


Branding Project Media

 Team Charter

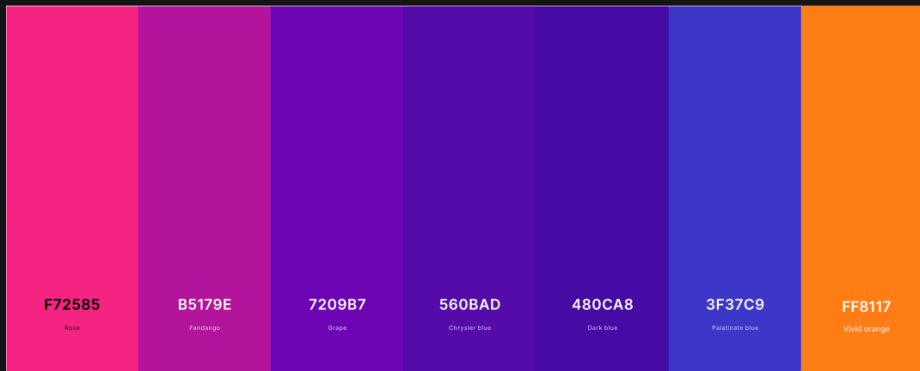
 Project Plan

 Client Research

 Dana Notes Presentation

 FeedPulse

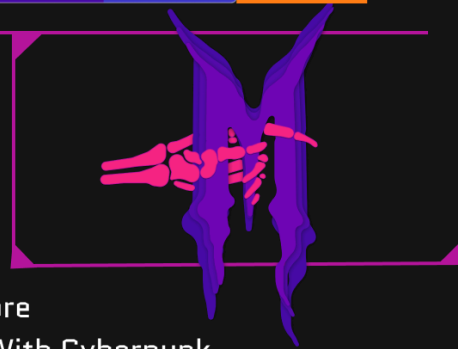
 Deliverables



"Quantico" font

Regular ABC **Bold ABC**

Italic ABC ***Bold Italic ABC***



Morphienn Creates Horror-Infused, Glitch-Core Soundscapes That Blend Unsettling Techno With Cyberpunk Energy. Her Music Drags You Into A Digital Void Of Distortion, Chaos, And Raw Industrial Pulse

"Cyberway Riders" Accent Font

Regular ABC

Morphienn Creates Horror-Infused, Glitch-Core Soundscapes That Blend Unsettling Techno With Cyberpunk Energy. Her Music Drags You Into A Digital Void Of Distortion, Chaos, And Raw Industrial Pulse



Team Charter

Team Members

Yana:

- **Strengths:** Front-end development, documentation, dependability, communication
- **Weaknesses:** Punctuality, procrastination

Krisi:

- **Strengths:** Front-end, design
- **Weaknesses:** Time management, back-end

Kate:

- **Strengths:** Front-end, design, timely submissions
- **Weaknesses:** Back-end

Stefi:

- **Strengths:** Organization, documentation, design, front-end
- **Weaknesses:** Translating complex elements into code, back-end

Xianthe:

- **Strengths:**
- **Weaknesses:**

Monica:

- **Strengths:**
- **Weaknesses:**

Core Values

What do we prioritize?

- We are committed to high-quality work, maintaining discipline, professionalism, and ambition.
- We uphold mutual respect among team members.
- We support and advocate for women, always acting with good intentions.

Group Norms

All documentation is maintained in Notion, ensuring every team member has constant access for editing and downloading. Tasks are managed in Todoist. Code merging is handled through Git. Communication is conducted via Instagram.

1. **Response Time** – Team members must reply to all forms of communication within 12 hours unless they have a valid reason (e.g., illness).
2. **Attendance** – Participation in all Status Update meetings is expected unless a valid reason is provided (e.g., illness). If a member is absent, the meeting may be rescheduled, or a summary will be provided.
3. **Deadlines** – Tasks must be submitted on time unless an acceptable reason prevents it. If a task cannot be completed, another member may assist, or the task may be reassigned with mutual agreement.
4. **Receiving Feedback** – Accept and reflect on feedback constructively, without defensiveness, to foster growth

Roles

- **Stefania Melyova** – Project Manager
- **Kristiyana Petrova** – User Researcher
- **Yana Spasova** – Web Designer
- **Katerina Borisova** – Web Designer
- **Xianthe Muller** – Web Designer
- **Monica Looijen** – Web Designer

