

The background is a solid red color. Scattered around the central text are several white musical notes of various sizes and orientations, including eighth and sixteenth notes, some with stems and flags. The notes are positioned in the corners and along the sides of the page, creating a musical theme.

BASS CENTRAL

BRANDING GUIDELINE

INTRO

BASS CENTRAL

The main purpose of this project is to re brand Bass Central. This rebrand will include a new logo, corporate fonts, slogan, and new ways to expand the audience and potential customer base. The objective is to update the look and branding of Bass Central to better compete with the more corporate stores that surround it such as Guitar Center and Sam Ash.

VERBAL

General Info

- The project is called Bass central rebrand
- Brand values include professional community service, commitment to great customer service

Verbal Brand

Summary Line: "Top of the line bass instruments and accessories"

Brand Name: "Music Instruments for everyone" "High quality instruments"

Brand Values: "Serving our community since 1980" "professional customer service and product knowledge"

Language: "We love bass" "Music is life" "Cutting edge bass"

Brand Story

Since 1980, Bass Central has been serving the Orlando area providing the highest quality bass guitars, instruments, and music equipment. Specializing in bass guitars, this store offers all kinds of Bass guitars from different top-rated brands. Need a case for your instrument? We have you covered, with top notch music equipment to keep your instrument in great condition for years to come. We aim to serve our community with the best music equipment and customer service!

Tone of Voice

"We sell bass" "Feel the bass" "We are the premier bass guitar and instrument shop in Orlando"

top
of
the
line

VISUAL



These are 3 of the 6 logo concepts for the company rebrand. They all use the same colors and these logos fit in with other competitor's logos in this industry.



CONCEPTS

VISUAL



The mood board here shows several different font options as well as the two primary colors: Red and Black. It also shows the logos of the competition where you can see that in this industry black and red play a huge part in brand identity

CONCEPTS

DEVELOPMENT

What is my project's main purpose?

The main purpose of this project is to update the look and branding of Bass Central to better compete with the more corporate stores that surround it such as Guitar Center and Sam Ash.

Who is my project for?

This project is for a small business music store called Bass Central as the branding taking place will be for this company. This project is also for potential consumers that would shop here if the store had more exposure.

Brand assets

Through development, promotional materials such as a brochure, online promotional graphics, company logo, company slogan, and communications will be created. All these deliverables will be part of the re brand of Bass Central.

BRAND COLOR SCHEME

Color schemes are used to create style and appeal. Colors that create an aesthetic feeling when used together will commonly accompany each other in color schemes. A basic color scheme will use two colors that look appealing together. More advanced color schemes involve several related colors in "Analogous" combination, for example, text with such colors as red, yellow, and orange.



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COLORS

HIRE ME!

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CONTACT

**THANK
YOU**

