

STONECUTTER RECORDS

In thinking about the usage of the Stonecutter Logo and Visual Identity I feel a few things can be done to improve its functionality and streamline its usage throughout internal and external communications. The following pages will outline and present solutions for using the Stonecutter's visual assets in a unified way. Unifying all visuals will greatly improve the label's visual presentation to the outside world by giving it a concise, professional look. By also developing standards for logo, type and color usage we can create a cornerstone and reference point for future visual communications.

1) SIMPLIFY THE LOGO BY DROPPING "RECORDS" FROM THE NAME:

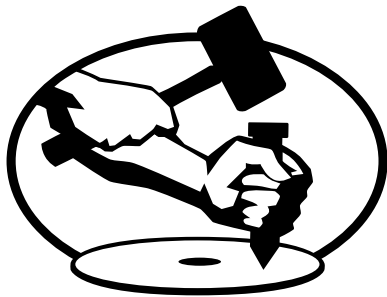
The icon implies the fact that Stonecutter is, indeed, a record label. It communicates this notion simply and artfully through the hammer and chisel striking the "record" at the bottom of the icon. Using the word "Records" is an unnecessary redundancy that complicates, and compromises the overall aesthetic of the logo. In researching other record label logos and music industry branding only a fraction actually incorporate the word "records" into their design. The majority, including almost all major labels have a simple, strait-forward logo that effectively communicates without unnecessary embellishment. I feel that eliminating the word "records" from the logo will help simplify it and make it more versatile.



2) DEVELOP 3 TO 5 VARIATIONS OF THE LOGO:

Different variations can be applied to different uses. Ex., a one-color variation of the logo is effective for simple marketing materials such as, decals and apparel. Or a slight variation in the design could be used for a different purpose than would the main design. Ex., imprint on CD artwork. In most cases the logo for a typical record label is displayed in a small space on the back of the album or in inconspicuous places on materials not directly communicating for the label itself. The design must be clear and concise enough to effectively be seen and communicated no matter how it is presented. A complicated design would be ineffective utilized in that way.

SINGLE COLOR VARIANTS



STONECUTTER



STONECUTTER



STONECUTTER

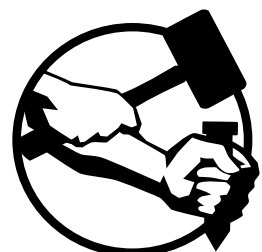
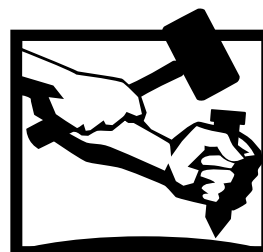
4-COLOR LOGO



STONECUTTER



ALTERNATE LOGO ICONS

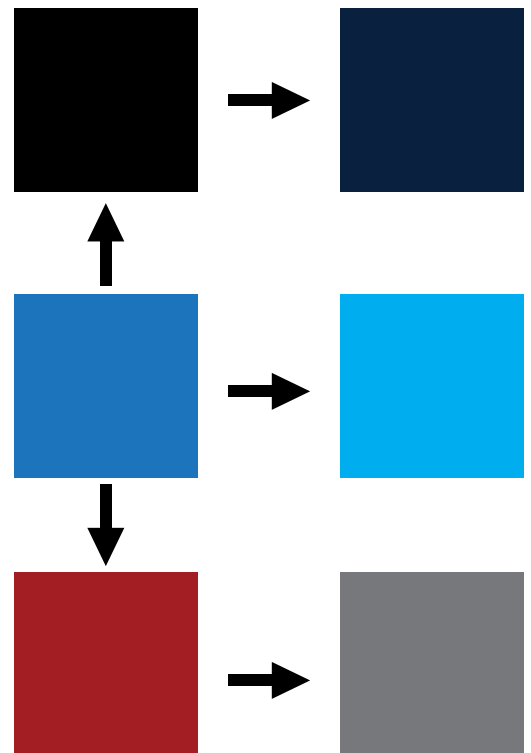


3) CHOOSE A CONCISE COLOR PALETTE. DEVELOP STANDARDS FOR THE LOGO AND BRAND IDENTITY:

In researching past promotional and communication materials for Stonecutter, I have found that there are several variations in color usage. Particularly in the use of blue. In some uses it appears royal blue, others navy or purple, and in the case of the current web presence, it displays in the default “electric blue” most browsers will display. From a professional standpoint this needs to be changed. A concise color palette needs to be decided upon, and efforts made to ensure accurate color representation across the brand. Once this is accomplished it can be utilized as a cornerstone for all future visual identity projects and will effectively help to unify all marketing, promotional, and communication materials. It is not enough to simply represent a logo. It needs to be consistently and accurately displayed. Developing standards for color usage, values, font and typeface usage, size and proximity guidelines will help to control and effectively communicate the Stonecutter visual identity.



