

THE BUILDING BLOCKS OF BRANDING



AND WHY IS IT IMPORTANT?

A brand identity is a condensed representation of everything an artist stands for.

By creating a 'brand' an artist can become instantly recognisable, target their specific audience and create a sense of loyalty with their listeners.

A brand is a set of values. it should be cohesive throughout the public image, incorporating key elements of genre, persona and image based on a foundation of core beliefs.

Building an artist brand creates a recognisable identity which affiliates with the target audience sector.

DAVID BOWIE

1967-1969

Psychedelic Pop era

Sporting a mod haircut and playing an assortment of supremely English psychedelic pop riffs with London slang, his 1967 self-titled debut was something of a critical and commercial failure.



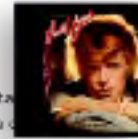
1969's self-titled sophomore album bore the hit single "Space Oddity," though the album itself proved less than fruitful on the charts upon release.



1975 & 1976

Blue-Eyed Soul Period

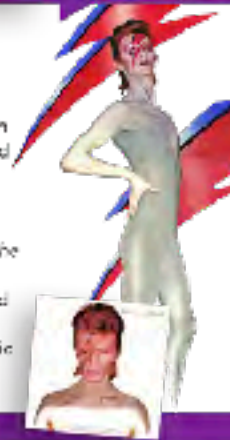
Though falling deeper into subterfuge, Bowie's popularity also rose to a peak with *Young Americans*, his self-described "plastic soul" album. Its follow-up, the extra-terrestrial soul album *Station to Station*, hinted at eras past and future while showcasing an assured grasp on genre-bending songwriting, its opening title track a frightening, cocaine-fueled 10 minute suite.



1970-1974

Glam Rock era

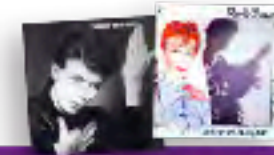
Bowie kicked off the '70s with a daring take on late '60s hard rock (*The Man Who Sold the World*), confident and snarky folk rock (*Hunky Dory*), a cinematic glam rock opera (*The Rise and Fall of Ziggy Stardust and the Spiders from Mars*) and a distilled version of all three sporting an immediately iconic album cover (*Aladdin Sane*).



1977-1980

Berlin Trilogy & Scary Monsters

Relocating to Germany in an effort to kick old habits, Bowie collaborated with ambient pioneer Brian Eno, incorporating elements of krautrock and other disparate sounds to his already eclectic genre pool. Though commercially uneven, *Low*, *Heroes* and *Lodger* remain some of his most critically acclaimed darlings.



His post-Berlin follow-up, 1980's *Scary Monsters (And Super Creeps)*, successfully bridged both of Bowie's audiences, its hit single "Ashes to Ashes" tapping the UK charts.

1995-1999

Reeves Gable era

Drawing from the explosion of cathartic industrial rock finding its way into the mainstream and produced with the helping hand of Brian Eno, 1995's *1 Outside* provided a frightening soundtrack to a dystopian future. The album proved taxing for many but incredibly rewarding for most, showcasing a new side to the musician's oeuvre. Subsequent albums *Earthling* and *Hours...* found Bowie expanding to electronic sounds with producer Reeves Gable.



1983-1993

Pop/New-Wave era

Produced by Chic guitarist and brainchild Nile Rodgers with the help of his co-writing partner and bassist Bernard Edwards and Stevie Ray Vaughan on lead guitar, *Let's Dance* proved a large enough pivot to sway Bowie towards dabbling deeper into pop music, sacrificing much of the foundations he had



