



# BRAND DEVELOPMENT GUIDE

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# Common Room Records is an indie music startup.

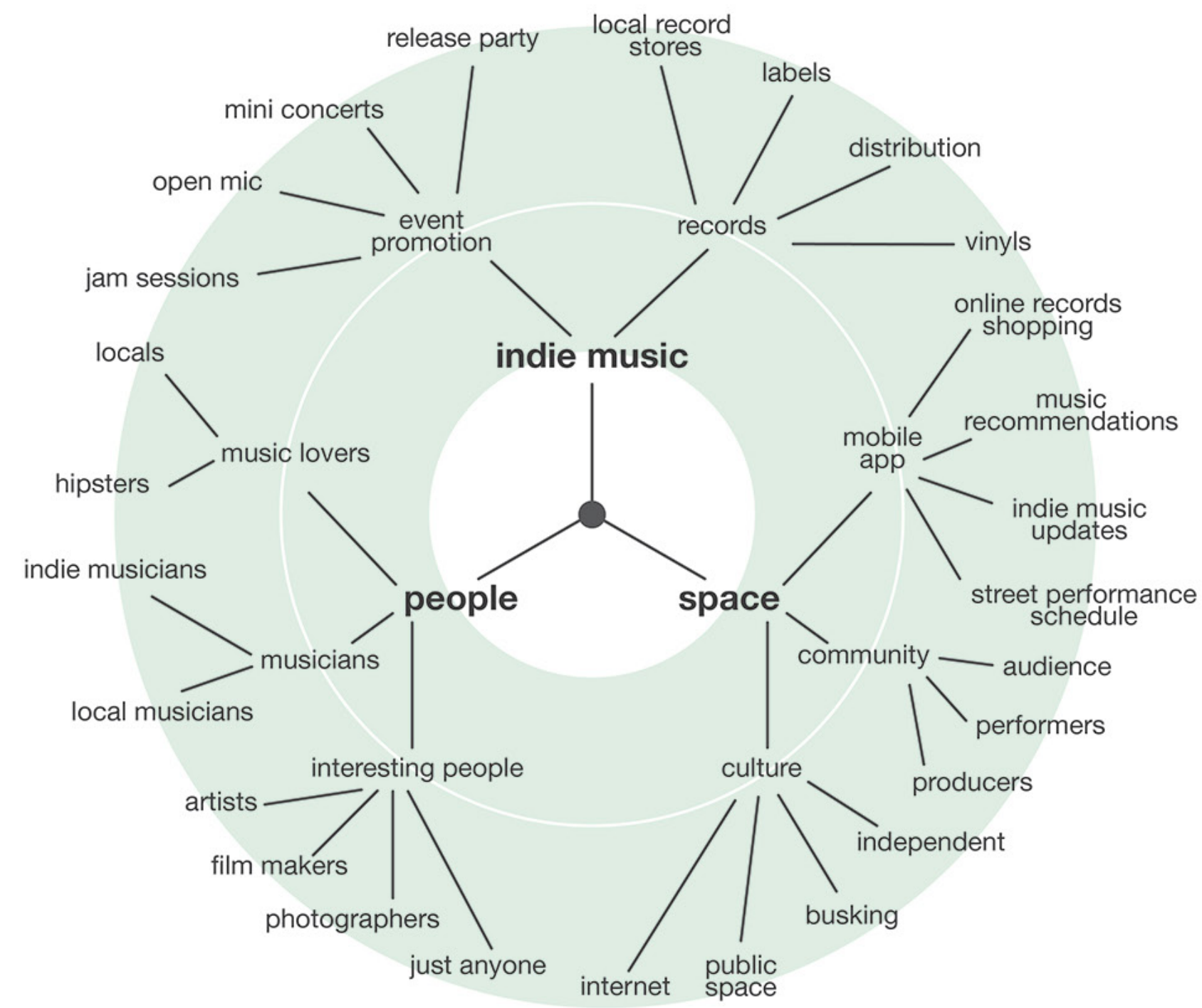
*"We create a common space where people meet indie music."  
- Three Founders of Common Room Records*

## The Story Began with Three Buskers

The story began in a Sunday morning at Bourke Street, Melbourne when three random people started an amazing jam session and has taken internet by storm. These three random people are buskers from cities of totally different vibes, Melbourne, Hong Kong and Tokyo. They each have unique taste in music, yet they share the same desire in busking and eventually came up an idea of creating a common space for indie music lovers and musicians. That is the idea of Common Room Records.

