

**Victor Russell**

GD2 Fall 2023

Project 02: Identity

Music Unites

# History

- Founded in 2009 by Michelle Edgar
- Support music education in underfunded inner city public schools in New York City.
- Organization expanded to support music education for at-risk youth across the country
- Goal of giving underprivileged youth access to a brighter path through music programs



# Purpose

- Music Unites is a charity in the United States
- Aims to raise the academic and lifetime achievements of at-risk, public-school students in urban areas.
- Partner with investors, public schools, celebrities, corporations, and recording studios to accomplish this goal.
- Providing free music programs and events to educate and guide youth towards a successful life.
- Display talents at organized events and venues
- The general public provided positive social and personal experience through attending these concerts.



# Audiences & Competitors

## Audiences

### *General public*

- Engaged through the music events the organization puts on

### *Urban youth of the United States*

- Engaged through music programs, events, and educational opportunities

### *Celebrities and Investors*

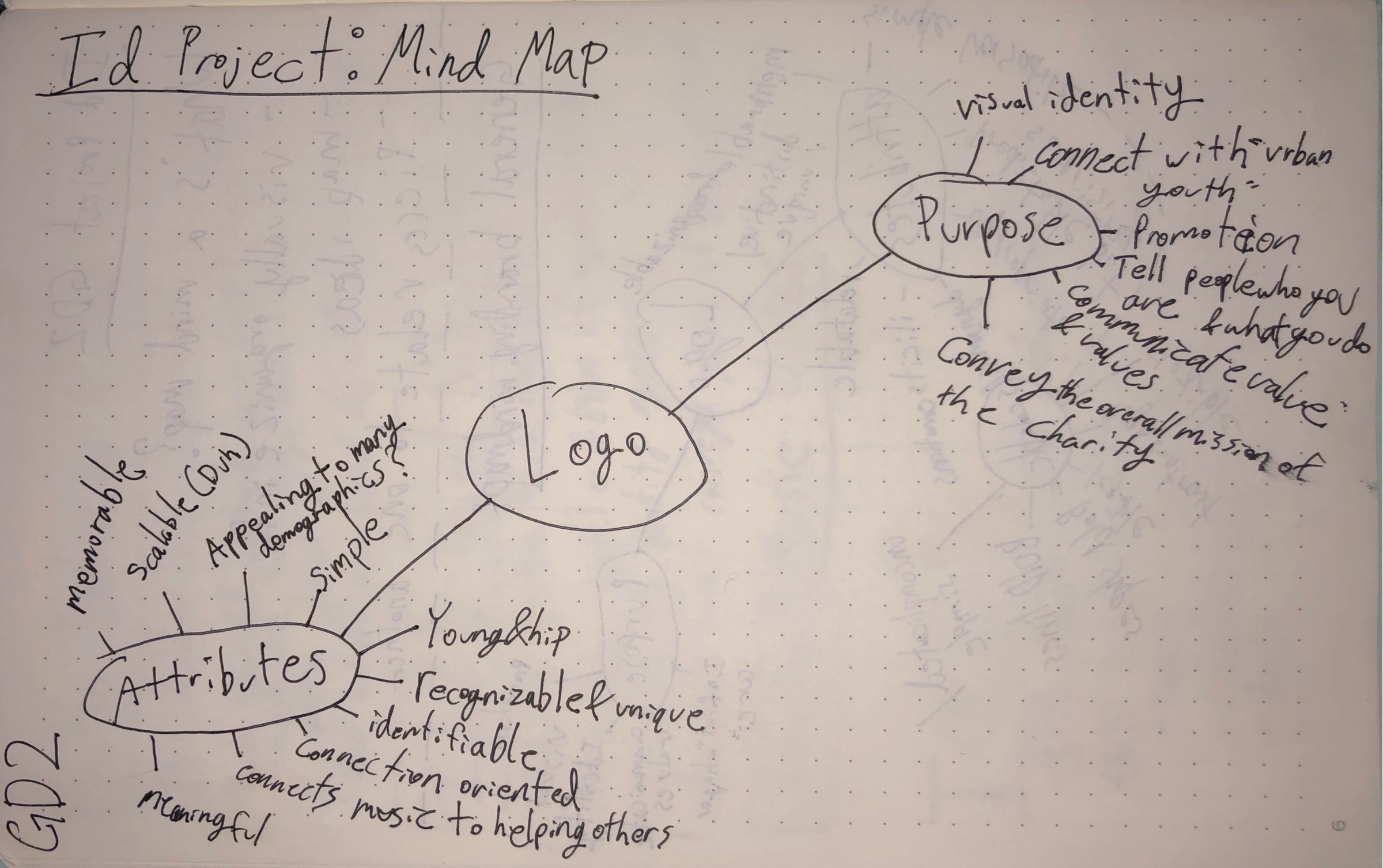
- Engaged in futures of urban youth through financially sponsoring and supporting the educational efforts.