2002-2016

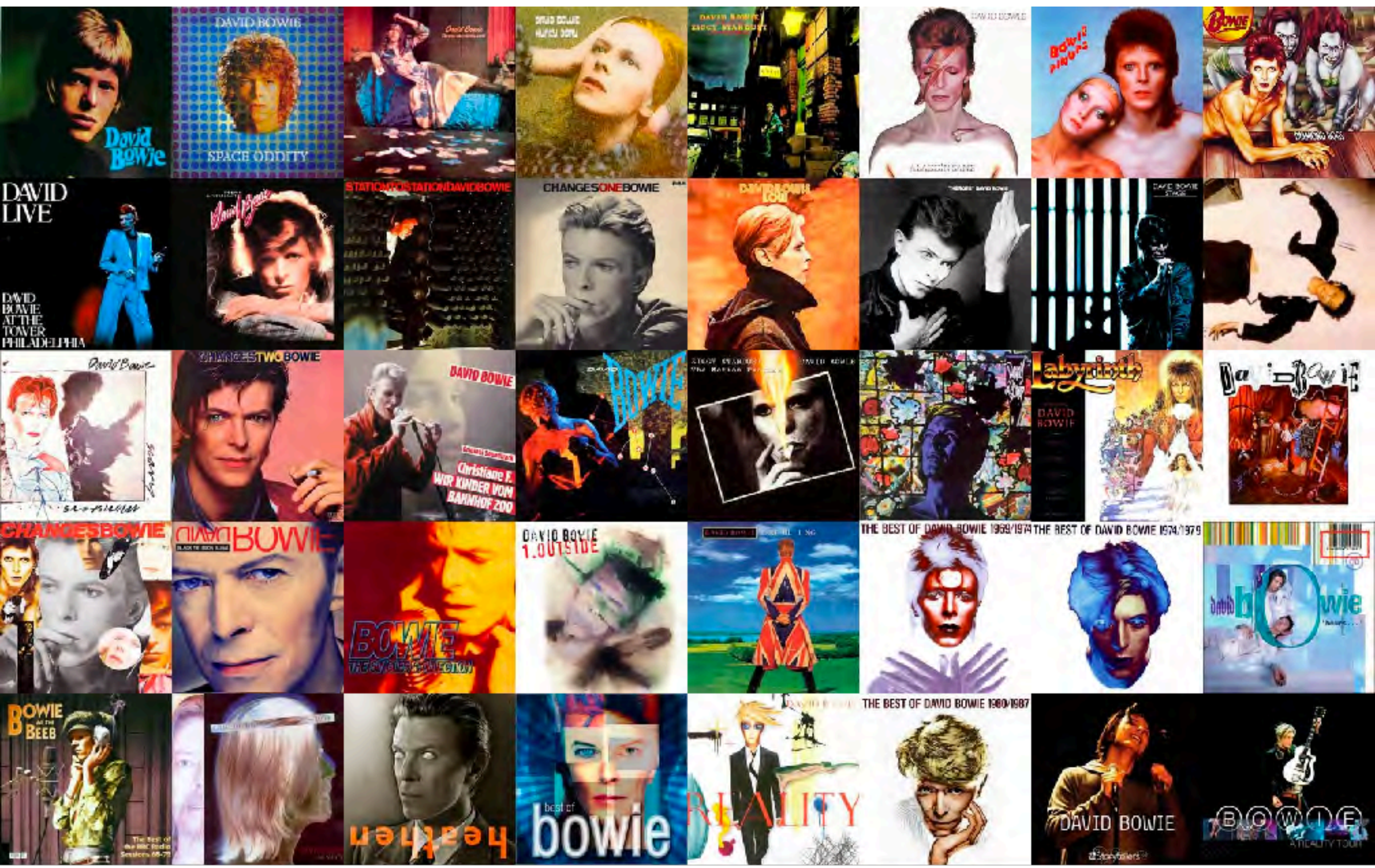
Elder Statesman era

Following the release of 2003's *Reality* and his subsequent heart attack in 2004, Bowie remained mostly dormant throughout the next decade. That all changed in 2013 with the release of the career-spanning *The Next Day*. Adorned with a crudely edited take on the "Heroes" cover, the album served as a welcome look back at who simply had no need to prove himself to anyone.

