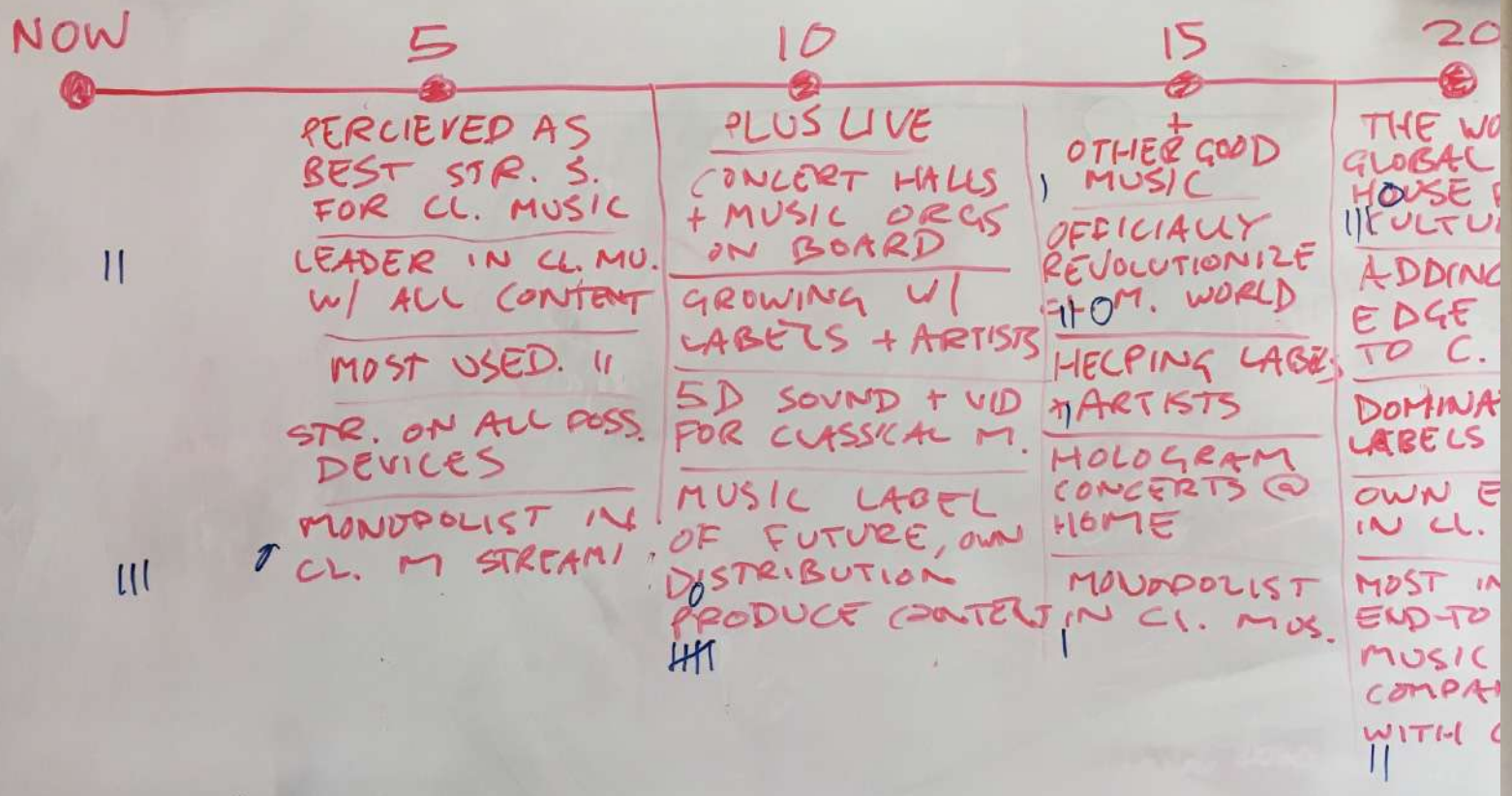


Design Leadership @ IDAGIO

Ant Orant 2024

I led the initial transformation of the brand,
synthesizing key stakeholders' aspirations,
then coordinating research and exploration



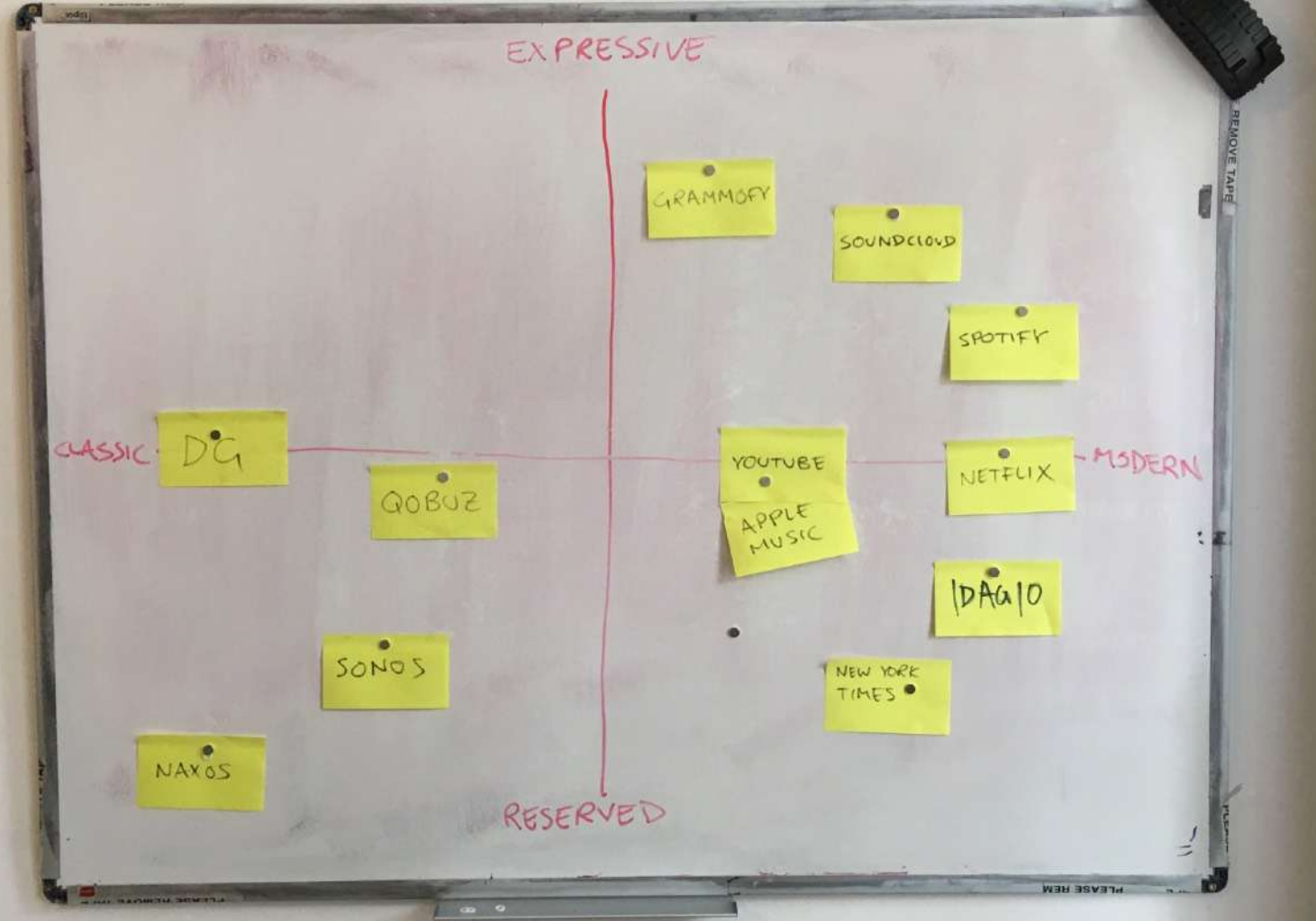
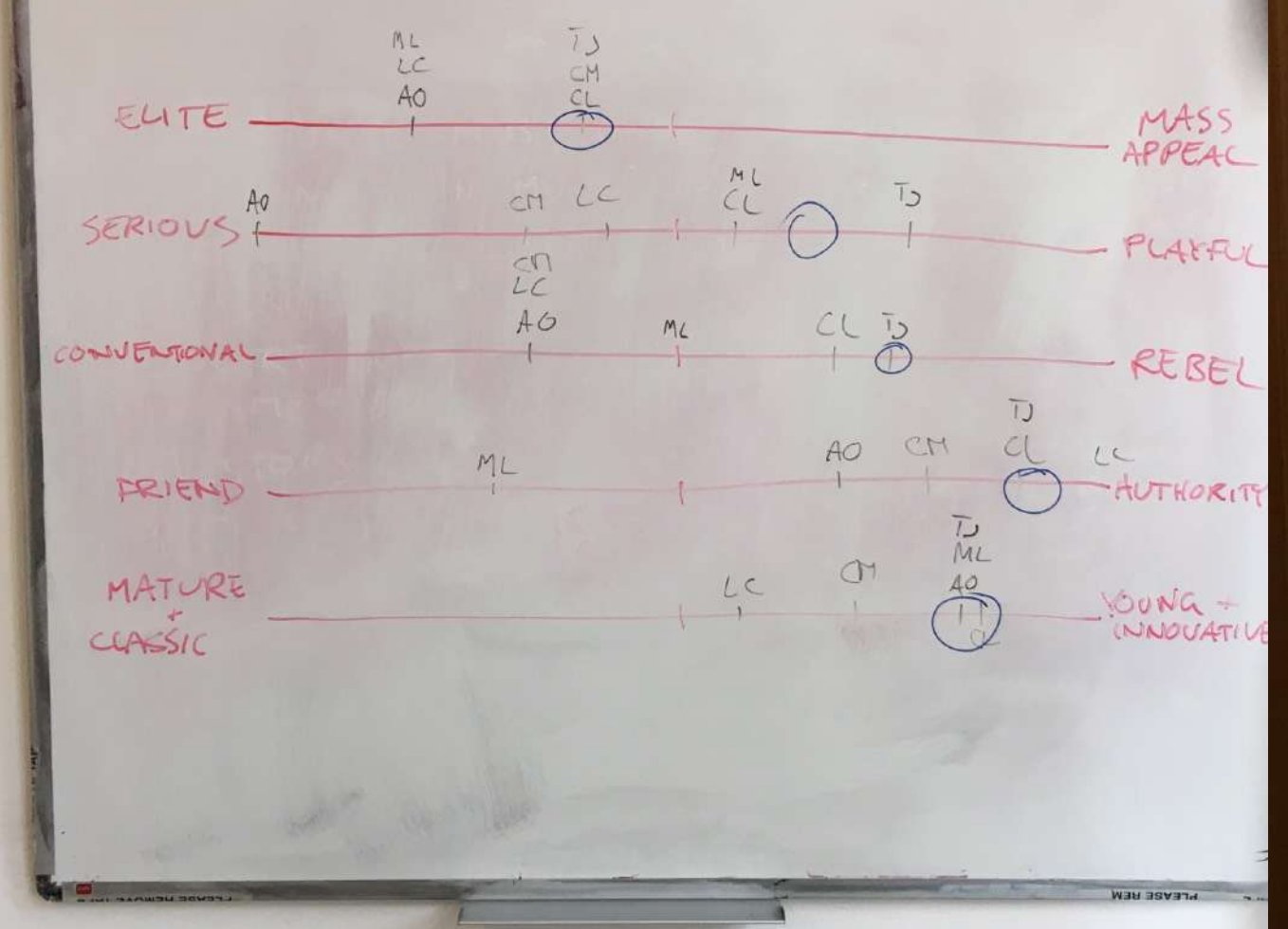
WHAT?
CL.M. STREAMING
PRODUCT PLAYS C.M.
PROVIDE C.M. CONTENT
BUILDING BEST STR.S. FOR CL. M. IIII O
WE BRING PEOPLE MEANINGFUL CL. M. EXPERIENCES IN MOST MEANINGFUL WAY I