Common Room Records is a music startup which solely focus on indie music scene. It is an indie music label and distributor. More than that, it creates the mobile app, Three Buskers providing indie music updates, street performance schedules, music recommendations based on prior searching habits and online records shopping experience. Common Room Records is also an event promoter connecting local music venues and indie musicians across the cities.

So yes, Common Room Records wears many hats but all for one goal in creating a common space where people meet indie music.



- **Independen**
- **Bold**
- **Hip**

- **Common Room**
- **White Space**
- **No Monday**

Before Common Room Records was established, Three Buskers, the mobile music app created by the same founders, already has an amazing community. The three proposed naming options were put on Three Buskers and voted by the community. “Common Room” got the majority of votes and the founders eventually landed on the name “Common Room Records”.





HISTORICAL REFERENCE



HISTORICAL REFERENCE



Typeface Skeleton

COMMON ROOM

COMMON ROOM

COMMON ROOM

COMMON ROOM

COMMON ROOM

COMMON ROOM

Helvetica

Futura

Alternate Gothic

Didot

Baskerville

American Typewriter

Typeface Variation

COMMON ROOM

COMMON ROOM

COMMON ROOM

common room

CommonRoom

Commonroom

Type Exploration

COMMON ROOM.records

COMMON ROOM~records

COMMON ROOM : records

COMMON ROOM○ RECORDS

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Development

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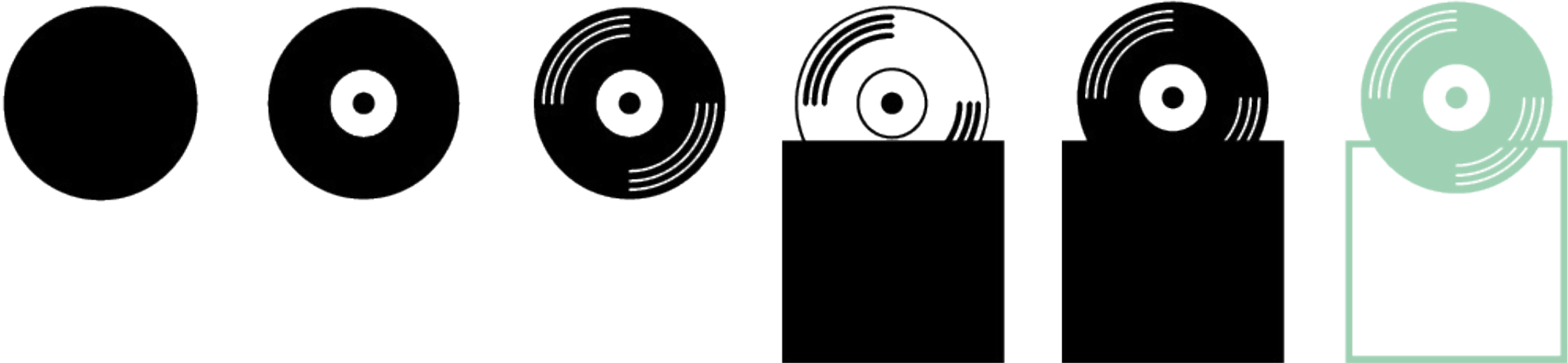
COMMON  
ROOM  
• RECORDS •