## Competitors

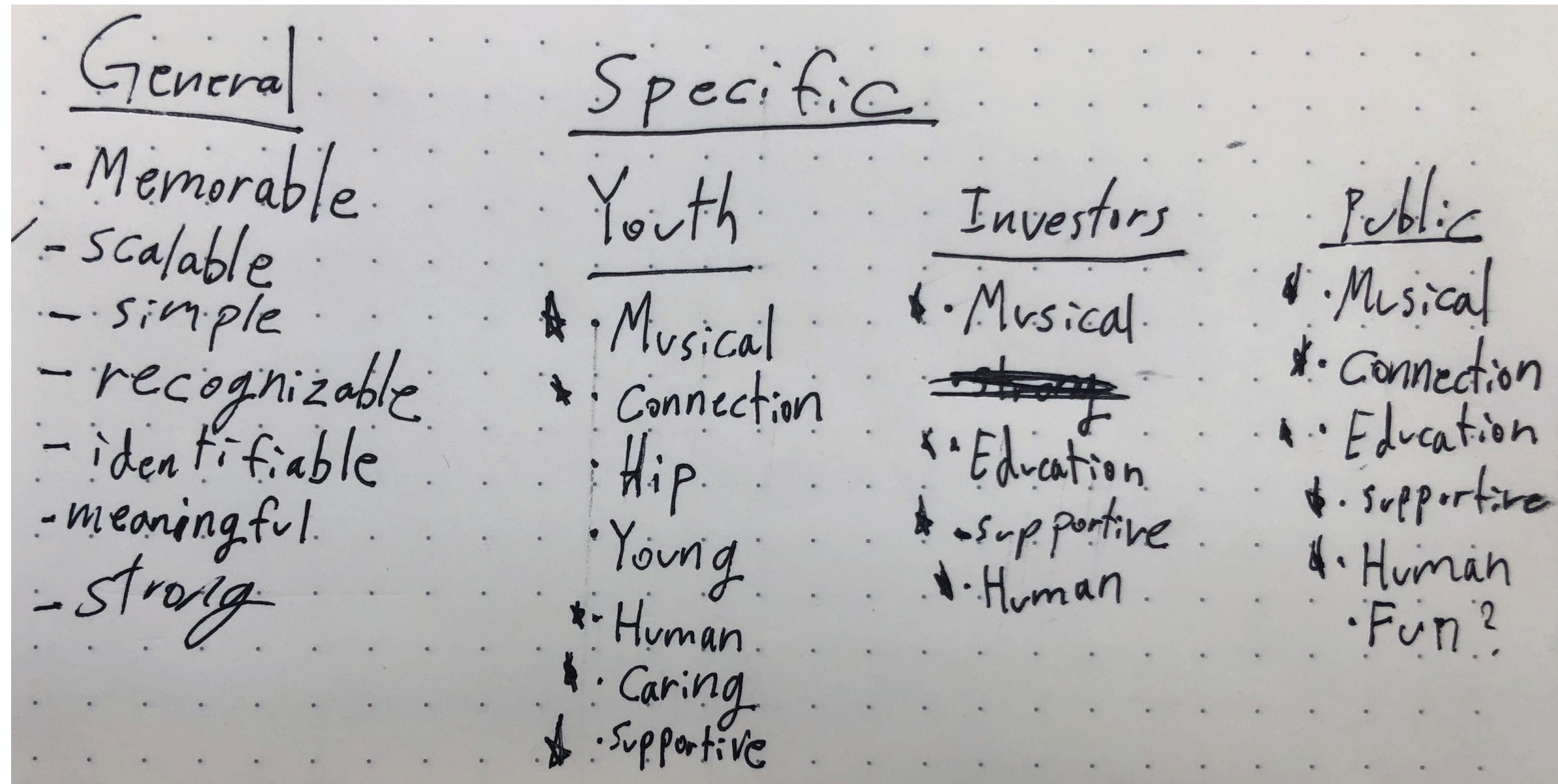
- Notes for Notes, House of Blues Music Forward, Music & Youth Initiative.



# Mind Map



# Mind Map no. 2



# Creative Brief

## Communication Goal

Communicate being supportive of at-risk youth of the USA through providing music education and creating interpersonal connections

- Creating identity primarily focused on people, connections, education, support and music
- Values music, support, people and education