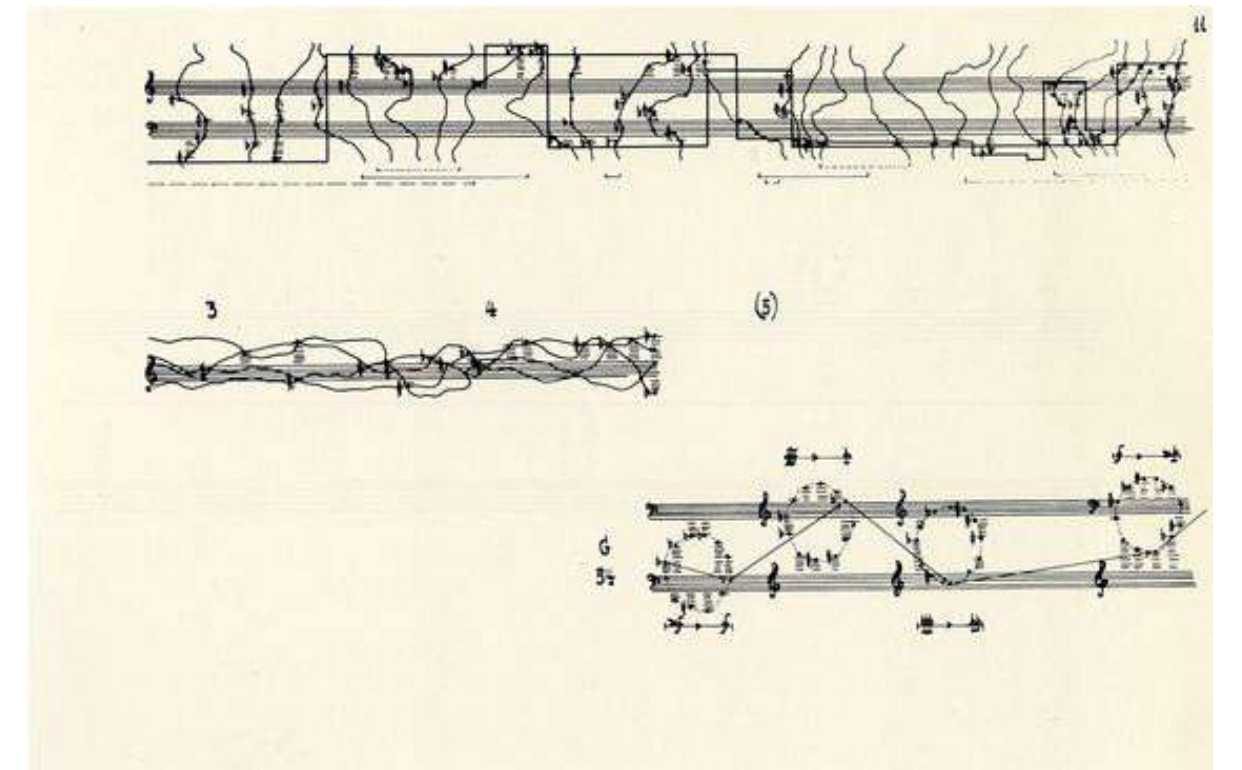
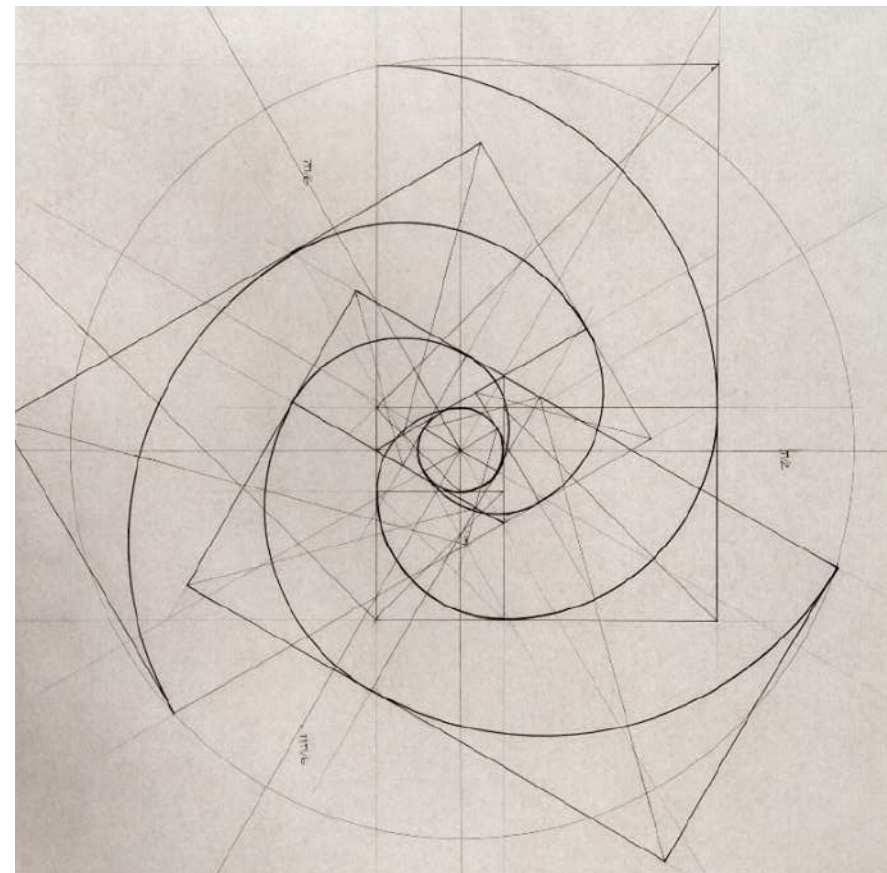
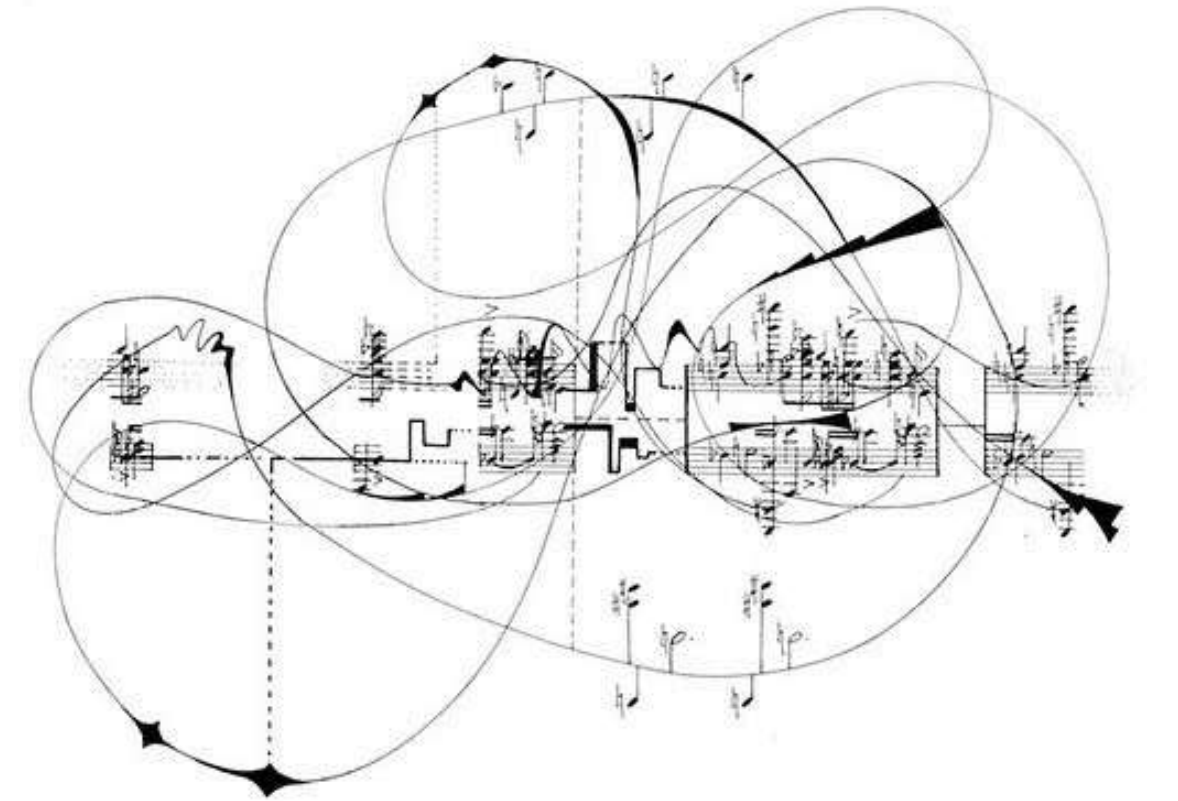
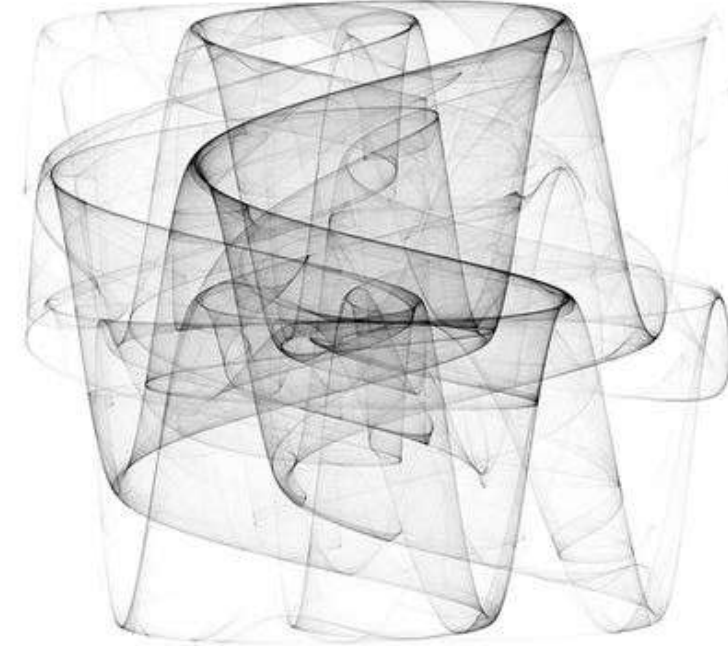
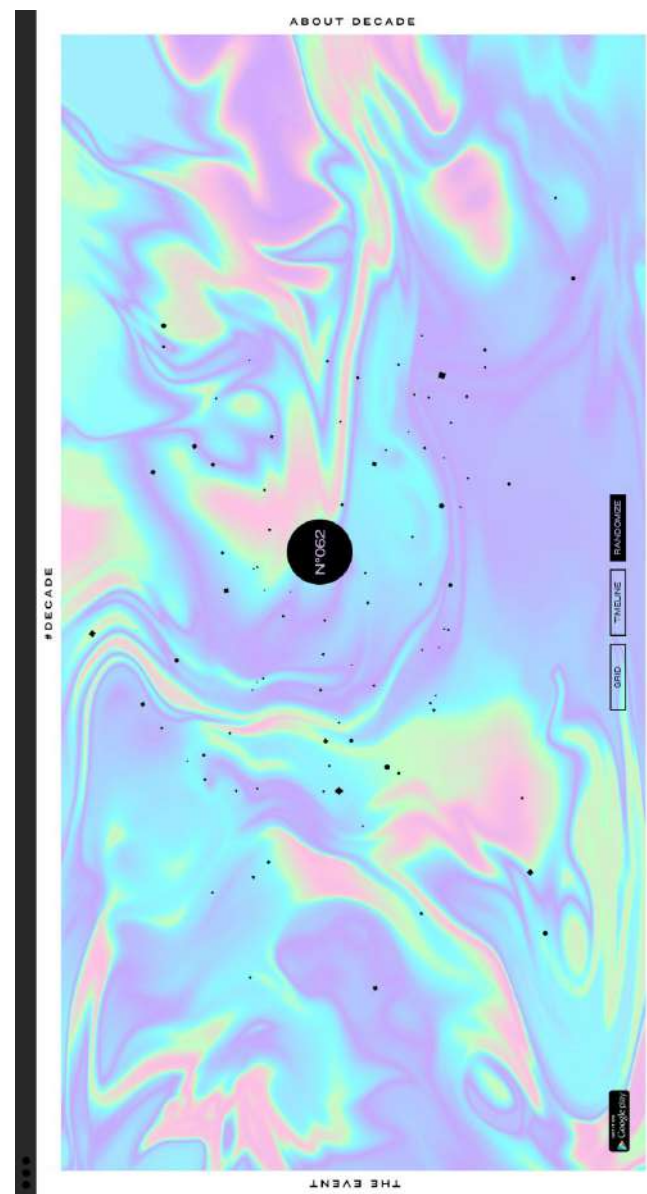
HOW?
LICENSE/SOURCE ALL CONTENT. BEST USER-CENTRIC STR. SERVICE I
MAKING DIGITAL PRODUCTS
CREATING APPEALING APPS + GIVING EXCL. CONTENT
MOST ADV. TECH. + DES. IN COLLAB W/ FOR CL. M. COMMUNITY IIII O
BUILD BEST STR. S. FOR CL. MUSIC LOVERS. III

