



GEORGIA MUSIC HALL OF FAME

LOGO
REBRAND

APRIL 10, 2017





LOGO REBRAND

Georgia Music Hall of Fame's logo calls for a re-branding that will make it timeless, versatile, and sophisticated. It must be unique, and should ideally represent the full spectrum of musical genres that make up 'Georgia Music.'



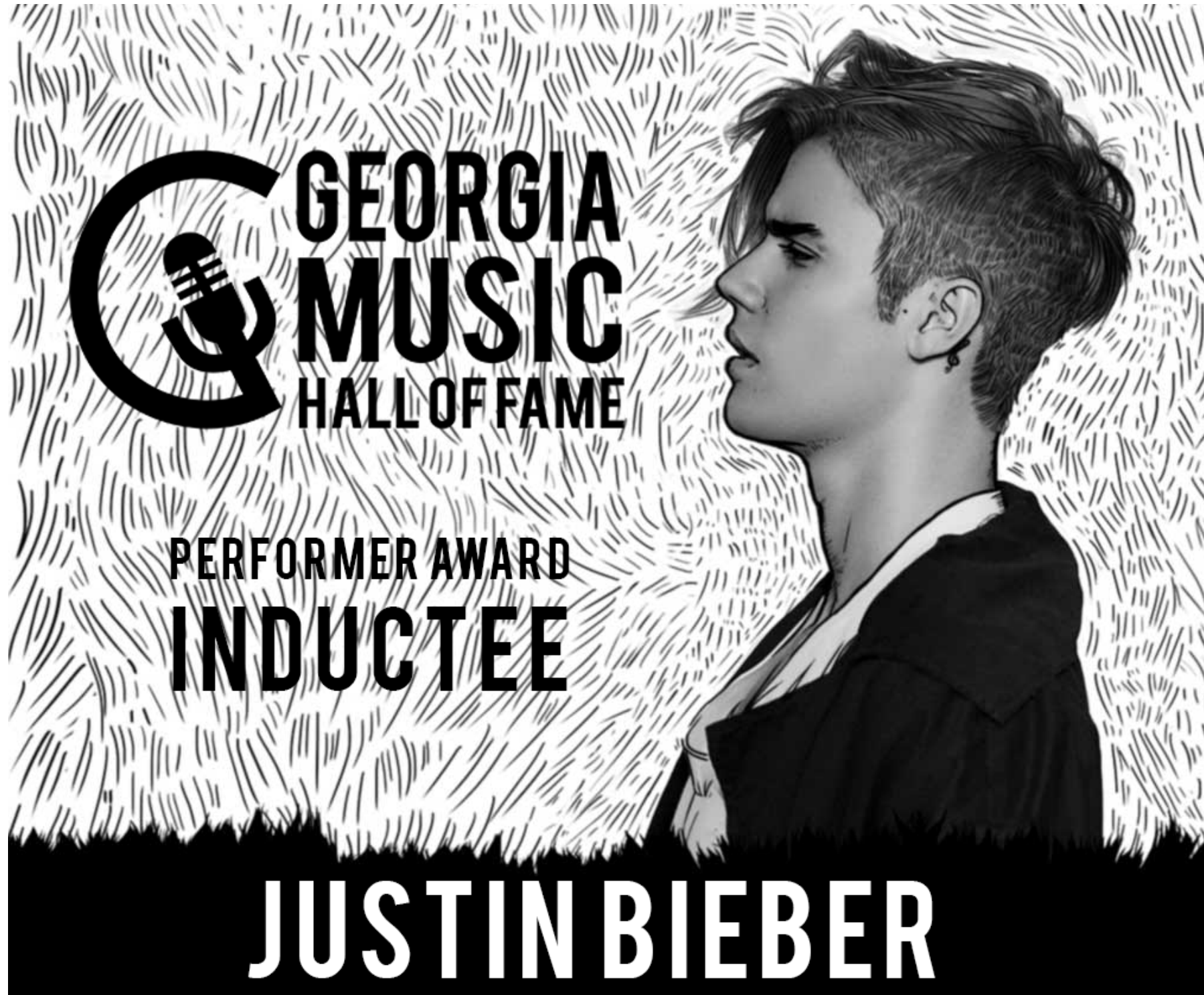
The concept for this logo was to make a bold statement typographically while at the same time using a symbol that references both the letter "G" and the music/recording industry. The icon and the type can each be used individually for a sleeker more refined look when necessary.