Standards of quality

- Clear and effective communication
- Meeting deadlines consistently
- Taking ownership of responsibilities

Sample Agreement (Rules)

1. **Group Project Working Hours:** Monday - Friday, 9:00 AM - 5:00 PM.
2. **Response Time:** Team members must respond to communications within 12 hours unless a valid reason prevents them.
3. **Attendance:** Participation in all classes is required unless a valid reason (e.g., illness) is provided. If a team member cannot attend, they must inform others and ensure their workload is covered.
4. **Deadlines:** Tasks must be completed on time unless a valid reason prevents it. If a task cannot be finished, another team member may assist, or it will be reassigned with collective agreement.
5. **Behavior:** All members must maintain respect and inclusivity. English is the required language for group chats, meetings, and discussions.
6. **Feedback:** Feedback should be constructive, covering:
 - Strengths and successes
 - Areas for improvement
 - Specific suggestions for enhancement
7. **Development:** Each member is responsible for their Git branch. No one should modify another member's code without discussion. Suggestions should be communicated to the responsible person.
8. **Design:** All design decisions should be agreed upon respectfully. Members should not alter another's design but should create a separate frame for proposed changes.
9. **AI Usage:** AI should only be used when necessary, with team and teacher approval, and with full understanding of its output.

If a member violates these rules more than twice, on the third occurrence, they will be removed from the group and must face the consequences.

Project Plan

1. Project Definition

1.1 Client:

1.2 Team :

- **Position: Project Manager**

Description: Oversees the entire project, assigns tasks, manages timelines, keeps the project aligned with its goals, and ensures team communication.

Contact person: Yana Spasova

email: i546322@fontysict.nl

phone number: +31 6 25 13 1933

- **Position: Web Designer**

Description: Focuses on the website's visual layout (the tool Figma), user interface, and aesthetic aspects, ensuring that the design offers a good user experience

Contact person: Kristiyana Petrova

email: chrissi090605@gmail.com

phone number: +359 878416610

- **Position: Web Designer**

Description: Focuses on the website's visual layout (the tool Figma), user interface, and aesthetic aspects, ensuring that the design offers a good user experience

Contact person: Stefania Melyova

email: stefania.melyova@gmail.com

phone number: +359885738855

- **Position: Web Developer**

Description: Responsible for coding and implementing

the website's functionality. They work on the backend and frontend to make the site interactive, responsive, and functional

Contact person: Katerina Borisova

email: katerina.borisova294@gmail.com

phone number: +359876238202

- **Position: Web Developer**

Description: Responsible for coding and implementing the website's functionality. They work on the backend and frontend to make the site interactive, responsive, and functional

Contact person: Maks Mistewicz

email: mistewicz.maks@gmail.com

phone number: +48695457944

1.3 Current situation

1.4 Problem description

1.5 Project Goal

1.6 Deliverables

- **Working and aesthetically pleasing website**
- **Technical Requirements Document** - A detailed outline of the project's technical specifications, including project plan, team charter, MoSCoW prioritization.
- **Discord server that allows women to connect directly** - due to no backend requirements, we found an alternative while using third-party software to accomplish our idea.
- **Development Environment Setup** - A fully configured development environment in our case - GitLab.
- **Frontend Prototypes and Wireframes** - High-fidelity prototypes and wireframes focusing on the structure, user interface, and user experience flow, ensuring the design is intuitive and ready for development.
- **Frontend Development** - Complete development of frontend pages using HTML, CSS based on finalized wireframes.
- **User research** - conducting user research to determine our target audience and further create user personas. According to the DOT Framework, we will use interviews and surveys as form of research.

1.7 Non-deliverables

- **Mobile App Development** - Separate development for native or hybrid mobile applications, as this would be outside the initial web-based scope.
- **Custom Content Moderation Tools** - Any advanced tools for content moderation, like automated spam detection or AI-based content review systems.
- **Post-launch Maintenance** - Any maintenance work, such as patching, upgrading libraries, or fixing bugs after the project is completed.
- **Advanced Security Audits** - A full-scale penetration testing or advanced security audit, beyond basic best-practice security setups.
- **Custom Content Moderation Tools** - Any advanced tools for content moderation, like automated spam detection or AI-based content review systems.