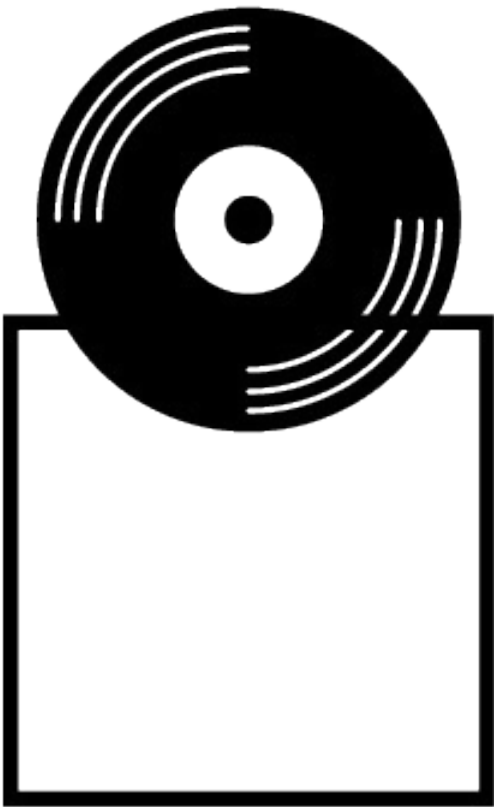
COMMON  
ROOM  
• RECORDS •

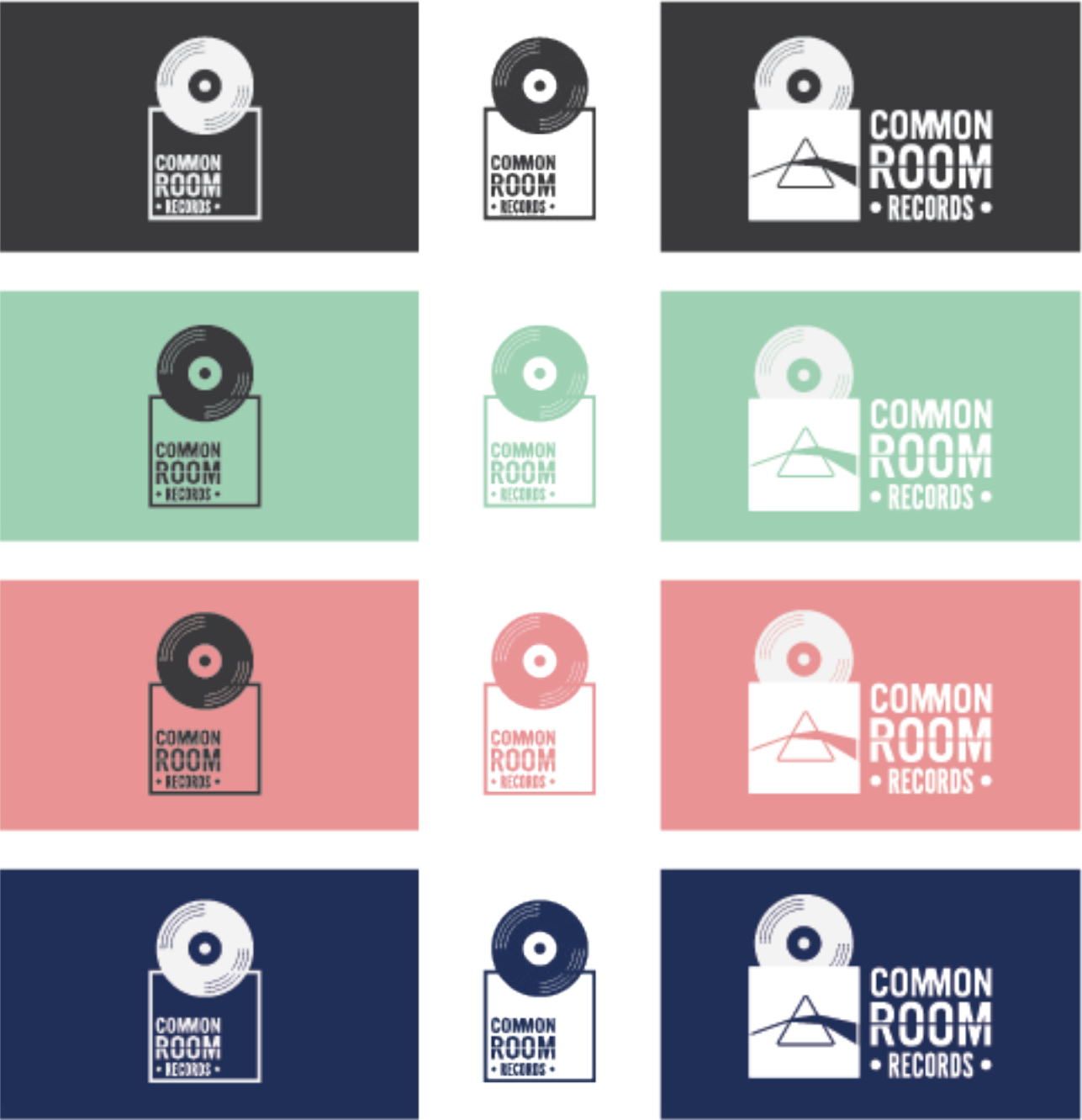
COMMON  
ROOM  
• RECORDS •



**COMMON  
ROOM  
ROOM  