## Specific Attributes

### *Desirable*

- Human
- Connective
- Musical
- Supportive
- Educational
- Entertaining

### *Undesirable*

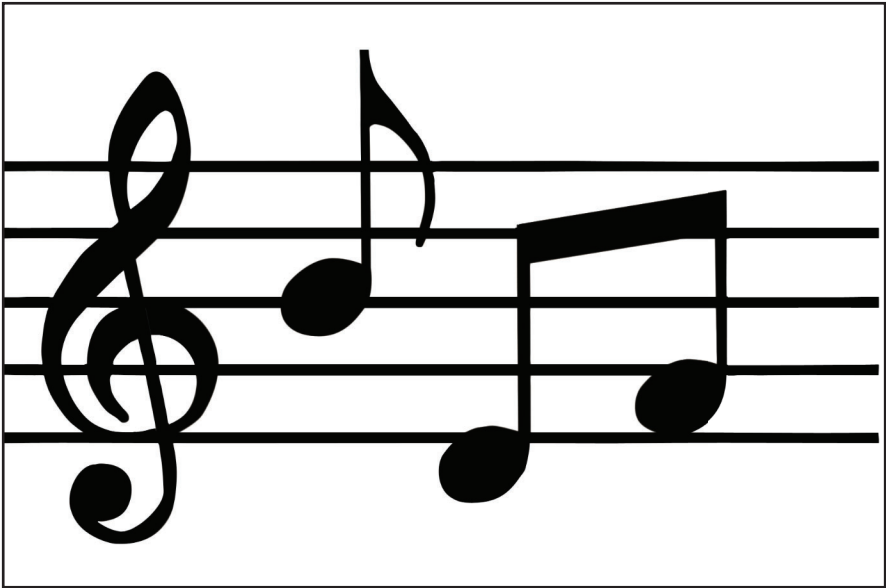
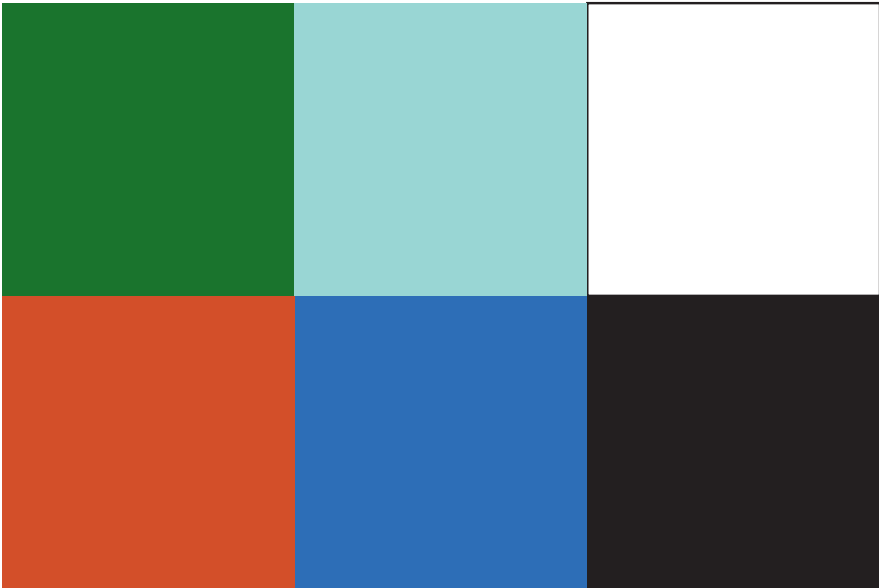
- Quiet
- Old
- Intense
- Difficult
- Dramatic
- Lamé
- Bureaucratic

## General Attributes

- Scalable
- Individualized
- Appropriate
- Modern
- Meaningful
- Identifiable
- Recognizable
- Strong
- Interesting

