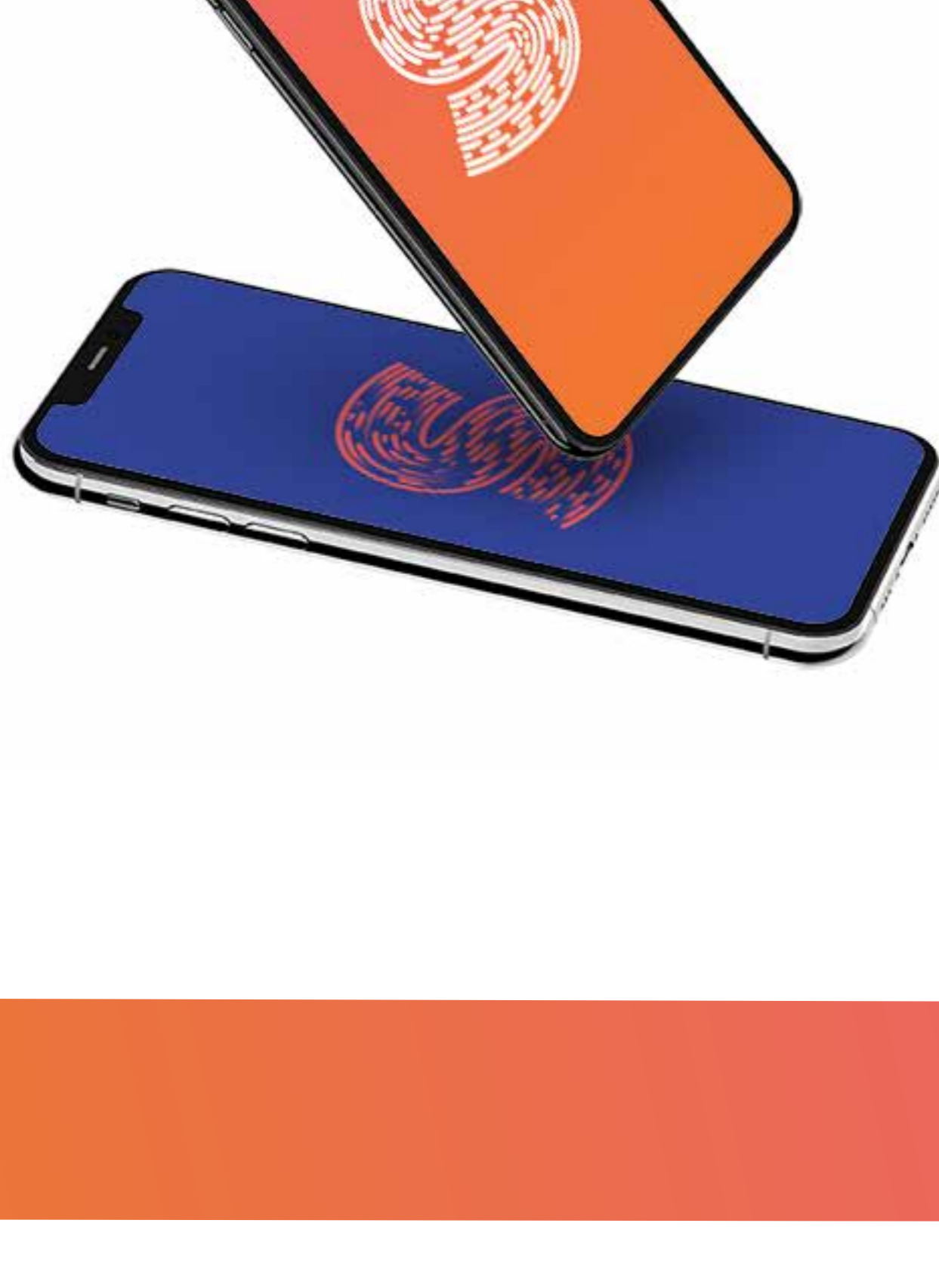


spotlight.

