

RIT GAME SYMPHONY ORCHESTRA BRANDING

designer Nicole Lopez

client RIT Game Symphony Orchestra Club

timespan Fall 2017

the context

RIT Game Symphony Orchestra (RIT GSO) is a student-run orchestra club at Rochester Institute of Technology that is exclusively dedicated to playing different genres of video game music for people in Rochester, NY.



the problem

As a newly created club in the Fall semester of 2017, RIT Game Symphony Orchestra club had practically non-existent branding that consisted of a poorly-constructed logo made of an 8-bit Mario head pasted onto a pixelated cartoon drawing of an orchestra conductor. Suffice to say, this club required a serious makeover.

the solution

Create a new branding identity for RIT GSO that is simple, modern, and memorable so that we will have a more uniform look and people will recognize our club more easily.

competitive research

I began by viewing the logos of other pre-existing Game Symphony Orchestra groups in order to gain inspiration while also learning what has already been created.



Baltimore Gamer
Symphony
Orchestra



Des Moines
Gamer
Symphony
Orchestra



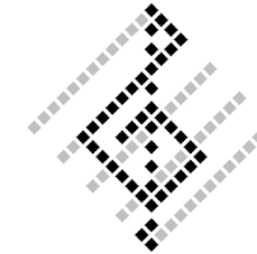
Game Music
Ensemble
at UCLA



Gamer Symphony
Orchestra
at the University
of Maryland



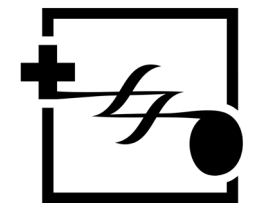
Ithaca College
Gamer
Symphony
Orchestra



Montclair Gamer
Symphony
Orchestra



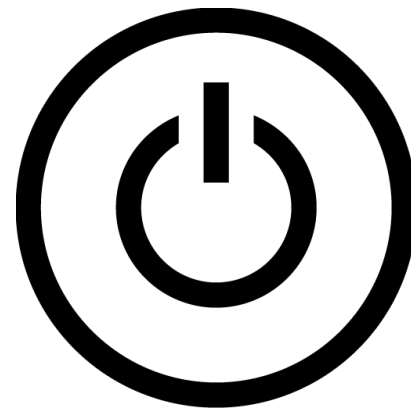
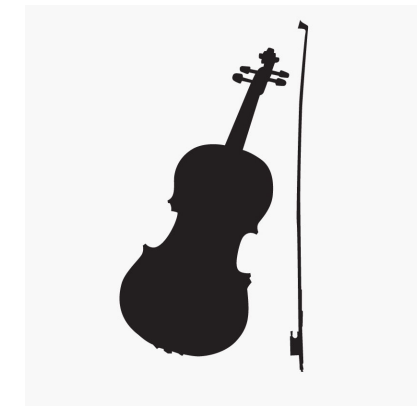
Norwalk Gamer
Symphony
Orchestra