# Mood Board

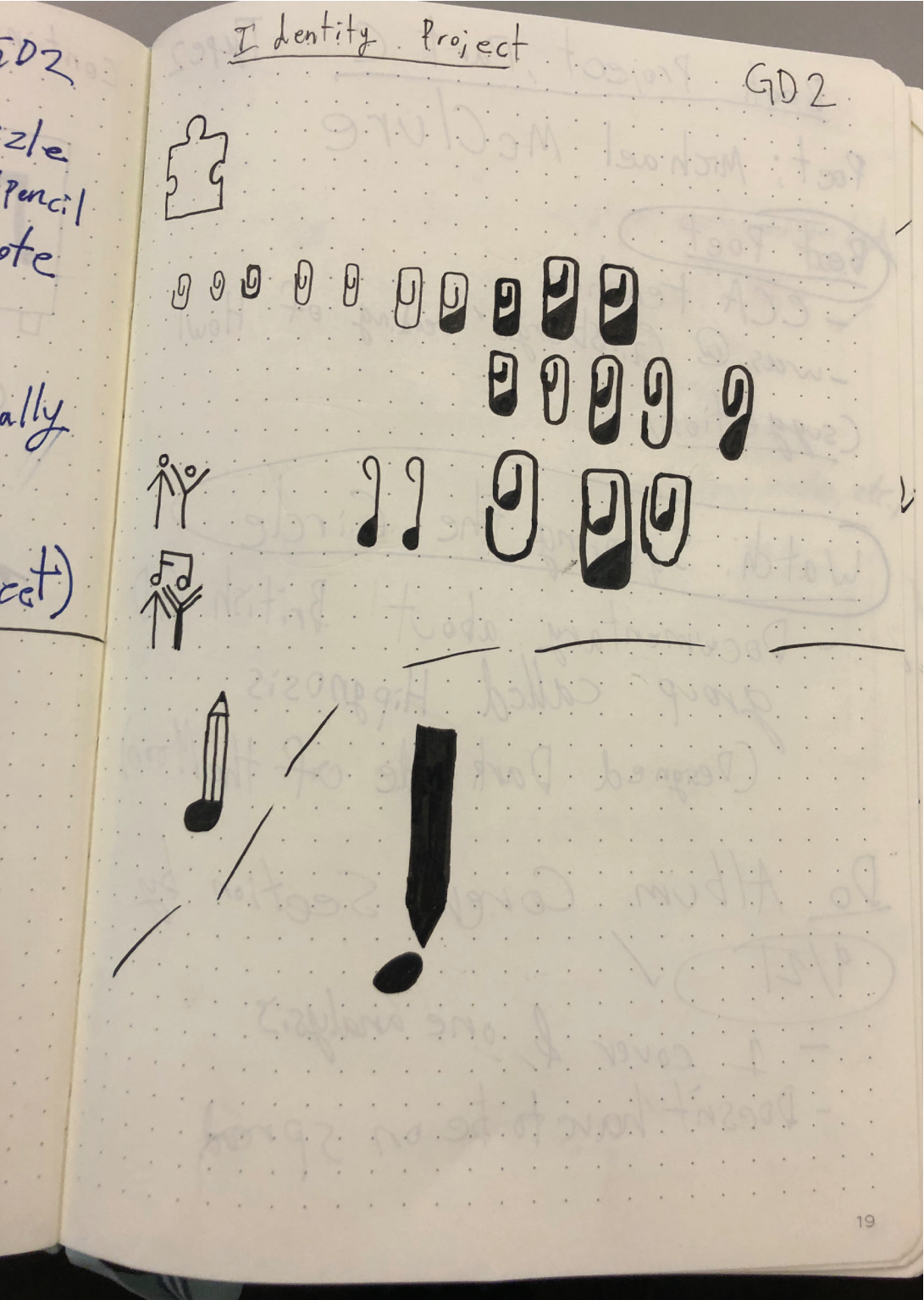
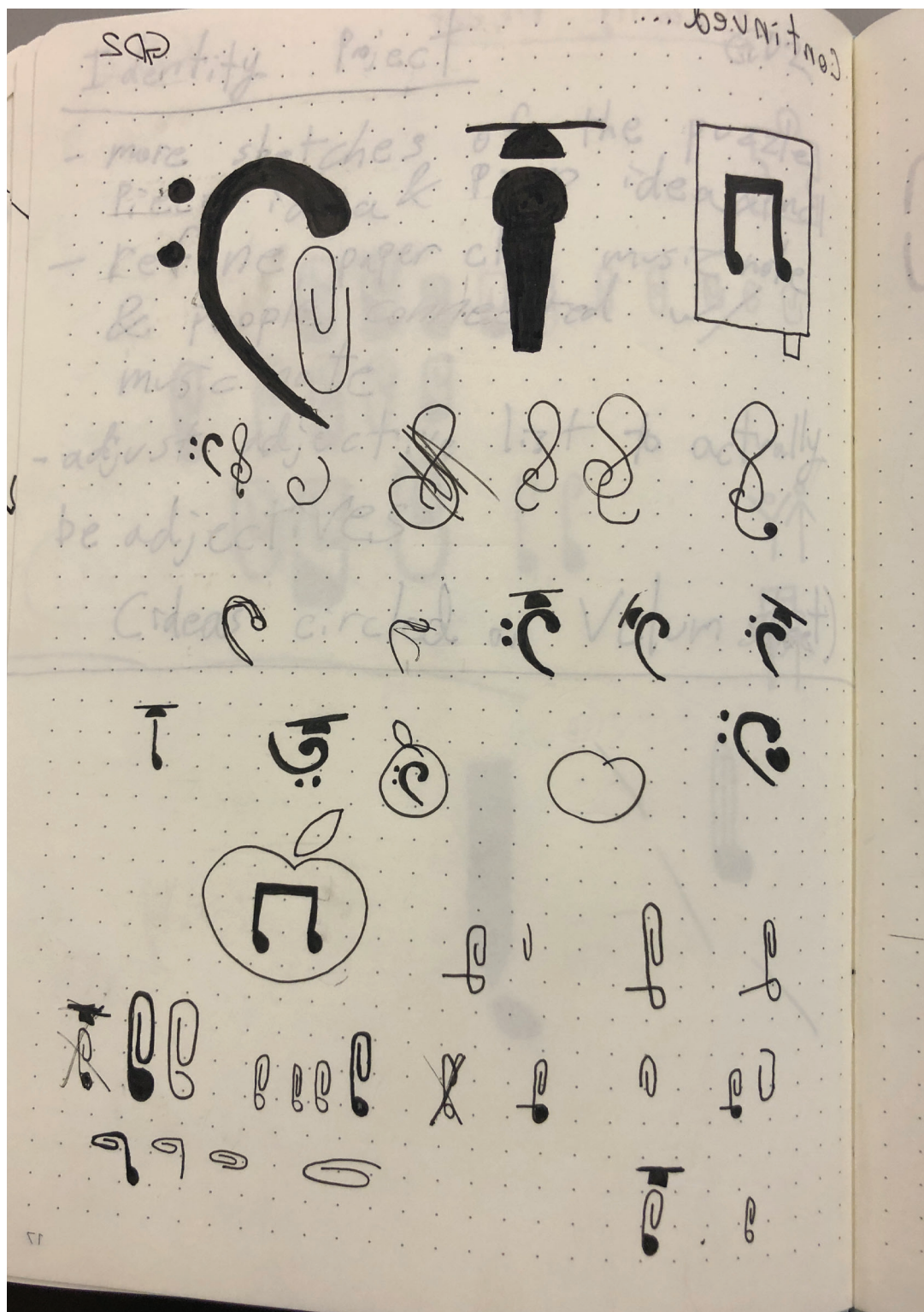