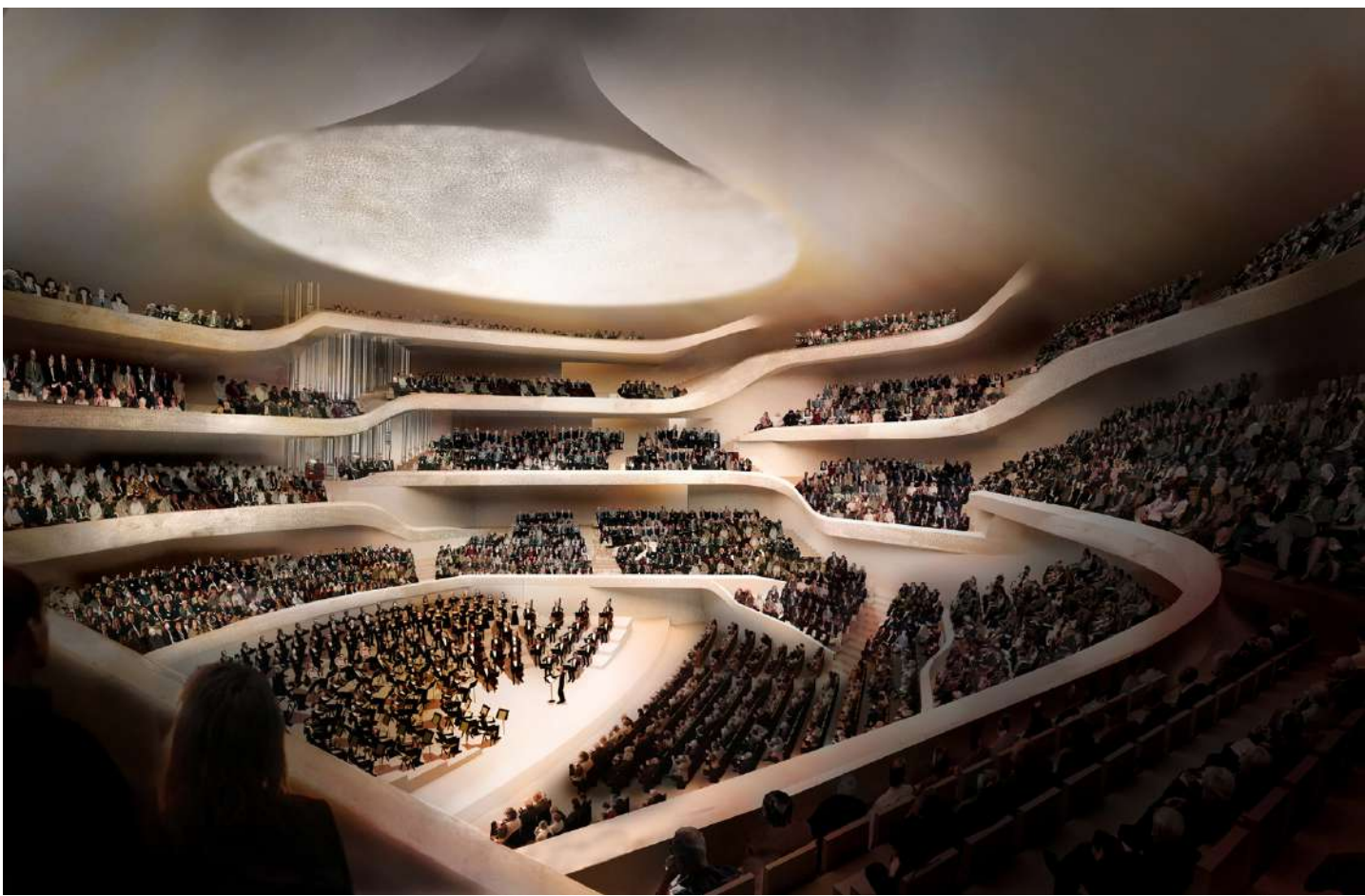
WHY?
INNOVATORS ENABLE MUSIC TO BE HEALTHY FOR PEOPLE. GIVE EVERYONE ACCESS TO ALL C.M. INSTANTLY. BREAK EXISTING OF DIGITAL MUS.
WE WANT TO REV. CL. M. STREAMING
ENABLING DIGITAL ACCESS TO HIGH LEVEL CL. M. E.
CL. M. IS MEANINGFUL TO PEOPLE AROUND US. WE WANT CL. M. TO PROSPER IN 21ST CENTURY III

- TOP 3 VALUES.**
- | | | |
|--|---|---|
| SIMPLICITY II
INTEGRITY IIII
QUALITY I
FAIRNESS I
ACCESSIBILITY I
INNOVATION II
TRADITION I
AESTHETIC I | THOUGHTFUL
FOCUSED
MEANINGFUL II
PEOPLE-ORIENTED I
HUMAN-CENTRED III
EXPERT
INTELLIGENT
ELEGANT
MODERN | TRUSTWORTHY
APPRECIATION OF BEAUTY III
EDUCATED
INFORMED
TASTEFUL
DISCERNING |
|--|---|---|

- TOP 3 AUDIENCES**
- (CLASSICAL) MUSIC LOVERS / LISTENERS**
 - PROFESSIONAL MUSICIANS / MUSIC STUDENTS**
PROFESSIONALS IN MUSIC INDUSTRY (LABELS, MANAGERS, PROMOTERS, CONTENT PROVIDERS)
DISAPPOINTED DIGITAL LOVERS
 - CURIOUS SPONGES**
CONCERT-GOERS
STREAMERS
INVESTORS
CRITICS, JOURNALISTS, BLOGGERS









lacasa

DOM 7 JUL 19:30HS

STAGNARO

FERNANDO MARTINEZ

ALEJANDRO DEMOGLI

CIRILO FERNANDEZ

BERNARDO MONK

QUINTETO

UNO DE LOS GRANDES REFERENTES DEL LATIN JAZZ
VUELVE AL II FESTIVAL INTERNACIONAL DE

JAZZ EN CLAYPOLE

RODOLFO COLLET 1921 - CLAYPOLE - BUENOS AIRES - WWW.LACASACLAYPOLE.COM.AR

Prese der Plätze
Fr. 38,- 32,- 24,- 18,- 13,-
Vorverkauf:
ab Montag 26 Mai
au concert

Basler Münster
Basler Bach-Chor
Basler Gesangsverein
Freitag 6. Juni
und Samstag 7. Juni, 20.00 Uhr
Sonntag 8. Juni, 19.00 Uhr
Romane Hofmann, Sopran
Kurt Widmer, Bariton
Basler Sinfonieorchester
Leitung:
Hanns-Friedrich Kunz
Freiburg i.Br.

