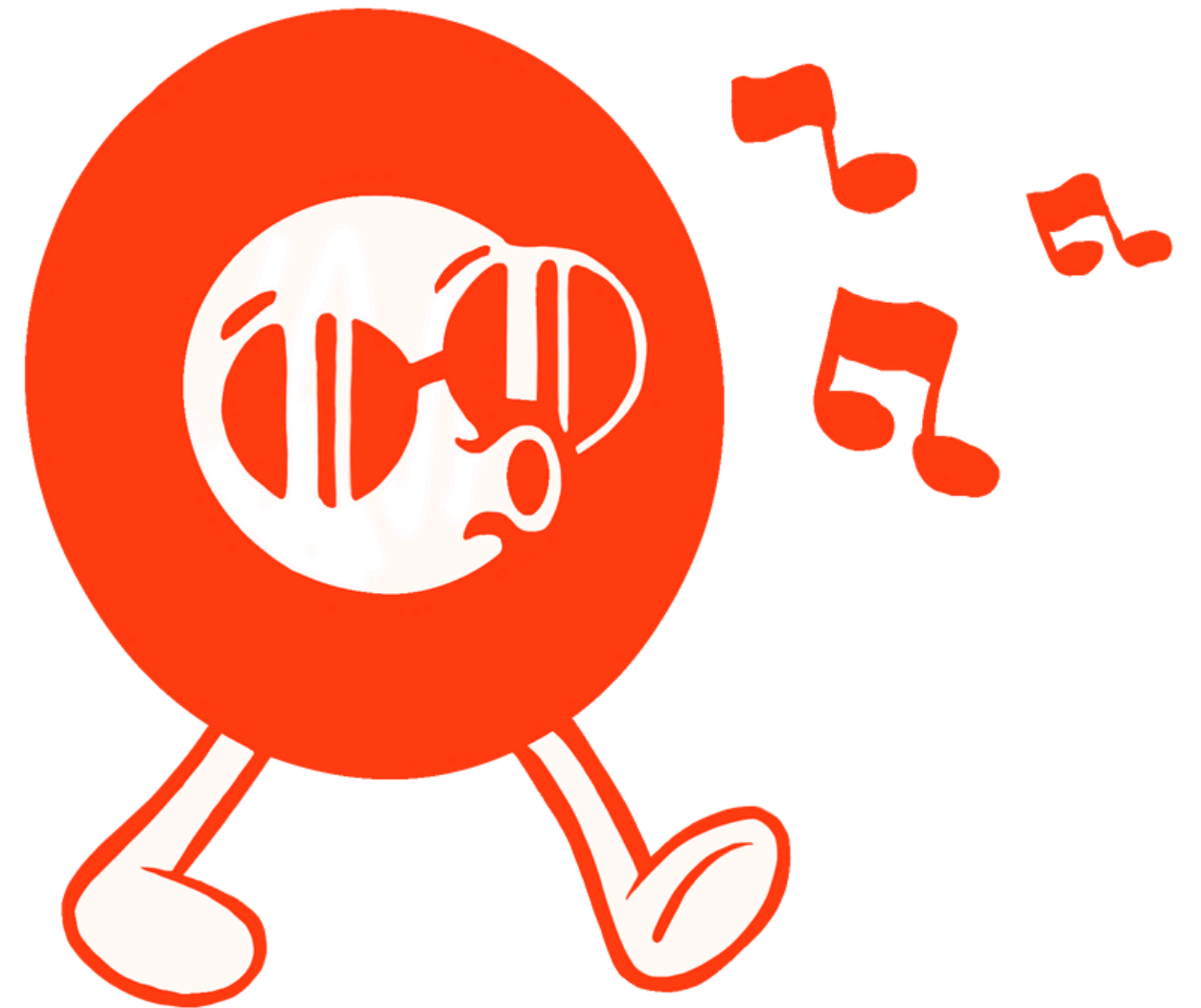


Groove Box

Brand Guidelines

Maura Strickland

ART 358





Brand Overview

Mission

To bring the love of vinyl records to music lovers everywhere, offering a personalized experience that delivers curated, high-quality albums to your door every month.

Vision

To be the most highly-recommended vinyl subscription app worldwide.

Core Values

- Passion for music
- Personalization
- Community
- Quality





Target Audience

Demographics

Age: 18-65, with a strong interest in music and culture.

