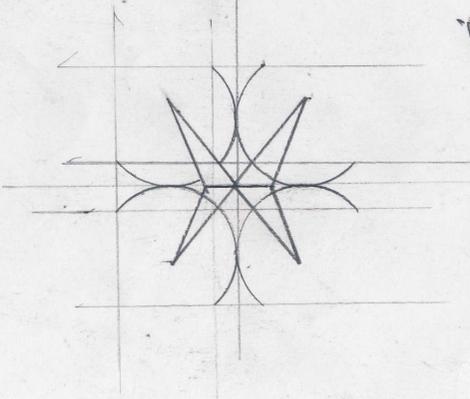
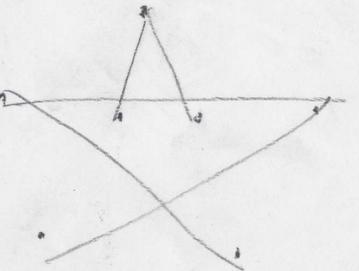
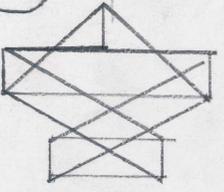
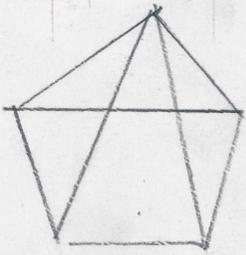
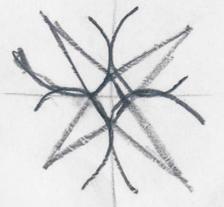
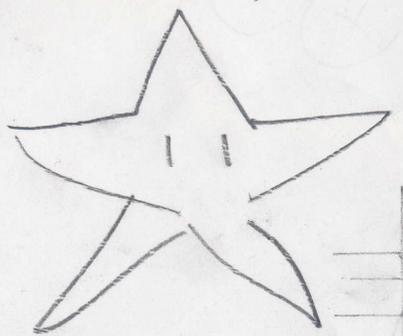
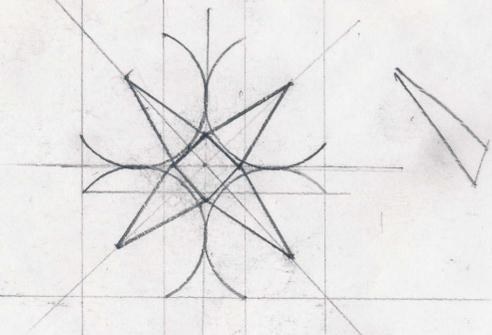


BEWARE  
THE  
INVASION

A spiral-bound notebook with a white page and a teal cover. The spiral binding is visible at the top. The text "The new and improved moodboard" is written in a simple, black, sans-serif font at the top of the page.

The new and improved moodboard

# Sketches for the logo



# Ideas for the strapline

New dimension

Strapline  
in video

[A perspective in the modern opera]

Electric

"Modern opera"

unique

Experience

Viewpoint

[Experience the modern opera]

