JUMP OFF TV

REBRAND 2020

PORTFOLIO PREPARED BY MARIA LOVISI

THE BRAND'S PURPOSE

JUMP OFF TV curates the best in hip-hop media from around the world and brings hip-hop artists of all sizes to the forefront.

JUMP OFF TV

CONSUMER PERSONA

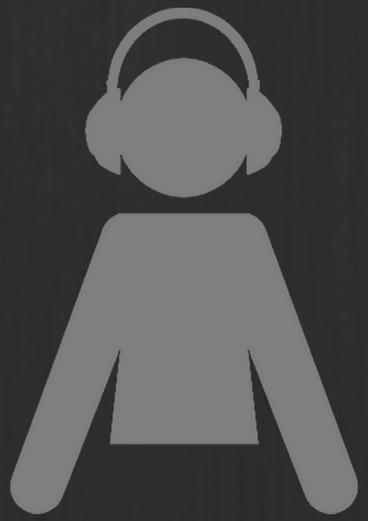


David, 16 years (Manchester)

"I like to share content on social media"

"Music is a key part of my life"

"Technology gives me the tools to express myself"



Alyssa, 24 years (London)

"I like to go to festival, gigs or music events"

"I love urban music"

"I love to discover new music on playlists"

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CHALLENGES

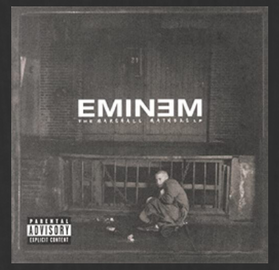
CHALLENGE NR.1: the brand image is weak and outdated, which leads to a low brand awareness and recognition.

CHALLENGE NR.2: the content is weak, unappealing and inconsistent.