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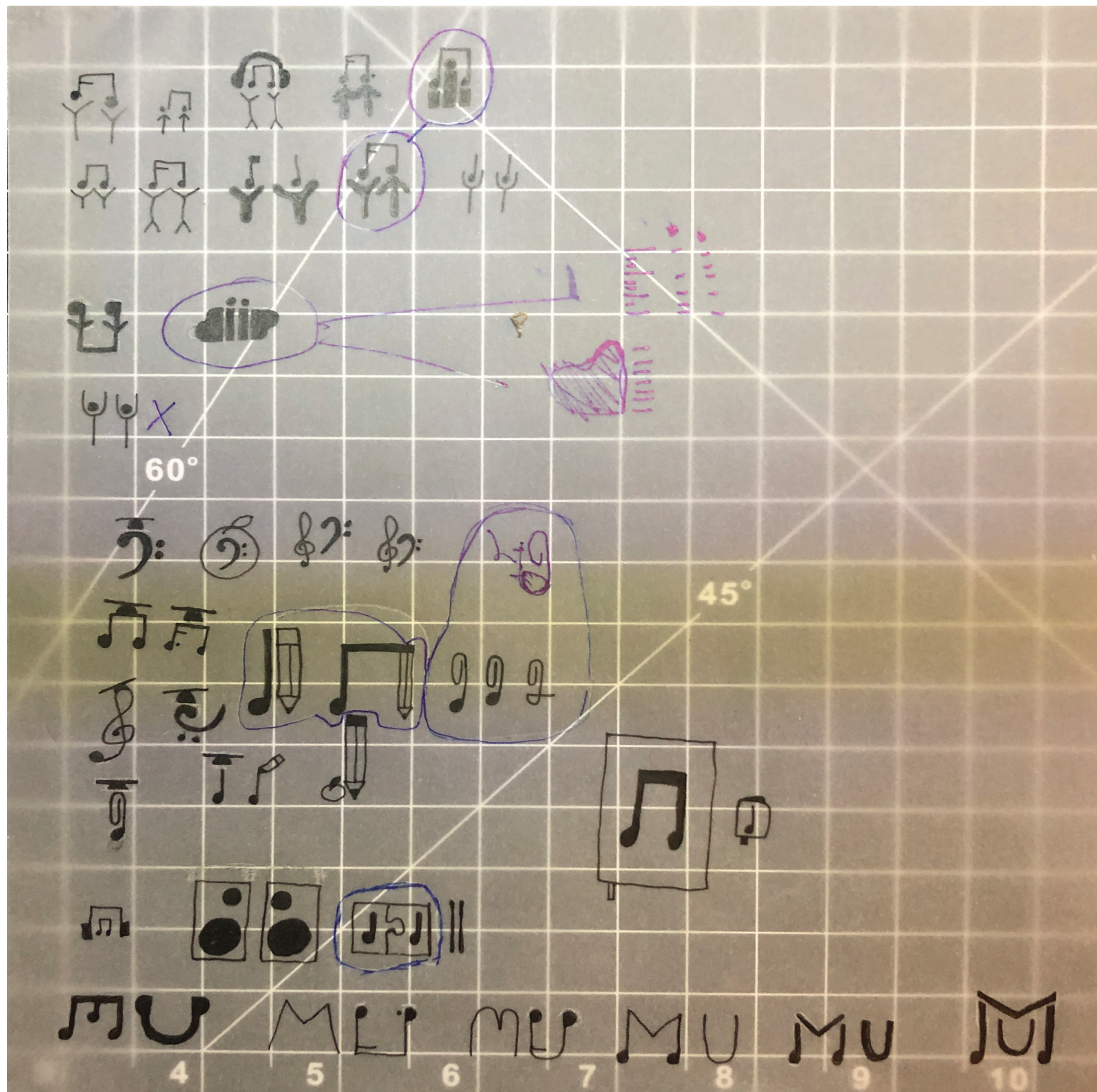
# Concept Sketches



