

## Creative Brief

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### Identity System

### Velocity 107.5

#### Summary

The client would like to update their identity in order to be seen as more relevant to today's today music scene, as they are currently seen as, "too 80's". They are looking for a new logo as well as updated brand guidelines to be used in promotional materials.

#### 1. Background

- Velocity 107.5 is a local pop music radio station based in the Indianapolis Metro Area.
- They pride themselves on finding and sharing great music
- Constantly updating their playlists based on fan suggestions

#### 2. Overview

- Current identity is outdated, "too 80's"
- Updating the Velocity 107.5 identity will make the station relevant again
- The station will become a hub for pop music and connecting with other listeners

#### 3. Audience

- Most of the audience will be located in the Indianapolis Metro Area as Velocity is a local station
- Millennials (ages 18-29) interested in pop music
- "Diehard pop music enthusiasts", as in those who don't just listen but like to have a say in the music they listen to

#### 4. Competitors

- 99.5 WZPL Indianapolis
- RadionNOW 100.9 "Indy's popculture epicenter"
- What separates Velocity from the competition is their dedication to their fans and always updating playlists

#### 5. Tone

- When seeing the logo, audience should feel:
  - shocked,
  - energized
  - motivated
  - connected

#### 6. Creative Direction

- Looking for a look and feel similar to Spotify, referring to their custom playlists
- Avoid dull colors, should be vibrant and energizing
- Experiment with creating logo that has something to do with velocity and speed

## 7. Details

- Deliverables: concept thumbnails, 3-5 detailed concepts to choose from, one finalized logo and stationary suite
- Incorporate tagline, "Coming to you at the speed of sound"
- Ready to be presented to client by February 22nd

## 8. People

- Work will be presented to and approved by brand consultant manager Christian Lambert

I agree with and approve this Creative Brief as an accurate summary and direction for creating a logo for (company name).

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**Christian Lambert**  
Station Manager

Date

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**Kerrin McLaughlin**  
Graphic Designer

Date