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COMMON GROUND



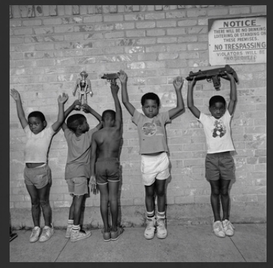














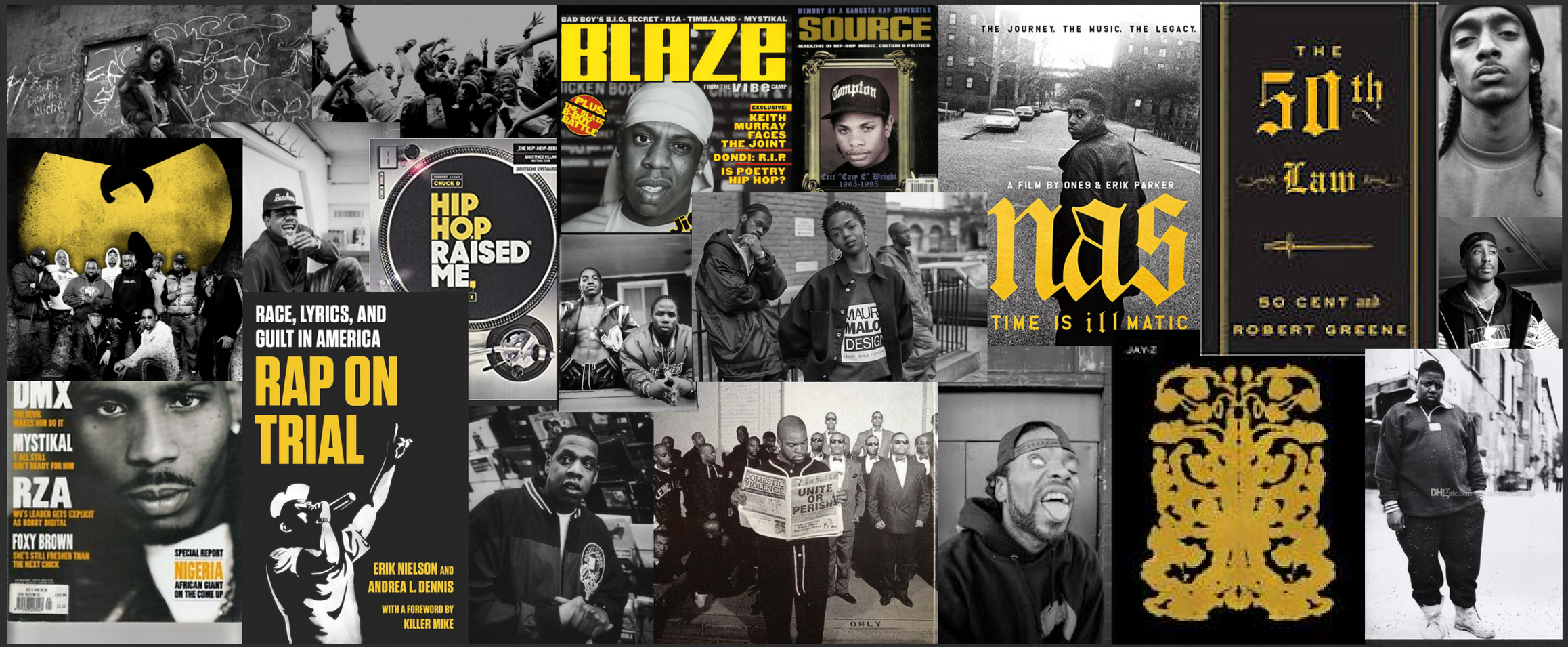




After conducting a visual research, a recurrent color palette has been identified on various album covers from many influential hip-hop artists of different eras.

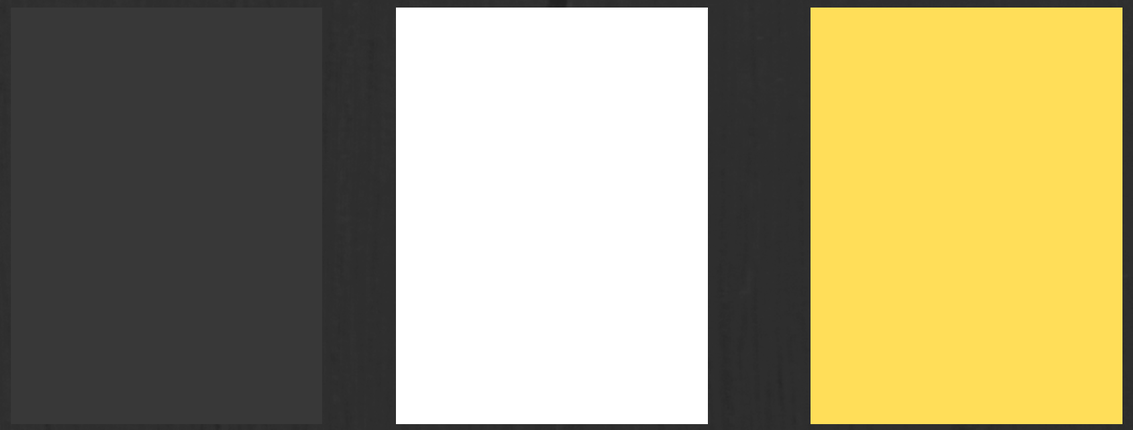
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MOODBOARD



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TONAL REFERENCE



#383838 #FFFFFF #FFDE59

The intention is to create a relational approach with hip-hop fanatics that will ultimately lead to behavioural loyalty (i.e. sense of community).

The color palette serves therefore as a foundation for the visuals of the rebrand, in order to create a cool, and original brand identity.

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TYPOGRAPHICAL REFERENCE

Helvetica Neue LT Std

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



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STEP INTO A WORLD WHERE YOU ARE HIP-HOP

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THE LOGO

In a world where marketing noise is louder than ever, it's a simple logo that can be impactful:



The geometric shape relies a sense of clarity through the connection of points. The square also recalls the inspiration for the creation of the logo: album covers.

A simple typography focuses the attention on different features of the logo (i.e. brand's name, colors, shape). The logo also draws the eye to the wonderful balance of straight lines around the typographic characters.



The dark background makes the colorful brand's name stand out in contrast.

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THE BRAND'S DESCRIPTOR

JUMP OFF TV

MUSIC - CULTURE - STREET STYLE

JUMP OFF TV's impressive digital presence, will replete with content that touches on street style and culture in addition to music.

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KEY VISUALS

Keeping a visual brand identity consistent will help people understand that all channels are connected.

The re-envisioning of JUMP OFF TV will achieve a strong and unique look and feel.