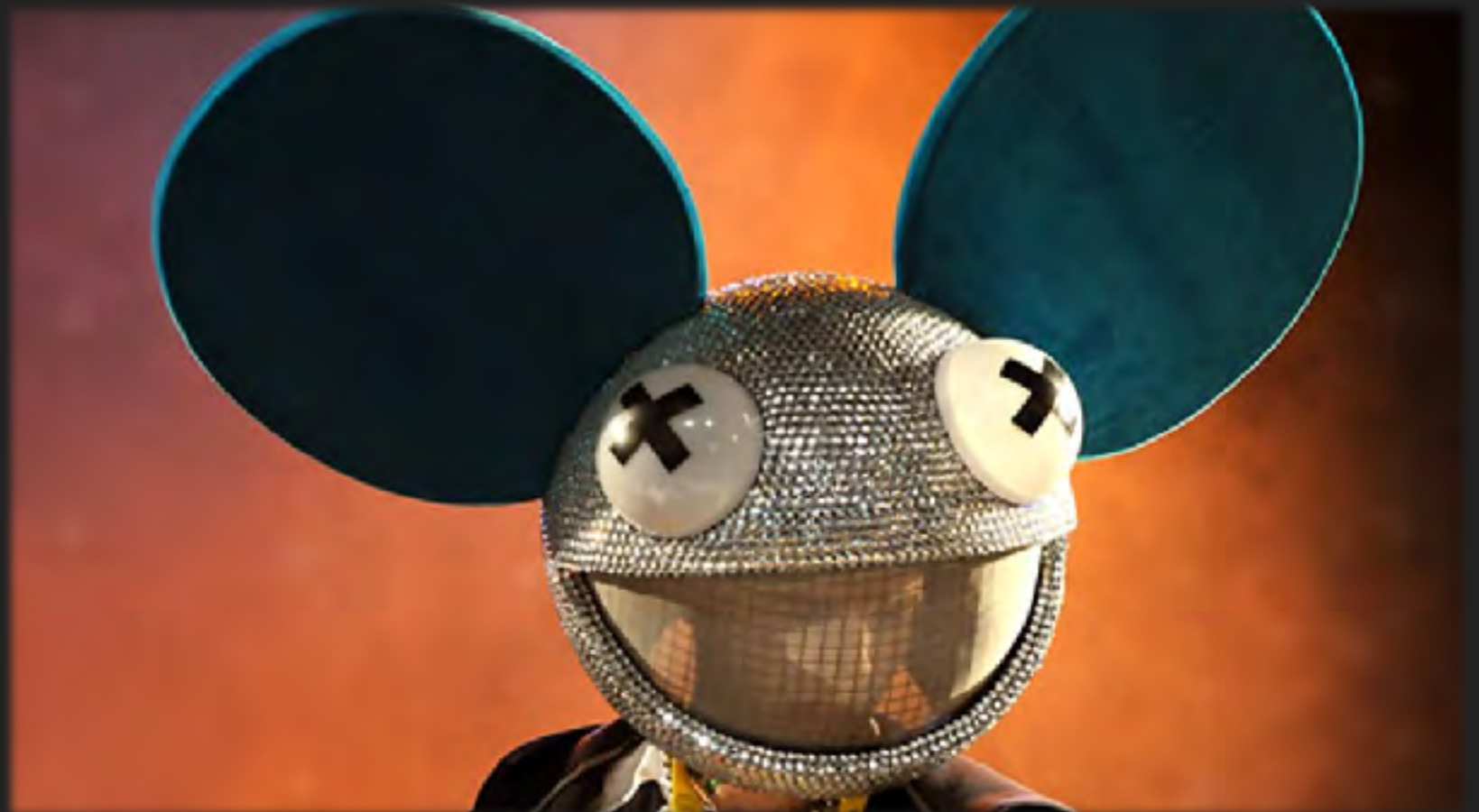


Photos: Brian Duffy, Frank W. Ockenfels

NO MATTER THE PERSONA, IT IS ALWAYS DAVID BOWIE AT THE CORE...



THE SAME PRINCIPALS APPLY TO PRODUCERS....



WHY SHOULD ANYONE BE LISTENING?

**WHAT IS YOUR
AUTHENTICITY?**

IT'S THE DIFFERENCE BETWEEN WINNING AND LOSING!

