Designing a Brand Identity and Visual Marketing Collateral for JAXXON VON BAXTER

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BACKGROUND
ABOUT ME

Hello! My name’s Benson Moore and I’m a fourth-year Graphic Communication student at Cal Poly San Luis Obispo. I’m currently completing a concentration in Design Reproduction Technology and I originally hail from Buellton, California. My primary interests are music and design, which certainly influenced my decision to work on this project. Someday, I hope to continue my career as a designer in the music industry.
ABSTRACT

This project involves the creation of visual marketing collateral to be used for the album release and ensuing tour of a fictional musician named Jaxxon Von Baxter. Portrayed by Benson Moore in all imagery, this project explores techniques in creative photography, photo editing, illustration, and typography, among others. Ben would like to someday continue as a designer in the music industry and hopes this project will further him down this path.
IRB STATEMENT

The project is not a systematic investigation. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.

Sincerely,
Benson Moore
9/20/21
Jaxxon Von Baxter is a well-established singer/songwriter with millions of streams across multiple platforms, but unfortunately, he has done little work in the way of personal branding. Therefore, there is an enormous opportunity to increase Von Baxter’s name recognition, sales numbers, and streaming rates through a comprehensive branding initiative that would establish consistent design themes and ideas to be used for current and future endeavors. The importance behind this project is two-fold: firstly, Jaxxon Von Baxter’s music career can be aided through efforts to create a brand identity and personal marketing collateral; and secondly, my current career goal is to work as a graphic designer in the music industry, which aligns perfectly with the idea for this project. It should also be noted that Jaxxon Von Baxter is a fictional music artist who will be portrayed by myself as the subject.
DEVELOPER

The branding for Jaxxon Von Baxter involved the creation of a unique personal brand identity and the design of several corresponding products to be used for marketing purposes. These products include:

- Front side of album sleeve
- Back side of album sleeve
- 3 tour posters
- 2 location-specific posters
- Chosen branding elements like typefaces, color scheme, etc.
- An artist logo
- Artist photography (to be used for the other designs)
OBJECTIVES

Below are the learning objectives that I set before completing this project. Now that it’s over, I believe I successfully got everything I wanted out of this project.

1. I will **learn how to create a brand identity** and how to implement consistency within that identity. I will conduct research into what makes an effective brand identity and what deliverables are best suited for a marketing campaign like this. Once I have completed preliminary designs, I will measure my success by consulting with professors as well as peers in my field and making sure that both are satisfied with the results.

2. I will **improve my typography skills** through the continued and varied use of type in my graphics. This project includes a multitude of informational designs such as tour posters and merchandise, which will heavily feature type-centered design. I will measure my success by meeting with qualified designers and getting specific, pointed feedback.

3. I will **improve my creative photography skills** through the planning and execution of an artist photo shoot. This shoot will comprise of 5 creative and original photographic ideas that I feel are achievable but will also push me outside of my comfort zone. I will measure my improvement by consulting with fellow designers and peers through surveys and meetings. I will also consult with local photographers for advice and inspiration.
I sent out periodical surveys to gather opinions and critiques of my designs as they were completed. Success was then determined based on whether or not a majority of those surveyed felt that the designs were both aesthetically pleasing and consistent with the brand identity. Additionally, I consulted fellow designers for critiques, as well as non-designer-friends and acquaintances. Success has also been determined through the personal approval of these people. Finally, I consulted with Professor Ma and peer advisors at regular intervals throughout the design process.
Show above is my Work Breakdown Structure, which serves as an essential organizational tool and a useful guide for breaking down the process of creating the separate deliverables.
Pictured above is the original Gantt chart created for this project. Gantt charts are meant to aid in the visualization and planning of timelines within a project. In my case, I allocated specific intervals of time for each deliverable, but decided to revise my plan halfway through to reflect changes in planning and choice of deliverables. The updated chart is shown below.
The original artwork for the front cover of the album sleeve.
THE PROCESS
**STEP 1: DEVELOPING THE SUBJECT**

I chose the name “Jaxxon Von Baxter” because it closely follows my criteria of being original, catchy, and aligns with the long-time American music industry trend of artists with two-part last names like Eddie Van Halen, John Bon Jovi, or the group Greta Van Fleet.