# More Concept Sketches

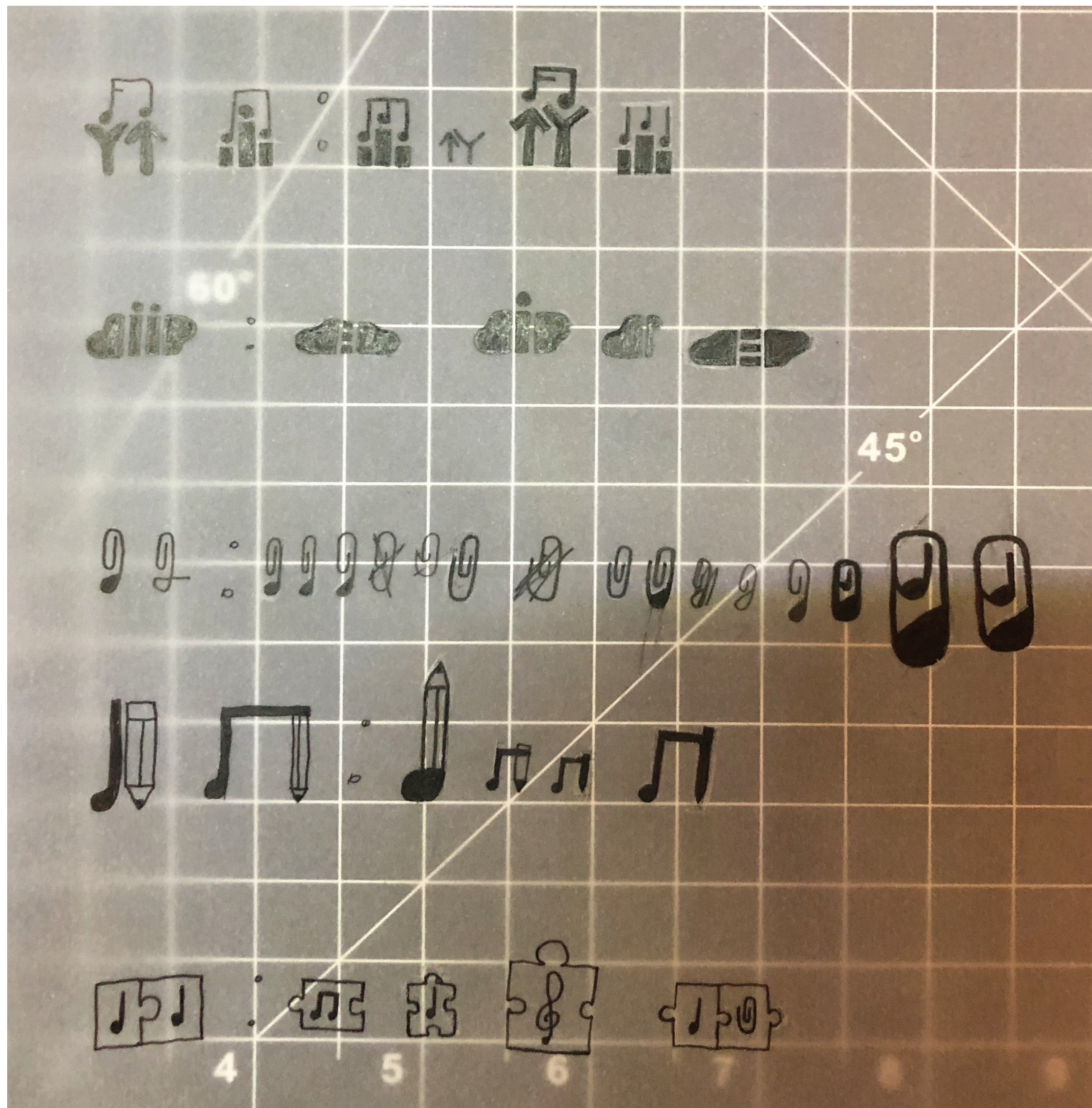


# Concept Development



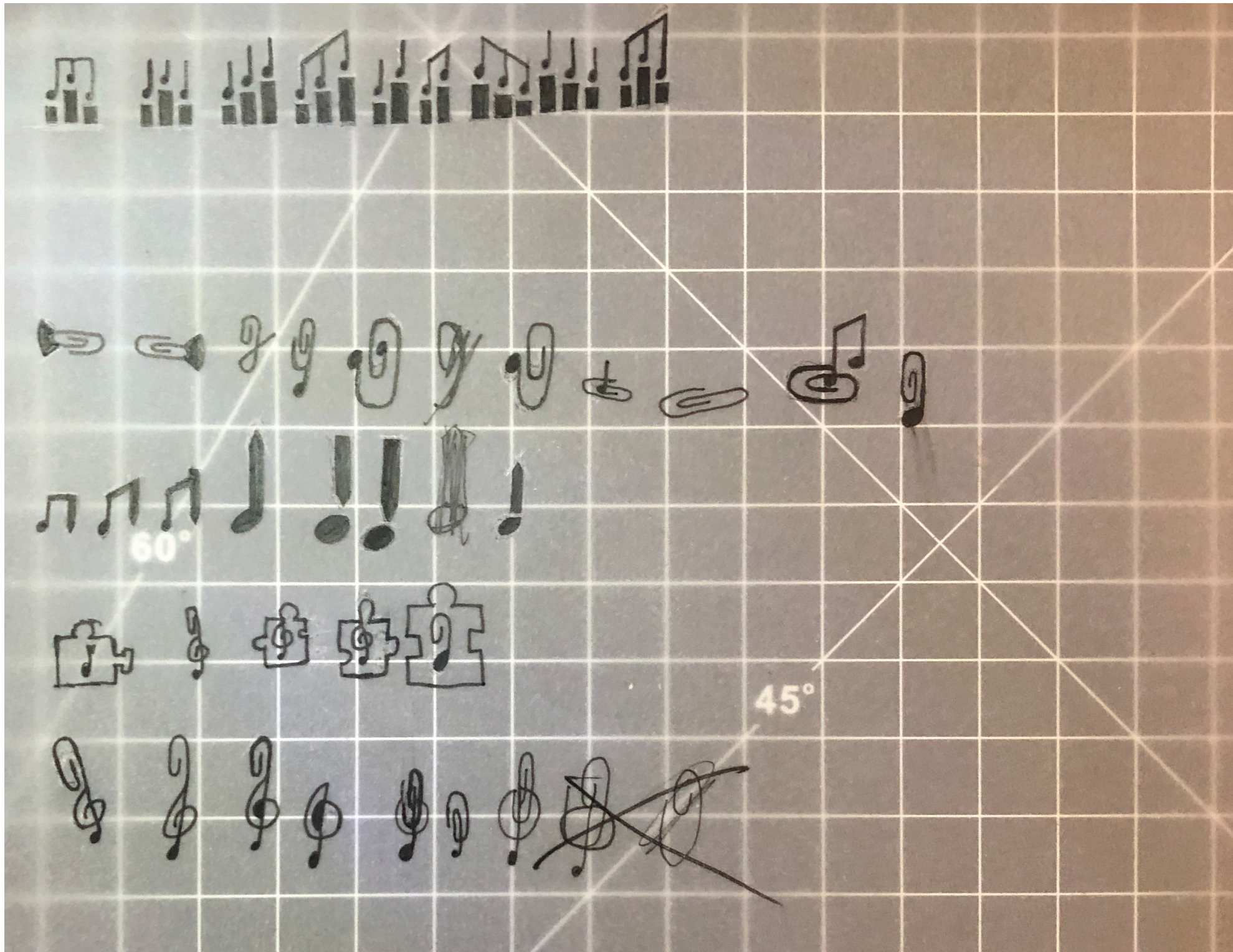
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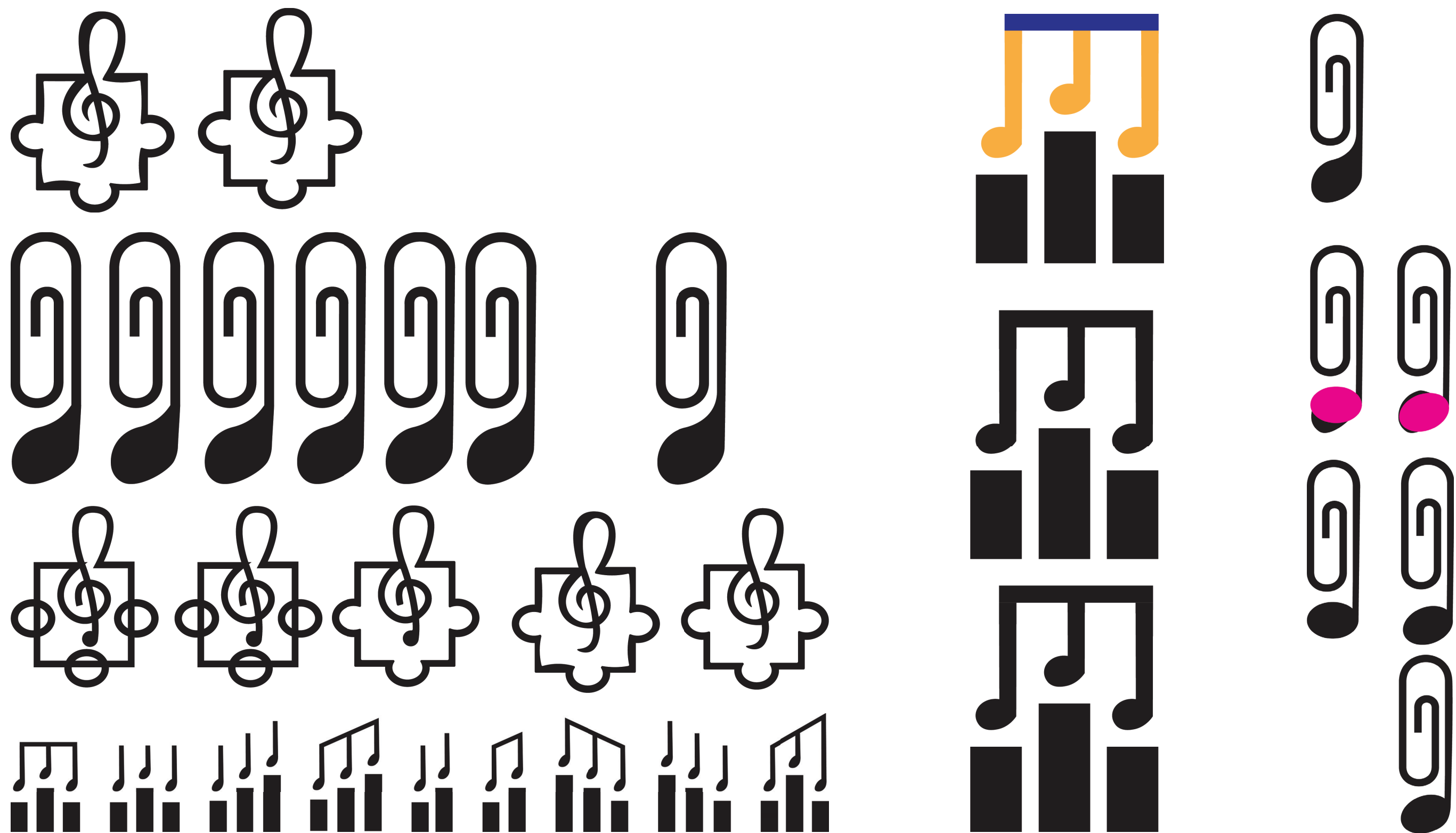
