

RIT GAME SYMPHONY ORCHESTRA CLUB BRANDING

Nicole Lopez

PROBLEM STATEMENT

As a new club in the Fall semester of 2017, the RIT Game Symphony Orchestra club (RIT GSO) needed a complete overhaul on its practically non-existent branding. There was a logo of an 8-bit Mario head pasted onto a pixelated cartoon of an orchestra conductor, and that was about it. This club required a serious makeover.

PROJECT GOALS

Create a branding identity that is simple, modern, and memorable for RIT's Game Symphony Orchestra student-run club. This includes a logo, business cards, and a standard club information poster.

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COMPETITIVE RESEARCH



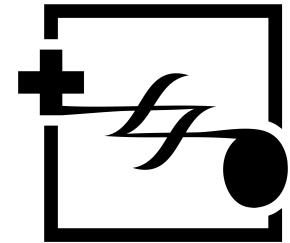
Gamer Symphony Orchestra
at the University of Maryland



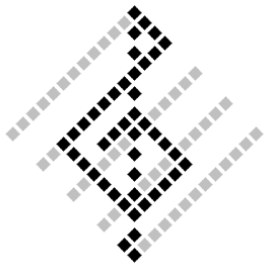
Baltimore Gamer
Symphony Orchestra



Norwalk Gamer
Symphony Orchestra



WASHINGTON METROPOLITAN
Gamer Symphony Orchestra
Washington Metropolitan
Gamer Symphony Orchestra



Montclair Gamer
Symphony Orchestra

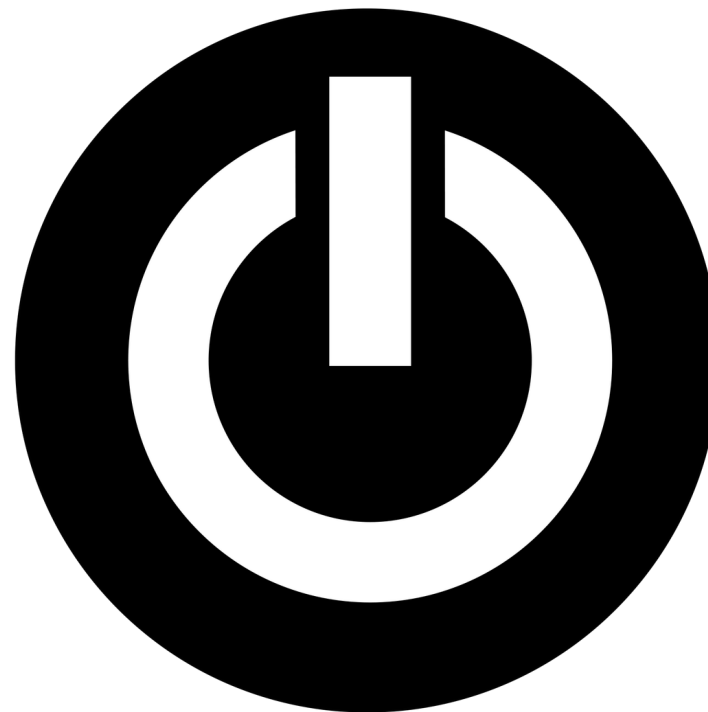
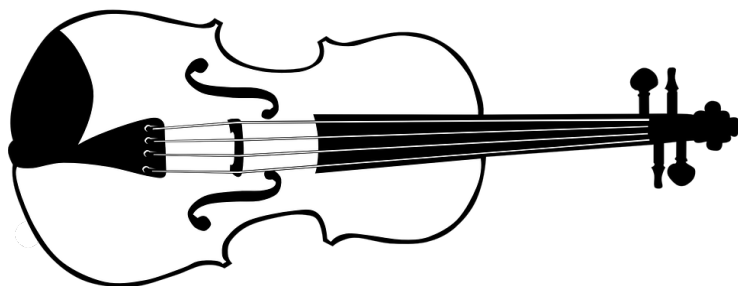