J. Brahms Ein Deutsches
REQUIEM

**BILDENDE KUNST
VON RESPIGHI**

Frank Peter Respighi, 1901-88, Roma, 4. Satz - 1. pr. della Via Appia, Ziffer 21 R

Philharmoniker
Hannover
Das Orchester der Hochschule

InConcert

Nachfolge Symphonie

OCTOBER 2010

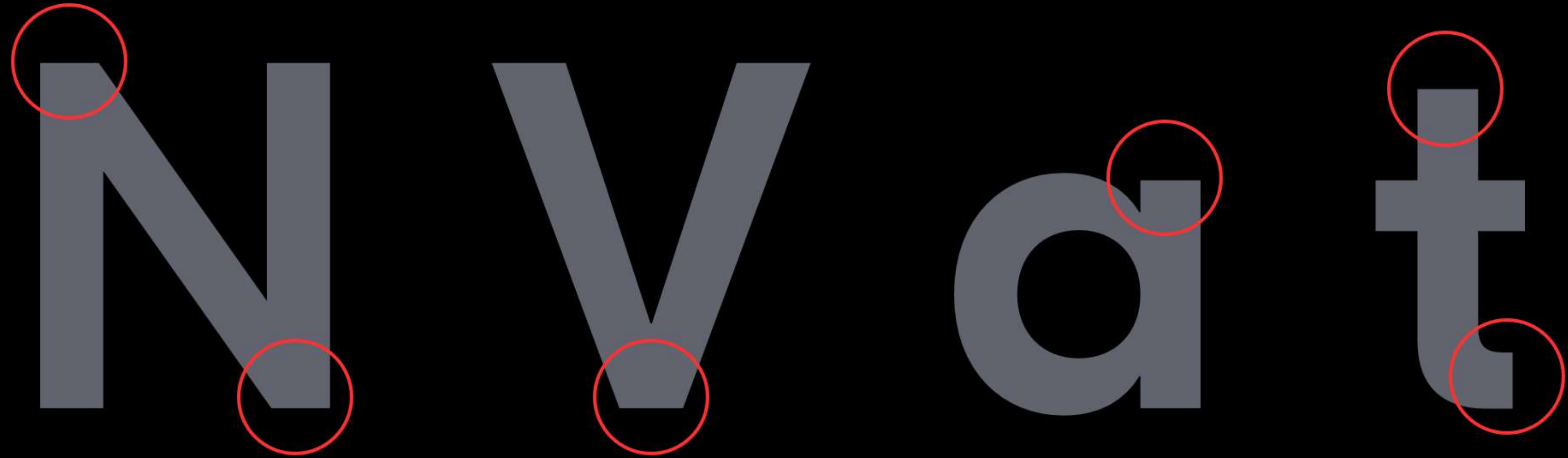
Music of the People

„Açık Radyo“
94.9

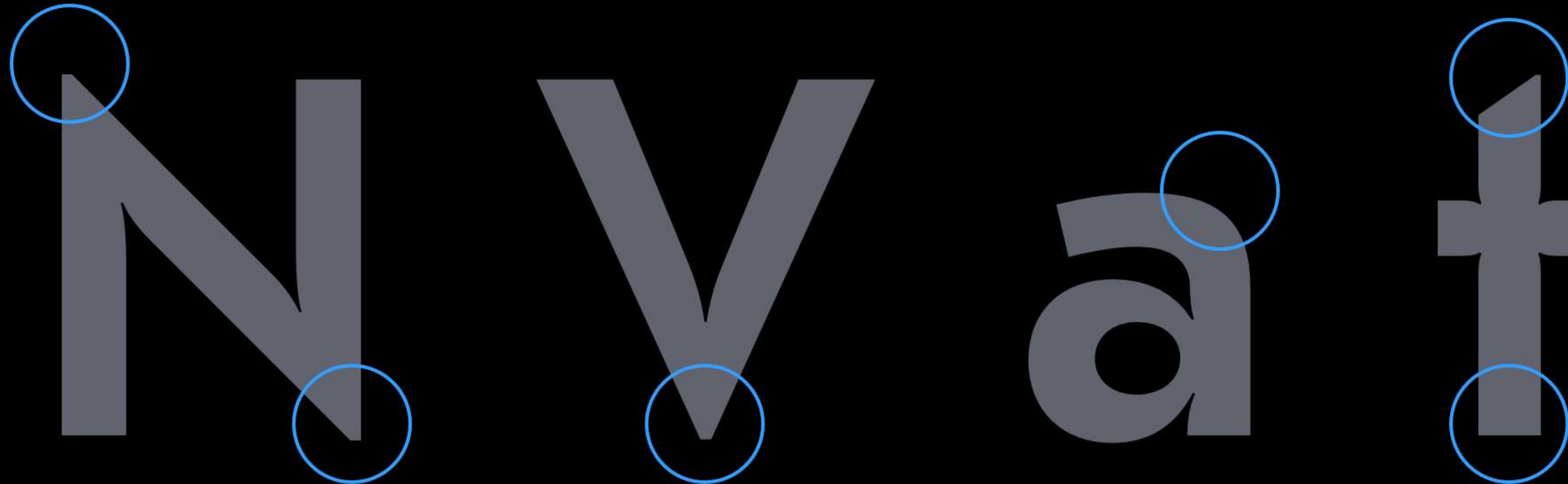
© 2010 Record Production, Berlin/RecordProduction.com

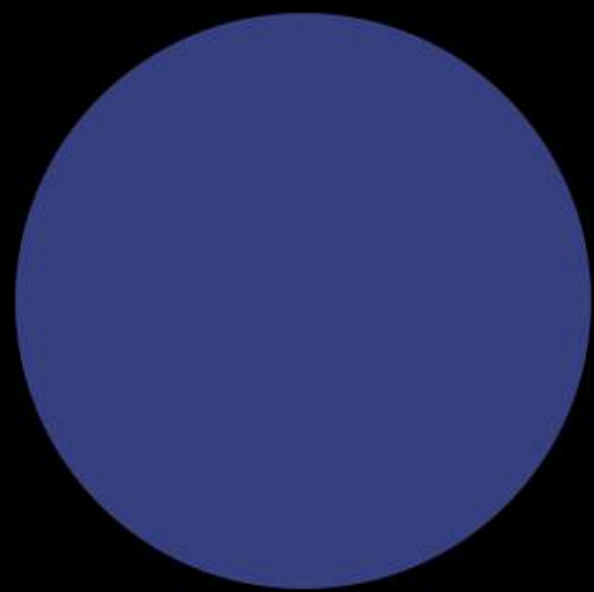
I drove development and implementation
of a new brand aesthetic