Perspective

My Experience of the  
modern opera

operation

gate way

video games music

Music Re live

world tour

controls

live

Fan based

Feel

telling you

supports

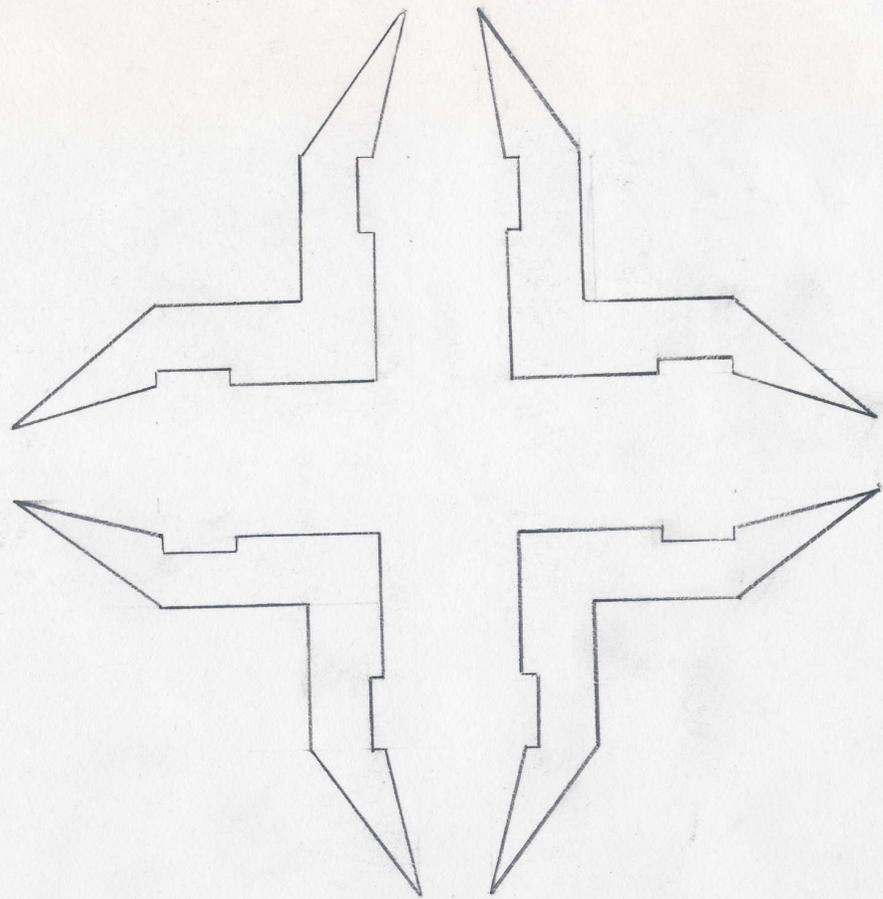
my  
show

what video games music

Another dimension  
is all about  
in music

another dimension  
of video games

[A viewpoint into another dimension of video games]



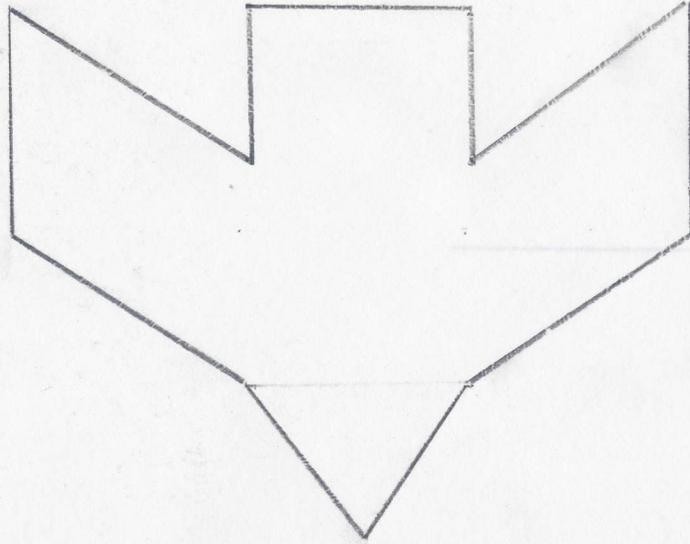
← RE-LIVE THE MODERN  
OPERA

VIDEO GAMES RELIVE

The Logo does not fit the brief, which is about V.G.L.

The strapline could be changed to "Live the modern opera."

The brand name does not have enough impact.