Washington
Metropolitan
Gamer Symphony
Orchestra

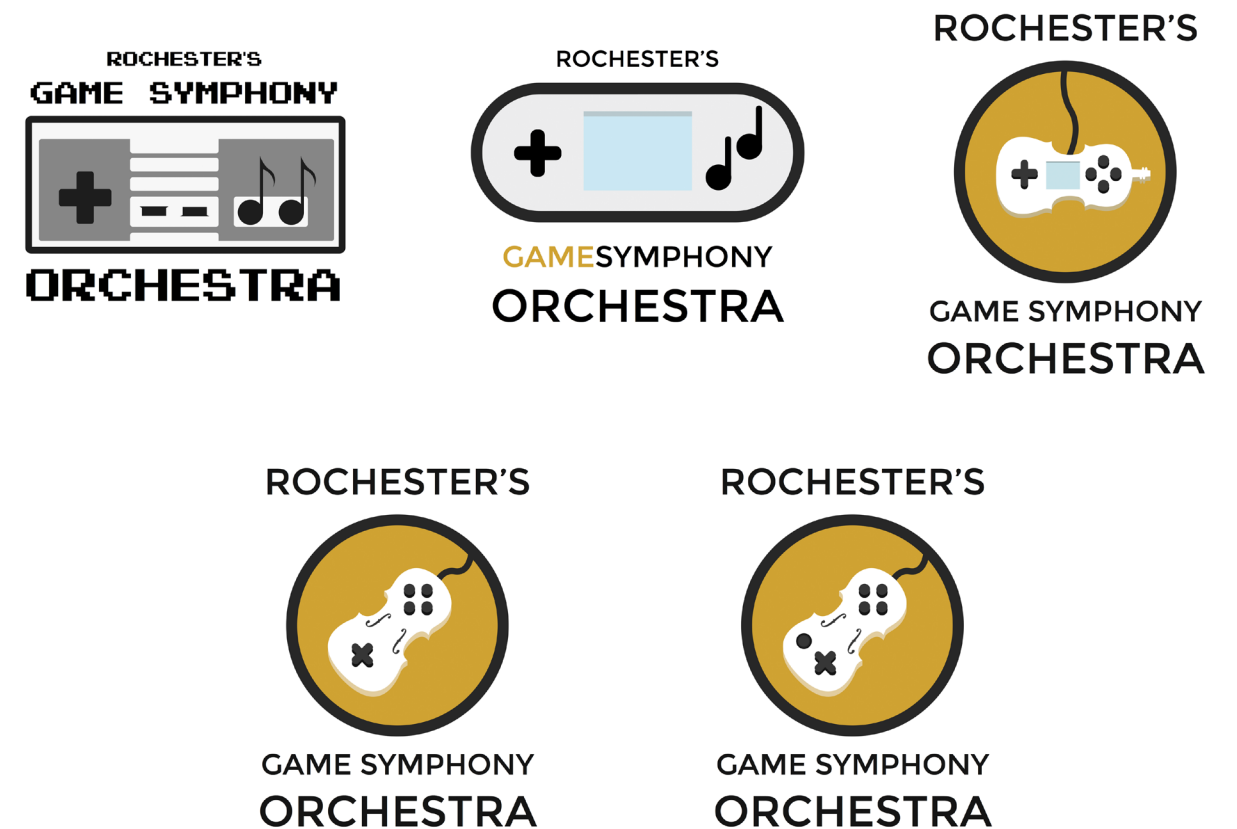
inspiration

After pondering what seemed to signify “music” and “gaming”, I put together a couple of objects / symbols that I could reference to create a “video game music” logo. These are the final images that inspired me.



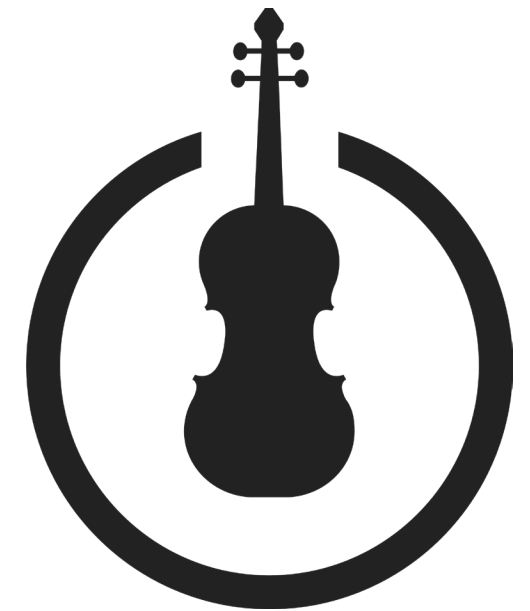
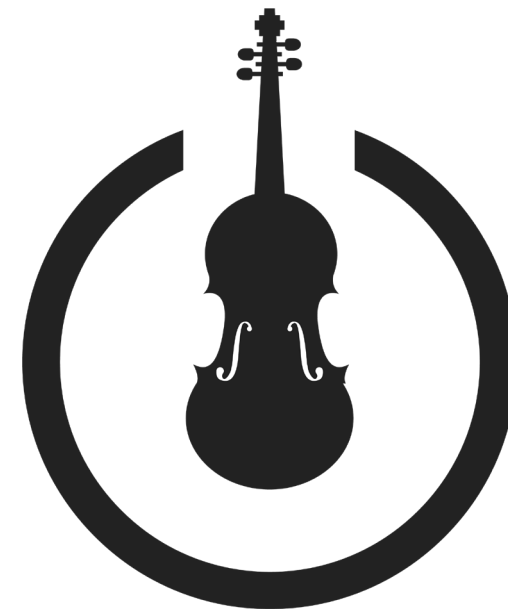
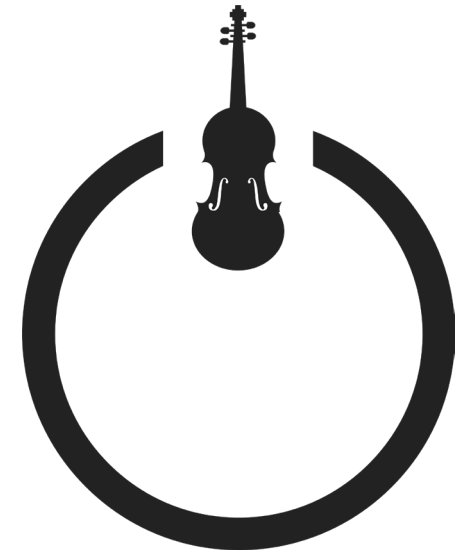
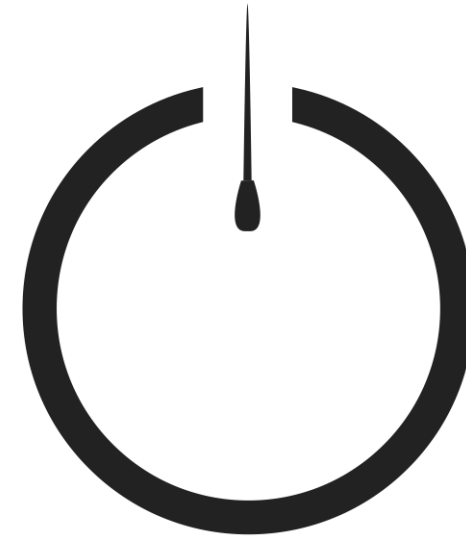
logo iterations