1.8 Constraints

- **Time:** The project should be developed within the strict deadline of 4weeks.
- **Technology:** The solution should be developed using innovative and updated web technologies.
- **Content Relevance and Quality:** Content must be consistently relevant, high-quality, and aligned with the interests and needs of women in the tech industry. All articles, blogs, and interviews should meet editorial guidelines and undergo thorough review before publication.

1.9 Risk Assessment

- **Risk 1: Technical issues** - Problems in implementing certain features like frontend functionality or responsiveness
 - Probability: Low
 - Impact: High
 - How to prevent the risk? - Conduct technical feasibility studies before development. Regularly review technical progress. Do research in advance for topics that seem hard.
 - What if it occurs? - Focus on alternative solutions. Simplify functionality if a solution cannot be found. Ask a team member for help.
 - How to minimize the effect? - Allocate extra time for debugging. Seek advice from teachers or classmates.
- **Risk 2: Team Member Unavailability** - Team members become unavailable due to unforeseen circumstances.
 - Probability: Low
 - Impact: High
 - How to prevent the risk? - Maintain detailed documentation of tasks. Define each other's availability.
 - What if it occurs? - The absent team member should inform the group of their absence. Redistribute tasks to present members.
 - How to minimize the effect? - Seek for help from teachers or classmates. Redistribute tasks evenly between present team members.
- **Risk 3: Failure to Meet Deadlines** - Falling behind schedule due to underestimated time for tasks.
 - Probability: Low
 - Impact: High
 - How to prevent the risk? - Have weekly progress reviews. Set realistic timelines for each phase. Have status updates from each team member.
 - What if it occurs? - Re-Prioritize remaining tasks. Seek help from teachers and classmates.

- How to minimize the effect? - Redistribute tasks to more team members for better efficiency.
- **Risk 4: Testing Issues** - Usability or accessibility testing identifies major flaws late in development.
 - Probability: Medium
 - Impact: High
 - How to prevent the risk? - Begin testing in early development stages. Each team member, responsible for their Git Branch should upload only tested and working code. As agreed before, team members will not “fix” or “debug” another team members code, to avoid merge conflicts or additional bug occurring.
 - What if it occurs? - The team member who is responsible for the problematic branch is also responsible to fix it.
 - How to minimize the effect? - Allocate additional time for fixes. Allocate additional time for merging. Go back to previous versions of the code, if necessary.

2. Phasing

Phase 1: Research, Project Planning, and Team Charter (Weeks 1–4)

- **Objective:** Establish a strong foundation with clear objectives, roles, and initial insights from target users.
- **Key Tasks:**
 - **Project Plan & Team Charter:** Develop a detailed project plan outlining objectives, timeline, deliverables, and create a team charter defining roles and responsibilities.
 - **Surveys and Interviews:** Conduct surveys and interviews with students and teachers to understand the needs of women in tech and inform the website's content.
 - **Audience Analysis:** Analyze survey results to identify key topics and content ideas, like mentorship, career resources, and industry insights.

Phase 2: Concept Development, Content Creation, and Prototyping (Weeks 5–13)

- **Objective:** Create the website's visual and content foundation and build a working prototype ready for concept presentation.
- **Key Tasks:**
 - **Branding & Visual Design:** Develop the website's color scheme, typography, mood board and logo to create a cohesive visual identity.
 - **Wireframes & Prototyping:** Design basic wireframes and create a low-fidelity prototype to outline layout and navigation.
 - **Feedback Collection:** Gather initial feedback on the branding and content from peers and mentors.
 - **Concept Presentation Preparation (Week 14):** Prepare the project plan, team charter, and prototype for a mid-project presentation to showcase progress and gather feedback.

Phase 3: Development and Testing (Weeks 14–16)

- **Objective:** Build a functional website and conduct thorough testing for usability and accessibility.
 - **Key Tasks:**
 - **Development:** Develop the website's layout and interactivity using HTML, CSS, and JavaScript.
 - **Testing & Adjustments:** Conduct usability and accessibility tests with students and teachers to ensure the website is user-friendly.
 - **Content & Feature Refinements:** Make final adjustments based on testing feedback, refining content and design for a polished, functional site.
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Phase 4: Final Adjustments and Presentation (Week 17)

- **Objective:** Finalize the website and prepare a comprehensive presentation of the project.
- **Key Tasks:**
 - **Bug Fixes and Quality Assurance:** Address any remaining bugs, finalize content, and ensure all design elements are cohesive.
 - **Presentation Preparation:** Develop the final presentation, summarizing the project plan, team charter, research findings, and showcasing the final website.
 - **Final Presentation (Week 18):** Present the completed project, explaining the phases and how the website meets the goal of supporting women in tech.