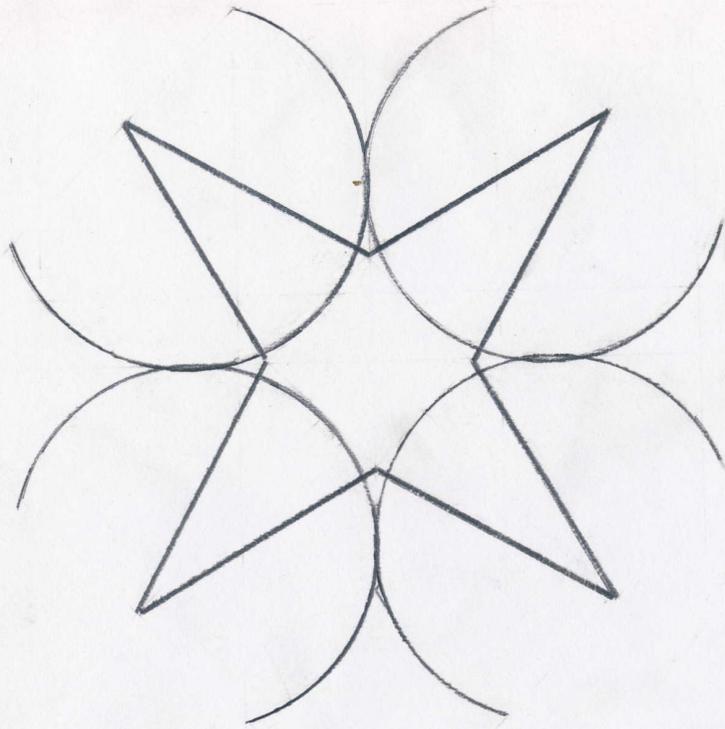
VIEW YOUR VIDEO GAMES  
LIVE

VEIW V.G.L

The logo was meant to look like a visor, which was taken from the moodboard. Unfortunately it looks more like a graphic, which you would find in a retro video game space shooter.

The strapline is not very punchy as the "Live the modern opera."

The brand name also doesn't really have that much force behind it either.



---

ORCHESTRATE YOUR  
VIEWS

PLAY VIDEO GAMES  
LIVE

Out of all the three this was the best shot at a logo for video games live, however the it needs to be developed more.

Again the strapline is not as good as "Live the modern opera" and the brand name could be improved.

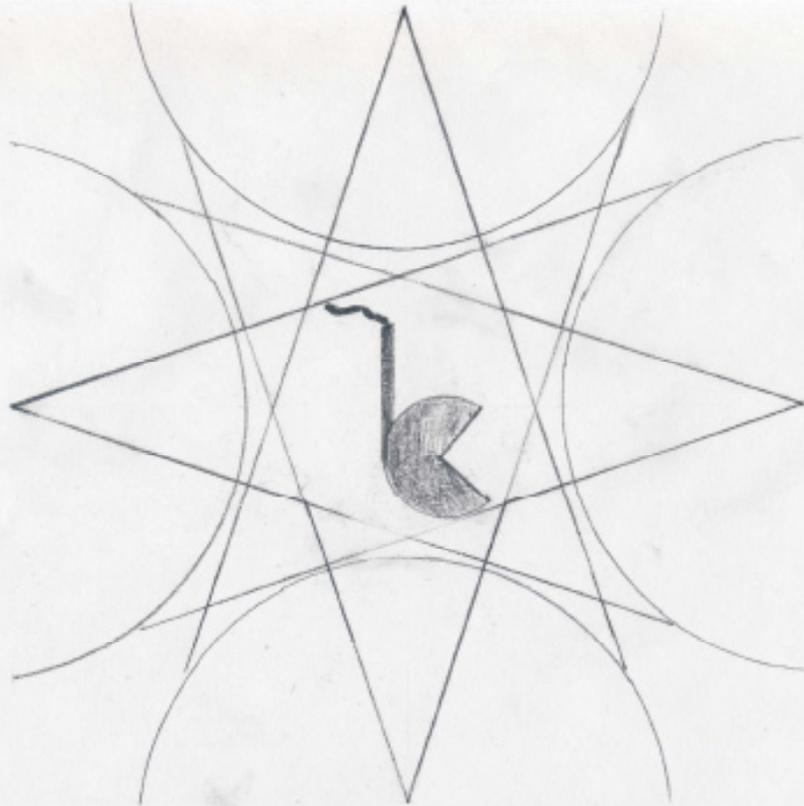
## Conclusion

The third logo needs to be developed more so that it has some relation to the brand brief.

The strap line "Live the modern opera" will be used because it is much more memorable and catchy than the rest of the straplines

The brand name needs to be improved so that it is simple and more memorable, therefore V.G.L 09 will be the brand name because it is short and easy to remember.