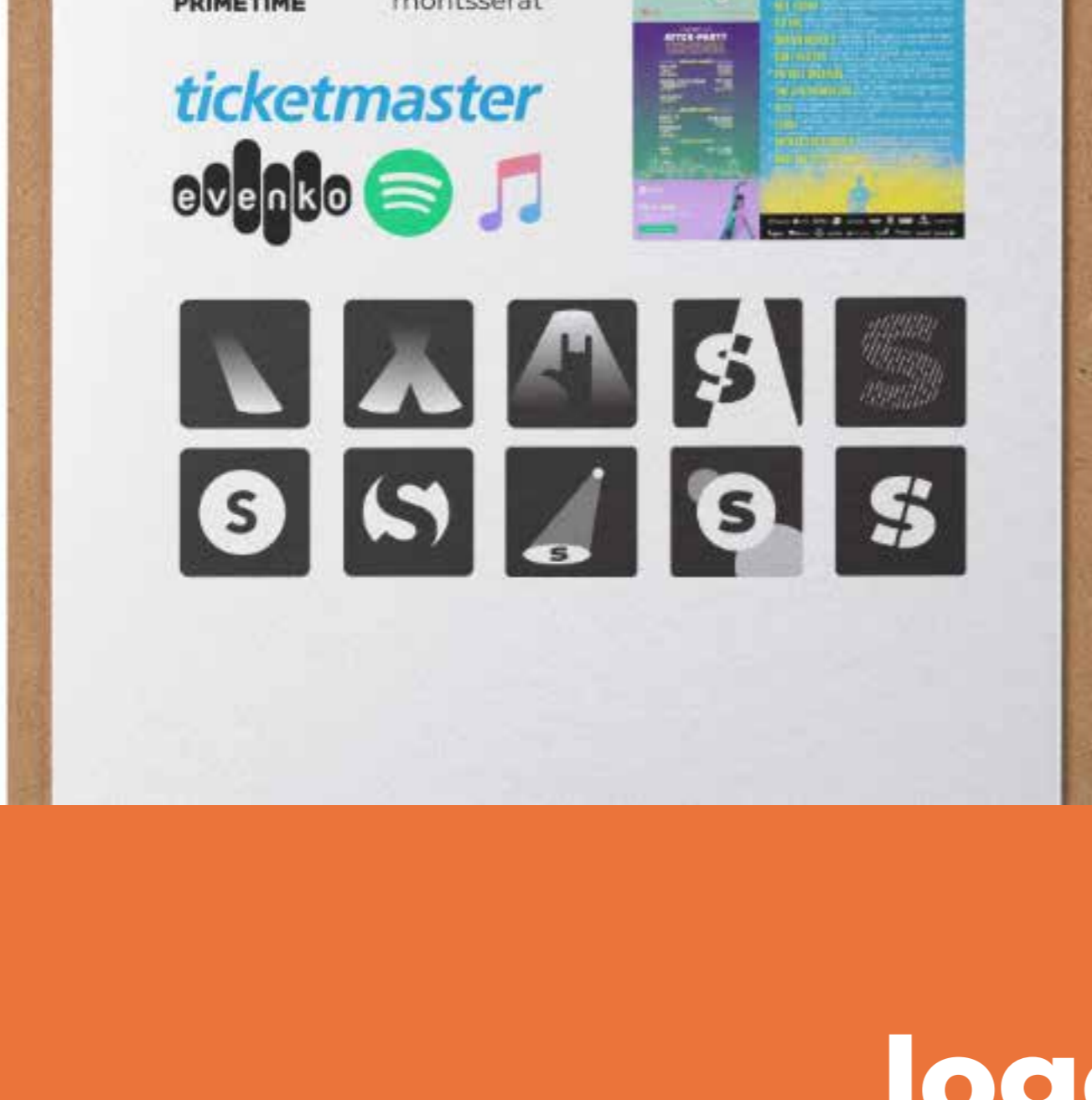
your concert and music explorer

concept



Spotlight is an all-in-one music app in which users can connect to their favourite streaming service and purchase concert tickets recommended by our algorithm. Though Spotlight has a more modern and simple design, we believe that the app is open to people of all ages.

mood board



Our main inspiration for the designs were music festivals and related music applications. We found out that these services used bright colors and gradients to appeal to the audience. Our team thought it was effective and decided to use these details in the identity of the brand.