3.Methodology

A lightweight agile methodology will be followed: Progress will be reviewed every week to adapt to any given feedback from the teachers. That will ensure the quality of our work and that the project is on track.

4.Target Audience:

Client Research

Oscar Wouterse

- dropped out of Fontys, studied ICT & Software Engineering
- graduated at Summa with media design, computer software and media application
- coordinator of AutiRoze and uses extensive knowledge of autism and organizational skills to create a educational place for monthly meetings
- organizes meetings for Deaf and hard of hearing LHBTI+

▷ Languages: **Dutch (Native), English (Full professional proficiency), Dutch sign language (basic skills)**

Dana Pronzeleva

- Music Producer
- Singer-Songwriter
- 3D Designer
- blends storytelling with sound
- photography minor
- artist
- studying audio engineering and audio mixing

▷ Languages: **Dutch, English, Russian, Ukrainian**

- what she likes - the colors purple, white, black and orange. Her favorite animal is her cat and a gerbil, red apples, she likes tech wear, intp-a, gaming, favorite league champions - Akali, Diana, Ahri, Lux, Xayah/Jinx, food - sushi, cosplay, fashion, music- raves/techno, drawing,

Dana Notes Presentation

- final presentation will be held in Tilburg for students working with Dana
- Morphine branding name
- genre- dark cinematic, experimental
- her new music represents her more

- Branding Themes
 - Mysterious
 - Dark
 - Dystopian
 - Off-Grid
 - Game-Character
 - Unsettling
 - Horror

- Inspirations
 - purple
 - horror/ gore core
 - cyberpunk
 - technocore (glitch)
 - hologram visuals (she is doing a hologram making minor she is taking right now)

Project Ideas

- visual horror novel
- editing effects / presets
- custom font & Logo
- custom website (game vibe) with songs

Music:

- unsettling
- Cyberpunk/

visual novel meaning a game like website

FeedPulse

Checkpoint 1:

Presented:

- RockAcademie Client Student Brand Identity + Mood Board curated from Pinterest
- Oscar Wouterse Brand Identities (2 options: Minimalistic and Luxury-Oriented) + Mood Board Collage

What We Learned:

For Both:

- Avoid using Lorem Ipsum, as it confuses the client. Instead, use relevant text that aligns with the client's brand to help them visualize the font effectively
- Utilize mockups that resonate with the client's industry (e.g., a CD album mockup for a musician)
- Maintain our role as experts—guide the client rather than allowing them to dictate the website design entirely. Our expertise should shape the final product rather than simply incorporating every client request

For RockAcademie:

- Refine and reduce the number of colours in the client's palette for a more cohesive presentation
- Create a custom visual collage for the vision/mood board rather than relying solely on a Pinterest board

For Oscar Wouterse:

- Engage in a discussion with the client to clarify their preferred design style

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overall feedback:

for inspiration for the branding- basedesign.com and pentagram

-to go with dana because we can experiment more and challenge ourself more

about dana:

make her experiment with a glue for e.g. to see what font she likes

make a list of rules for her video- like aesthetic, colors, editing and say what we like/ how we want it to be then let her make it

herself

research the community of her career path??

use a ps2 AI instagram filter to make her photos into animated charecter and test them

about oscar:

for accesability and readabiliy- black text

serif font is too fancy for that

- de stijl style - to use as an inspiration for the website
- rafael nosgarde- internet artist- minalistic and colorful but finding a balance
- ignore feedback
- experiment with the fonts - yana's glasses- use for interactive prototypes
- the logo - the red part looks brocken, it should be overlapping
- look up if the font is usable for comercial

Checkpoint 2:

Presented:

- Branding for both clients

Overall Feedback

- It might be helpful to explore **basedesign.com** and **Pentagram** for branding inspiration.
- Focusing on **Dana's project** could be a great opportunity to experiment more and challenge ourselves creatively.

Dana's Branding:

- Encouraging her to experiment with materials, like using glue, could help her explore different typography styles.
- Creating a list of **guidelines** for her video—such as aesthetic direction, color palette, and editing style—might help clarify our vision while still allowing her creative freedom.
- Researching the **community within her career path** could provide useful insights for aligning the branding with industry trends.
- It could be interesting to try a **PS2 AI Instagram filter** to transform her photos into animated character visuals and see how they fit with the brand.