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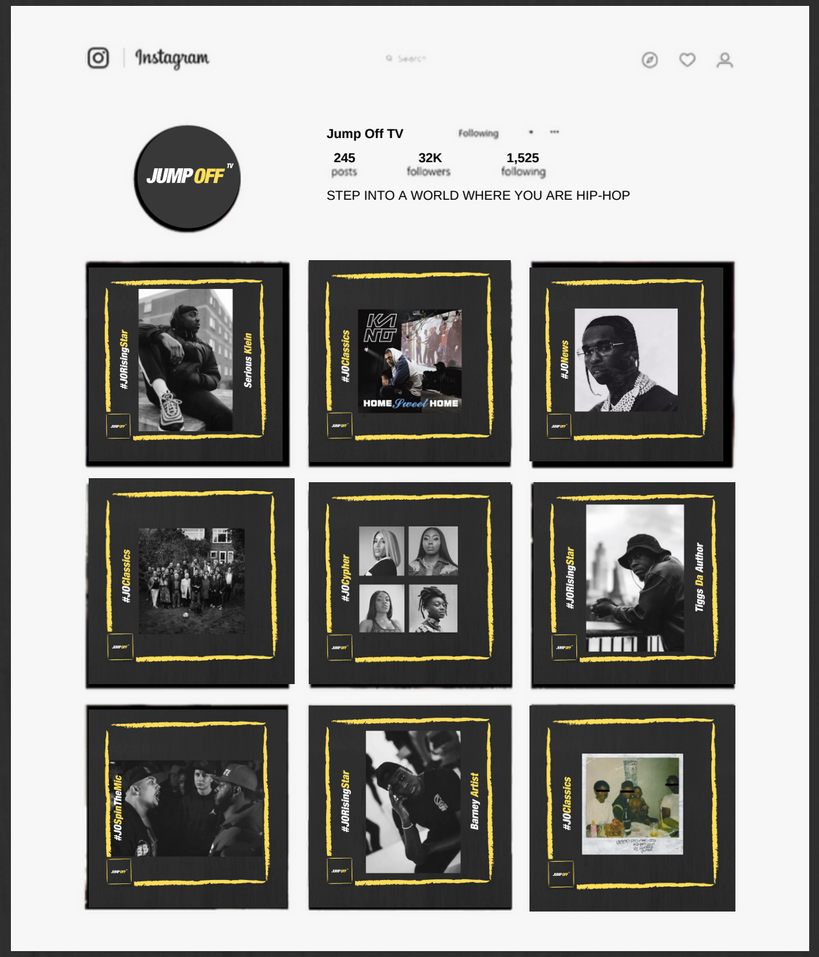


WEBSITE



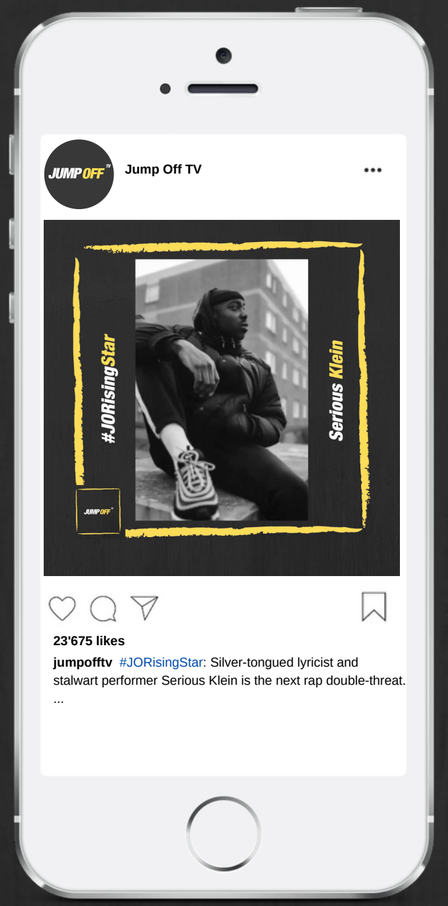
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SOCIAL MEDIA: INSTAGRAM



*Every topic on the channel has its own **hashtag**.*

***Hashtags** are an important tool to help JUMP **OFF** TV grow its brand. Instagram's **algorithm** favors posts with **high engagement**, i.e. the more **likes** and **comments** posts receive, the more people will see JUMP **OFF** TV's post.*