LOGO →



STRAPLINE → LIVE THE MODERN OPERA

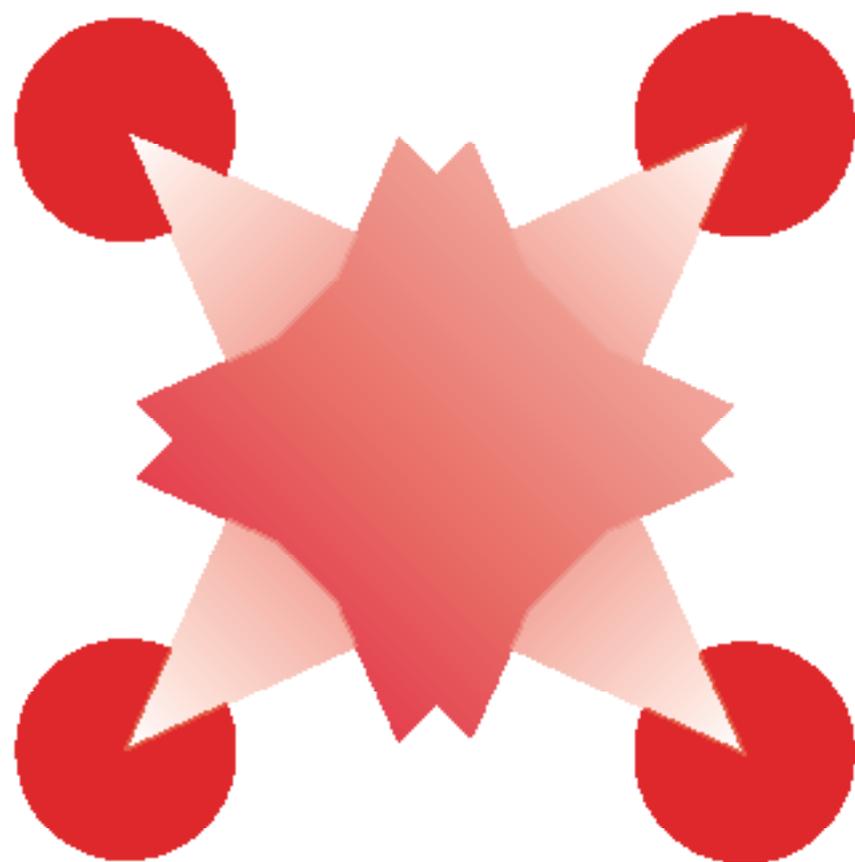
BRAND NAME → V.G.L 09

There are two conflicting elements within this logo, which could be used as the V.G.L 09 logo.

The first one is the pac man shaped like a music note. Unfortunately the music note should be refelected vertically because that's the way music notes are shaped.

The second was the rest of the logo, which would then needed to be devloped more to fit the theme of the brand brief.