Oscar's Branding

Website Design:

- Looking into **De Stijl** as an inspiration might help achieve a structured yet creative approach.

- Exploring the work of **Rafael Rozendaal** could offer ideas on balancing minimalism with vibrant colors.

Logo Adjustments:

- The red section appears a little **broken**—adjusting it to create an **overlapping effect** might improve the design.
- Checking whether the chosen font is **commercially usable** could be important.

Experimental Approach:

- Trying different fonts and considering **Yana's glasses** as inspiration for interactive prototypes could be useful for accessibility for visually impaired users .
- While feedback is valuable, it might be interesting to challenge certain conventions and push creative boundaries.

Checkpoint 3:

Presented:

- Our approach for conducting a target audience survey.

What we learned:

- Surveys are only valuable when they receive a substantial number of responses (e.g., 30 responses from random people may not provide meaningful insights for a specific target group)
- Interviews provide higher-quality data than surveys in some cases.
- Speaking with Dana (the client) could help us connect with a relevant interviewee from the target audience.
- Free access to industry data is available on [Statista.com](https://www.statista.com).

Presented:

- Various logo iterations for the client.

Key Takeaways:

- Incorporate subtle animations into the logo design.
- Avoid using strokes in frontend design.
- Ensure the design aligns with the client's color palette.
- Experiment with font choices that reflect the client's team identity.
- Reduce time spent on unnecessary details that won't be used in the final design.
- Begin with a rough, exploratory sketch before refining.
- Use sharper fonts that convey a sense of danger.
- For Krisi's logo featuring the morphine chemical formula, adjust the design so the text stands out more than the background formula.

Presented:

- logo iterations for client

What we Learned:

- use some animations for the logo
- do not use stroke for frontend design
- use her palette/ implement it
- play with her team in the fonts
- we are putting too much time in details we are not gonna use in the end
- start with a messier sketch
- use sharper fonts which tell a dangerous story
- for one of Krisi's logos (the one with the morphine chemical formula) make the text appear more than the background the (formula)

Checkpoint 4:

Presented:

- Logo iterations, including sharper variants based on previous feedback.
- Stylescape.
- Brand guide for Dana (artist name: Morphienn).
- Mockups.

Feedback:

Stylescape:

- Looks messy, lacks a cohesive vibe. Needs to visually express Dana's identity and emotions. Combine images more effectively to convey her unique brand.

Logos:

- **Yana's Logo:** Resembles M&Ms, but the idea of offering different logo types is good. The circular logo feels out of place—consider placing it on a purple background for better readability.
- **Katerina's Logo:** Background appears poorly removed from a distance. Try different versions with better resolution for improved readability.
- **Max's Logo:** Feels like a sports brand (e.g., basketball), too dark, and doesn't align with Dana's vibe. Looks overly familiar.

Brand Guide:

- Positive feedback on removing placeholder text.
- Use Photoshop mockup templates to experiment with logo placements and layouts.
- Needs to be more structured—less like a poster, more like a handbook. Should include personality elements like **Tone of Voice** and **Core Values**.

Color Palette:

- Two options presented;
- Dana selected her own—purple as the primary and orange as an accent.
- We decided to work with hers because it was fitting the ideas we already had for the purple - orange contrast

Additional Suggestions:

- Gather more feedback from people, especially students who play horror games.
- Experiment with mysterious fonts and mirror effects.
- Use **FlipHTML5** as inspiration for the brand guide.
- Clearly outline the steps leading to the final product, including problem-solving approaches.
- Prioritize finalizing the brand guide before focusing on mockups, which are scheduled for later.

Checkpoint 5:

Presented to Mr. Paul:

- **Client feedback on our branding presentation**
- **LinkedIn post with branding tips for companies**

What we learned:

- **Limit options** to avoid endless iterations and lack of direction.
- If the client is unsure about their expectations, **take the lead as the expert** and make decisions.
- Provide a **clear direction** rather than leaving everything open-ended.
- Base your recommendations on the **client's reference images**, then proceed with the assignment. Allow **minor tweaks**, but not fundamental changes.
- If interested in **video creation**, experiment and present a **sample video** to the client.
- Use **content strategy mockups** as a tool for both the client and personal career exploration in media.
- **Ask more questions upfront** to uncover the real problem—clients may misidentify their actual needs.
- For **Instagram mockups**, utilize **social media templates** to better visualize ideas.
- The **LinkedIn post was approved** by our teacher as relevant