GEORGIA MUSIC HALL OF FAME







GEORGIA
MUSIC
HALL OF
FAME

The concept for this logo was to make a recognizable and unique form that is both fun and easily paired with the various genres that represent the Georgia Music Hall of Fame while maintaining bold, legible text.

GEORGIA
MUSIC
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GEORGIA MUSIC HALL OF FAME

Friends of **GEORGIA Music** FESTIVAL.esc

SATURDAY, SEPTEMBER 26, 2015

 GREGG ALLMAN	 JOHN HUIE	 JANE & JOHN BARBE
 DRIVIN' N CRYIN'	 MONICA PEARSON	 SAM MOORE

LIVE PERFORMANCES BY: SAM MOORE, GREGG ALLMAN, DRIVIN' N CRYIN' AND MORE!

**6 PM RED CARPET • 6:45 PM DINNER
8 PM GEORGY™ AWARDS SHOW**
WORLD CONGRESS CENTER, GEORGIA BALLROOM

TABLE OF 10: \$1250 • INDIVIDUAL SEATING: \$125

FOR MORE INFORMATION CONTACT DIANE AT: 770.491.9494 X15 OR DIANE@ERS.US.COM



GEORGIA

MUSIC HALL OF FAME

The goal of this logo was to create an icon that evoked the recording industry and a “G” while remaining abstract and timeless. The abstract nature of the icon and the typographic simplicity allows the logo to work equally well in the promotion of all music genres.



GEORGIA
MUSIC HALL OF FAME



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GEORGIA MUSIC HALL OF FAME PRESENTS

LIANNE LAHAVAS



— INTIMATE SOLO SHOW —

03.14.2017

TICKETS ON AVAILABLE AT TICKETMASTER.COM/GMHF



GEORGIA
MUSIC HALL OF FAME

BRIAN COLLINS

W/ THE SUNPUNCHERS

TICKETS AVAILBLE AT TICKETMASTER.COM/GMH F

CMA & CMT DISCOVERY ARTIST
#1 VIDEO ON CMT PURE FOR 5 WEEKS IN A ROW
TOP 10 SINGLE "SHINE A LITTLE LOVE"

"This Georgia boy has a confident, ultra-youthful, splendidly airy, superbly listenable country-rock approach that is just about irresistible. Dynamic and driving."
-Robert K. Oermann, MusicRow Magazine




GEORGIA
MUSIC HALL OF FAME

MONDAY JUNE 20

GEORGIA MUSIC HALL OF FAME PRESENTS

BIG SEAN

WEDNESDAY
APRIL 8TH




GEORGIA
MUSIC HALL OF FAME

4899 UPLANDS DR, OTTAWA, ON K1V 2N6
ALL AGES EVENT • DOORS AT 8PM
PARTY SMART, PARTY SAFE.
TICKETS AVAILABLE AT WWW.BYDEK.CA AND
NRML CLOTHING (RIDEAU AND DALHOUSIE LOCATION)

substance  CAPCITY
hiphop.com

ONE FOOD 
WWW.ONEFOOD.CA





GEORGIA
Music Hall of Fame

Like the previous logo, this mark features a “G” that evokes the music industry, and simple, clean typography that works equally well in the promotion of all musical genres.