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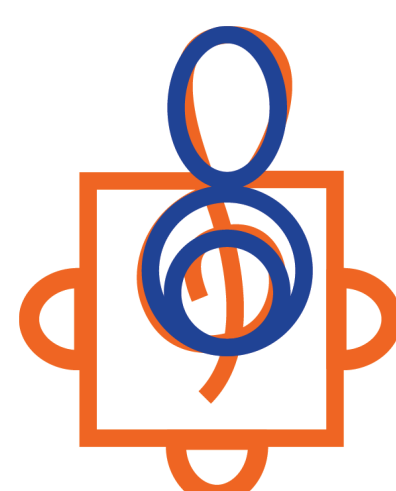
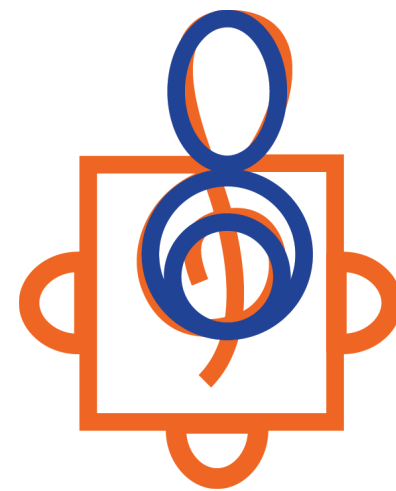
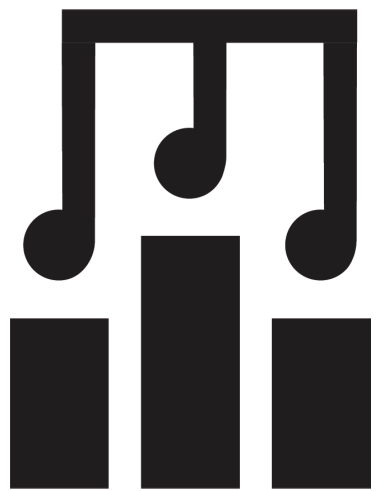
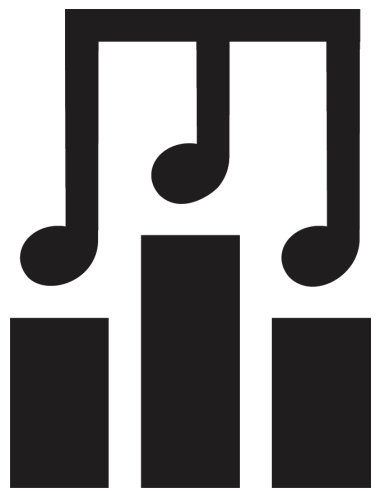