STONECUTTER



Using the blue from the full-color logo I chose five additional colors that contrast and compliment the originating blue. Using the six total colors will give Stonecutter a complete and concise color palette to use throughout all visual communications and allow for accurate color representation and reproduction across web, electronic and print media.

4) DEVELOP AND IMPLEMENT TYPE STANDARDS FOR STONECUTTER VISUAL IDENTITY.

The next step to implementing full visual standards for Stonecutter is to set and adhere to type standards. These type standards should be utilized throughout all visual communications. They will provide consistency and unity across all brand communications and representations. Below are the standards I felt would best serve the brand.

Copperplate Gothic Bold

(Limit use to "Stonecutter" name only. Use with no other titles or headings so that the typeface is unique to the name.)

STONECUTTER

Copperplate Gothic Light

(The "Light" version may be used with titles and headings. But its use should be sparingly.)

STONECUTTER

Rockwell Bold *(Always use upper case when using Rockwell. Limit use to titles and headings.)*

STONECUTTER

Rockwell Regular

STONECUTTER

Text displayed with logo or communications should use:

Helvetica Neue - Light, *Light Italic*, Regular, *Regular Italic*

Arial - Regular, *Italic*, **Bold**, ***Bold Italic***

1. Titles should be in all caps using either particular font. Body text, upper and lower case.
 - 14 - 16 pt on printed & digital art materials, 16 - 20 px on web presence.
2. Body text should be displayed using upper and lower case text.
 - 11 - 13 pt on printed & digital art materials, 12 - 14 px on web presence.
 - Line spacing / Line Height should be no less than 15 pt & no more than 25 pt on printed and digital art.
 - Line spacing / Line Height should be no less than 18 px & no more than 30 px on web presence.
3. Text can be displayed in any color that compliments the overall design and color scheme of design.

4) DEVELOP MAINSTAY CORPORATE COMMUNICATION MATERIALS, UPDATED WEB PRESENCE AND VISUAL ASSETS USING NEW STANDARDS:

This is necessary because it will provide another foundation block for the Stonecutter brand and visual identity. We need to develop a design for simple marketing materials, (i.e., letterhead, envelopes, business cards), web presence, e-mail templates, and standardized visual collateral. These would serve as effective communication tools both internally and externally.

In searching through the graphic archives I noticed that several of these pieces have a been created at some point in the past but there seemed to be no real unification of them. This is understandable if they were designed by different people at different times. I found a letterhead sample that looks different in color and design from the current business card. I also noticed that there was a lot of color variation in different sets of business cards. Some looked blue while others looked purple. I would like to remedy this problem.

Along with the new site design, I will be developing these materials in the near future utilizing the standards I have set forth in this presentation. Doing so will give Stonecutter a strong foundation for further visual designs intended for print media.



UPDATED WEB PRESENCE FOR STONECUTTER



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WHAT STONECUTTER OFFERS

Whether you're a musician that wants to start promoting yourself on the live circuit or a band ready to market yourself to major record labels, Stonecutter Records has many services that musicians at any stage of their careers will find beneficial.

We know how important the process of developing your sound and presence can be, even in the beginning stages. From the initial consultation, to the production of your music, we are here to help you every step of the way.

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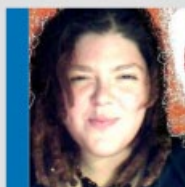
COMMUNITY

STORE

connect with us:



search



LISTEN

EVERY MONTH STONECUTTER WILL FEATURE

new music by our artists that you can listen to, buy, share, and blog about. We want our artists to have access to every avenue of exposure possible and fans listening and sharing music is the core of that philosophy. **LISTEN NOW!**

LIVE

LINKS AND INFO ON LIVE PERFORMANCES

WATCH

SEE THE LATEST VIDEOS FROM

Stonecutter artists. We have gathered video content from all our artists into one, easy to use, webspace. Stonecutter "Watch" features video content, from sources such as Myspace Music, YouTube, Reverb Nation relating to our artists. **WATCH NOW!**

MEDIA PORTAL & ARTIST MEDIA PAGE



MEDIA PORTAL

Please enter your email address and supplied password to access the Trio Globo Media Page:

Company:

Name:

Email:

By checking the box below, I certify that have permission to access this page and have received my password from Stonecutter Records. I will not copy, distribute, or share any of the files contained on this page without the written consent of Stonecutter Records.

