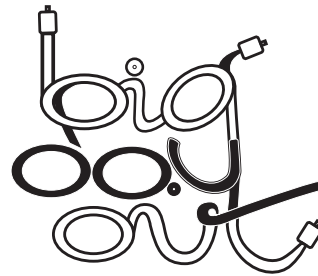




Above: original Big Day Out logos



Big Day Out Logo:  
Re-branded Logo - Vertical form of the final digitised version.



Big Day Out Logo:  
Re-branded Logo - Horizontal form of the final digitised version.

## ORIGINAL DESIGN

The longevity of the original logo elements have been versatile and has been utilised for many with the exception of one break out year.

### Company identity and graphical elements of the current logo:

Client's Name:

BDO (Big Day Out) Organisers  
Creative Festival Entertainment have maintained annual identity refurbishment, regularly re-branding by differentiating each logo with colour, texture and graphical elements changes.

Company Identity:

Music festival organisers, responsible for progressive growth of the southern hemisphere annual summer festival held in multiple Australian cities.

Main elements: Rounded geometric letter forms, including multiple borders. The layout of the letter forms changes dramatically each year. Additionally every year there is a completely different graphic form featured and each graphical element is an add on to the letter forms.

## RE-BRAND IDENTITY

### My Proposal:

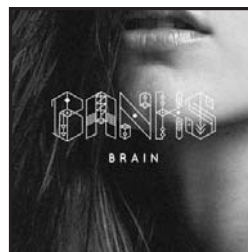
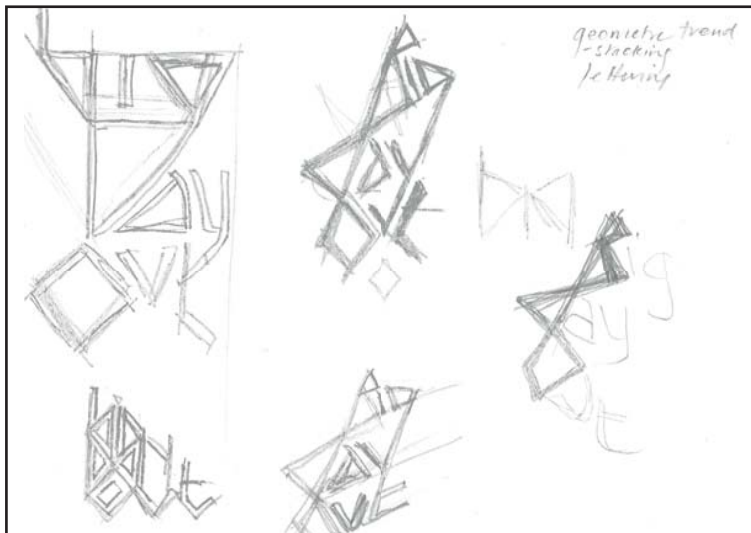
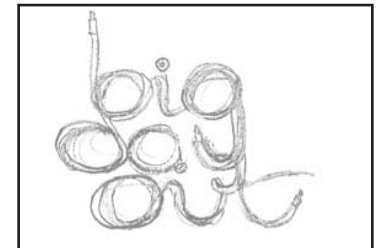
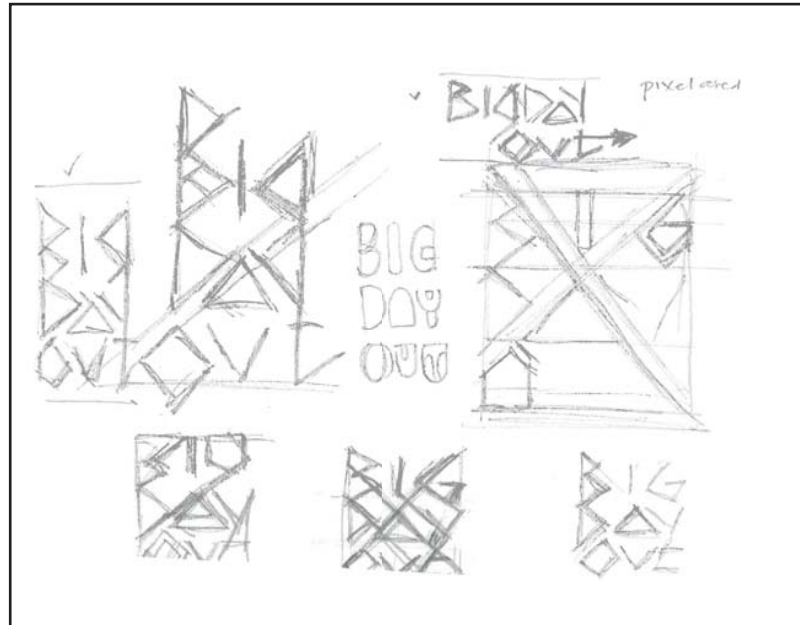
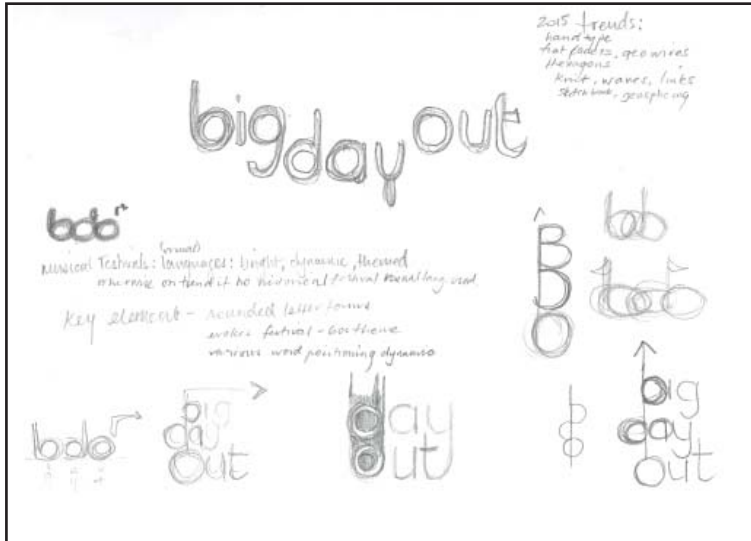
I propose a variation of the popular form, still utilising geometric based forms, with the addition of an organic and cursive influence.

