NiteDaze Branding and Marketing Collateral

Senior Project 2022
Natalie Richey
Section 1: Introduction

NiteDaze
Branding Guideline & Marketing Collateral
GrC 462 Senior Project
Natalie Richey
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SECTION 1: BACKGROUND INFORMATION
ABOUT ME

Natalie Richey is a graduating Graphic Communication major concentrating in Design Reproduction Technology at California Polytechnic State University, San Luis Obispo. Natalie is eager to continue her Marketing career in San Diego, CA post graduation while exercising her passion for painting and photography in her free time.
Electronic Dance Music, more commonly known as EDM, has been gaining popularity ever since it emerged in the early 1990’s specifically in the United States and France. EDM festivals and concerts are some of the top music scenes on earth, and typically appear in urban locations with high populations often bringing the biggest artists out to perform.

Therefore, a few of my friends decided to create the music promoter and distribution company, NiteDaze, in hopes of expanding EDM and rave culture throughout the United States to beautiful locations that rarely experience this type of concert, all while giving small EDM artists the chance to reach their full potential and gain exposure. In the end, NiteDaze Events will be able to host festivals all across the U.S. with a mix of emerging artists and popular top artists on the lineup.
OPPORTUNITY STATEMENT

With NiteDaze emerging into the EDM promoter and distribution industry, there is an opportunity to develop branding and marketing collateral for NiteDaze that starts its focus on bringing the “all are welcome” culture to less populated areas.

IRB STATEMENT

The project is not systematic investigations. 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.
PROJECT OBJECTIVES

ANALYSIS
» Throughout this project, I want to clearly differentiate NiteDaze from other competitors to prove the importance this company would bring to the industry.

COMPREHENSION
» By completing the branding and marketing collateral items for NiteDaze, I will be fully immersed in the “learn by doing” mantra as well as setting myself up for success with my current marketing career. My objective for this project is to have a better understanding of marketing a business from the ground up and how to build a successful branding strategy.

CREATIVITY
» As for the branding aspect of this project, I’m eager to push myself in designing assets that represent the brand extremely well. My goal is to make many logo options and by sending out many surveys, I can combine and conclude what represents the brand best. I typically struggle with designing from scratch so this aspect of the project will be a huge milestone for me that I’m excited to tackle and be proud of.
After researching and summarizing, I found many articles to be incredibly helpful where I could implement strengths into NiteDaze Events.

Starting off with EDM Festival Insider’s article regarding age demographics, the author mentioned that most popular artists are 40–50 years old and their music has become more diverse throughout the decades, bringing the industry new music continually. However, this proves that NiteDaze’s goal of infiltrating rising young artists to festivals is needed because it’s limiting the scope of EDM if the same headliners are playing at each festival. I do acknowledge that NiteDaze’s competitor, Insomniac, has small artists at their events, however, not to the extent NiteDaze would showcase them. NiteDaze believes there is so much talent, whether that be artists on soundcloud or youtube, that need to be discovered and this article went hand in hand with this concept.

Next, EDM Tune’s article that discussed the economical impacts Insomniac has had on festival locations again goes to show the positive benefits NiteDaze Events could bring to less populated locations. The Electronic Daisy Carnival brings
Las Vegas millions in revenue each year along with providing thousands of jobs opportunities. With that knowledge, think about the possibilities NiteDaze could have on many small cities in the United States that are experiencing a deteriorating economy and high unemployment rates. NiteDaze could change that while expanding the “all are welcome” EDM culture.

The last main strength I pulled from this research was the importance of marketing collateral in the EDM industry, specifically festival wristbands. I had no idea that wristbands were such an integral part to the festival experience and the article written by Pooja Shah even included “It’s more than just your ticket: it’s a memory.” This was critical knowledge to know for this project because it only emphasizes the importance of branding and how color scheme, typography, theme, etc. really make an impact on festival attendees. If the brand is not inline with the company’s overarching goals, something needs to change and I’m happy to have realized this before doing any logo designing and branding. This article also got me thinking about other items that could become “keepsake” in the future other than a wristband.

Selected Resources:
WEAKNESSES

After analyzing NiteDaze’s competitors website, a potential weakness I saw is that it might be hard to distinguish NiteDaze Events between Insomniac since they both have similar core values and concepts for the brand.