For this project, it was important that I created a simple artist profile so that I could base my designs off of those traits. I characterized Jaxxon Von Baxter as being an exciting young musician who’s ready to burst onto the scene. His music would explore pop, hip hop, and alternative rock themes and his marketing would primarily be targeted toward teens, college students, and young adults. Von Baxter leans toward being a more androgynous artist, breaking stereotypes and embracing both his feminine and masculine traits. He also loves wearing his pink pants.
STEP 2: BRANDING

Pictured above are some of the original logo ideas. Below are the final logos as well as the chosen fonts and color scheme for Jaxxon Von Baxter’s brand. The “XX” logo form is intended for situations that call for a simpler logo. Additionally, the “XX” logo looks like two people standing together, which highlights the idea that Von Baxter’s music is intended to bring people together.
STEP3: ALBUM COVERS

The process of illustrating the album covers began with the idea behind BUSTED—to use the term “BUSTED” as a double entendre to represent both the musical content and the imagery shown on the covers. The general idea is that the album deals with themes of infidelity, guilt, and being caught, while the imagery portrays the subject in the form of Greek busts with their iconic armless upper bodies.
These are the final album covers for my project.
To see them in “full view”, skip forward a couple pages to the “FINAL DELIVERABLES” section.
STEP 4: PHOTOGRAPHY

I set up my sister’s camera on her tripod in my living room. Then, I asked my girlfriend to help me do a photo shoot to gather the images that would be used in the posters. We ended up capturing over 450 photos in 90 minutes. Shown above are some of the unedited images we took.
STEP 5: POSTER DESIGN

In accordance with Von Baxter’s more androgynous side, I chose to emphasize original floral illustrations as key elements in the three tour posters. Along with the flowers, each poster also incorporated the artist’s logos and other necessary information.

These are the final posters for my project. To see them in “full view”, skip forward to the “FINAL DELIVERABLES” section on the next page.
Here are some pieces that I drew inspiration from when creating the artwork for this project.
FINAL DELIVERABLES
For the “branding” elements of this project, I decided to simply create a logo and pair it with a color scheme and fonts that I felt represented the subject well. The main goal with the logo was to create something that worked well at various sizes and was also monochromatic, since I wanted the ability to recolor the logo for certain situations.
Front side of the album sleeve.
ABOUT THE ARTIST
Jaxxon Von Baxter is an independent, 21-year-old artist based in San Luis Obispo, California. His music is self-described as "a hybrid between alternative rock and hip hop," often utilizing five-string bass with synthesizers, guitars and other electronic instruments. Von Baxter cites his greatest influences as coming from artists like James Brown, Michael Jackson, Tyler the Creator, and Kanye West.

ABOUT THE ALBUM
"RUSTED" is Von Baxter’s debut studio album, published through SickNasty Records in Los Angeles. This album can be streamed on a multitude of popular platforms including Spotify, Apple Music, and SoundCloud. Jaxxon has spent the last two years in the studio developing and refining this project, which explores his struggles with mental health, self-acceptance, and infidelity. Upon review, Rolling Stone rated this album as a “must-listen.”

TRACK LIST
1. She Likes Me
2. Simple Complication
3. Text Me the Answers
4. Half Birthday
5. Jupiter and Mars
6. OptiGone
7. Blessid
8. The Second Half
9. So Real Soreal
10. Proridg
11. Medicated Empty
12. The Third Half

Back side of the album sleeve.
This is the primary tour poster. This would theoretically be a souvenir you could buy at a show or online and hang up in your room.
This is the secondary tour poster. This would theoretically be a souvenir you could buy at a show or online and hang up in your room.
This is the tertiary tour poster. This would theoretically be a souvenir you could buy at a show or online and hang up in your room.
This is the primary “location-specific” poster. This would theoretically be used for local advertising purposes, substituting in the appropriate location name.
This is the secondary “location-specific” poster. This would theoretically be used for local advertising purposes, substituting in the appropriate location name.