Ithaca College Gamer
Symphony Orchestra



Game Music Ensemble
at UCLA

INSPIRATION



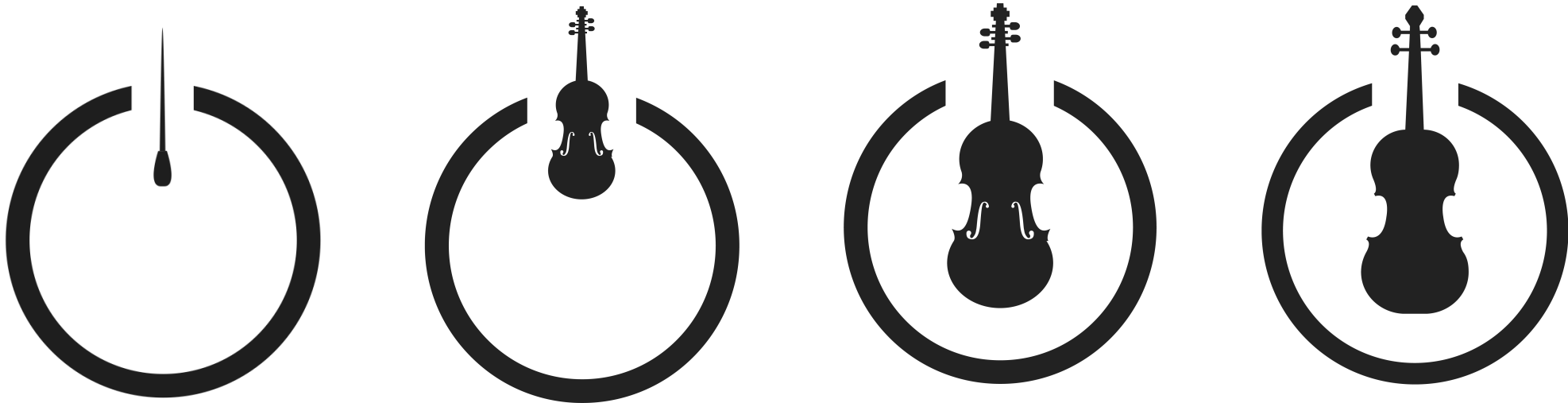
ITERATIONS

For the logo, I began playing around with a second logo that had been previously created as well as the idea of a video game violin controller and created a couple of variations. However, all of these ideas were scrapped after receiving a "no" from the founders of the club.



ITERATIONS

After struggling for new ideas, I turned on my TV and noticed the power button symbol. I substituted a conductor's baton for the line in the power circle before replacing it with a more easily recognizable orchestral instrument: the violin. Finally, I made the violin larger and further simplified it.



ITERATIONS

For the typeface, I chose Montserrat because of its full, clean design. As for the the color palette, I chose white, off-black, and also an almost electric purple as the accent color to give the club a fresh new look.

16 Montserrat
24 Montserrat
36 Montserrat
48 Montserrat
60 Montserrat
72 Montserrat
100 Montserrat



#ffffff

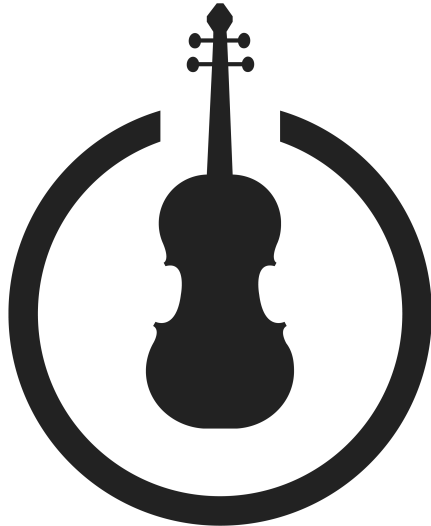
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FINAL PRODUCT



RIT GAME SYMPHONY ORCHESTRA

