



# Week 3 - Reference Page

[www.stonejets.com/raw](http://www.stonejets.com/raw)

## What is a brand ?

Your brand is how you present yourself to the world as a musician/creative. It includes your unique style, image and the impression you leave on people through your music and visuals.

## What is your brand/identity ?

Brand identity is the distinguishable attributes that are associated with your brand and are recognisable amongst other brands.

**Brand Characteristics** (Attributes that help identify and set you apart are (not limited to)

- Name
- Colour - Finding colours that compliment each other. <https://coolors.co/>
- Typography - Whats your font(s)
- Logo
- Images (Photos & Artwork)
- Physical Appearance - Casual, Smart, Sporty.....
- Usage of your music/image
- Brands you associate with (Associated Brands)

<https://www.bauermedia.co.uk/brands/>

- Way of Work

## **Brand Examples**

- Adele, Daft Punk, The Beatles

**Strategy** (How you plan on going about, a formulated plan of action to achieve your aim)

**Cornerstones/Pillars of a strategy** (*Not limited to*):

- Always empower you
- Personalised and thought through
- Provide structure to keep you in line with your own goals
- Adaptable and non-restrictive
- Challenge you
- Measurable (Can be broken down into achievable work items that you can look back on)
- Shareable and Accessible

## **Press Kit**

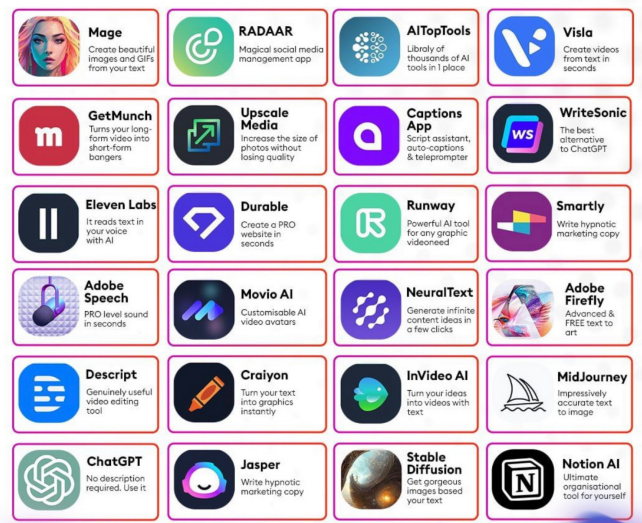
A promotional package that is used to send out to Venues, Booking Agents, Manager, Bloggers, Journalists and any other Music industry contacts in order to introduce yourself.

- Biography - How to write and find keywords to use
- Words of interest, example : Fun, Exciting, Sad, Moody, Mellow, Down Tempo.....
- An EPK or **Electronic Press Kit** is an electronic version of a Press Kit.
- Examples of EPK

## Tools

- **Canva** - A graphic design platform, ideal for social media content, [www.canva.com](http://www.canva.com)
- **Coolers** - A colour generator, [www.colors.co](http://www.colors.co)
- **Davinci Resolve** - Video and Animation Software (Free) , [www.blackmagicdesign.com](http://www.blackmagicdesign.com)
- **Later** - A social media scheduling platform/tool , [www.later.com](http://www.later.com)
- More Branding Tools:

# BRANDING TOOLS



## Links:

Online EPK - [www.bandzoogle.com](http://www.bandzoogle.com)

Website EPK - [www.wix.com](http://www.wix.com)

Looka - [www.looka.com](http://www.looka.com)

Adobe Express - <https://www.adobe.com/express/create/logo>

Canva - [www.canva.com](http://www.canva.com)

Coolers - [www.colors.co](http://www.colors.co)

### Brand timeline example:

ACTIVITY	CHARACTERISTICS	QUALITY	Comparison, Experienced (non-tangible), Fulfils a need does so with added value
Post same content on at least 2 Social Media platforms	CONSISTENCY	<b>CONSISTENCY</b>	Schedule & Frequency, Expectancy , Precedence, Predictability, Announcement
Always include Bristol and Brum when boosting posts/page	CONSISTENCY/USABILITY	<b>USABILITY</b>	Accessibility, DIY/How-to, People always try/learn new things based on/through old patterns
Have people moving/dancing to originals at Gigs	QUALITY		
Include recorded track in video(when doing something)	USABILITY		
Inform people where music is playing	USABILITY		
Source video of people dancing to music	USABILITY		
Have memorable 'live' moments	QUALITY		