• RECORDS •**









Secondary Typeface

PEOPLE MEET INDIE MUSIC  
PEOPLE MEET INDIE MUSIC  
PEOPLE MEET INDIE MUSIC  
PEOPLE MEET INDIE MUSIC

ParalucenStencil, Medium

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Helvetica Neue, Regular

Helvetica Neue, Thin

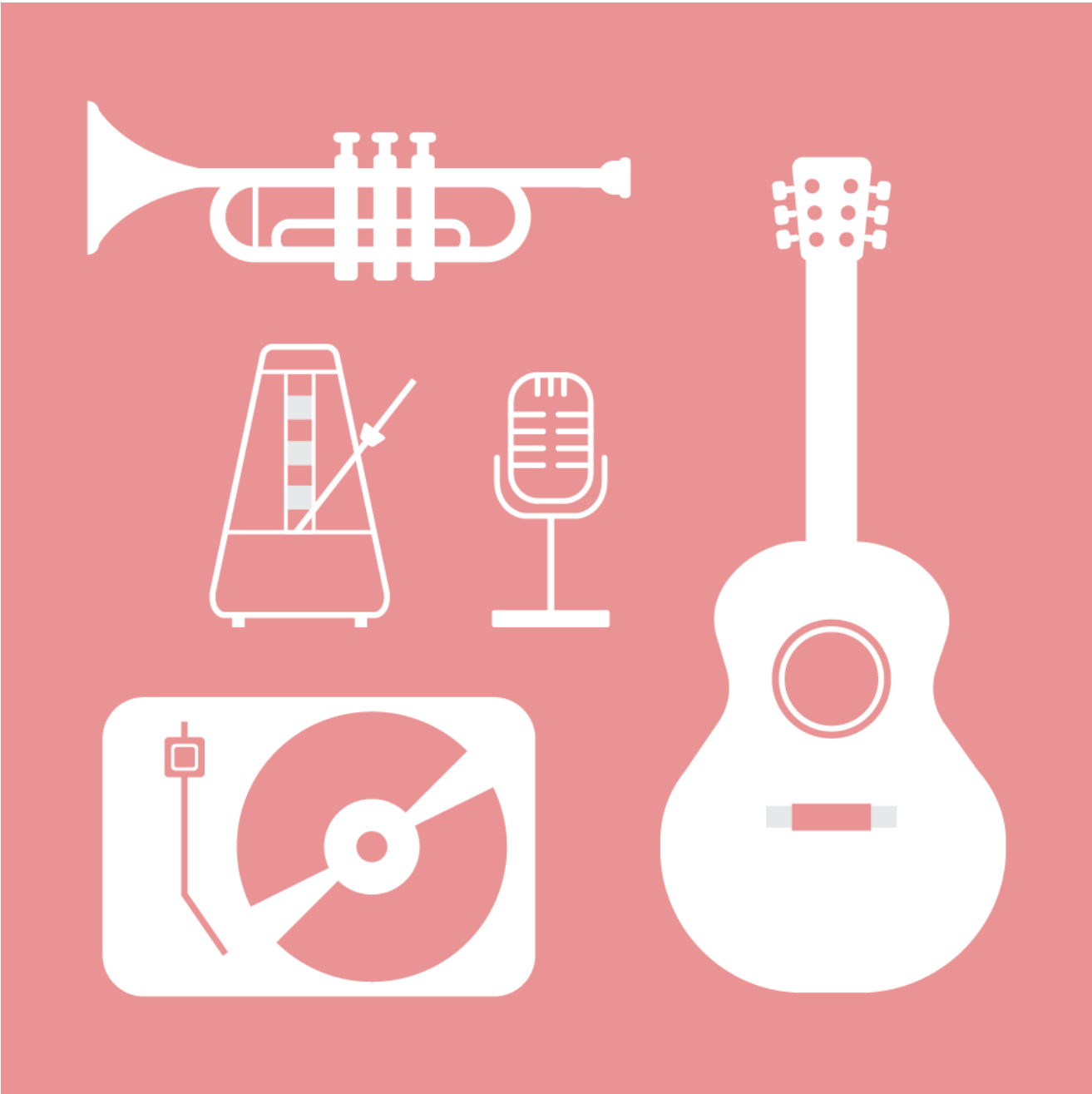
Sample