Gender: Balanced, slightly skewed toward female audiences.

Location: Urban & Suburban Areas, (New York, Los Angeles, Chicago, London, Berlin, etc.) where vinyl culture is prominent and the lifestyle aligns with a higher concentration of record stores, music venues, and cultural hubs.

Psychographics

Our target audience is **a diverse group of music lovers**, ranging from young, tech-savvy millennials and Gen Z to nostalgic Gen X listeners. They are passionate about discovering new music, collecting vinyl records, and experiencing music in an authentic way. They are socially engaged, eco-conscious, and value a personalized experience that brings both nostalgia and modern convenience to their music journey.



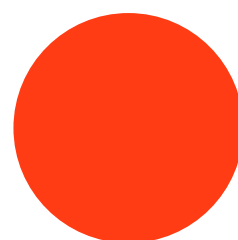


Visual Identity

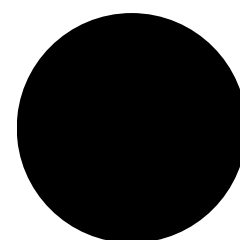
Logo



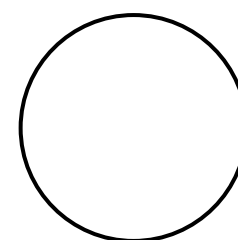
Color Palette



#FF3C13



#000



#FFF

Typography

Jumble

Albert Sans



App Icon



Groove Box

Size: **29x29 px**

Simple sleek design showcasing the logo with a white background.





Brand Voice

Brand Voice

Our brand voice is **friendly, approachable, and knowledgeable, with a strong focus on passion for music.** We speak directly to our audience's love for music and the vinyl format, guiding them through their discovery journey. We aim to strike a balance between casual and professional, offering a warm and engaging tone while maintaining authority in the music space.

Tone

Warm: Engage users with enthusiasm, making them feel excited about new discoveries.

Informative: Provide valuable insights into the world of vinyl records, artists, and genres.

Nostalgic yet Modern: Reflect both the timelessness of vinyl and the excitement of a digital experience.

Inviting: Encourage exploration, making users feel like they're part of a vibrant community of music lovers.





Brand Story

Our brand was born out of a **passion for both music and vinyl records**. As vinyl records made a resurgence, we saw a unique opportunity to combine the nostalgia and authenticity of vinyl with the convenience of modern technology. Our app helps people rediscover the magic of records, offering a curated and personalized subscription experience that celebrates the rich history of vinyl. We believe that music should be experienced, not just listened to—and vinyl offers the richest, most immersive experience.

Tagline: *Rediscover Music, One Vinyl at a Time.* 





Brand Highlights

Curated Selection: Every month, our team handpicks vinyl records based on your preferences, introducing you to new artists, genres, and hidden gems.

Quality Sound: Experience the warmth and richness of analog sound, giving you a deeper connection with your music.