Checkpoint 6:

presented:

- logo with which we were fighting with the client bc she doesnt know what she wants

notes:

- troubles with communication with client, she doesn't know what she wants
- creating the persona you should find her target audience
- you need to use the information for the persona
- find game design students and interview them, you will get the useful data
- chased the right target group
- look for your own benefit
- give her recommendations, come up with a reason
- try to validate the decisions
- better go to the game design students
- say your opinion to her
- give her what she wants, but we recommend this
- Found people for the interview who would have more similar interest to Dana- game developers/ game design students- this would be more useful
- recommending her to a certain way to go

Presented:

- Faced challenges with logo development due to the client's lack of clear direction.

Teacher's Feedback:

- Communication issues stem from the client's uncertainty.
- Define the target audience first to create an effective persona.
- Use persona research to guide design decisions.
- Ensure you are reaching the right audience.
- Provide well-justified recommendations.
- Validate choices with research and target audience feedback.
- Balance meeting client requests with offering professional guidance.
- Interviewing game developers and game design students could yield more relevant insights.
- Guide the client strategically based on data and research

Oscar Notes Presentation

- **target audience: individuals people who need it support**
- **logo, colors, style ideas**
- **plays videogames in his free time - Zelda (logo inspires me), Megaman (likes it, Its on my phone screen)**
- **likes simplisity**
- **discord server**
- **flat, clean designs**
- **dislecsy**
- **screen readers, sleek design**
- **red circle - logo, similar**
- **blue shapes, deep dark blue, shine**
- **combine orange**
- **prefers colourfull stuff**

Reflection:

First version

- luxury font (Serif) - I don't like
- I really like the logo

Second version:

- it's cool
- I like the main color
- accent color- too minty

Third version:

- without the orange
- hard to read?
- I don't want to mix the personal life with the It website
- glow portfolio
- accessability is really important
- user-friendly website for people with problems
- luxury design - it doesn't fit him
- blue color + dark blue
- doesn't like mint color and orange
- make contrast
- yellow and blue combination
- red yellow and blue - logo megamen
- lighter website

- the important one is clean design - user-friendly but with a few hints of colors
- simple shapes
- pastel colors not the bright ones
- between blue and orange the contrast is so low, thin
- contrast and clear lines
- a must to be able to be printed in black and white - logo
- bauhouse
- space between the letters
- comic sans - font
- ubuntu font - use it
- show examples what I can do - portfolio website
- i don't need to sell anything
- you can include minecraft server
- navigation bar - black

Dana questions

Core Values

1. What values guide you as a creator?
2. How do these values influence your work and creative decisions?
3. What kind of impact do you want to have on your audience or community?
4. Do you have any artistic or ethical limits you stick to?
5. How do your values translate into your creative projects or collaborations?

Priorities – Horror music for games vs. Rock/Metal Music

1. Between horror music for games and rock/metal music, which one is your biggest passion? Why?
2. Do you want to mix both in your future projects or keep them separate?
3. If you had to pick only one, which would it be?
4. How do these interests intersect in your creative work?
5. Are there any specific horror games or bands that have inspired you the most?

Interview questions

Brand Identity & Concept - stefi

1. How would you describe the **essence** of Morphienn's aesthetic in three words?
 2. How does the logo represent the aesthetic of Morphienn's music?
-
1. Which feelings these fonts contribute to the brand?
 - Punk - kawaii
 - Dark - Light
 - Creative - Minimalistic
 - Horror - kawaii
 - Punk - traditional
 - Bold - calm
-
1. What do you think the symbolism behind the **skeletal hand** in the logo?

Typography & Design Choices - krisi

Color Palette & Visual Style - krisi

1. What mood or emotion do these colors evoke in you?
2. How do you think these colors contribute to the **horror-infused glitch-core aesthetic**?

Brand Application & Use - kate

1. Where do you see this branding being used most effectively—merch, album covers, digital content, or live performances?