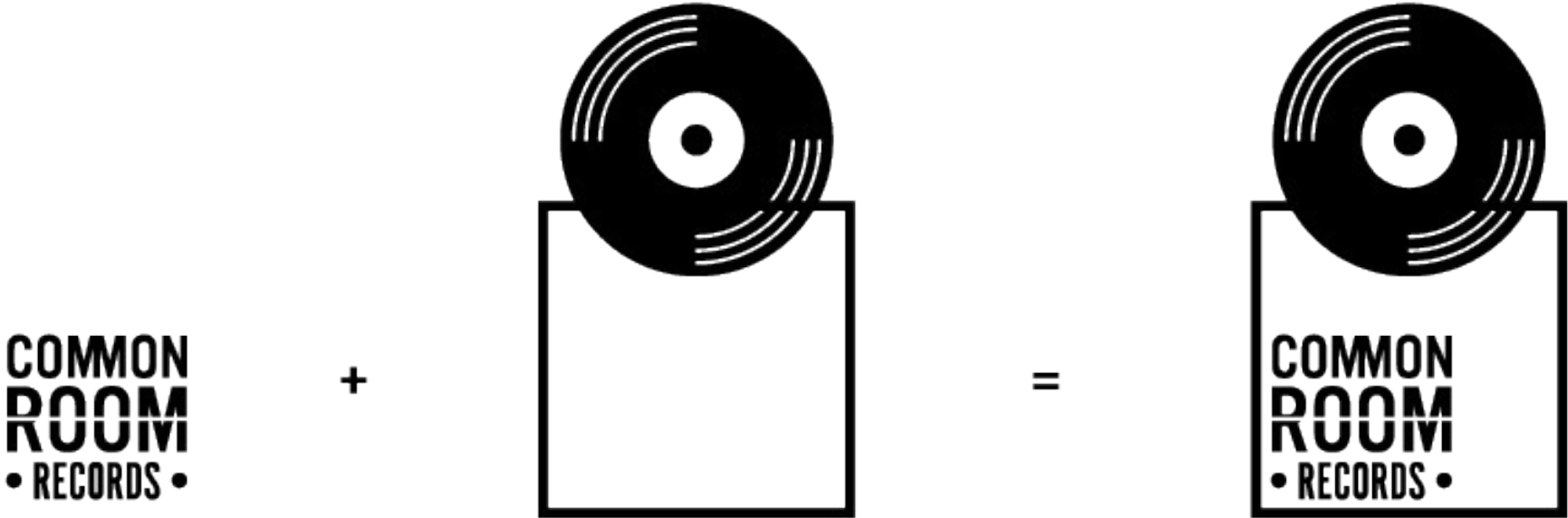


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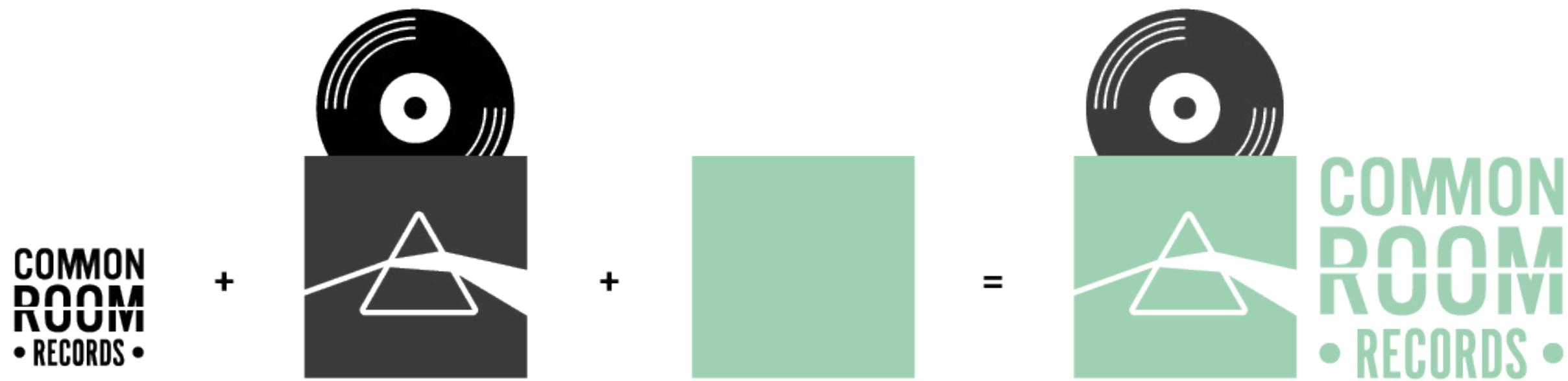
A COMMON PLACE  
WHERE PEOPLE MEET  
INDIE MUSIC

