

MEGAN WREN

Branding





Wren's Original Logo, 2018

Megan Wren is an Ohio-based musician compared to both Stevie Nicks with an “untamable, earthy energy” and the “other-worldly, soul-bearing aura of Queen’s Freddie Mercury”

Megan Wren’s sound has been described as “of this world and yet entirely capable of taking you far outside it.”

Nearly a year after her 2018 debut EP Sympathetic Vibrations, I was tasked with redesigning her branding. The goal was to connect her brand imagery with her music, its influences and lyricism and to sophisticate the typography. The typography would need versatility, for dualities of rock grit and dreamy delicacy.



Personal meetings with Wren informed brainstorm and research of what her imagery could be.

These sparked the idea of a poster design inspired by the Moon tarot card, which has pre-existing meanings that parallel her lyrics. The tarot card became customized by bringing in imagery of a blended sun-moon and a take on her Pisces zodiac sign, personalizing the imagery.

This poster was not originally intended to influence her new logo, but as an exercise to understand her messaging.

MEGAN WREN

≡buzz words≡

VINTAGE CLASSIC*

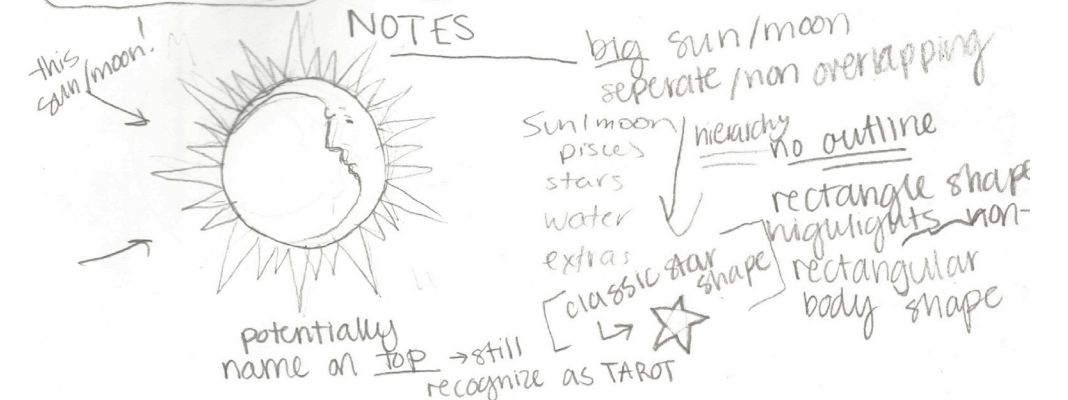
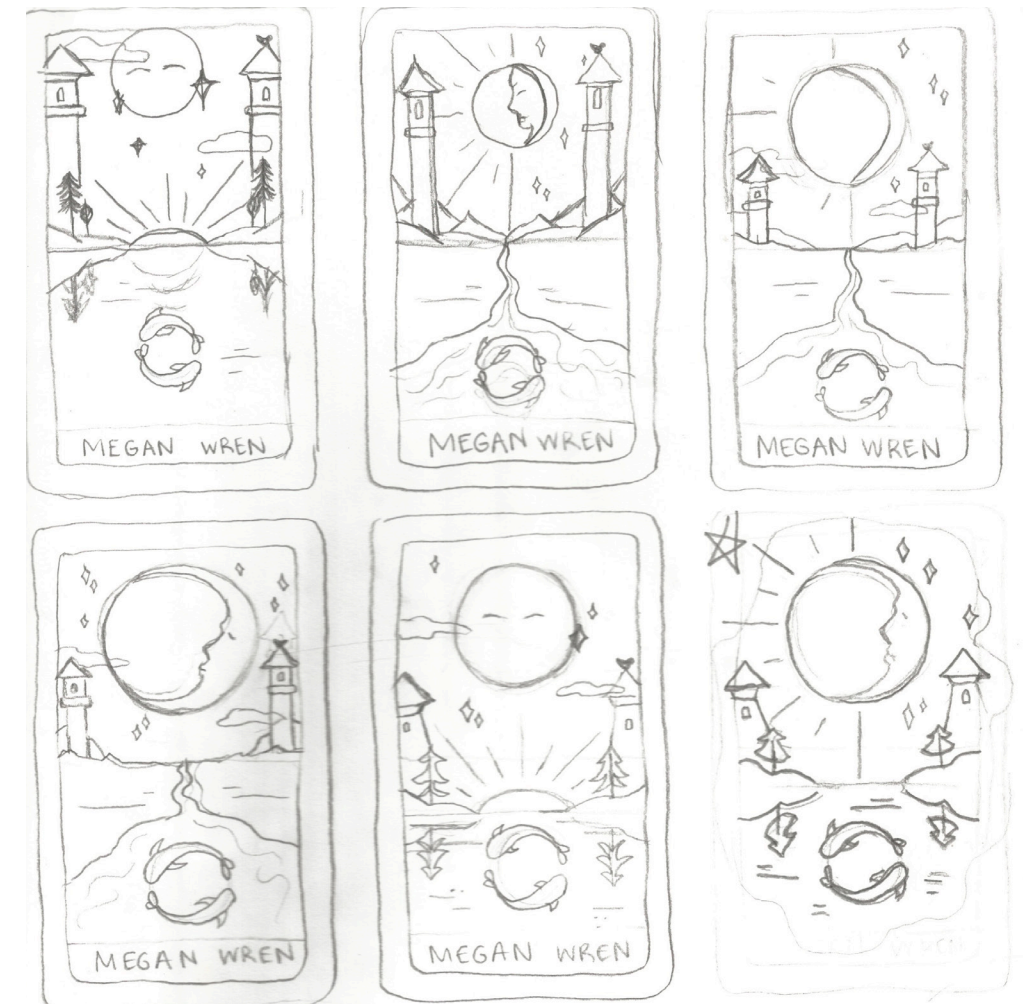
ROCK + ROLL WARMTH
PERSONAL, YOURS MAGIC STEVIE NICKS!
FEMME ENERGY, GYPSY
COMMANDING! POWER WELCOMING
CONNECTING, HUMAN