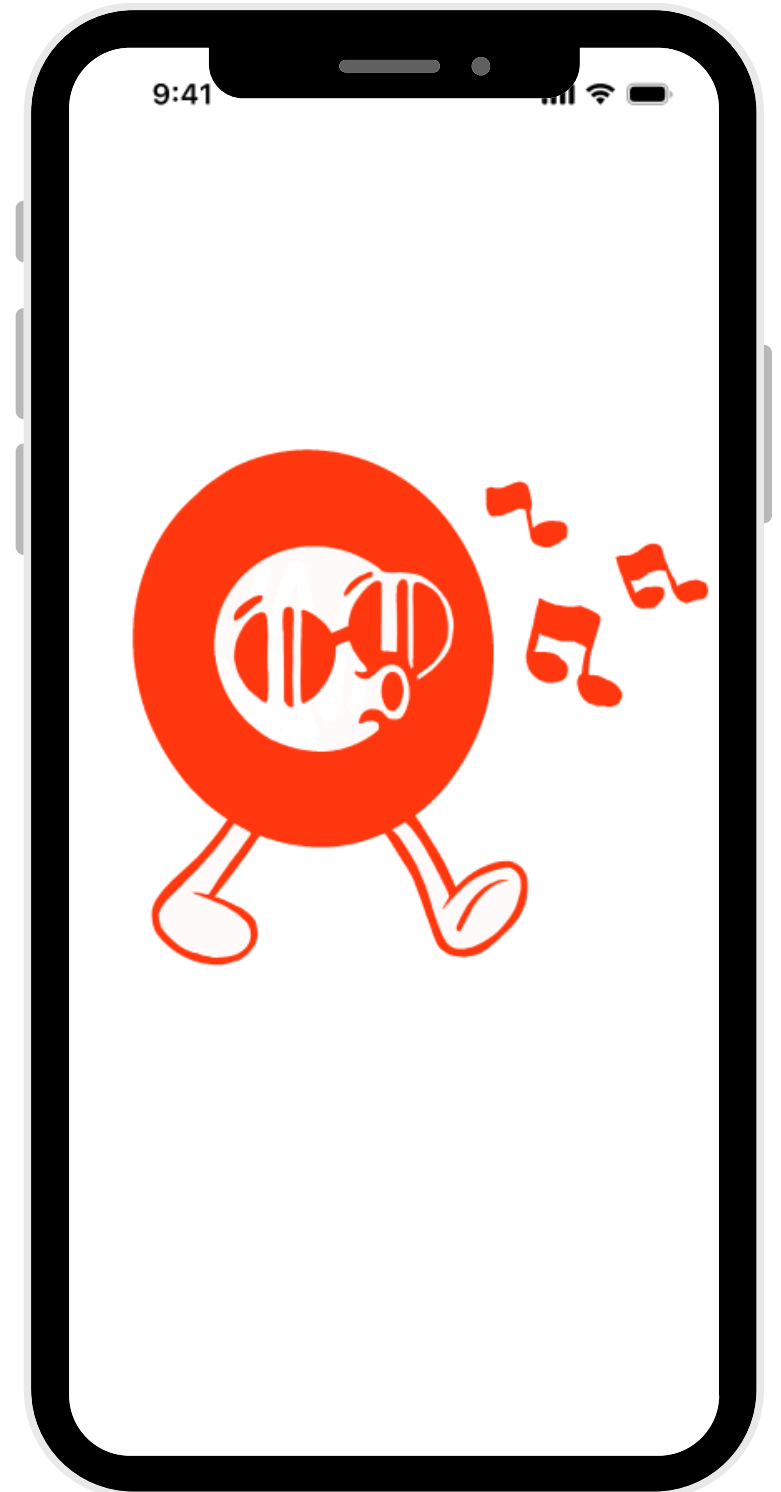
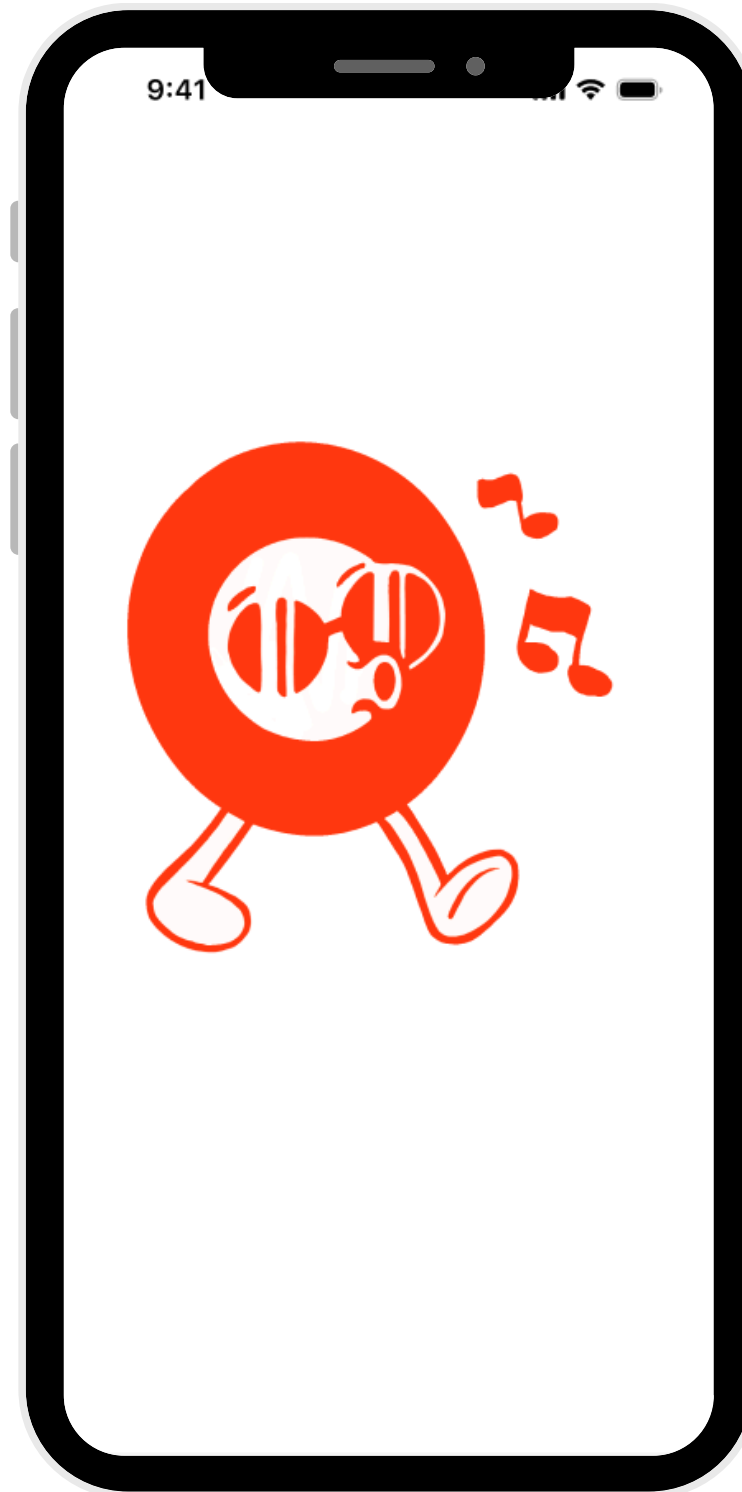
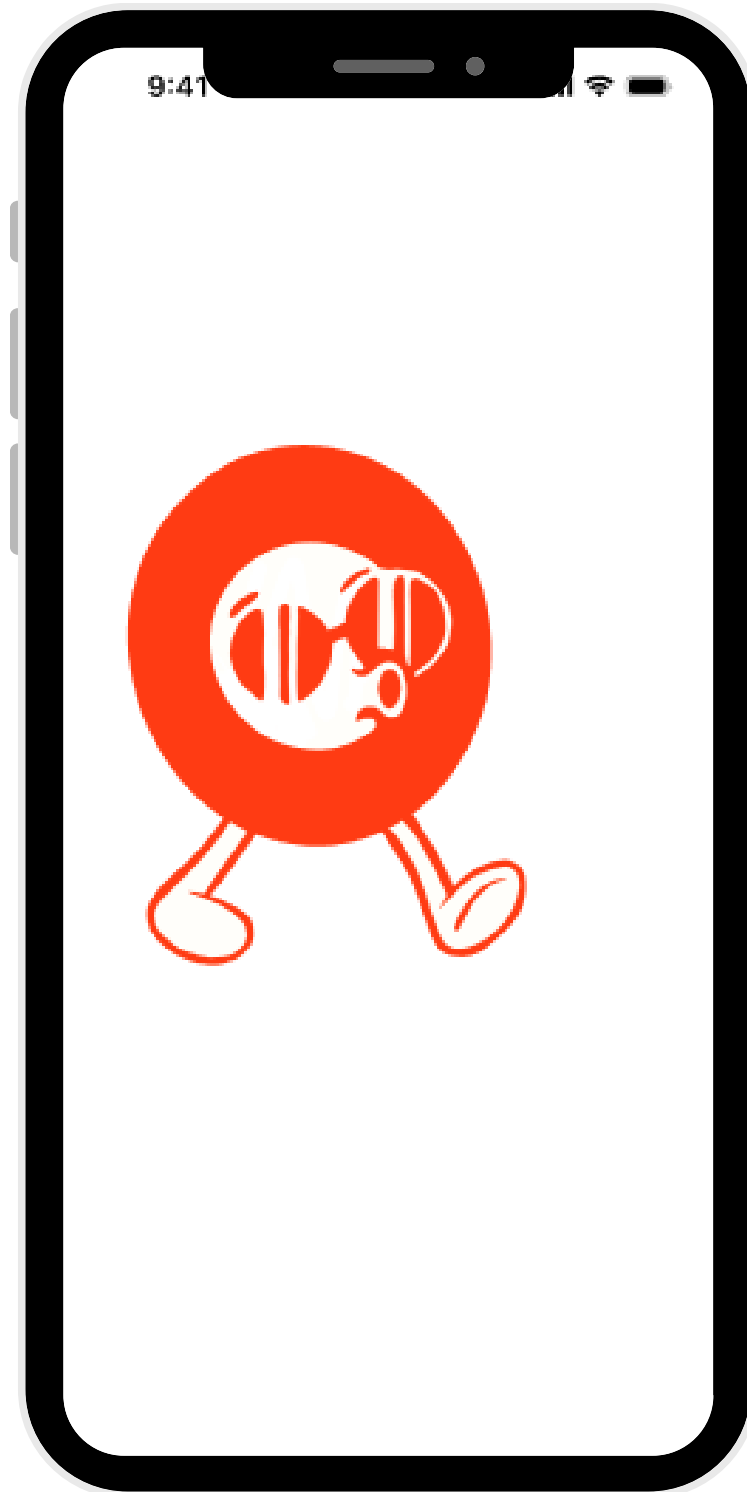
Accessible for All: Whether you're an expert or a beginner, our service is easy to use, making it simple to dive into the world of vinyl.