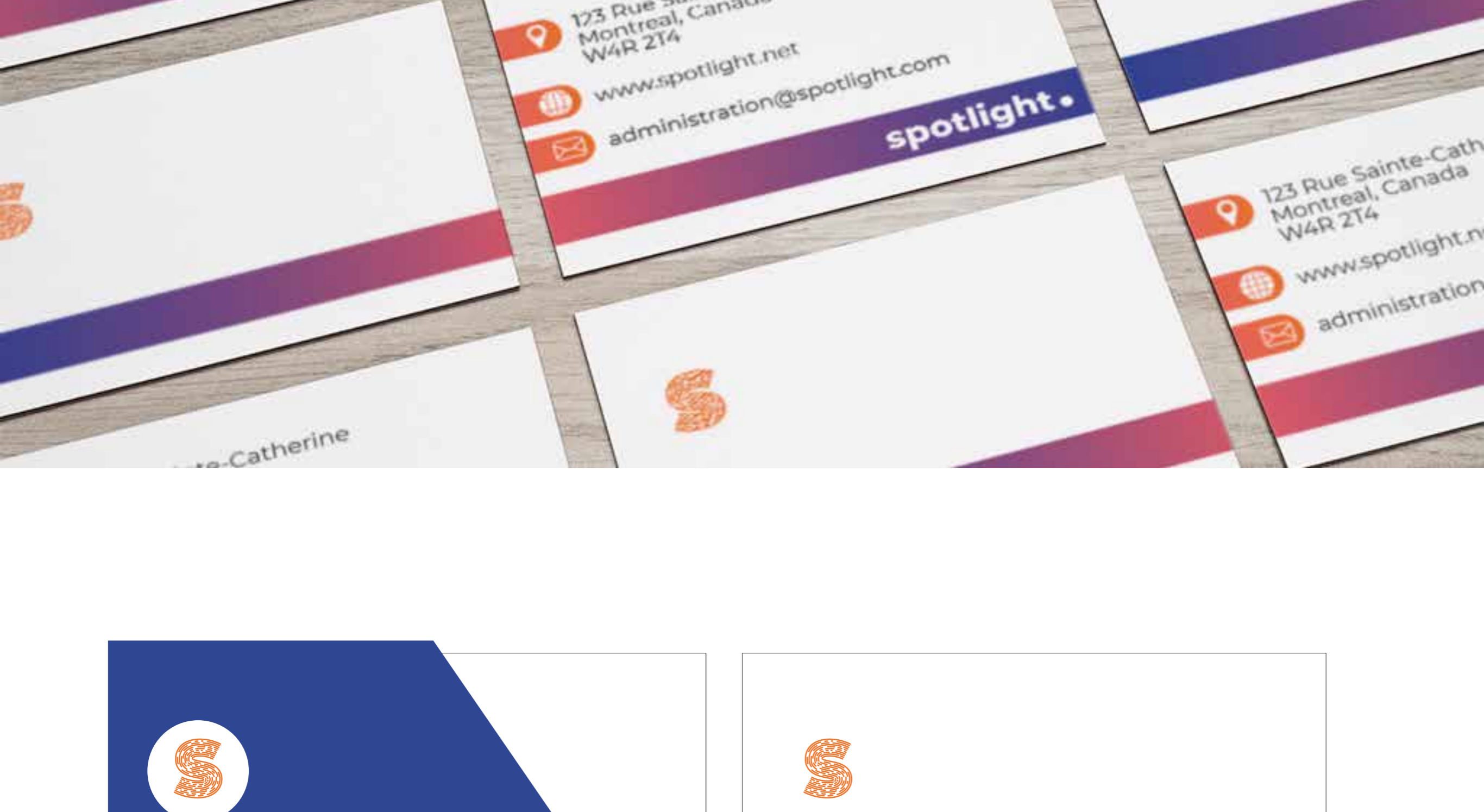
logo



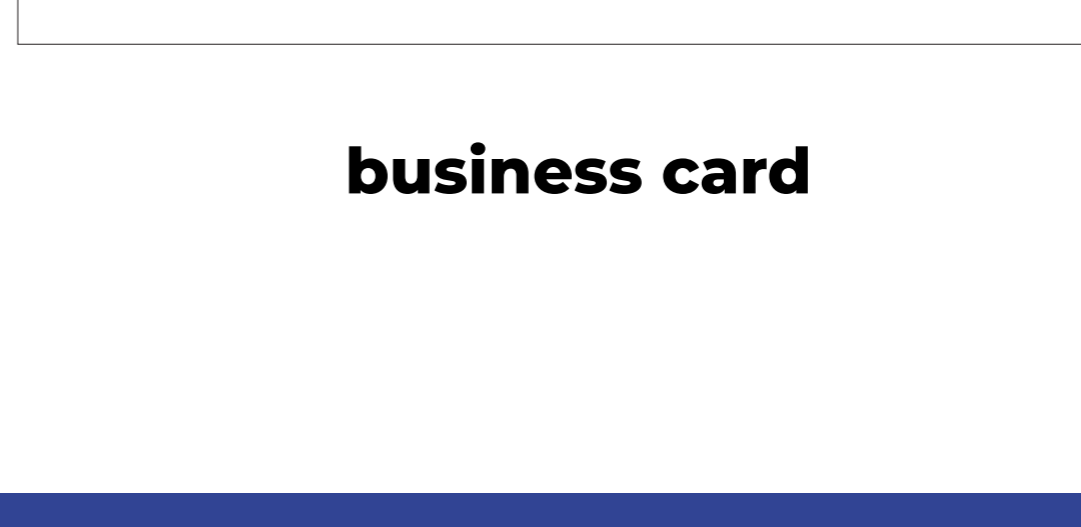
For the logo, we opted for something interesting, something that would interest the eye and therefore be fascinating. The "S" stands for the brand's name and the lines inside are suppose to represent sound wave lines shaped into the letter. It could also be perceived as layers of instruments on a music producing software. We the added the gradient to make it more flowy and natural.