THE AUTHENTIC PERSON:

- ▶ The authentic person experiences reality by knowing, being and becoming credible and responsive.
- ▶ Embraces uniqueness in themselves and others.
- ▶ Is true to their-self and does not create pretence to manipulate the perceptions of others.
- ▶ Does not wear a mask to conform to perceived ideals.
- ▶ Listens to others and evaluates but forms their own conclusions.
- ▶ Does not play the victim but takes responsibility for themselves and their actions.

WHO ARE YOU?

Summarise in one short paragraph....

QUESTIONS TO ANSWER....?

- ▶ What is your gift to the audience?
- ▶ What is your goal as an artist?
- ▶ What have been your key influences?
- ▶ Do you feel more inspired to write when you are happy or sad?
- ▶ Do you prefer to observe or engage with the world around you?
- ▶ What is the mood of your music?
- ▶ What makes you unique?
- ▶ Is there a storyline to your current single/album?

20 QUESTIONS TO DEFINE YOU!

HEAVEN OR HELL

SUNRISE OR SUNSET

SUMMER OR WINTER

WEDDING OR FUNERAL

LAUGH OR CRY

TOGETHER OR ALONE

FREEDOM OR OPPRESSION

PEACE OR WAR

ANGELS OR DEMONS

RAINBOW OR STORM

STONES OR FEATHERS

URBAN OR NATURE

LEAD OR FOLLOW

THUNDER OR RAIN

HEARTBREAK OR LOVE

FIGHT OR PLAY

SMASH OR HOLD

RUN OR STROLL

SWIM OR FLY

ACTIVIST OR PACIFIST

MAPPING

STRONG (red)	SOFT (pink)
URBAN, LEAD, THUNDER, SMASH, HEARTBREAK, ACTIVIST	FEATHER, REASON, PLAY, WALK,
LIGHT (yellow)	DARK (blue)
TOGETHER, FREEDOM	FUNERAL, CRY, HELL, SUNSET, WINTER, FUNERAL, CRY, WAR, DEMONS, STORM

COLOUR PSYCHOLOGY





ARTIST PROFILE

CRAWFORD MACK

MUSIC STYLE AND INFLUENCES

"NEEDING THAT LYRIC TO EXIST"

- Folk and Jazz
- Indie and Blues
- Celtic Cynicism
- Storytelling
- Personal Experience