AUTHENTIC

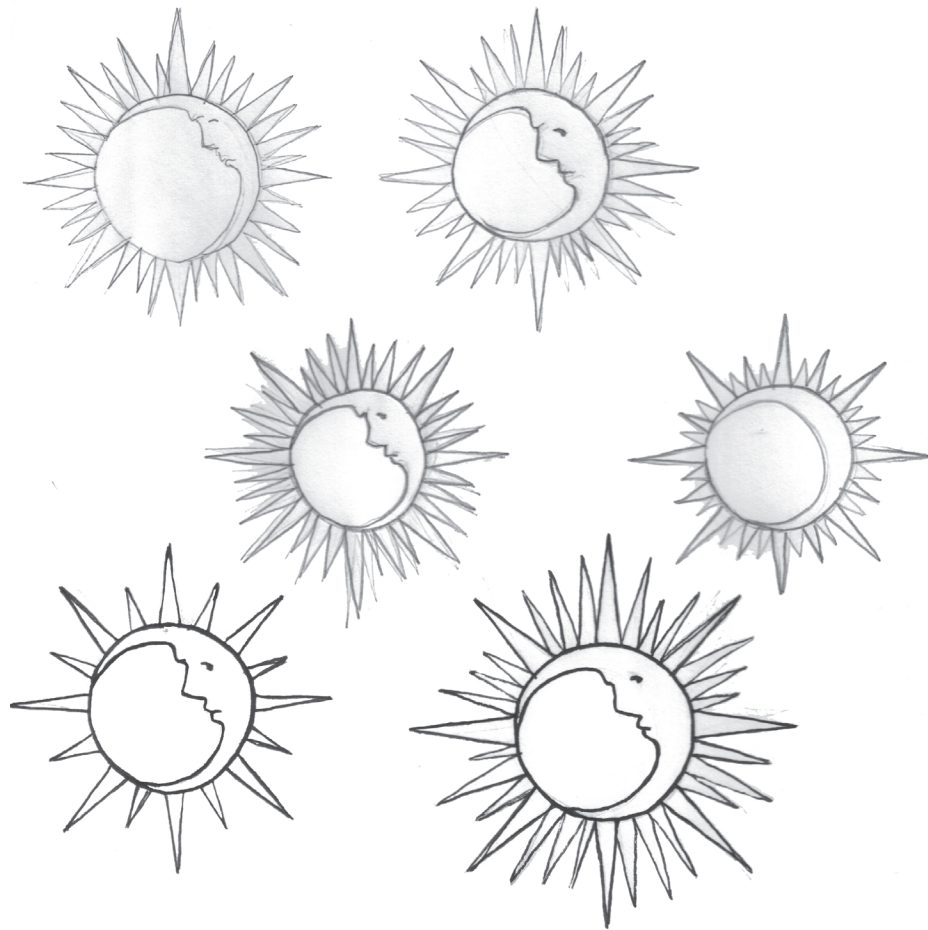
THEATRICAL ROCK - FREDDIE MERCURY
ENERGY, - FLEETWOOD MAC
PEACEFULNESS - MUSE - GHOST

