



BRIEF

GTCC | Entertainment Technology Record Label Branding
Ti-Tone Records

VIBE

- Edgy
- 70's record label
- Grungy (Almost Famous)



MOODBOARD



THUMBNAILS

Ti Tone
Records



ti - tone

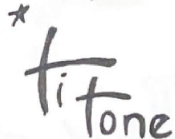
Fi

ti - tone



Ti - tone

ti tone



* Ti - tone



ti tone



* ti - tone
RECORDS

tt



Ti
Tone

Ti
Tone

Ti
Tone



LTCL

ti - tone

ti - tone



OPTION 1

- Script
- Records easily fits
- Straight lines feel vintage and give an edge when juxtaposed with script



OPTION 2

- Groovy 70's specific
- Script allows for Uniqueness
- breaks up "ti" and "tone" successfully



tb-tone
RECORDS



Titan
RECORDS

Si-tone
RECORDS

EXCC. PRESENTS
Si-tone RECORDS

Si-tone
RECORDS



DIGITAL ROUGHS



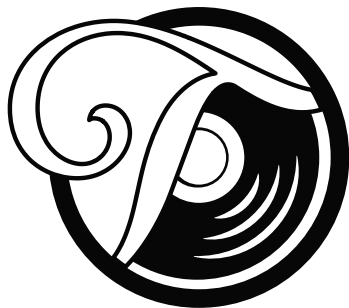
DIGITAL ROUGHS (SUBMARKS)



TURN UP
GET DOWN



LOGO: OPTION 1 (EXPLORATION)



FINAL LOGO (EXPLORATION)

BEBAS KAI

Montserrat

Montserrat

Montserrat

OSWALD

Source sans Variable (light)

HEADLINE GOTHIC ATF

Aileron

Playfair Display

Area

BALBOA

Proxima Nova



COLOR & TYPE EXPLORATION



[illegible]



MERCHANDISE