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SOCIAL MEDIA: FACEBOOK

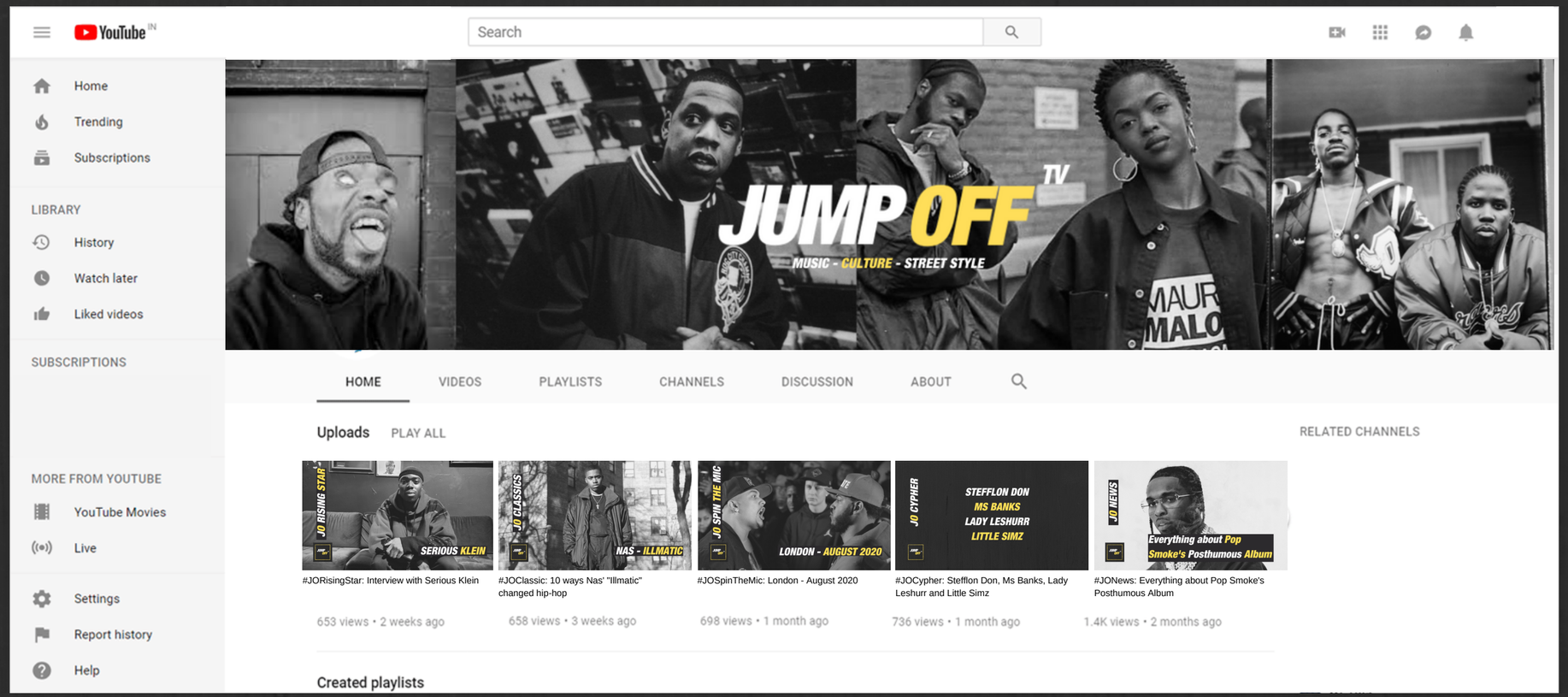


To get content ranked in the news feed, JUMP OFF TV creates posts that attract long comments and/or encourage sharing or discussion.



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SOCIAL MEDIA: YOUTUBE



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STREAMING SERVICES: PLAYLISTS



Back to the roots! All the certified classics from the best hip-hop and rap legends of all time.



Discover the best ermerging urban artists of the world!



The best artists and hottest beats of the moment. Exclusively handpicked by the team of JUMP OFF TV

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MERCHANDISE











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PRINT: POSTERS AND FLYERS





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Stay far from timid, only make moves when your heart's in it
And live the phrase
"Sky's the limit"

- The Notorious B.I.G.

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