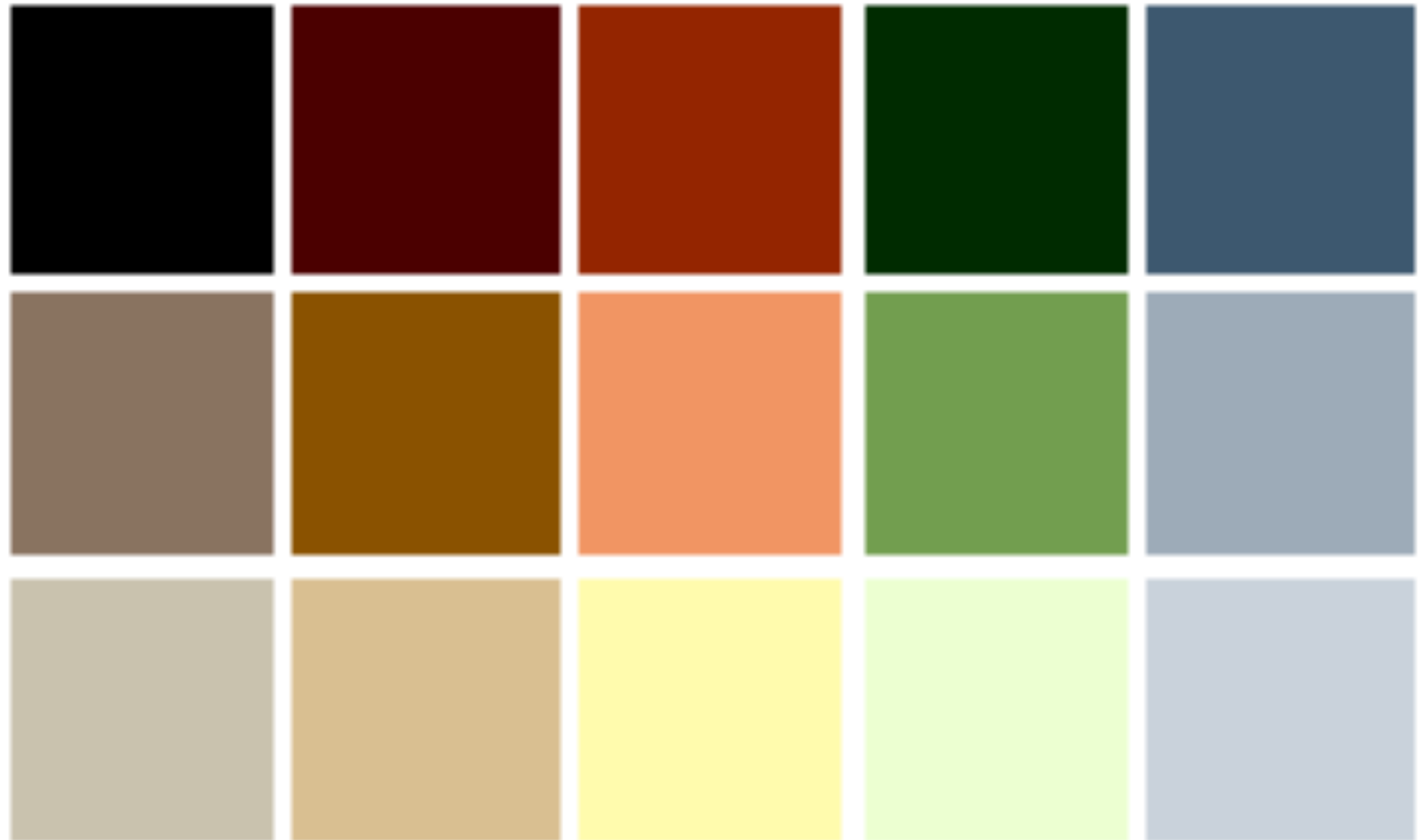
"A MEETING POINT OF DIFFERENT TRADITIONS"

IMAGE - ETHOS- MOOD

- Image - Cool, strong, uncompromising, soulful, powerful
- Ethos - Self reflection, observer, melancholic
- Mood - Dark, balance of soft and strong, sadness.

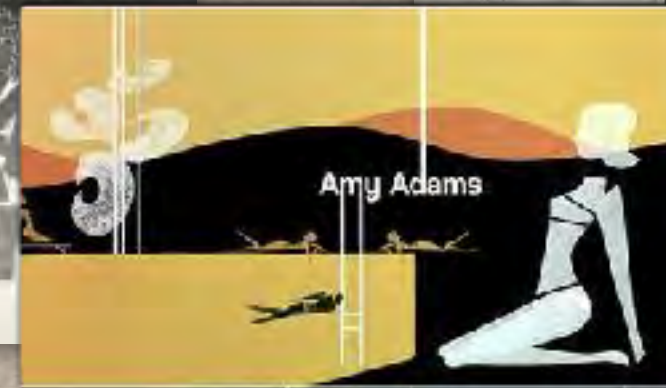


"CONFIDENCE IN VULNERABILITY"



COLOUR REFERENCES -

NEUTRAL, EARTH-TONES, BLUES, GREENS: REPRESENTING STRENGTH AND KEY MOOD ELEMENTS, MEDIUM CONTRAST



HARD EDGED, HIGH CONTRAST, STRONG
LINES, GRAPHIC

HARD EDGED, HIGH CONTRAST, STRONG
LINES, GRAPHIC



STYLE REFERENCE

CLEAN CUT, TAILORED, BEATNIK, STRONG,
SLIGHT RETRO VIBE



www.ellehalley.co.uk

info@ellehalley.co.uk

07540 293672

instagram - @ellehalley @ellehalleyimagemaker

facebook - Elle-Halley Image Maker

NEGATIVE NANCY



AMPLIFY DOT



PEARL FISH



CREATING AN ARTIST PROFILE

1. What is your gift to your audience?
2. Ask the questions.
3. Image, ethos, mood.
4. Mood boards - style, typography, artistic inspiration.
5. Colour palette.
6. Shooting style.