

Brand Identity & Iconography

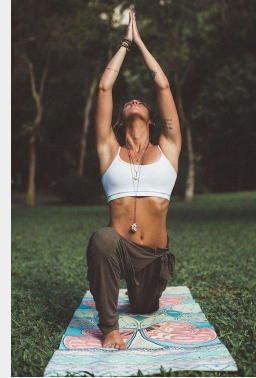
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Brand Identity & Iconography

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PURPLE FLOWERS

- LAVENDER
- ST. LUCY'S
- WILD BLUE VIOLETS
- CARAMEL PANSY
- ORCHID
- ST. PAUL'S
- ORCHIDS
- PANCAKE FLG.
- ORCHIDS
- GERANIUM
- LI LILAC
- PROCESSIONARY
- ORCHIDS
- VERONICA
- WILD PROSELYT
- WILD BURN



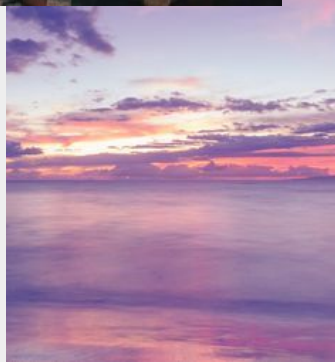
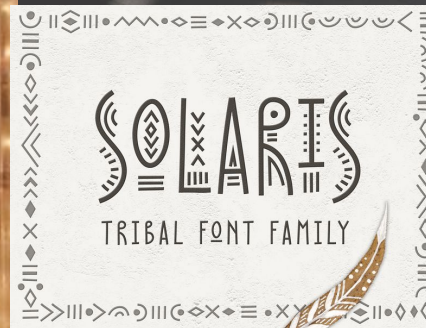
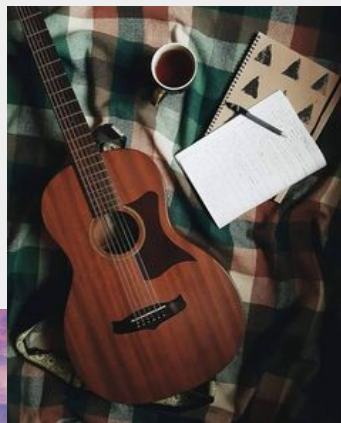
Parker-Roth (2020). *Iconography Moodboard*

Moodboard 2:

TROI

folk/pop

TR

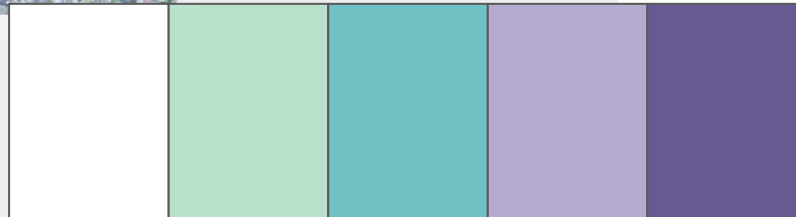


Colour Theme 1:



Purple:
Imaginative / Wise

Green:
Peaceful / Growth
/ Health



Dietrich (n.d)

Colour Theme 2:

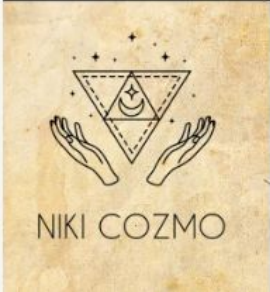
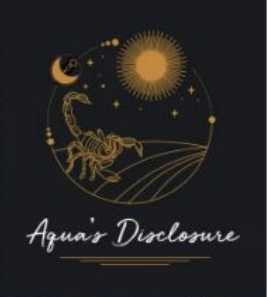


Logo:

TR



I



Fonts & Typefaces:

Simple:

- Simplicity of life and peacefulness linking to branding

Alternative/Folkie:

- Represent the sound of my music and brand

MINDFULNESS



TROI

Simplistic (Nunito)



HelveticaNeue - Thin

TROI

WIGWAM

CreativeMarket (n.d)

Years 1 & 2 Distribution:

Radio:

- ❑ BBC Introducing (Beds, Herts, Bucks)
- ❑ Heart 96.6 Radio
- ❑ Radio Verulam
- ❑ Vibe FM
- ❑ Radio Roberto

Playlists:

- ❑ Indie Pop
- ❑ Chill Indie Folk Pop
- ❑ Indie Pop & Chill
- ❑ Good Vibes!
A Happy Indie / Folk
/ Pop Playlist

Blogs:

- ❑ Indie Shuffle
- ❑ Sway and Breathe
- ❑ IndiePulse Music
- ❑ High Clouds
- ❑ Indie Music Reviews
- ❑ Kings of A&R
- ❑ Indie Music Filter

Year 3 Distribution:

Blogs:

- ❑ Norway Music Blog
- ❑ Primal Music Blog (Stockholm)
- ❑ Here Today Blog (Copenhagen)
- ❑ Riddim Magazine (Berlin)
- ❑ Fused Magazine (Paris)

Playlists:

- ❑ Duvet Day
- ❑ Lost In The Woods
- ❑ Sound Good
- ❑ Good energy
- ❑ Wholesome
- ❑ Confidence Boost

Radio:

- ❑ Inter FM (Oslo)
- ❑ Radio Ayeneh (Stockholm)
- ❑ Radio Nova (Copenhagen)
- ❑ Radio Fluxlounge (Berlin)
- ❑ Radio Cherie Zen
- ❑ ScannerBEAT Radio (Barcelona)
- ❑ (Paris)
- ❑ Lifegate sound radio (Rome)