Expert Recommendations: Our in-house team of music enthusiasts ensures that every vinyl record selected for our subscribers meets the highest standards of quality and musical diversity.

Community-Focused: We encourage interaction with other users, allowing fans to share their experiences, albums, and recommendations.

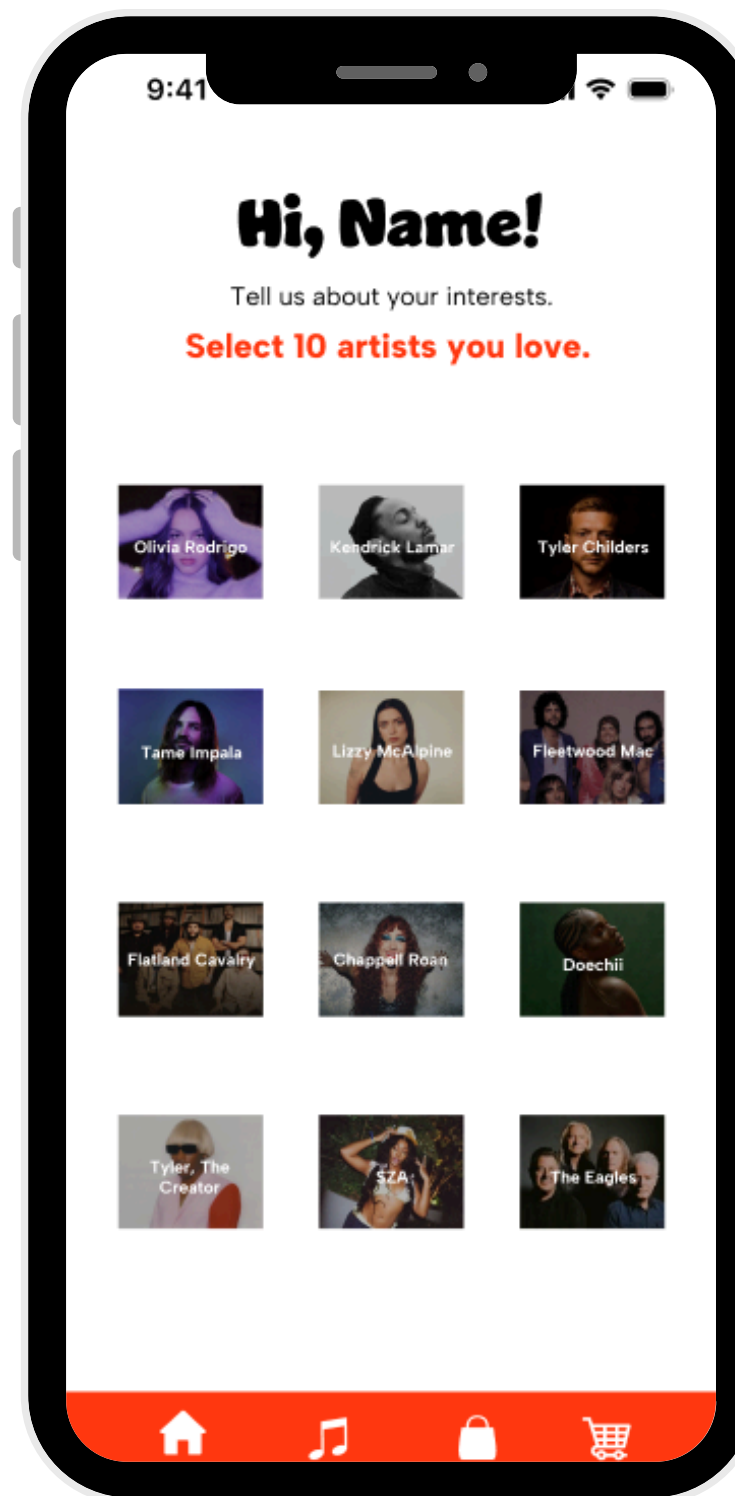
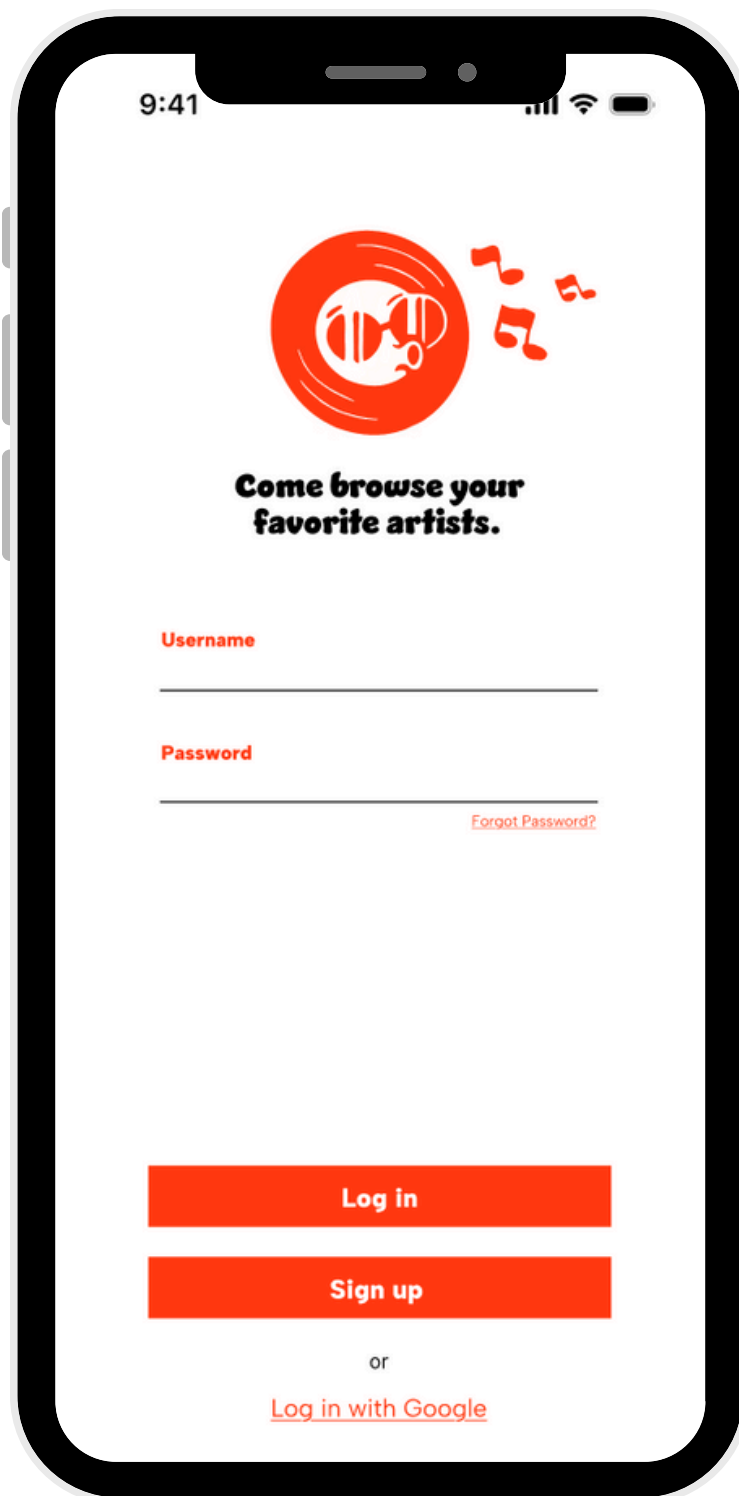