Display



Text



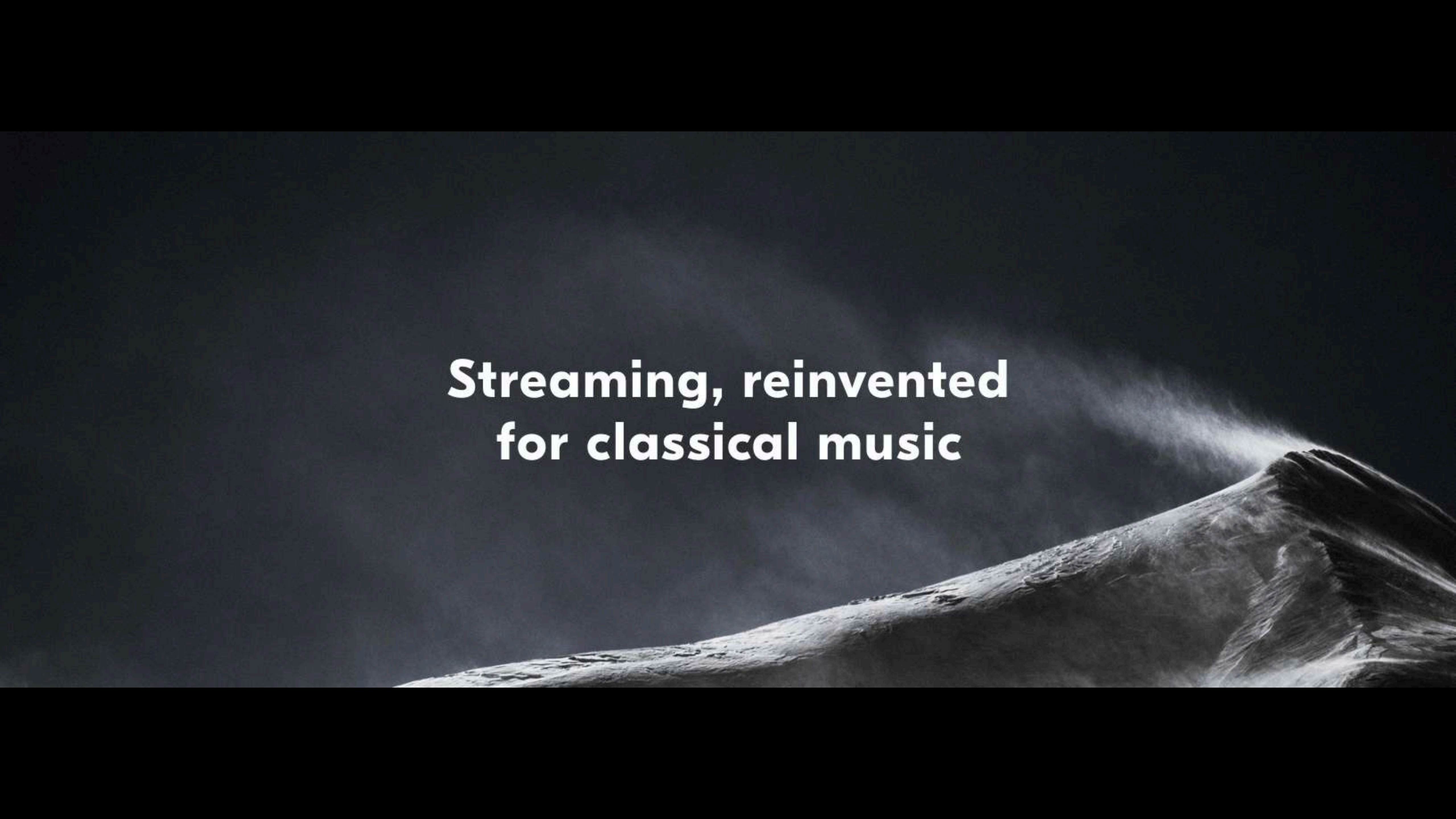


+

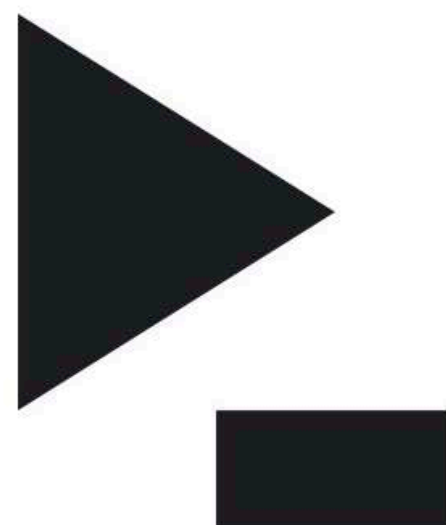
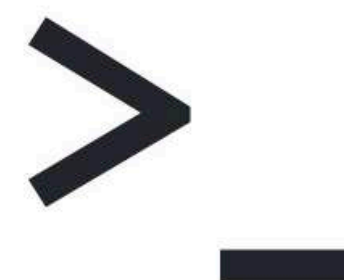


=





**Streaming, reinvented
for classical music**



I guided the evolution of the brand
through the production of marketing materials

▶ IDAGIO

Streaming, reinvented for classical music

Die Klassik verdient mehr

IDAGIO.COM • IOS • ANDROID



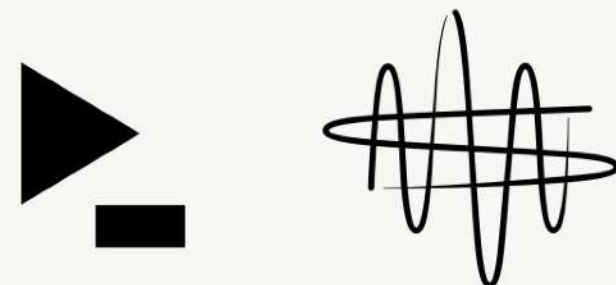
laVerdi

▶ IDAGIO

MICHAEL
TILSON
THOMAS

NEW
WORLD
SYMPHONY

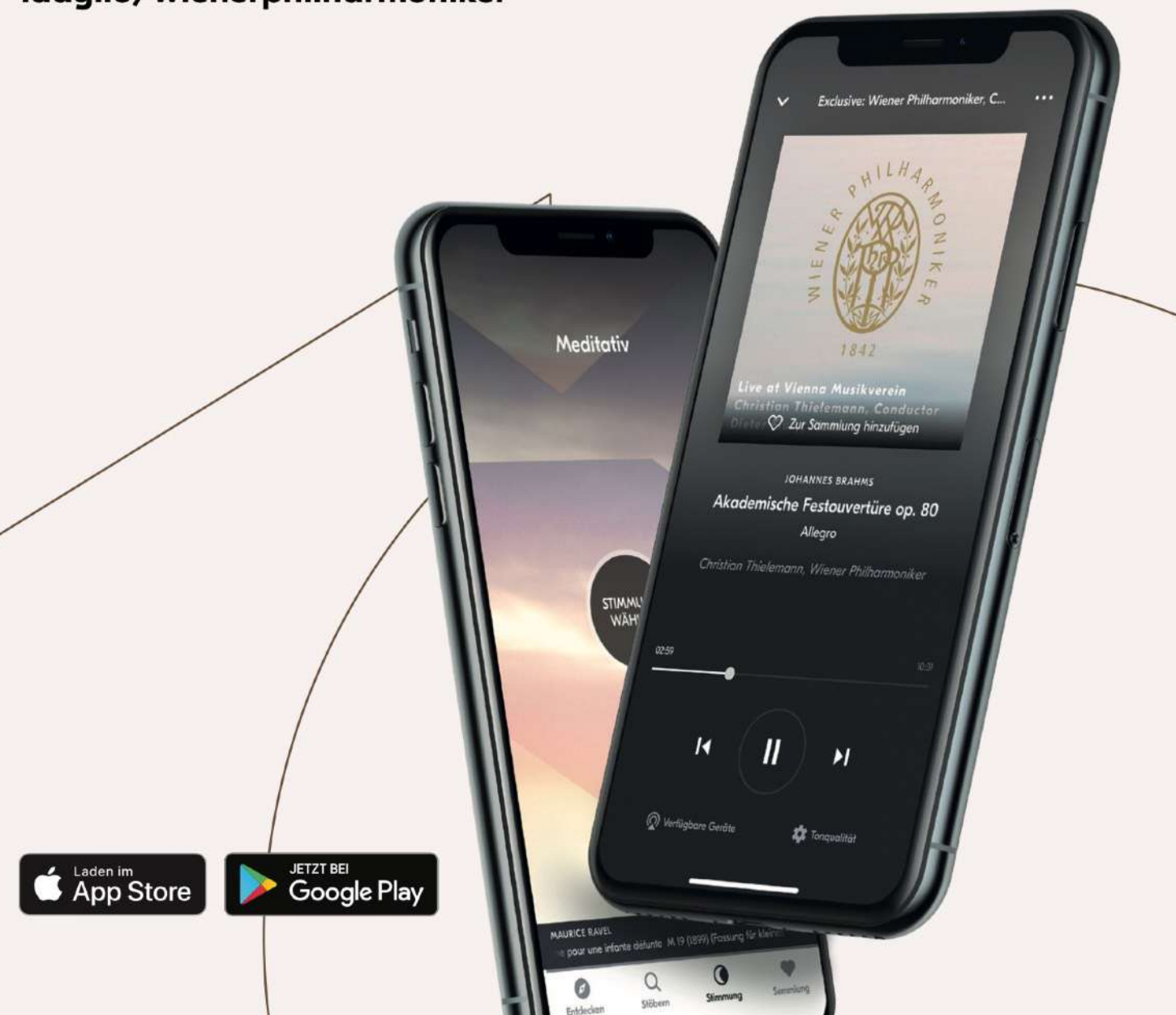
STRAVINSKY:
THE FIREBIRD



► IDAGIO Streaming, reinvented for classical music

Erleben Sie die ganze Welt der Klassik. Wann und wo immer Sie möchten.

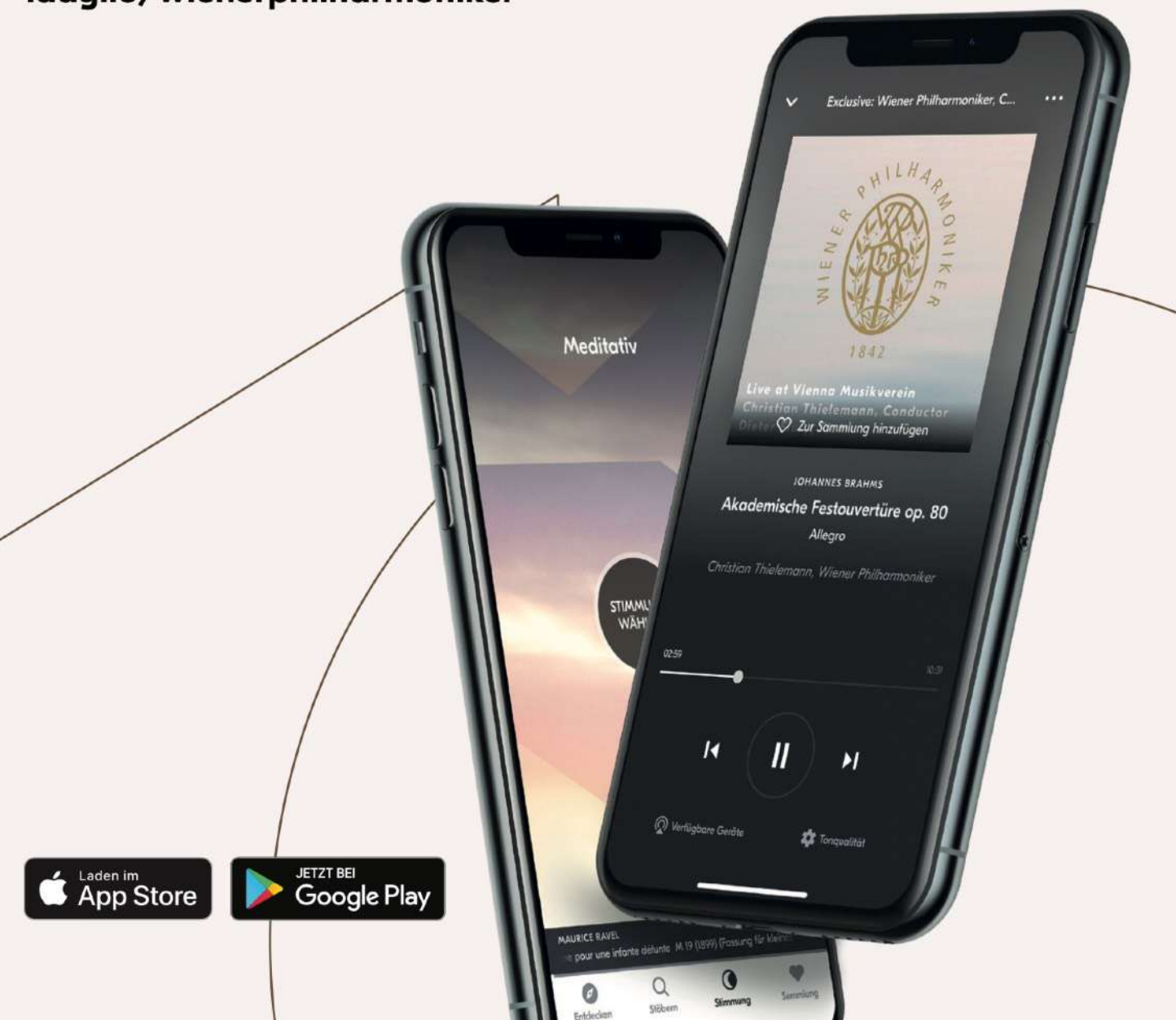
Die Wiener Philharmoniker und IDAGIO schenken Ihnen zwei Monate kostenlosen Klassik-Genuss.
idag.io/wienerphilharmoniker



► IDAGIO Streaming, reinvented for classical music

Erlebe die ganze Welt der Klassik. Wann und wo immer du möchtest.