Future Evolution & Vision - kate

1. How do you see the Morphienn brand evolving over time?
 - Releasing music through digital platforms
 - Growing a strong online music community
 - Collaborating with other artists
2. If Morphienn had a **collaborative brand campaign**, what kind of brands or artists would be the perfect fit?
 - Expanding into new music genres
 - Focusing on live concerts and events

Deliverables

Stylescape (arranging items that already exist) no mockups; combination of mood board brand identity

- logo, color palette, typography, text, mockups, patterns, inspiration photos, video content

Brand guide / Visual identity (someone should make all of these)

- key values, tone of visuals, tone of voice, logo, typography (primary, secondary, accent, font colors + black/white) mockups

Content strategy (more plan related, we will include photos)

Social Media & Digital Presence

- **Platforms to Focus On:** Instagram, TikTok, YouTube, Facebook, Twitter (X), and SoundCloud.
- **Content Types:**
 - **Music Snippets:** Teasers of upcoming tracks, live sets, or unreleased projects.
 - **Behind the Scenes:** Studio sessions, gear setups, workflow insights.
 - **Live Performance Clips:** Showcasing gigs, crowd reactions, and festival moments.
 - **Educational Content:** Share production tips, favorite plugins, or breakdowns of your tracks.
 - **Personal Content:** Show your personality through casual updates, Q&As, or travel vlogs.
 - **Trendy/Fun Content:** Use trending sounds or memes relevant to the techno scene.

Release & Promotion Strategy

- **Single & Album Releases:** Build anticipation with teasers, artwork reveals, and pre-save campaigns.
- **Exclusive Content:** Provide early access or exclusive tracks for Patreon, mailing lists, or Discord members.
- **Collabs & Features:** Partner with other artists, remix tracks, or do back-to-back DJ sets.
- **Playlists & Streaming:** Submit tracks to Spotify playlists and create your own themed playlists.

Audience Targeting & Growth

- **Identify Your Audience:** Ravers, clubbers, underground techno fans, etc.
- **Social Media Ads:** Use Instagram & Facebook ads to promote new music, events, or merch.
- **Engagement Strategies:** Reply to comments, ask questions, and create interactive posts.

Touring & Event Promotion

- **Tour Announcements:** High-quality posters, video teasers, and ticket links.
- **Live Streams & Virtual Sets:** Perform on platforms like Boiler Room, Cercle, or Twitch.

- **Fan Meetups & Pop-Ups:** Small events, merch drops, or exclusive DJ sets.

Partnerships & PR

- **Press & Blog Features:** Reach out to techno magazines, blogs, and radio stations.
- **YouTube & Podcast Interviews:** Appear on shows discussing your music and creative process.
- **Brand Collaborations:** Work with fashion brands, music gear companies, or event organizers.

Monetization

- **Merchandise:** Custom clothing, vinyl, posters, stickers.
- **Sample Packs & Courses:** Sell production samples or offer mentoring.
- **Crowdfunding & Patreon:** Offer exclusive content for fans who support you.
- **Live Gigs & Bookings:** Optimize revenue from gigs, club nights, and festival appearances.

Branding means

1. Core Brand Identity

◆ Artist Persona & Story

- What is your **sound**? (Dark, industrial, melodic, minimal, hard techno, etc.)
- What emotions or **atmosphere** does your music evoke? (Futuristic, hypnotic, raw, underground, etc.)
- What's your **background or journey**? (DIY artist, underground raver, classically trained, etc.)
- What's your **philosophy**? (Pure techno energy, anti-mainstream, cyberpunk dystopia, etc.)

Your **artist persona** should reflect these aspects and shape how you present yourself online, on stage, and in interviews.

◆ Brand Positioning & Niche

- Who is your target audience? (Clubbers, underground techno lovers, festival-goers, DJs, producers)
- What makes you different? (Signature sound, live performance style, visuals, collaborations)
- Who are similar artists in your lane? (Think of where you fit in the techno world)

Your branding should make it **easy for fans to recognize and connect with you**.

3. Audio Branding (Sonic Identity)

- **Signature Sound:** A recognizable production style (kick drums, basslines, synths)
- **Vocal ID or Tagline:** Some artists use subtle voice samples or a recognizable phrase
- **Intro/Outro Style:** A consistent way to start or end sets, mixes, or tracks

Your **sonic branding** should be as recognizable as your visuals.

4. Brand Experience & Touchpoints

◆ Live Performances & Stage Presence

- **Visuals for Sets:** Custom animations, light shows, or immersive visuals
- **Stage Outfit & Presence:** Your look on stage (minimal, futuristic, cyberpunk, anonymous, etc.)