# VIDEO GAMES LIVE 2009



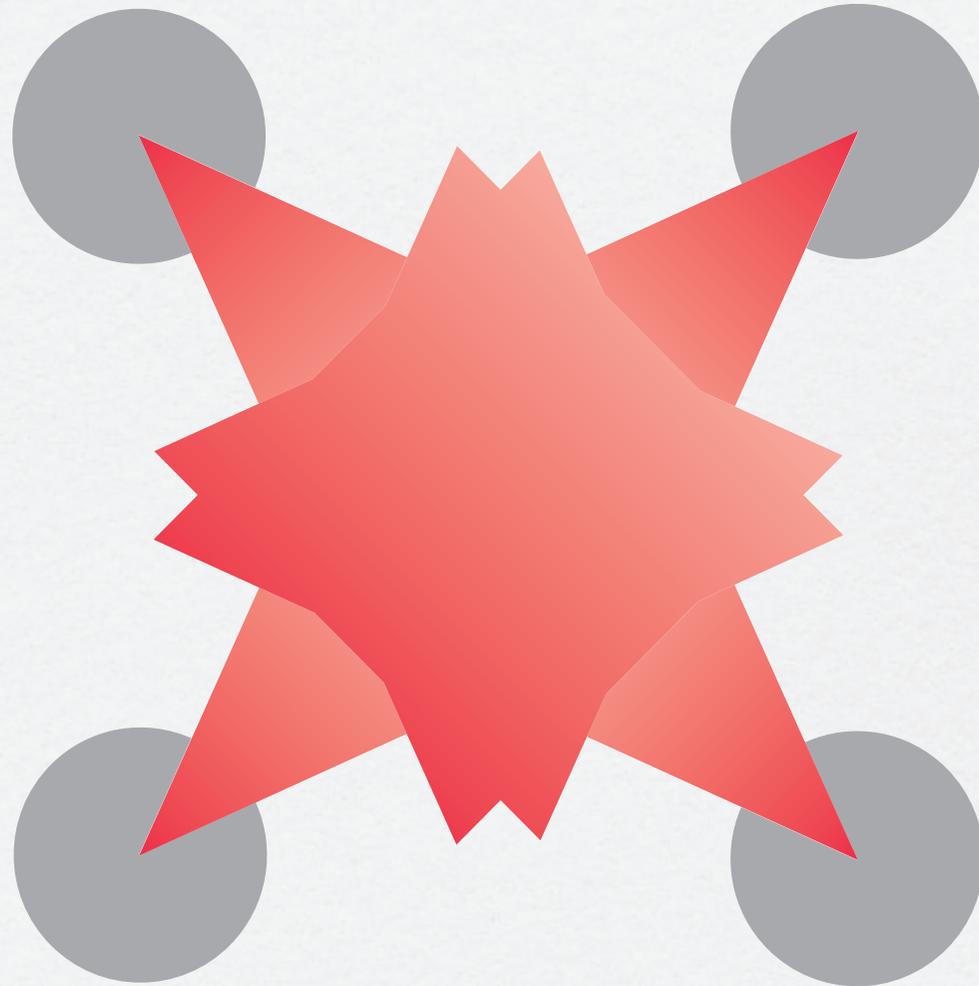
LIVE THE **MODERN** OPERA

The brand name is better suited with the brand brief and is to the point about what the brand is all about.

The logo has more of a link to the brand brief with four pacman on the corners of the logo, However they do not stand out as much as they should. An improvement would be to make the pacman grey.

The strapline gives an indication of what V.G.L has to offer without sounding too boring and informative i.e. It's punchy and has great impact. The letter colour of the strapline needs to be all in the same colour because the strapline itself would work well with just one colour.

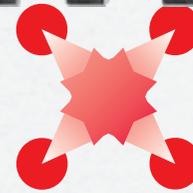
# VIDEO GAMES LIVE 2009



LIVE THE MODERN OPERA

The logo looks much clearer in terms of what the brand is all about and also the strap line looks more complete and not disjointed.

Lorem ipsum,  
dolor sit amet,  
consectetur,  
adipiscing elit,  
NR 35 7HD



V.G.L 09

*Live The Modern Opera*

Lorem ipsum,  
dolor sit amet,  
consectetur,  
adipiscing elit.,  
NR 35 7HD

0800 10 66 66

Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at sem. Integer lacinia. Nam dapibus molestie diam. Donec dapibus, sem a elementum semper, mi nibh semper tellus, non ultrices lacus diam at lectus. Vestibulum feugiat diam non sapien. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse potenti. Ut vestibulum pretium sem. Duis mi nibh, scelerisque eget, dapibus non, ullamcorper vel, felis. Fusce interdum placerat elit.

Donec in diam vel lectus mollis adipiscing. Sed sagittis. Integer nibh. Praesent tellus odio, pulvinar sollicitudin, ultricies et, blandit in, velit. Nunc dolor sapien, hendrerit a, euismod non, lobortis nec, tortor. Nullam justo eros, convallis vel, ullamcorper sit amet, congue id, dui. Donec dignissim posuere felis. Etiam sit amet massa eget nibh accumsan pellentesque. Donec vehicula. Pellentesque quis velit. In eleifend neque vel dui. Integer felis diam, sollicitudin eu, adipiscing a, eleifend sed, justo. Duis congue, nisl a tristique varius, nisl risus vehicula augue, vel ullamcorper metus arcu et lacus. Suspendisse vel erat vel ligula pulvinar commodo.

Etiam ullamcorper, nunc nec vehicula auctor, massa sapien laoreet magna, ac porta mi pede in est. Fusce tincidunt viverra enim. Vestibulum commodo diam sit amet pede. Curabitur lacinia. Pellentesque mattis, eros gravida auctor scelerisque, dui lacus eleifend mauris, porta ultrices sapien diam id justo. Nam enim tortor, congue nec, posuere eget, tincidunt at, justo. Mauris urna arcu, tempor ac, euismod non, commodo porta, mi.

Yours Sincerely

commodo porta

This was the first version of the letter head before the logo was redesigned. As you can see the font needs to be changed to match the brief of the brand and also the colour of the lettering need to be changed as well.