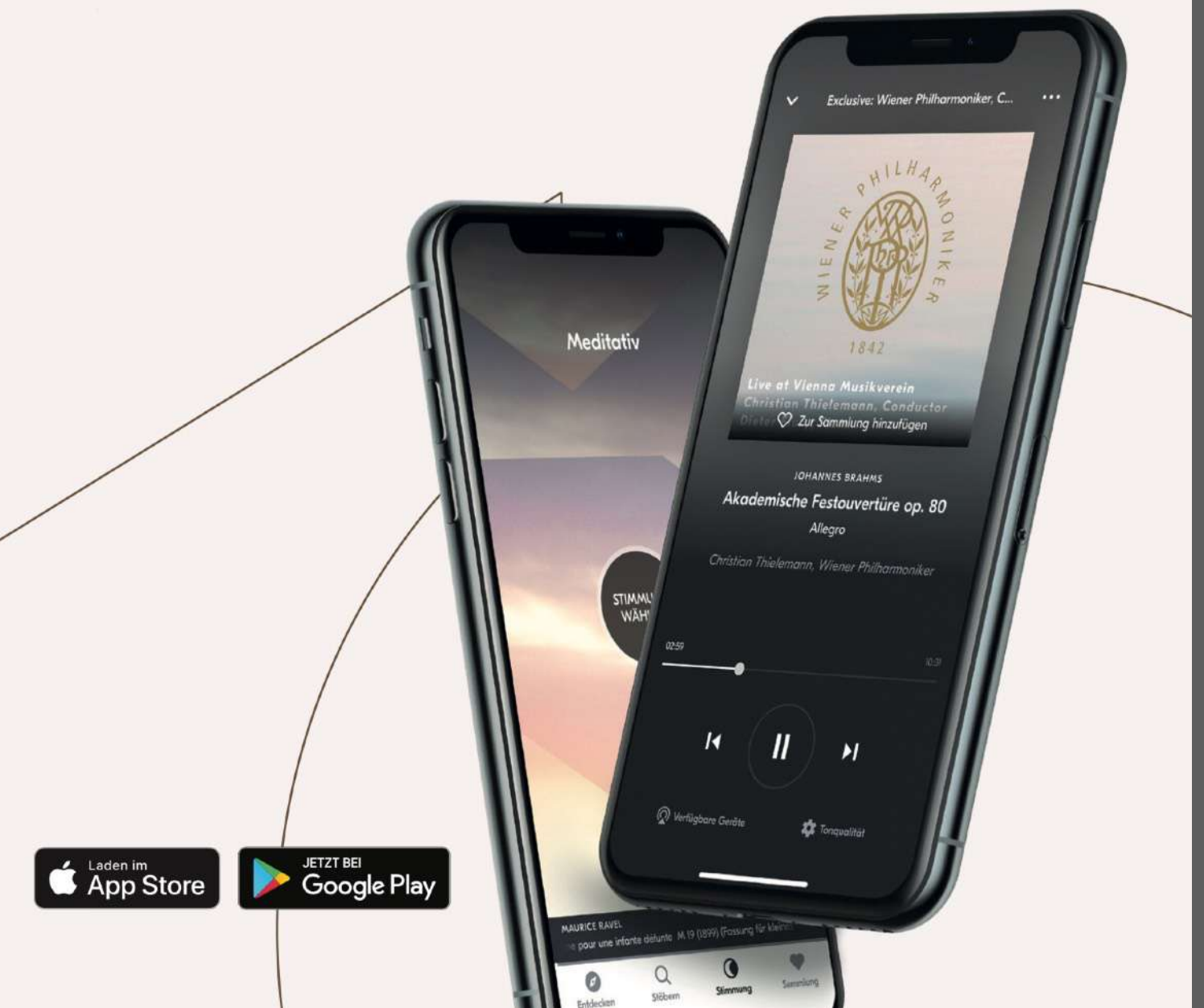
Die Wiener Philharmoniker und IDAGIO schenken dir zwei Monate kostenlosen Klassik-Genuss.
idag.io/wienerphilharmoniker



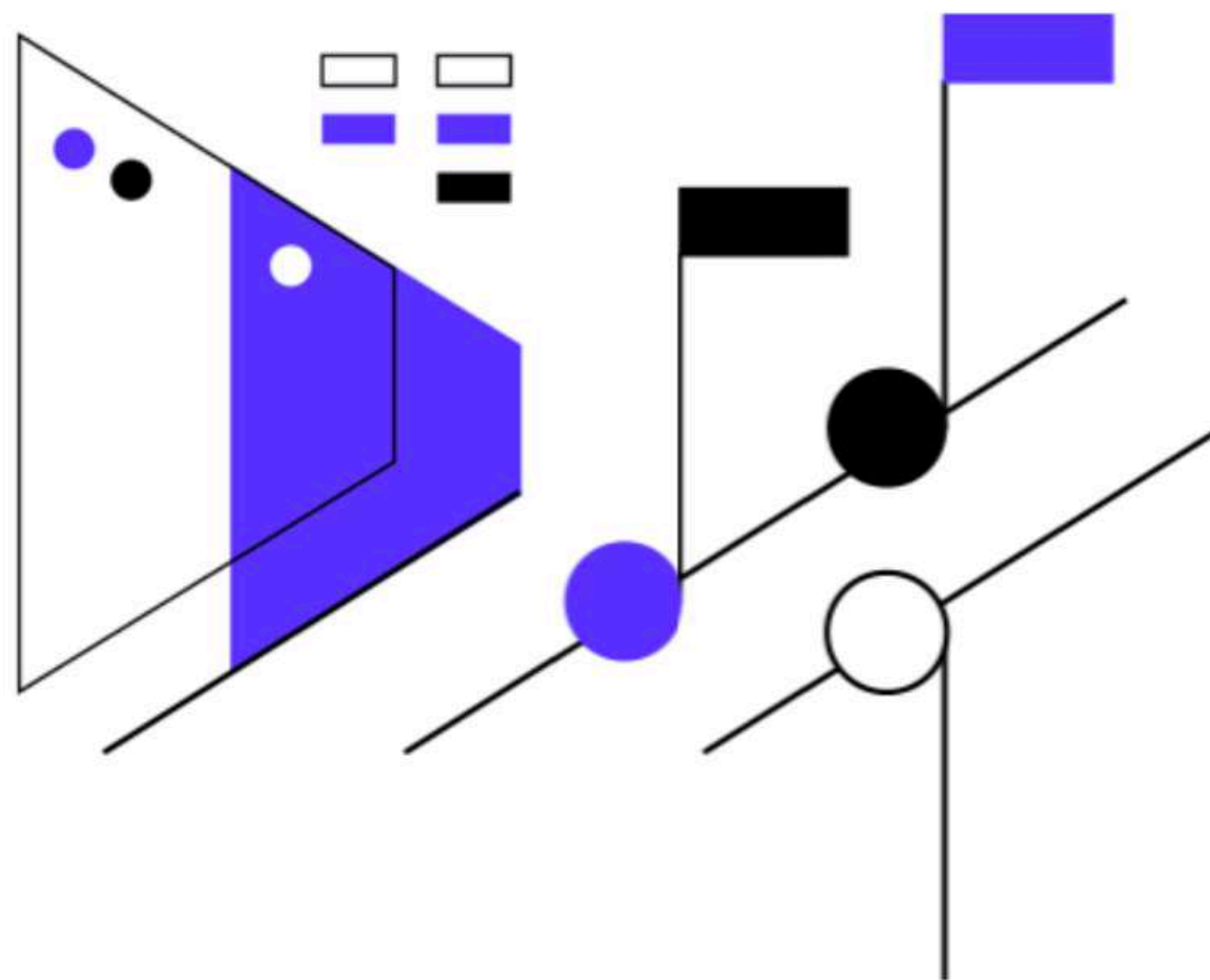
► IDAGIO Streaming, reinvented for classical music

Erlebe die ganze Welt der Klassik. Wann und wo immer.

Die Wiener Philharmoniker und IDAGIO schenken zwei Monate kostenlosen Klassik-Genuss.
idag.io/wienerphilharmoniker



I encouraged designers to experiment
and to advocate for their work



The new way to listen to classical music

TRY IT FOR FREE

(It's not free, sorry)

**Endlich
eine App für
Klassische Musik,
tolle Suche, jetzt schon
ein umfangreiches Angebot
an Musik. Dazu noch die Musik in
CD Qualität anhören!**

