

Calling all up and coming graphic designers

We are looking for a vibrant, dynamic graphic designer who's motivated and enthusiastic with fresh ideas, and has a passion for brand development.

Here is a chance to take part in a major competition, allowing you to work alongside one of the capitals most promising Artist Development companies. If your work is selected, you will benefit from:

- **Gaining exposure for your work through the music industry**
- **Having a 'real world' high profile project in your portfolio**
- **Affiliating yourself with an established music organisation**
- **Associating your work with two major, internationally acclaimed charities [the NSPCC & The Musicians Benevolent Fund]**
- **£150.00 Award Bursary for your development**

Sounds interesting? Please read on...

Arcadium Studios in Notting Hill is a boutique music recording studio and production house, which is not only a favourite location for high profile artists and major record labels, but also has an established track record for developing new talent.

The management team behind Arcadium, are now launching a brand new initiative, The A-List Sessions. The A-List Sessions primary objective is to develop young up and coming artists. The organisation works in association with major charities, The NSPCC and The Musicians Benevolent Fund.

In a nutshell, we are looking for you to design a logo for The A-List Sessions brand, one that embodies our ethos and embellishes all of our qualities as an organisation. This is an important opportunity for one of you to become part of our team - and have your work integrated into the representation of our business.

In order to take part in this competition, you simply need to...

- a) Send us an email at info@arcadiumstudios.com, stating your name, university, and course name, telling us you wish to enter the competition. Please feel free to also send any additional information about yourself or examples of your work. Once you have emailed us our team will email you back directly to confirm you place in the competition.
- b) Ensure your design submissions are sent in by the deadline of Friday, 10 February 2012 submitting your designs to info@arcadiumstudios.com.

Upon a final design being selected, a winner will be announced and we will be in touch with you all directly.

We sincerely look forward to the chance of working with you. Please see the brief below for full details of what is required. For any inquiries, please get in touch at info@arcadiumstudios.com, or alternatively contact the team on [\(+44\)0 2030 867 798](tel:+4402030867798).

kindest Regards,

The Team at The A-List Sessions.

THE DESIGN BRIEF

1. What is needed?

Design a logo for 'The A-List Sessions' for the initiative launch in February 2012.
Must include a colour scheme and font for the company address.

2. Background information

The A-List session Mission Statement is as follows:

“The A-List’s primary goal is to reward developing artists and bands with opportunities that enable them to develop themselves and help others through participating in the A-List initiative.

We partner and work alongside the very best music venues and recording studios in London, enabling us to offer artists and bands the ability to record and develop their own music free of commercial charge.

Our community thrives on the simple fundamental principle that if you support one another, then the A-List is able to benefit every aspect and body involved. Whilst our partner studios donate prime recording time, our venues affiliate their artists to us and we bring the opportunities together – it is the musicians that join that make the real difference.

All our A-List members donate a small amount of money as part of their registration to charities we passionately believe in and support. It is only through our charitable partnerships that all of this can be made possible, and we have pledged to ensure the A-List remains true to our values and remains an organisation dedicated to supporting others."

3. Key qualities/values to express

Boutique, classy, organic, edgy, cool, bohemian, acoustic, earthy, real, authentic, established, certain/strong, deep, collaboration, credibility, quality, unique.

Examples of visual style: Aesthetic of All Saints Clothing/Firetrap (in-store interior design and feel)

Qualities to AVOID: X Factor imagery, brash, in your face, loud, hype, cheap, cheesy, flashy, industrial, corporate, bombastic, money, shoutey,

4. Target Audience

Up and coming organic musicians, mainly consisting of quality singer-songwriters, acoustic folk/rock acts, live bands who cannot necessarily afford studio time. The branding needs to attract these artists to join the A list, making them feel like they belong to a special association with other like minded people. To make this audience feel impressed by the professionalism and quality of the brand and its association with new talent, inspiring them to want to play their part in joining the A-List.

5. Where will it be used?

The logo will be used on the website, on digital banners, business cards, Twitter, Facebook.
Also on stationery, badges, flyers, brochures, posters, magazines, displays.

6. Which format?

The logo needs to work on small items as well as large, on white or dark backgrounds, on digital and print. Must be able to provide:

- as outlined vector files, also eps, jpg and tiffs.
- in three sizes, small, medium and large.
- in following versions: white on a transparent background, black and colour.

7. When is the deadline?

All entries must be submitted to info@arcadiumstudios.com by 5pm on Friday 10th February 2012.