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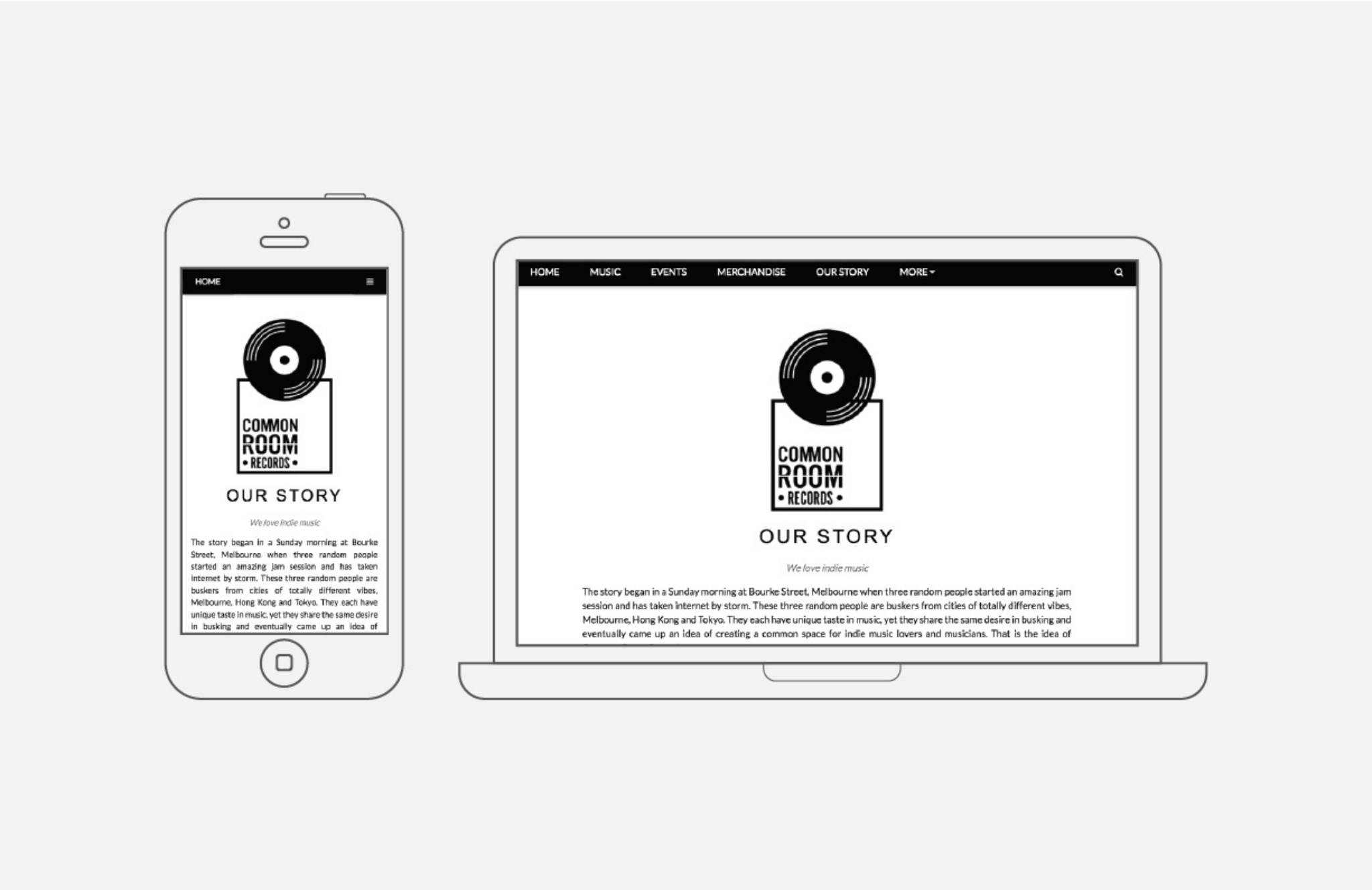
The logotype and logo are scalable and can be used individually or combined in customized composition depending on purpose and usage.