☐

Enter Media Page

TRIO GLOBO



MEDIA PRESENCE

- Reviewed positively by multiple newspapers, magazines, and online sources. Including Milwaukee Journal Sentinel, Purevolume.com, and AFRESH Entertainment Magazine.
- Feature story with Trio Globo on NPR's "All Things Considered".
- Songs played on radio stations across the globe in Europe, Australia, North and South America, and Asia.

TRIO GLOBO IS...

- Grammy Award-Winning Harmonica and Piano Virtuoso Howard Levy.
- Internationally active concert cellist, Grammy Award Winner, and Berklee School of Music professor Eugene Friesen.
- Four-time Grammy Award-winning drummer/percussionist Glen Velez.

MARKETING POINTS

- Trio Globo's first full-length recorded album in nearly 15 years!
- Steering By The Stars reintroduces the listener to an earthy, rich musical style unique to Trio Globo.
- Thirteen tracks featuring and exemplifying styles influenced by sounds from around the world.
- Includes revolutionary versions of John Coltrane's "Giant Steps" and Woody Guthrie's "This Land Is Your Land".
- Electrifying solos and impromptu recordings performed on the spot, in the studio!
- Trio Globo has played across the globe with full orchestras, choruses, and dance groups.
- "Their new album "Steering By The Stars," blends jazz and world

Steering By The Stars



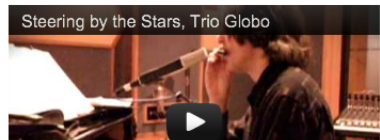
To Download a WAV file of "Steering By The Stars" right-click (PC) or control-click (MAC) and select "Save Link As...". Save the link to a desired location on your computer and file download with commence.



Download the Trio Globo EPK and band Press Photo by clicking on their icons.



Steering by the Stars, Trio Globo



PRESS RELEASE EMAIL TEMPLATE



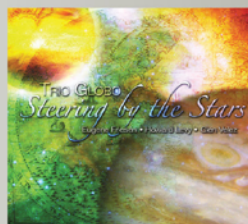
PRESS RELEASE

Stonecutter Records is proud to announce the release of "Steering by the Stars," the first single and title track from the world-renowned group, Trio Globo's new album.

You can find the track, "Steering by the Stars," as well as information about Trio Globo, at the URL below. Please join others in supporting this amazing project.

<http://www.stonecutterrecords.com/trioglobomedia>

You will be prompted to enter a company name, your first and last name, and your email address to gain access to the main page.



TRIO GLOBO
Eugene Friesen • Howard Levy • Glen Velez

"Steering by the Stars" is Trio Globo's third album and their first in nearly 15 years. The album consists of 11 new tracks as well as covers of John Coltrane's "Giant Steps" and Woody Guthrie's "This Land is Your Land."

The album has already caught the attention of Milwaukee Sentinel Critic, Jim Higgins. Higgins said the new album, "blends jazz and world music in a lively way."

Trio Globo has crafted an entirely original voice in contemporary acoustic jazz. With roots in jazz, classical and world music, rhythmic influences from across six continents, and a combustible spontaneity allows the group to draw from an endless range of sound.

Cellist Eugene Friesen (Paul Winter Consort), pianist and master harmonica player Howard Levy (Bela Fleck and The Flecktones, Kenny Loggins, Paquito d'Rivera), and percussionist Glen Velez (Paul Winter Consort, Steve Reich) epitomize the quintessential group for the 21st century - true originals that are reinventing their instruments in new ways, both personally and globally.

ARTIST PAGE: TRIO GLOBO

TRIO GLOBO

Steering By The Stars
available on iTunes!

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 Return to Stonecutter Records

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And More

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music

Steering By The Stars
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In The Village
◀ ▶ BUY NOW

Sapphire
◀ ▶ BUY NOW



1 2 3 4

Trio Globo

Eugene Friesen • Howard Levy • Glen Velez

Trio Globo has crafted a totally original voice in contemporary acoustic jazz. With roots in jazz, classical and sacred music, rhythmic influences derived from travels in six continents, and a combustible spontaneity, cellist Eugene Friesen (Paul Winter Consort), pianist and master harmonica player Howard Levy (Bela Fleck and the Flecktones, Kenny Loggins, Paquito d'Rivera), and percussionist Glen Velez (Paul Winter Consort, Steve Reich) epitomize the quintessential group for the 21st century. They are true originals re-inventing their instruments in new music both personal and global.

Strict adherence to Stonecutter visual standards would not be necessary for individual artists. These pages could vary with each artist and be visually tailored to communicate their particular style, such as I have done with Trio Globo, using inspiration from “Steering By The Stars” to create the overall aesthetic of their particular page. Each artist page could serve as a mini-web presence if they do not have a full site of their own and include the same elements like the music player, videos, links to social media, and the Stonecutter online store.