Lorem ipsum,  
dolor sit amet,  
consectetur,  
adipiscing elit.,  
NR 35 7HD



Lorem ipsum,  
dolor sit amet,  
consectetur,  
adipiscing elit.,  
NR 35 7HD

0800 10 66 66

Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at sem. Integer lacinia. Nam dapibus molestie diam. Donec dapibus, sem a elementum semper, mi nibh semper tellus, non ultrices lacus diam at lectus. Vestibulum feugiat diam non sapien. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse potenti. Ut vestibulum pretium sem. Duis mi nibh, scelerisque eget, dapibus non, ullamcorper vel, felis. Fusce interdum placerat elit.

Donec in diam vel lectus mollis adipiscing. Sed sagittis. Integer nibh. Praesent tellus odio, pulvinar sollicitudin, ultricies et, blandit in, velit. Nunc dolor sapien, hendrerit a, euismod non, lobortis nec, tortor. Nullam justo eros, convallis vel, ullamcorper sit amet, congue id, dui. Donec dignissim posuere felis. Etiam sit amet massa eget nibh accumsan pellentesque. Donec vehicula. Pellentesque quis velit. In eleifend neque vel dui. Integer felis diam, sollicitudin eu, adipiscing a, eleifend sed, justo. Duis congue, nisl a tristique varius, nisl risus vehicula augue, vel ullamcorper metus arcu et lacus. Suspendisse vel erat vel ligula pulvinar commodo.

Etiam ullamcorper, nunc nec vehicula auctor, massa sapien laoreet magna, ac porta mi pede in est. Fusce tincidunt viverra enim. Vestibulum commodo diam sit amet pede. Curabitur lacinia. Pellentesque mattis, eros gravida auctor scelerisque, dui lacus eleifend mauris, porta ultrices sapien diam id justo. Nam enim tortor, congue nec, posuere eget, tincidunt at, justo. Mauris urna arcu, tempor ac, euismod non, commodo porta, mi.

Yours Sincerely

commodo porta

As you can see I have switched to the atari font because it relates more to the video games industry. Also the letter colouring is better used so that the important information stands out.

# VIDEO GAMES LIVE

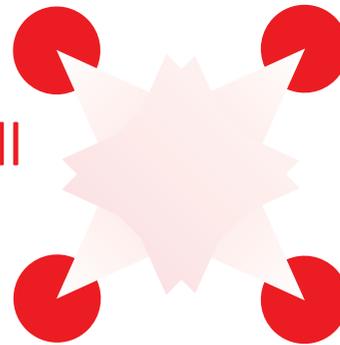
## 2009

London, England

Royal Festival Hall

October 24 2009

4pm & 8pm



Live Video Game Music featuring

Super Mario

Metal Gear Solid

Halo

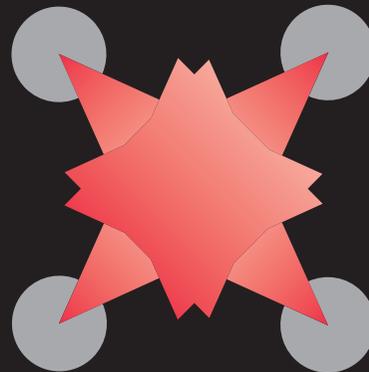
Fable

## LIVE THE MODERN OPERA

This was one of the first posters I did and it sucks and needs to be greatly improved. The colouring of the letters could be used better so that important information stands out. The colour scheme of the poster could be improved by having just a black background to make the logo stand out a bit more and also the design of the poster looks a bit cheap. I then decided that I needed to do something drastic in order to get something more desirable. I therefore did a further seven posters and then a final poster in order to achieve a decent result.

# VIDEO GAMES LIVE

## 2009



London, England

Royal Festival Hall

**October 24 2009**

**4pm & 8pm**

Live Video Game Music featuring:

**Super Mario**

**Metal Gear Solid**

**Halo**

**Fable**

## LIVE THE MODERN OPERA

First poster in the design process that will contribute to the final poster design.

**VIDEO GAMES LIVE**

**2009**



**LIVE THE MODERN OPERA**

Second poster in the design process that will contribute to the final poster design.