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# Development and Refinement





# Logo 1 - Puzzle Piece



**MUSIC UNITES**



**MUSIC UNITES**

# Applications - Puzzle Piece



**MUSIC UNITES**

+1 (425)-765-7024  
12345 Rhode Island Avenue,  
San Francisco, CA 95403  
September 23, 1985

Greetings Adam Appleseed,

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Best Regards,  
Richard John





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### WHO WE ARE

Music Unites works towards transforming inner-city landscapes by empowering urban youth through music.

MISSION

WHO WE ARE

PARTNERSHIPS

BOARD OF DIRECTORS

### WHO WE ARE



**Michelle Edgar**  
Founder/CEO

Executing game-changing entertainment partnerships, and withholding a track record for enhancing major brands, Michelle Edgar is a renowned entertainment executive who is recognized for orchestrating collaborations between music, entertainment and marketing.

She is an agent at ICM Partners in Global Branded Entertainment and Concerts. Michelle's expertise and focus is securing partnerships for ICM Partners artists across all genres of music from Mary J. Blige, Macy Gray, Letoya

# Logo 2 - Sound People



# Applications - Sound People



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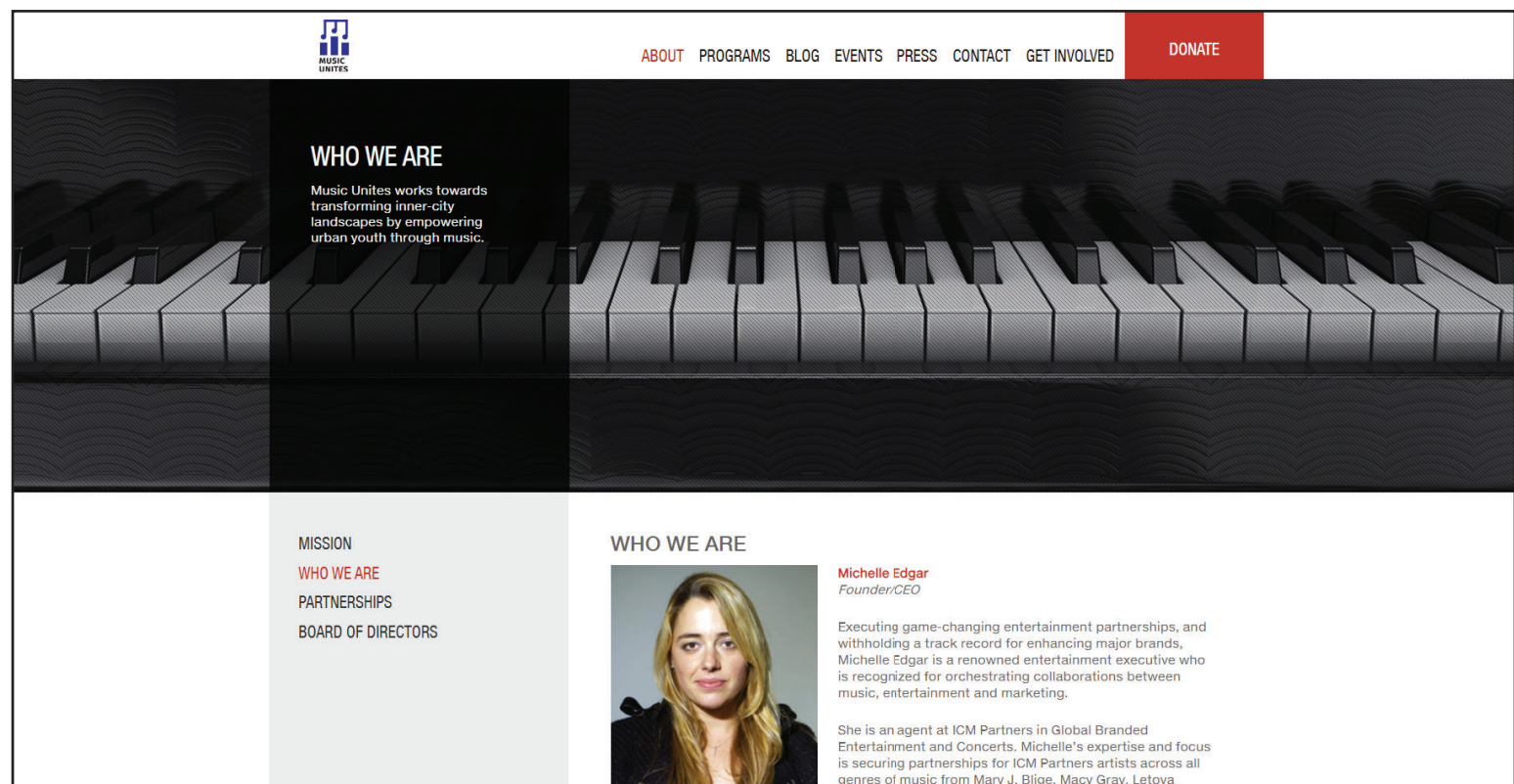
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# Logo 3 - Paperclip



# Applications - Paperclip



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