— Adameon, App Store Review

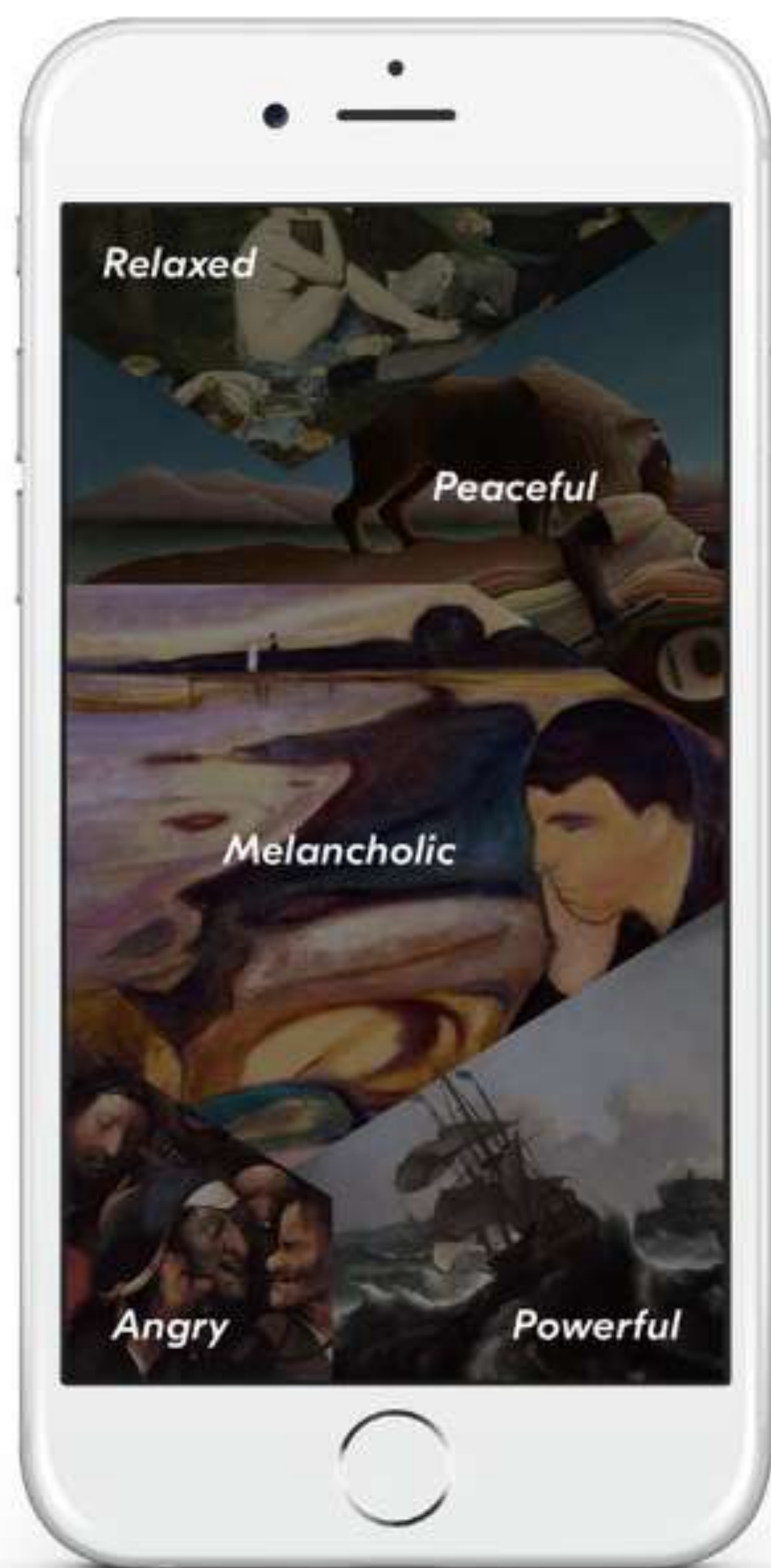


Collection ipsum dolor sit amet,
consectetur adipiscing elit. Aliquam
id leo hendrerit, condimentum ante
at, sollicitudin velit.

Immerse vestibulum augue lacus,
vel semper dui dignissim non.
Etiam pretium ante urna, ac
tristique lorem malesuada vel.
Proin eleifend congue dolor, vel
maximus mauris eleifend vel.

Compare eget mi vel purus auctor
elementum varius et ex. Curabitur
molestie bibendum justo, nec
pretium nisi. Etiam fringilla dapibus
ipsum, a rutrum sem dapibus id.





My team established consistent brand impact
with guidelines and manuals

Purpose: Why does IDAGIO exist?

**We give the world easy access
to classical music to connect
people with something greater
than themselves**

Our purpose is the root of everything we do.

Every product decision, every press narrative, every ad campaign
should connect logically to this essential motivation.

Key Messages: How should people think about IDAGIO?

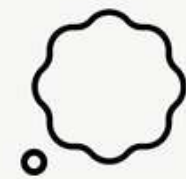


"...the easiest way to listen to classical music"

Complete catalogue

Find the exact recording

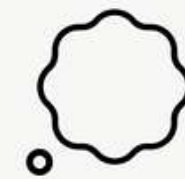
Unlimited access



"...an inspiring classical music experience"

Access to knowledge and insights

Recommendations tailored to your taste



"...the home/future of classical music"

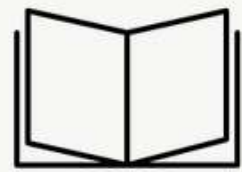
Built by passionate experts

Building a sustainable future

The best possible listening experience

These aren't copy-and-paste slogans, but the key benefits we want people to know. Find the entire framework including proof points and approved copy in the expanded Key Messages document.

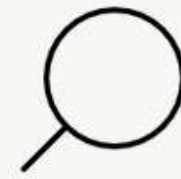
Personality: If IDAGIO were a person, what would they be like?



Expert

Knowledgeable, educated, cultivated
(but not elitist, technical, opinionated)

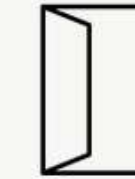
We love diving into the facts, stories and people behind the music.



Curious

Open-minded, interested, inquisitive
(but not naïve, novice)

We dig deeper and explore beyond the best-known areas of the genre.



Inclusive

Accessible, simple, clear
(but not simplistic, patronising, dull)

We speak the language of experts while welcoming newcomers.

Our brand voice mirrors the personality of our archetypal core customer, and should be expressed consistently across all our communications, written and otherwise. Find detailed and practical advice in the [Content Style Guide](#) document

06 Colour

Our **main brand** colours are always black and white. Any additional colours come from photography or from our geometric elements.

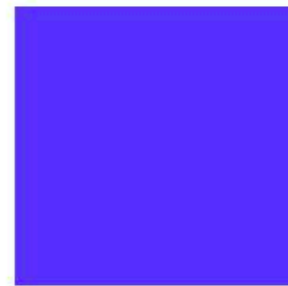
Use **secondary colours** minimally, for occasional geometric elements.



Black
HEX: #000000
CMYK: 0 0 0 100



White
HEX: #FFFFFF
CMYK: 0 0 0 0



Purple
HEX: #5B32FE
CMYK: Digital only

Our functional colour for digital channels. Use it only for decisive calls-to-action at a maximum of once per screen, and only if black or white can not provide enough contrast. In print, it lacks vibrancy and should be avoided.



Bronze
HEX: #876945
CMYK: 35 48 69 33

Bronze implies luxury and class and appeals more towards our classical audience. Use it strictly for geometric lines, not as a large fill colour or background.



Smoky Boy
HEX: #F7F7F5
CMYK: 0 1 2 3

Smoky boy is a nice off-white for when white appears too plain. It helps us recall the look of the app while still having some impact in print.

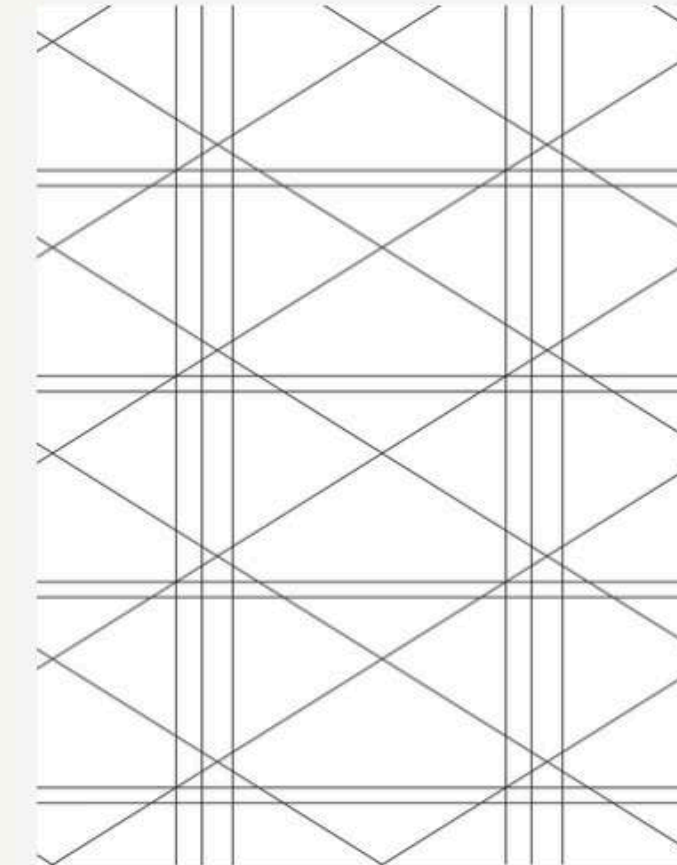
07 Elements



Geometric Lines

Circles and triangles in black, white or bronze create a feeling of movement and make simple layouts more dynamic. Occasional circular forms makes the brand feel less cold and masculine. Use them as outlines; fills don't work as well. Align them to the grid whenever possible.

[Download Geometric Lines \(Sketch\)](#)



Diagonal Grid

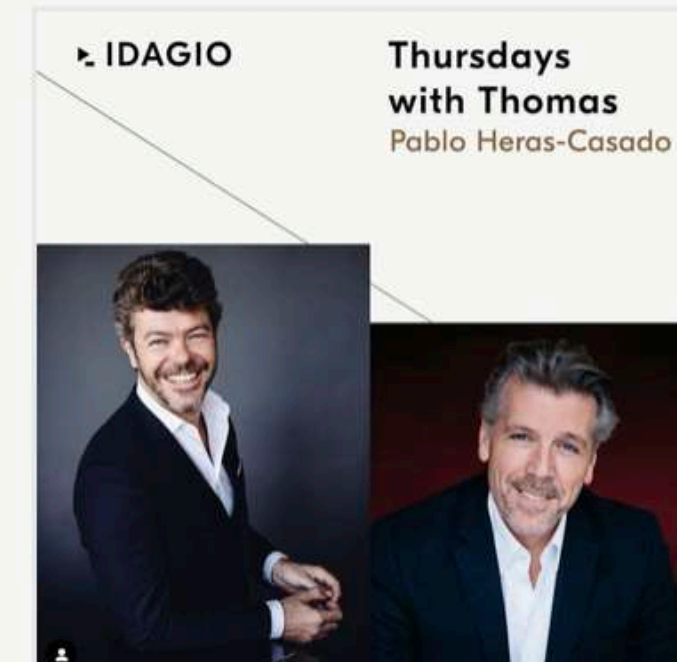
The grid helps to make compositions more dynamic and feel more uniquely IDAGIO. Simpler grids function better at small sizes.