Splash Screen

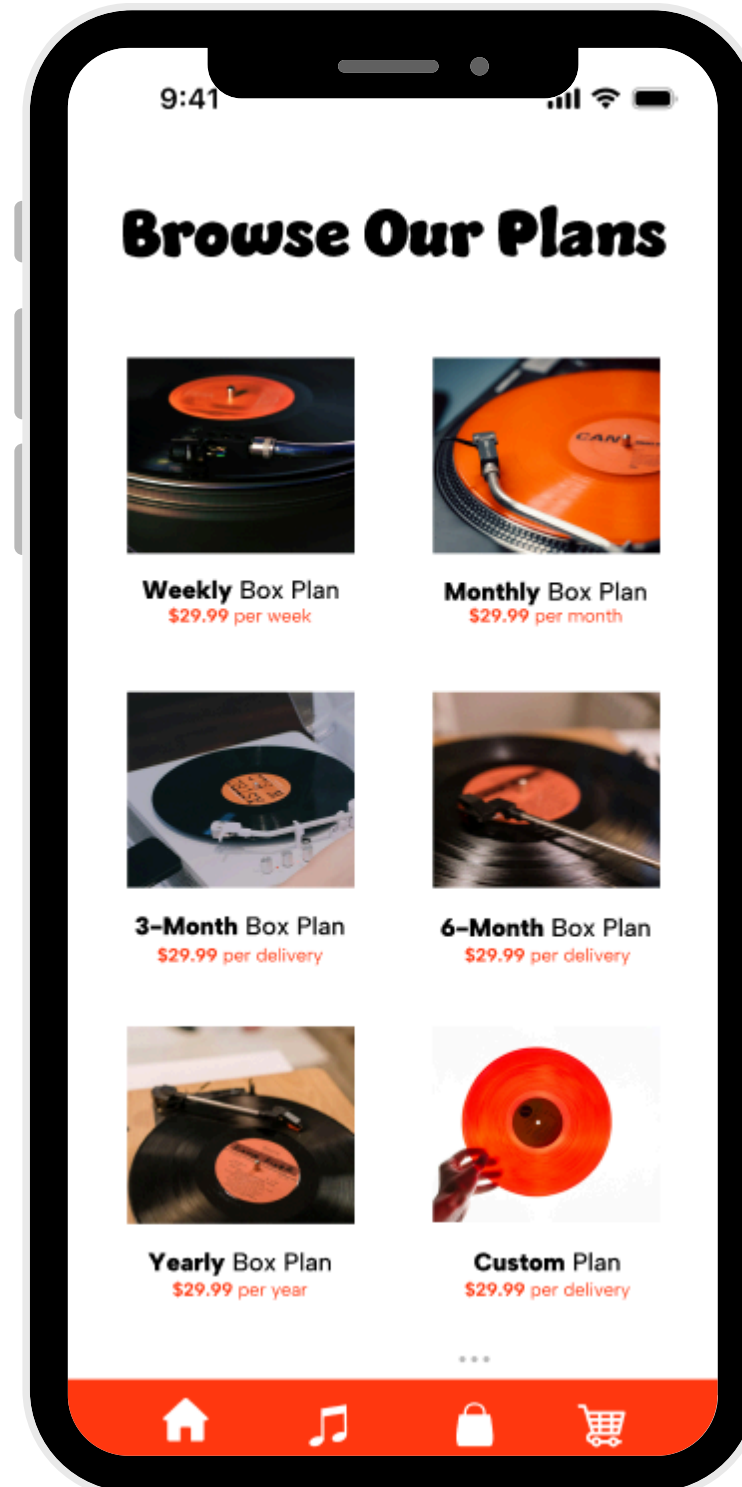




Sign-up & Home Screens



Product Screens



Check-out Screens



9:41

Your Cart

1 Monthly Box Plan	\$49.99
Tax	\$0.89
Total	\$50.88

Select Payment Method

Credit Card venmo PayPal

Card Number

Expiration Date Security Code

Phone Number

Next

9:41

Your Cart

Street Address

City State

Zip Code

Shipping & Handling

Standard	\$4.99
Hand-Select Your Delivery Date	\$9.99

1 Monthly Box Plan	\$49.99
Tax	\$0.89
Shipping & Handling	\$4.99
Total	\$55.87

Place Order

