

DESIGN TEAM, SPRING 2017
DESIGN BRIEF / PROJECT START DOCUMENT

Start: April 20, 2017

End: May 22, 2017

- Make team presentation to class and client.
- Show final style guide and all final collateral items on screen
- Show physical comped examples
- Upload InDesign and Layered Photoshop Files to File Sharing site for client to retrieve

FINAL PROJECT: THE STONE HOUSE SINGERS/THE PARK SLOPE SINGERS BRANDING

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THE PARK SLOPE SINGERS

www.parkslopesingers.org

A 75-member community chorus founded in 1992. We are a 501(c)(3) tax-exempt nonprofit corporation.

The Park Slope Singers is a group of people who like to sing and who get together weekly to do so. We have recently been presenting two programs a year, performing each twice. Some of our concerts feature a mix of composers and styles; others may be a major work. The music we perform runs the gamut from Renaissance to contemporary, from folk to Fauré, from Mozart to Vaughan Williams.

THE STONE HOUSE SINGERS

17-member chamber chorus founded in 2015. We rehearse and perform in The Old Stone House in Park Slope, Brooklyn.

Eighty-seven years ago, the 42 year old Hungarian poet and writer Frigyes Karinthy (still one of that country's most popular writers) posited the theory of six degrees of separation, the idea that everyone and everything in the world is no more than six steps away from anyone else in the world.

Six of us, including our conductor, live on the same block-long stretch of 5th Street here in Park Slope. Six (not entirely the same six) attend services at Old First Church up on 7th Avenue. Most of us are married, some to each other. Several have relatives named Julie. Two have small, short-haired dogs with respiratory problems. About two years ago, several of us thought it would be nice to form a chamber ensemble – and here we are.

Both groups need branding with logos, fonts and style guide treatment.

Our goal is to create a recognizable look so that new chorus members and our audiences, made up of community members and others, come to recognize us in the community, and rely on us to provide high-quality musical experiences for our members and our audiences. We want to attract more audience members, attract new members as time goes by, and help our chorus members feel part of a worthy, creative group.

We also need proposals for merchandise to support our operations: how can our logo/branding be applied to items that friends, family and others might purchase to support our non-profit community music-making? What can we sell at our events to pay for our rehearsal halls and pay our piano and orchestras?

- Style Guide – one page showing logo, color palette, font treatment, and design do's and don'ts
- Facebook page and FB ad assets
- 8.5 x 11 poster/flyer design
- CD cover design
- Bus and Subway Ad – this is a “think big” proposal idea
- Merch proposals: T-Shirts, Mugs, Ties, other merch. What can they sell at their concerts?