[Download Grids \(Sketch\)](#)



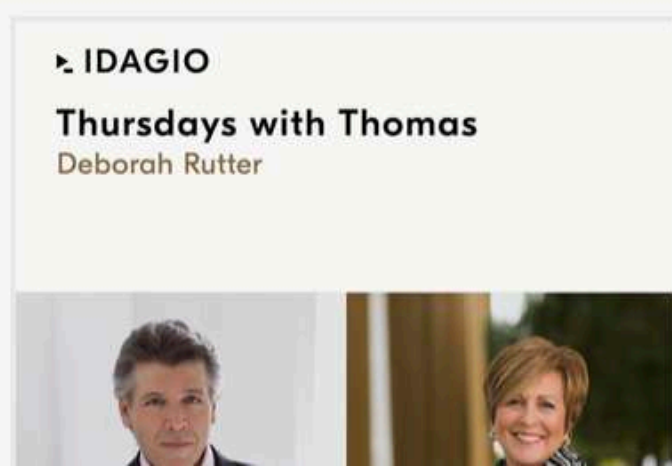
Simple Grid

Since diagonals can be problematic on screens and varying device sizes, a simpler grid can also be applied horizontally or vertically. This works well for modular designs and always looks clean.



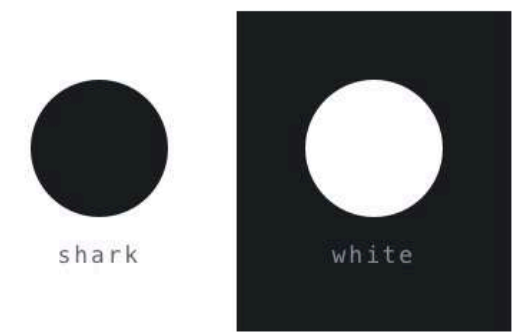
Collage

Aside from our Simple Grid, for two or more photos, it is also possible to arrange a collage. It works best when the photos are anchored to an edge of a layout.



I established our first
source-of-truth for UI components

Foundation



Use foundation colours wherever possible.

shark	#1c1d21	hsl(227, 17%, 13%)	
white	#ffffff	hsl(0, 0%, 100%)	

Auxiliary



Use auxiliary colours only when necessary.

charcoal	#2f323d	hsl(227, 13%, 21%)	
slate	#61646e	hsl(226, 6%, 41%)	
manatee	#90939e	hsl(227, 7%, 59%)	
silver	#e6e6eb	hsl(240, 11%, 91%)	
berlin	#f2f2f7	hsl(240, 24%, 96%)	

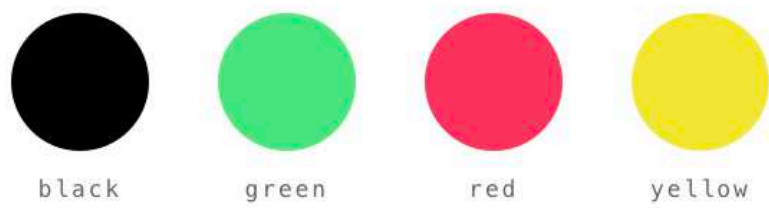
Highlight



Purple should only be used for crucial notifications or decisive calls-to-action, at a maximum of one per screen/context, and only be used when black or white can not provide enough volume.

purple	#5b32fe	hsl(252, 80%, 100%)	
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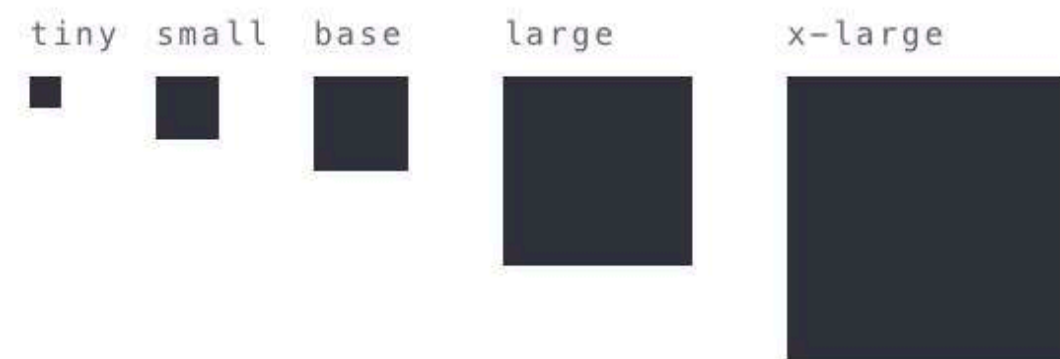
Utility



Utility colours reflect a state or provide a visual functionality in a user interface.

black	#000000	hsl(0, 0%, 0%)	
green	#45e67d	hsl(141, 70%, 90%)	
red	#fe325e	hsl(347, 80%, 100%)	
yellow	#f5e831	hsl(56, 80%, 96%)	

Spacing



The spacing scale is based on an 8px grid.

```
tiny:      8px
small:    16px
- base:    24px
large:    48px
x-large:  72px
```

Typographic Scale

xx-large **Streaming,**

x-large **Streaming, reinve**

large **Streaming, reinvented**

base **Streaming, reinvented for classica**

small **Streaming, reinvented for classical musi**

tiny **Streaming, reinvented for classical music**

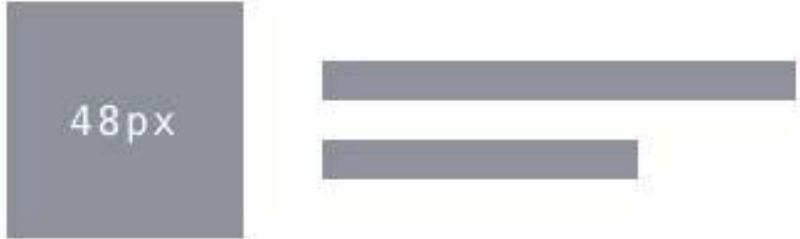
```
tiny:      10px
small:     12px
- base:    14px
large:     18px
x-large:   21px
xx-large:  28px
xxx-large: 42px
```


Size

Grid Layout



List Layout

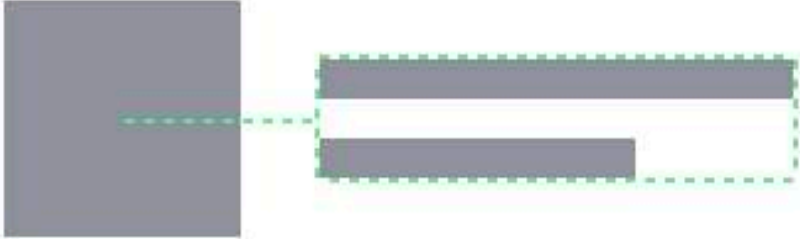


Alignment

Grid Layout



List Layout



default



purple

hover/focus



brightness -20%

active



brightness -40%

working



disabled



purple opacity 20%



shark



charcoal



slate



shark opacity 20%



manatee



slate



charcoal



manatee opacity 20%



shark



shark opacity 5%



shark opacity 15%



shark opacity 20%



shark



shark opacity 5%



shark opacity 15%



shark opacity 20%



manatee



slate



charcoal



manatee opacity 20%

I collaborated with design, product and engineering teams to scope and advocate for a design system discovery project

DESIGN

ENGINEERING

DNA



Principles & Rules



BRAND



PRODUCT

iOS

ANDROID

WEB

Guidelines?

Global Tokens (Figma Libraries)

iOS Tokens?

Android Tokens?

Web Tokens?

variables

variables

variables

Templates?

Global Patterns

iOS Patterns

Android Ptns

Web Patterns

components

components

components

Showcase/
Best Practice

iOS
screens/
master

Android
screens/
master

Web
screens/
master

views

views

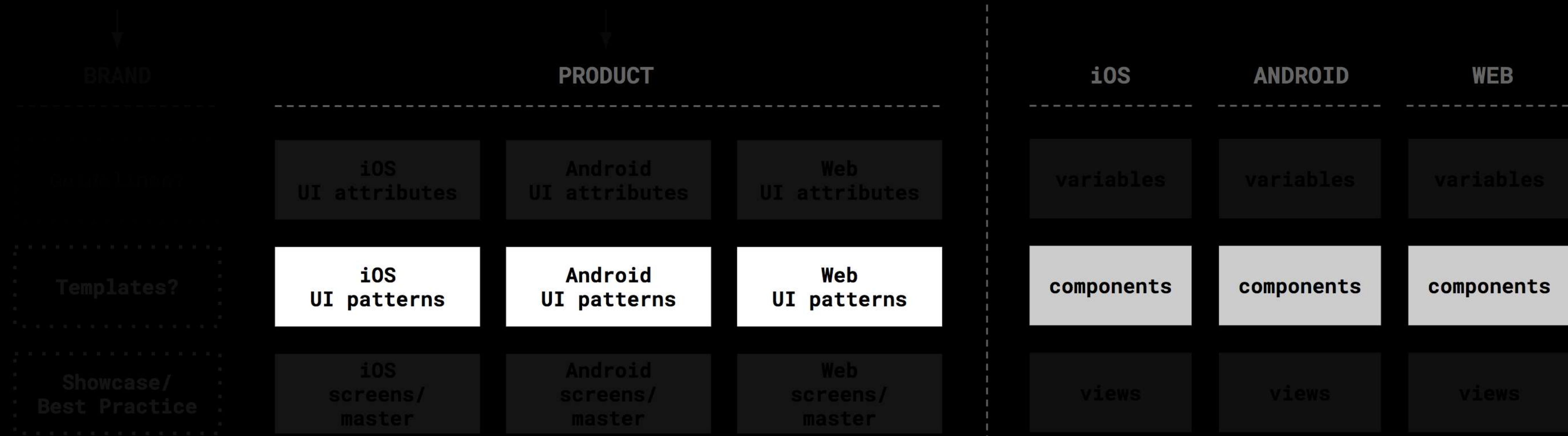
views

DESIGN

ENGINEERING

[client] UI patterns:
distinct, repeatable parts of the UI (eg.
play buttons, list items...)

Patterns are mirrored by
components in the client
codebase



DESIGN

ENGINEERING

DNA

= design↔code synchronisation?!

Principles & Rules

BRAND

PRODUCT

iOS

ANDROID

WEB

Guidelines?

iOS
UI attributes

Android
UI attributes

Web
UI attributes

variables

variables

variables

Templates?

iOS
UI patterns

Android
UI patterns

Web
UI patterns

components

components

components

Showcase/
Best Practice

iOS
screens/
master

Android
screens/
master

Web
screens/
master

views

views

views



→ ant @ ajo.design