

Music Makers

Identity Design Conceptual

Presented By
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Fashioning a new and unique musical identity for Music Makers

Auditing the logos and marks associated with music schools, we noticed the same elements used in almost every logo treatment. For the Music Makers identity, we want to move past the clichéd and over-used visualizations of treble clefs, musical notes, horns, and cymbals.



During research, we came across a shape element commonly used on the soundboard of stringed instruments since the 1700's but rarely noticed for its typographic origins.

This shape is referred to as an F *f* hole.



Taking advantage of this distinct calligraphic letter form as a starting point, we fashioned an M script letter form.



The result is a new and entirely unique symbol.

Its anatomy, with sweeping tails, and calligraphic thicks and thin gestural curves suggest a new type of a musical notation, while the overall form clearly reads as an M.

Grounded by this distinctive symbol, we developed two Identity concepts for your consideration.

Concept 1: “Making Music Together”

Rationale: The “M” musical notation combined with the Maker Learning Network mark visually suggests an instructor and the learner sitting face-to-face with a harmonious musical interaction taking place between them. Further, the mark reinforces the relationship between Music Makers and Maker Learning Network.



We shortened up the stems on the Maker M to suggest a seated rather than standing position of the figures as well as creating a better balance between the MLN mark and the M musical notation.

Concept 1: "Making Music Together"

Adding the bold sans serif completes the message of **MusicMakers** suggested in the mark. The brand line; **MUSICAL ARTS INSTRUCTION** reinforces the nature of the business while leaving open the types of musical arts instruction potentially being offered.



We adjusted the colors, deepening both the blue and the red for greater readability and accessibility.

Concept 1: “Making Music Together”

The logotype elements lend themselves nicely to variations and hold together very well in limited color applications and reduced sizes.



Concept 1: “Making Music Together”

Branding elements applied to retail store front.



Concept 2: “Music Makers Monogram”

Rationale: Taking advantage of the alliteration of Music Makers we combined two of the M musical notations together, nesting quite elegantly into a monogram.



Concept 2: "Music Makers Monogram"

Adding the bold sans serif font for **MusicMakers** combined with a serif font for **Musical Arts Instruction** reinforces the nature of the business while leaving open the types of musical arts instruction potentially being offered.



MusicMakers
Musical Arts Instruction



MusicMakers
Musical Arts Instruction

Concept 2: “Music Makers Monogram”

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Branding elements applied to retail store front.



Concept 1: "Making Music Together"



Concept 2: "Music Makers Monogram"