I started playing around with an idea of a second logo that had been previously created for the club, and it expanded into more of a violin controller. However, all of these ideas were scrapped after being declined by the founders of the club.



more logo iterations

It took me some time as I struggled for new ideas, but as I turned on my TV to take my mind off of things, there it was: the power button symbol. I substituted the line for a conductor's baton before replacing it with the violin, a more easily recognizable orchestral instrument, and after a couple more tweaks here and there, it was done!



typeface & color

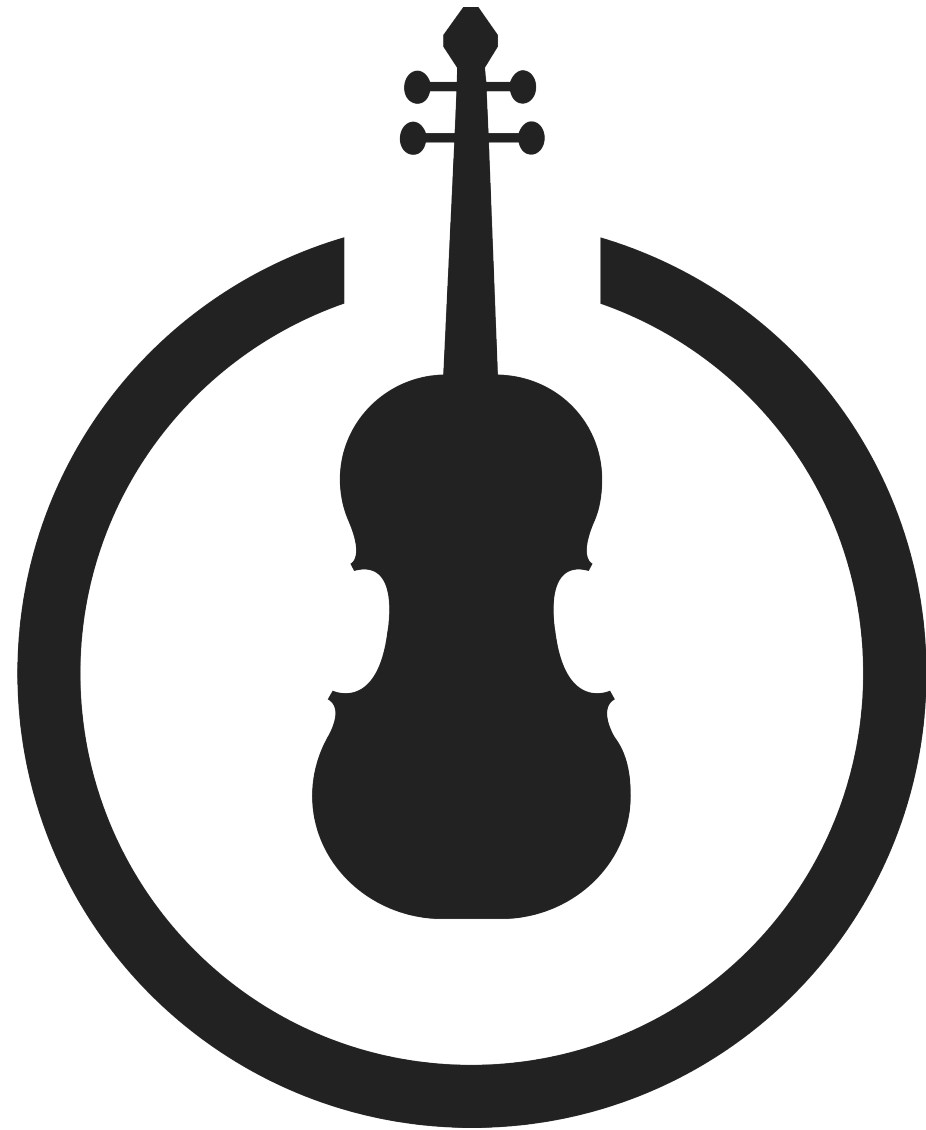
I knew I wanted a clean sans-serif typeface, and Montserrat has a nice full design. As for our official colors, I chose white, an off-black, and an almost electric purple as the accent color to give the club a fresh new feel.

Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
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logo



**RIT GAME
SYMPHONY
ORCHESTRA**

business card




poster



program
spring '19





RIT GAME SYMPHONY
ORCHESTRA

RIT Game Symphony Orchestra was created during the Spring of 2015 by Dean Nguyen and Justin Levine. We are a student-run orchestra dedicated to playing different genres of video game music for students, families, and children here in Rochester, NY. Our group was created not only to share the love of an upcoming popular medium in music, but also to create a community where students can play and enjoy the music they love and listen to.

We officially began our first rehearsals during the Fall semester of 2017 with around 30 members and have grown to around 70 current members after just one year, and we hope to continue growing as time goes on.

BOARD OF EXECUTIVES

President	Grace Fiacco
Vice President	Ryan Volz
Conductor	Dean Nguyen
Secretary	Evan Capella
Public Relations	Nicole Lopez
Treasurer	Kaitlyn Tran
Librarian	David Sylvester
Assistant Librarian	Joseph Hong
Brass Section Lead	Erik Olafson
Percussion Section Lead	Ben Donahue
Strings Section Lead	Allan Sun
Woodwinds Section Lead	Dillon Chan

ORCHESTRA

FLUTE

Miranda Auriemma
Amber Cong
Teresa Kugler
Alan Xiao

OBOE

Liam Wack

CLARINET

Nicholas Boyle
Dillon Chan

BASS CLARINET

Nat Deis

BASSOON

Sarah Limberger
Bryan Kikugawa

ALTO SAX

Matthew Dellaneve
David Patch
Ryan Volz

BARITONE SAX

Erik Olafson

FRENCH HORN

John Hayes

TRUMPET

Andrew Ayvazov
James Carney
Andrew England
Joseph Hong
Bobby Levin
David Lin
Michael Pagliaro
Rahul Shah
Cail Umbaugh

TROMBONE

Ethan Davison
Jason Rakowsky

EUPHONIUM

Brian Horch

PERCUSSION

Tim Coon
Ben Donahue
Calise Jin
Ny Spencer
David Sylvester
Nathan Terrell

PIANO

Ian Davis
Brendon Dong

VIOLIN I

Aida Hajdarpasic
Eddie Locke
Sarah Ortiz
Eli Rabadi

VIOLIN II

Robert Barlow
Peter Chesarek
Barb Furan
Alex Haubert

VIOLA

Neil Clark
Devika Parihar
Allan Sun
Kaitlyn Tran
Renee Veit
Aidan Wood
Emily Zeh

CELLO

Amelia Barlow
Owen Barlak
Grace Fiacco
John McCormick

CONTRABASS

Evan Capella
Ryan Kavanagh

SOPRANO VOICE

Maire Tehan

ALTO VOICE

Liliana Klein
Nicole Lopez
Aleea Wrightsone

TENOR VOICE

Hunter Steele

BASS VOICE

Kengar Dongastron
Jonathan Lutzer
Brett Peters
Jacob Was
Ben Wetzell