Insomniac stands alone in the EDM industry due to their huge success in putting on events in addition to having their own record and radio station. They are a powerhouse to say the least so it’s quite intimidating to come up with new branding ideas for a new company when they have been so successful.

However, after reading through the article entitled Brand Development for EDM Dummies, it was clear that my branding for this company will have to go in a completely different direction than Insomniac for it to stand alone and be unique. With that said, I’m already eager to sit down with my friends that are wanting to create NiteDaze Events and see where their head is at in terms of branding. That article included very insightful questions I can ask them so that the most effective color scheme, typography, language, and logo can be developed for NiteDaze.

Selected Resources:
**TIMELINE | 1/3/22–3/21/22**

**WEEK 1-3**
- Competitor Research
- Project Proposal
- Milestone 1 Presentation

**WEEK 4**
- Discussed brand direction with NiteDaze Founders
- Conducted further research prior to starting the deliverables

**WEEK 5**
- Created initial designs for the logo and sent out a survey for feedback on logo, color, & type
- Finalized brand guidelines
Section 1: Documentation

**WEEK 7**

» Designed and revised the festival wristband

» Rendered the design into a mock-up

**WEEK 8**

» Created dynamic imagery for the website homepage

» Had extra time to design 3 additional pages for the website

**WEEK 9-10**

» Wrapped up all three deliverables

» Completed milestone 2 presentation

» Designed and printed process book
**Resources**

**Adobe Illustrator**
- Logo Design
- Wristband Design

**Adobe Photoshop**
- Wristband Mock-Up

**Adobe Premiere**
- Dynamic Imagery for Website Homepage

**Creative Market**
- Software for Wristband Mock-Up

**Go Daddy**
- Live Site
SECTION 2: PROCESS & RESULTS
BRANDING GUIDELINE

DIRECTION FROM FOUNDERS

» Love for camping inspired a star and galaxy want for the brand

» Interested in having sun rays symbolize lasers at a concert

» Incorporating a day vs. night theme to accentuate the brand’s name and purpose

LOGO SKETCHES
INITIAL DESIGNS
### Type Options

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### Color Options

- ![Color Swatches](image1)
- ![Color Swatches](image2)
» Majority liked the ethnocentric typeface

» The color options were 50/50 split

» Survey revealed that one logo was favored dramatically
FINAL BRAND GUIDELINES

Logo

NITEDAZE

Sub Logos

NITEDAZE

NITEDAZE

NITEDAZE

NITEDAZE

NiteDaze Senior Project
Mission/Tone of Voice

“All are welcome” mission, friendly and laid back tone of voice while remaining professional
FESTIVAL WRISTBAND

THE APPROACH

» Eye catching graphics while keeping it fairly simple

» SLO themed and “born”

» Connection to founders of NiteDaze

INITIAL DESIGNS

Design includes:
» Morro Bay Rock

» Cal Poly “P”

» SLO rolling hills

» DNA imagery for SLO “born”
The wristband iterations proved that sticking to the branding colors was the way to go because the color contrast gave the wristband a “wow” factor whereas the blue/green combination didn’t.
FINAL FESTIVAL WRISTBAND MOCK-UP
WEBSITE HOMEPAGE
(AND MORE)

THE APPROACH

» What’s simple yet engaging?

» Circled back to the founders main wishes

» Kept brand guidelines in mind while brainstorming

THE PROCESS

» Compiling time lapse clips of starry night skies into a loop video for the website homepage

» Results in dynamic imagery that still represents the brand extremely well
COMPLETED WEBSITE DESIGN

Three examples of the dynamic imagery
Section 2: NiteDaze Website

EVENTS PAGE

ABOUT PAGE

GALLERY PAGE
NITEDAZE'S LIVE WEBSITE

nitedazeevents.com
Final Project Thoughts

» Deepened my skills in Adobe Illustrator, Photoshop, and Premiere immensely

» Experienced what marketing a brand from the ground up simulates

» Gave NiteDaze a firm foundation to move forward with their brand and I’m excited to hopefully help them with more marketing collateral items in the future!
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