As geometric is still popular the precise forms are not as popular with the modern crafting/ technological psyche within the youth culture. With this trend in mind I explored musical forms that would assist. I found a logo on a site Consequence of Sound from the logo based on the aux cable and a smoking advert with letter forms made from cigarettes which inspired me. I built letter forms

around how a cord would sit and possible shapes made by a cord as a reference.

One of my favourite elements is the use of the aux cable for ears and spurs of the letter forms. This ties in the fusion of the organic and technological whilst utilising sound equipment as the theme which is the primary selling point of festival.

## IDEA GENERATION



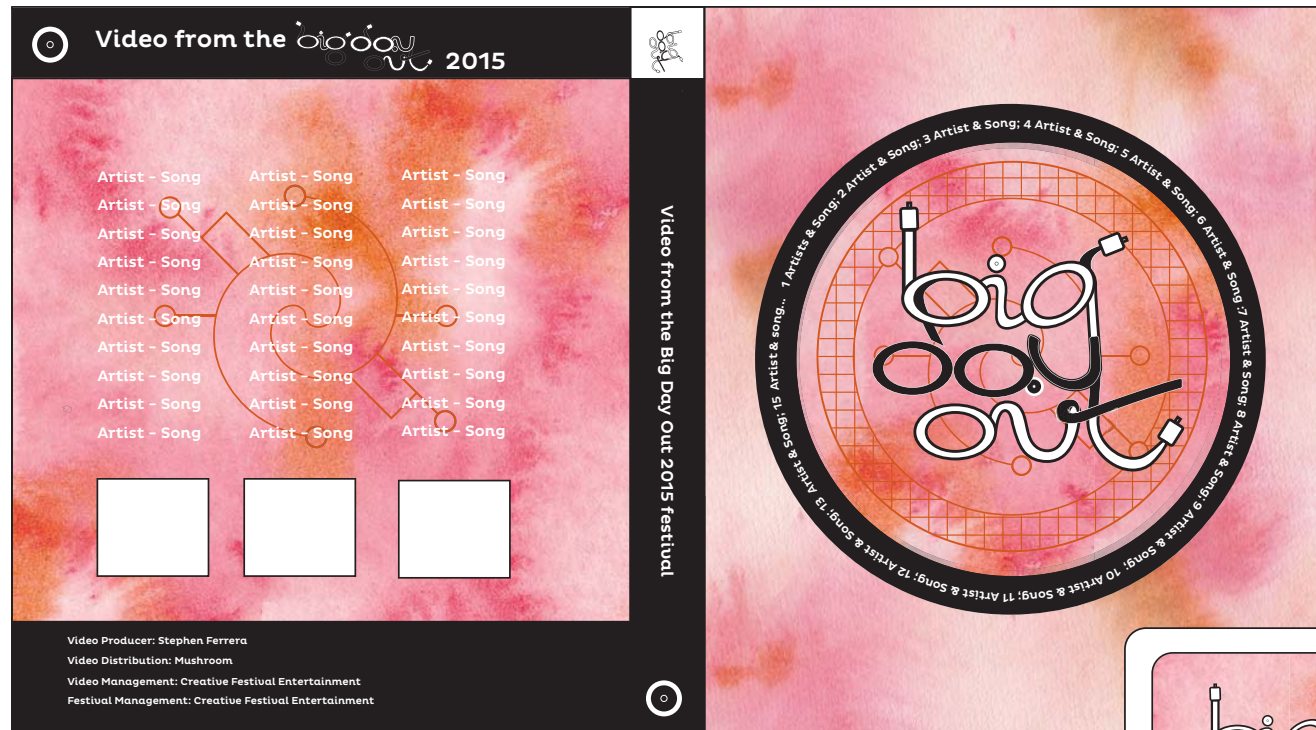
Exploration: Geometric - exploration of shapes and forms.

# MOCK UP: T-SHIRT, CD, BLUE RAY & I-PHONE APP



Above: T-shirt mock up

Below: CD mock up



Above Right: Blue Ray mock up

Above: CD case mock up