# VIDEO GAMES LIVE

## 2009

London, England

Royal Festival Hall

**October 24 2009**

**4pm & 8pm**

Live Video Game Music featuring:

**Super Mario**

**Metal Gear Solid**

**Halo**

**Fable**

## LIVE THE MODERN OPERA

Third poster in the design process that will contribute to the final poster design.

# VIDEO GAMES LIVE

## 2009

London, England

Royal Festival Hall

October 24 2009

4pm & 8pm

Live Video Game Music featuring:

**Super Mario**

**Metal Gear Solid**

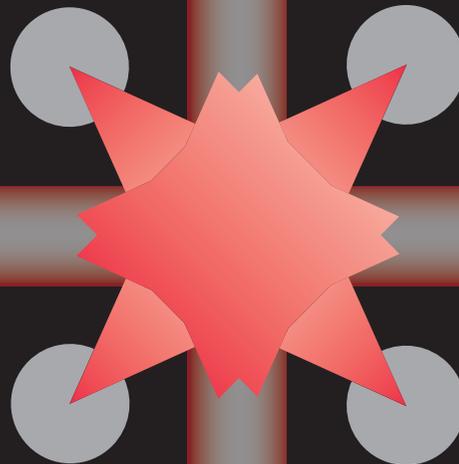
**Halo**

**Fable**

### LIVE THE MODERN OPERA

Fourth poster in the design process that will contribute to the final poster design.

# VIDEO GAMES LIVE 2009



London, England  
Royal Festival Hall  
**October 24 2009**  
4pm & 8pm

## LIVE THE MODERN OPERA

Fifth poster in the design process that will contribute to the final poster design.

# VIDEO GAMES LIVE

2009

London, England  
Royal Festival Hall

October 24 2009

4pm & 8pm

LIVE THE MODERN OPERA

Sixth poster in the design process that will contribute to the final poster design.

# VIDEO GAMES LIVE 2009



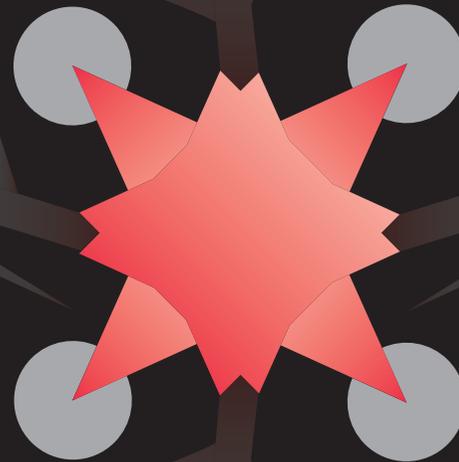
London, England  
Royal Festival Hall  
**October 24 2009**  
4pm & 8pm

## LIVE THE MODERN OPERA

Seventh poster in the design process that will contribute to the final poster design.

# VIDEO GAMES LIVE

2009



London, England

Royal Festival Hall

October 24 2009

4pm & 8pm

## LIVE THE MODERN OPERA

Final poster, which looks much better than the first poster.



# VIDEO GAMES LIVE 2009

LIVE THE MODERN OPERA

[Home](#)

[About V.G.L](#)

[News](#)

[Media](#)

[Tour](#)

[Events](#)

[Forum](#)

[My Account](#)

[Store](#)

## Mailing List

Email:

County:

City or Town:

Postcode:

[Terms and conditions & privacy policy](#)



## Halo 3 music hits Seattle

Special Guests to Include: Halo Composers Marty O'Donnell and Michael Salvatori as well as Gabe & Tycho from Penny Arcade.



## VIDEO GAMES LIVE STORE



This is the first webpage design. This is the homepage for Video Games Live 2009. The small images, below the big image, works as a slideshow. When a user hovers over a small image that image is then enlarged and some text will appear at the bottom of the enlarged image.



# VIDEO GAMES LIVE 2009

LIVE THE MODERN OPERA

- Home
- About V.G.L
- News
- Media
- Tour
- Events
- Forum
- My Account
- Store

- Images
- Wellington, album 2007

Wellington, NZ (TSB Arena) 27/01/2009



This is the second webpage design. This is the image page so that the user can view an individual image without having to click for another XHTML page.



© UNIVERSITY OF HUDDERSFIELD, 2006.