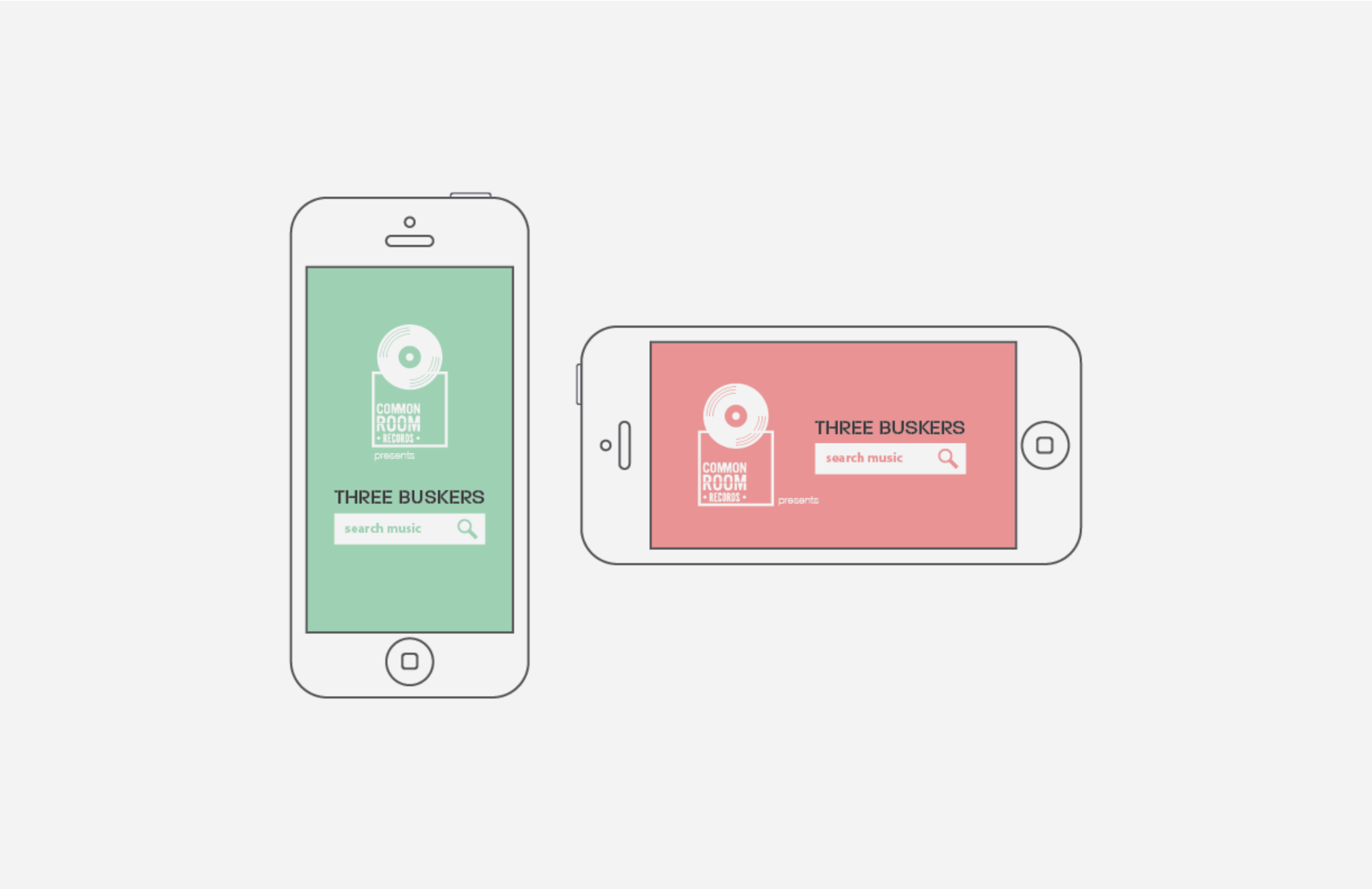
Valuable customers will be able to design their favourite album cover, choose their favourite brand color and combine with the logo and logotype to the mobile app. All users of the mobile app will be able to shop the personalized merchandise of the customized design, such as T-shirts, mugs and tote bags.



Website



Mobile App



Ticketing

The image displays two horizontal ticket designs for Common Room Records. The top ticket is for a 'JAZZ NIGHT' event on Feb 2, 2017, at J Studio, Tokyo. It features the Common Room Records logo on the left, which includes a vinyl record icon and the text 'COMMON ROOM RECORDS presents'. The event details are listed in the center: '2 FEB 2017 9PM', 'BILLIE AND JEAN JAM SESSION', 'PREMIUM TICKET', and 'NO SEATING'. The words 'JAZZ NIGHT' are prominently displayed on the right in a large, bold, sans-serif font. The bottom ticket is a dark blue rectangle with a white section on the right. It features a large vinyl record icon on the left, a QR code in the center, and the Common Room Records logo on the right, which includes the text 'COMMON ROOM RECORDS' and a small vinyl record icon.

T-shirts





