

CLÜTE



BRANDING // APPAREL

SOCIAL MEDIA // PRINT // ADVERTISEMENT

PROJECT OVERVIEW

Clüte is alternative rock band from Vancouver, BC. The band experiments with classical and modern sounds to produce gritty textures and euphoric highs with their music. They delivers an electric live show that's engaging for all types of music lovers.

PROJECT OBJECTIVES

The objectives for this project were to design an identity that well represents the values, attributes, and musical styles of the band. To extend the brand into a variety of mediums including apparel, print design, and social media.

TARGET AUDIENCE

The target audience for this project are people from the greater Vancouver area and the Fraser Valley who are aged 19-28 and are interested in Clüte's genre of music. They like listening to and supporting local bands from their community.

DESIGN CHALLENGE

To create an identity that well in-captures all the styles and genres of Clüte's music and that stands out in a competitive and saturated market.

DESIGN SOLUTION

Using a bold colour scheme, and a unique, edgy typeface, allowed the branding to be intriguing, modern, and unique. The extension of the colours and typography throughout other mediums allowed the promotional pieces to maintain the intriguing and bold tone.