◆ **Social Media & Digital Presence**

- **Consistent Aesthetic:** Cohesive design across Instagram, SoundCloud, YouTube, and website
- **Engagement Style:** How you communicate with fans (mysterious, direct, interactive)
- **Exclusive Content:** BTS, studio sessions, track breakdowns, or artistic inspiration

◆ **Merchandise & Physical Branding**

- Custom apparel (hoodies, caps, masks, or futuristic wear)
 - Vinyl records, limited-edition cassette tapes, stickers, and posters
 - Branded USBs with exclusive tracks or DJ sets
-

5. Brand Voice & Messaging

- **Tone of Communication:** Dark & mysterious, futuristic & tech-driven, or raw & underground
- **Taglines or Slogans:** Short phrases that define your sound or philosophy
- **Bio & About Section:** A compelling narrative that tells your story without clichés

Divisions

Maks :

- Website Prototype

Yana:

- final Presentation
- Social media/ Digital Presence(Social media templates)
- Stylescape

Krisi:

- marketing plan
- persona
- branding guidelines

Kate:

- release promotion strategy
- monetization
- photography; video examples

Stefi:

- brand guide
- mockups
- brand guidelines

email

Hi Dana,

We're group 2, I wanted to introduce you to our teammates first- Yana, Kristiyana, Stefania, Katerina and Maks.

We are excited to share the branding we created for you which includes:

- Your personal logo;
- A color palette which we think fits your brand, but of course we can always adjust and change the colors to your taste;
- A chosen font;
- A mockup so you can better visualize how the logo would look like on different applications and designs.

We have a plan for the content strategy, which includes a website prototype and a game prototype.

We're really looking forward to hearing what you think about everything so far and we hope that we can keep working with you! If you have any feedback or questions, feel free to reach out to us!

Your sincerely,

On behalf of Team 2

Hey Dana,

On behalf of Group 2, I am happy to inform you that we are going to work with you!

To make the communication between us easier, we can make a group where we can chat. So tell us which app would be most comfortable for you to use.

We are looking forward to work with you!

Best wishes,

Group 2

Untitled sync page

transcribed interview

Interview with game developer

Interviewer: Hello, my name is Kristiyana, and I will be interviewing you today about the branding for my client Dana. First, I am going to show you the brand identity my team and I developed for her and I would ask you question about it. Before we continue, do we have your consent to make a recording of the interview to help us make a transcript and proper analysis?

Interviewee: Yes.

Interviewer: Please, present yourself.

Interviewee: My name is Dimitar I am a student and I also work as a game developer.

Interviewer: Okay, let's begin. How would you describe the essence of Morphienn's aesthetic in three words?

Interviewee: Dark, edgy, alternative

Interviewer: Okay and how does the logo represent the aesthetic of Morphienn's music? Choose from these words: Punk – kawaii-Dark – Light-Creative – Minimalistic

Interviewee: I think Dark and Creative are the words.

Interviewer: And what do you think the symbolism behind the **skeletal hand** in the logo is? Like what vibes it gives to you?

Interviewee: For me it looks like a gun about to shoot. And maybe something dark connected with death

Interviewer: OK, interesting. Which feelings these fonts contribute to the brand?

Interviewee: It gives me the feeling of something connected to a video game, robotics, kind of dystopian

Interviewer: And what mood or emotion do these colors evoke in you? Like what do you connect them with?

Interviewee: It gives powerful, also something new, something light, it gives me very modern vibes

Interviewer: How do you think these colors contribute to the **horror-infused glitch-core aesthetic**?

Interviewee: It matches very good, especially with the glitch aesthetic. It looks very cyberpunk, so yeah, it contributes well.

Interviewer: Okay, good. Where do you see this branding being used most effectively—merch, album covers, digital content, or live performances?

Interviewee: Definitely much I can see it being put on hoodies for example. Also on album covers as well and posters too.

Interviewer: And how do you see the Morphienn brand evolving over time?

Interviewee: I think she would definitely grow online, in platforms like Instagram or even tiktok.

Interviewer: So then do you think she would start Releasing music through digital platforms?

Interviewee: Oh yeah definitely, I think that would be her main source

Interviewer: If Morphienn had a **collaborative brand campaign**, what kind of brands or artists do you think would be the perfect fit? Like what kind of artists?

Interviewee: I see her collaborating with game developers and maybe other musicians.

Interviewer: Okay, that's all, thank you a lot for your answers we will stop the recording now.