business card



sleeve

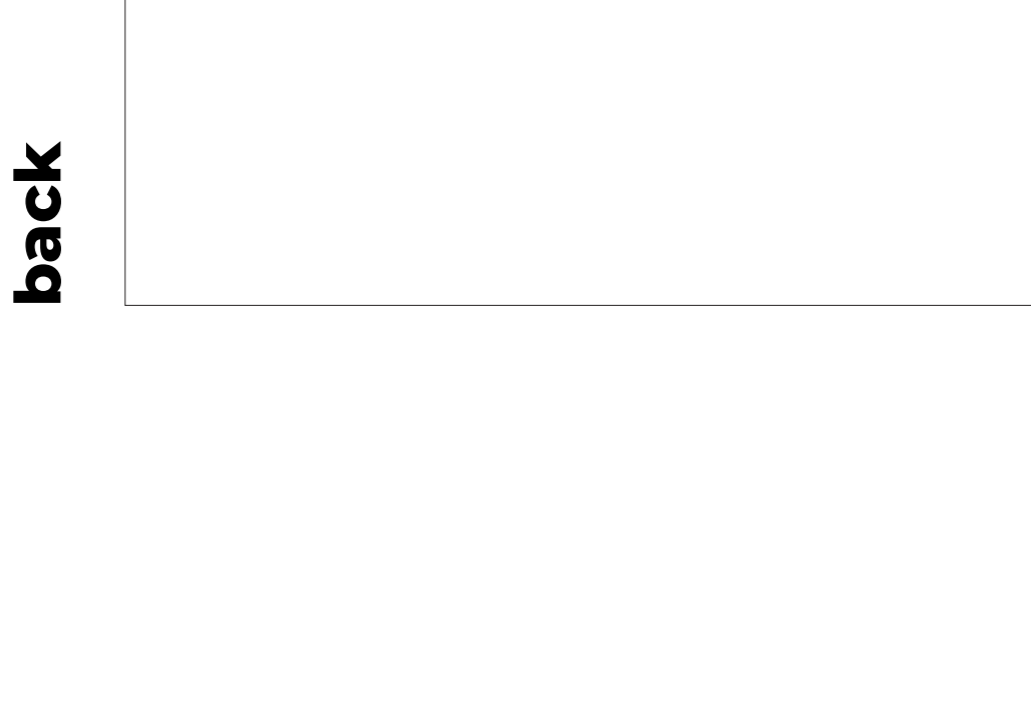


business card

letterhead



enveloppe



back

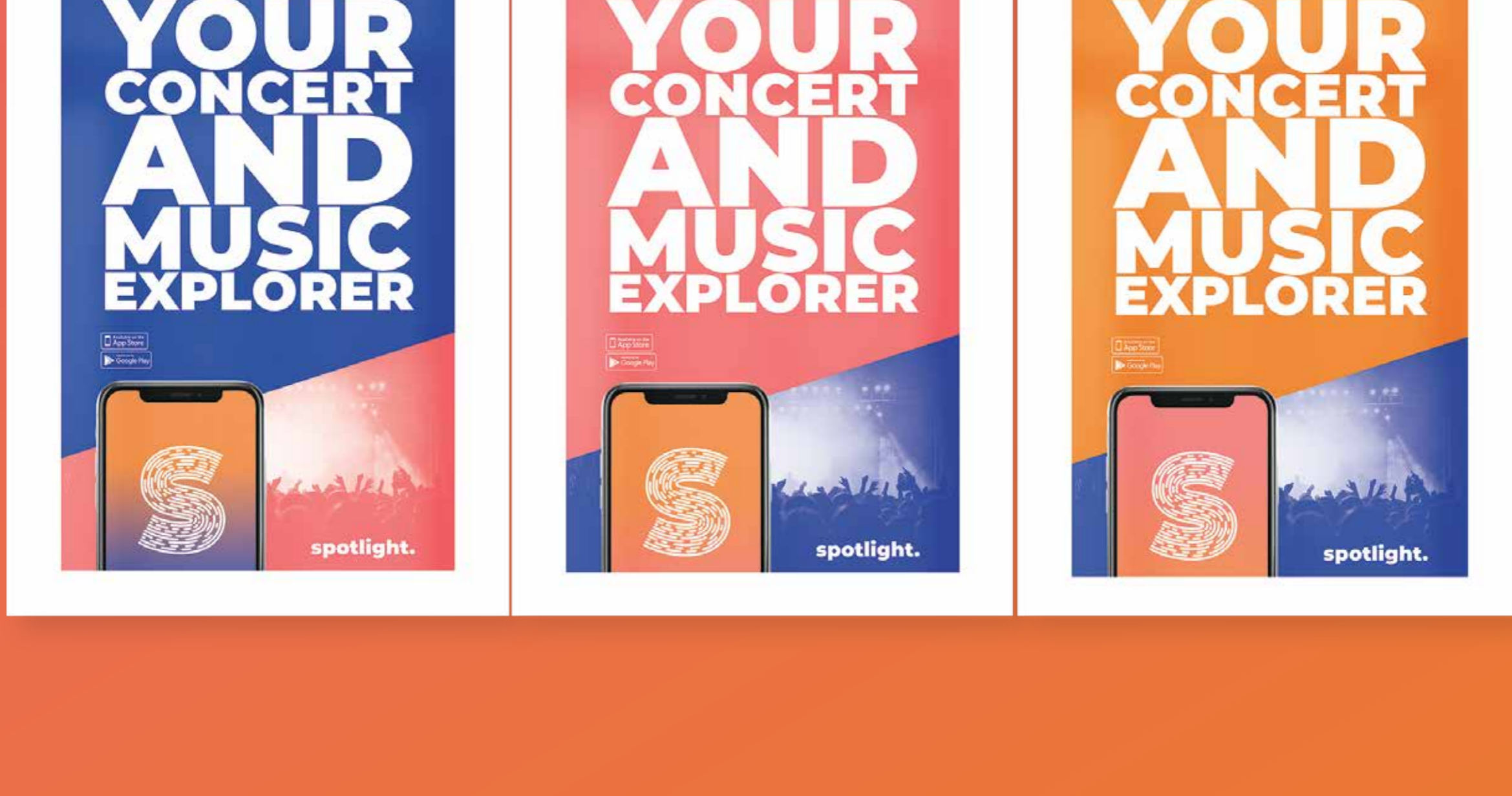


front

brochure



advertisement posters



trade fair



spotlight.

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