SELF-REFLECTION - YOGA
FUN! HUMAN
EXPERIENCE, FRIENDS
NOT PRODUCT
COMMUNITY

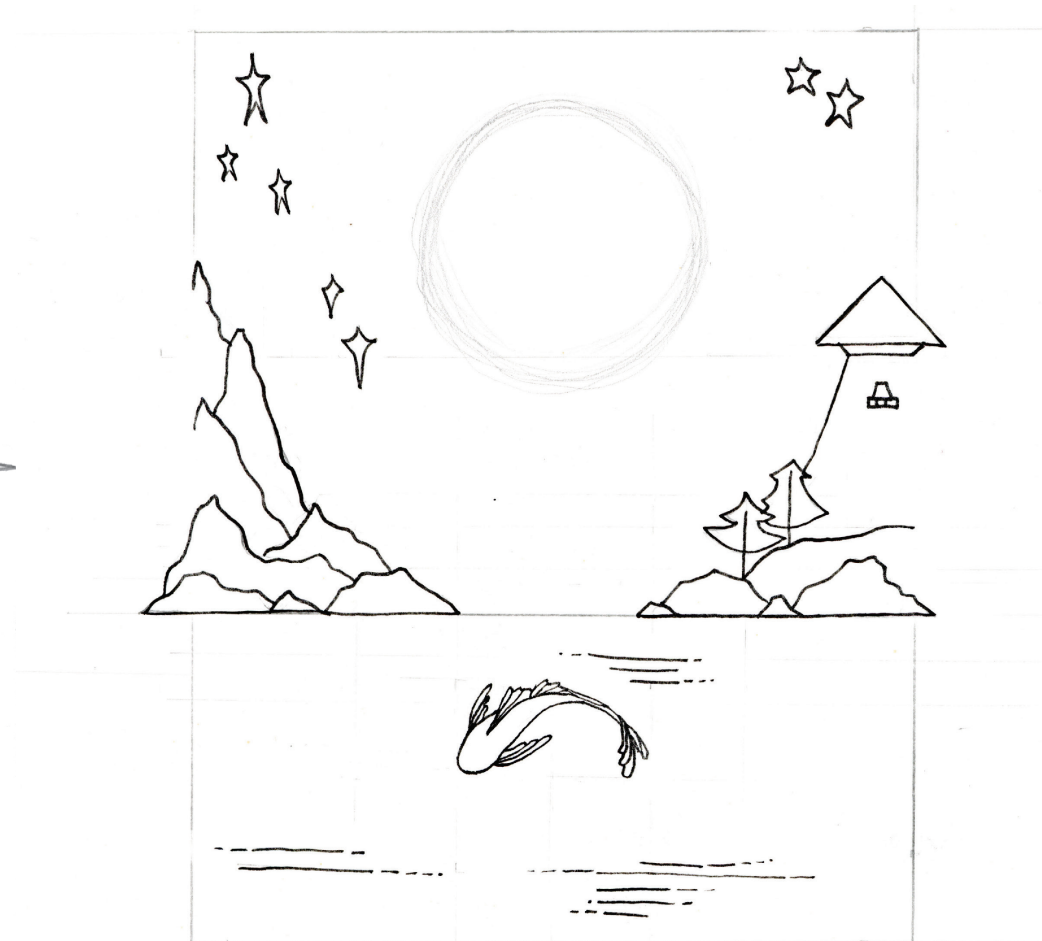
- SHOWS -
TOGETHERNESS



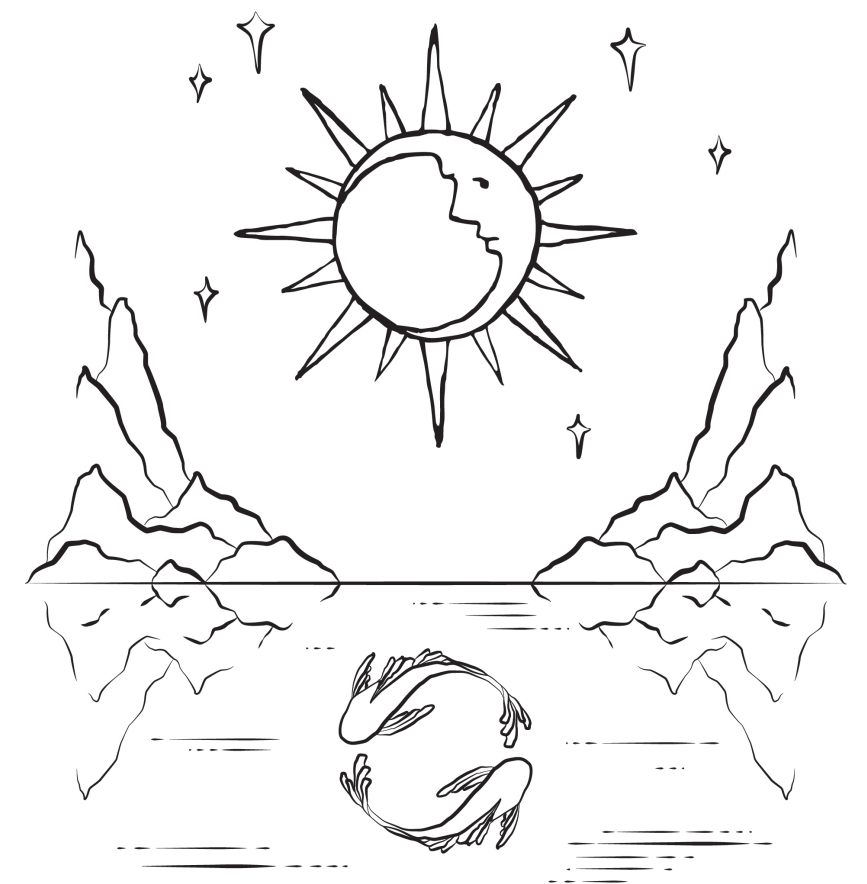
Concept Design



Focal Point Sketching

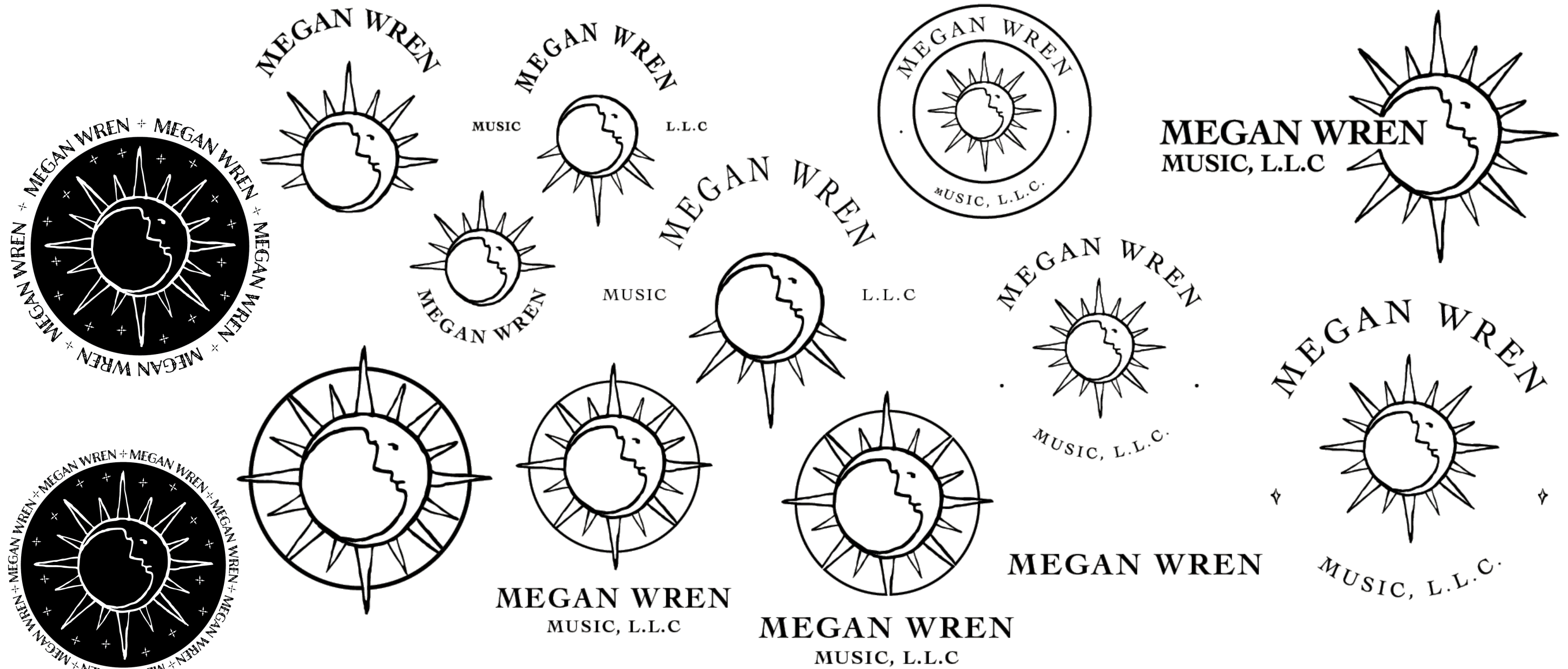


Poster Sketching



Digital Design

Logo Design



COCHIN

AKZIDENZ-GROTESK

Akzidenz-Grotesk

Colors

<div>R: 23 G: 118 B: 122 #4caeb9</div>	<div>R: 76 G: 174 B: 185 #4caeb9</div>	<div>R: 242 G: 179 B: 66 #f2b342</div>	<div>R: 253 G: 204 B: 105 #fdcc69</div>	<div>#000000</div>
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