GEORGIA
Music Hall of Fame



GEORGIA
Music Hall of Fame



GEORGIA
Music Hall of Fame



GEORGIA
Music Hall of Fame



GEORGIA
Music Hall of Fame





**JOHN
MAYER**

05.20.17
7PM
Field House

ROGER WILLIAMS



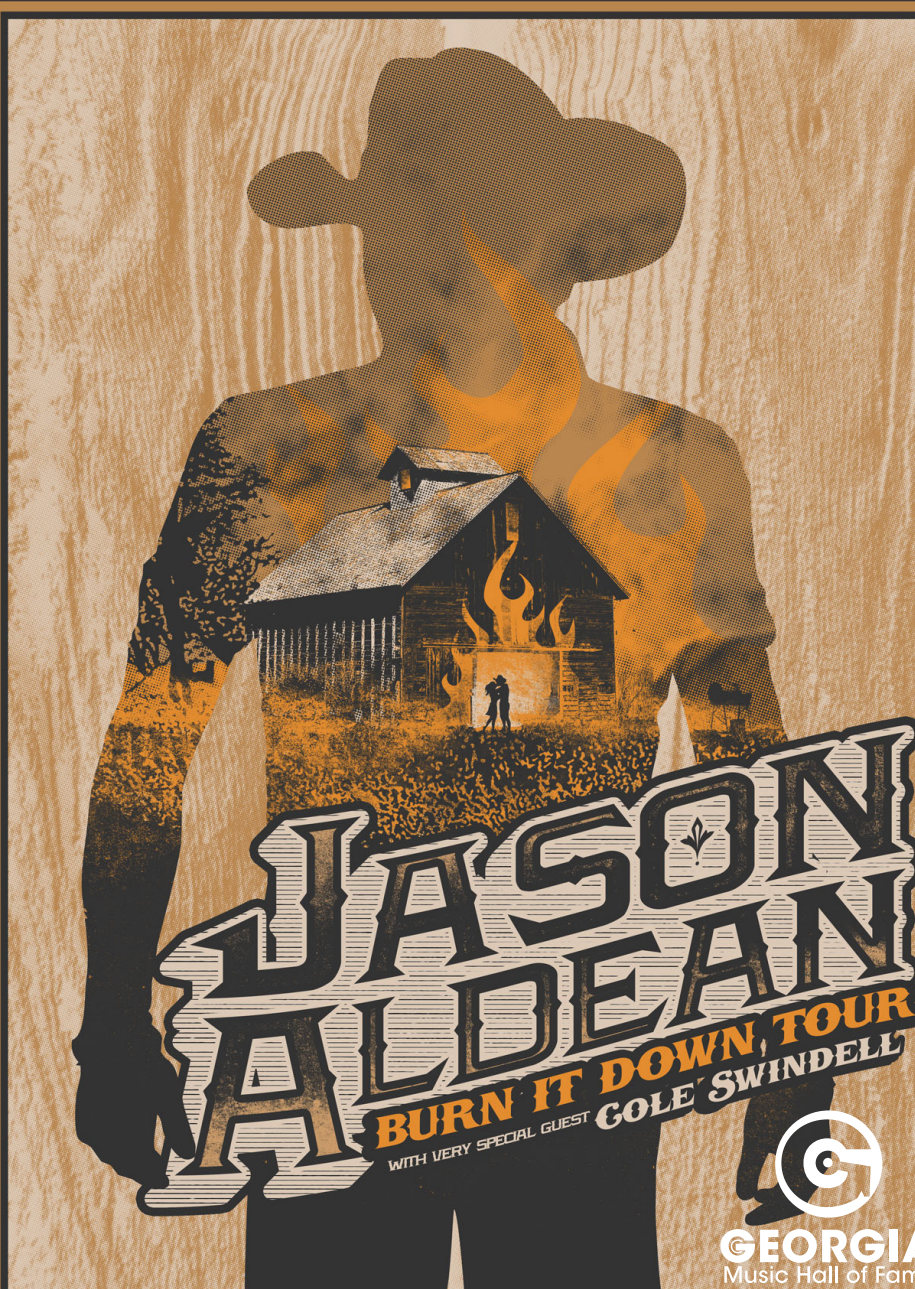
GEORGIA
Music Hall of Fame




R.E.M. 07.08.17
ATLANTA, GA
TICKETS ON AVAILABLE AT TICKETMASTER.COM/GMHF



GEORGIA
Music Hall of Fame



**JASON
ALDEAN**
BURN IT DOWN, TOUR
WITH VERY SPECIAL GUEST COLE SWINDELL



GEORGIA
Music Hall of Fame

MONDAY JUNE 12TH 2017
TICKETS ON AVAILABLE AT TICKETMASTER.COM/GMHF





This logo shows a combination of the letter G and simplified image of the treble clef. It builds on the equity in your existing logo, but makes it more unique and ownable.

The treble clef is a recognizable musical mark. The “G” and the mark are smoothly connected to represent the flow in all types of music.



Black & White Versions:D



ifferent Nestings:



Colored Versions:



**GEORGIA MUSIC
HALL OF FAME**

RODGERS AND HAMMERSTEIN'S
STATE FAIR
 | GEORGIA MUSIC HALL OF FAME

Music By RICHARD RODGERS, Lyrics By OSCAR HAMMERSTEIN II
 Book by TOM BRIGGS & LOUIS MATTIOLI
 Based on the screenplay by Oscar Hammerstein II and the Novel by Phil Stong
 Presented by special arrangement with R&H Theatricals Europe

Friday, May 26, 6:30 p.m.
 Tickets available at
ticketmaster.com/gmhf

MUSIC AND MIRACLES™
SUPERFEST

STARRING **BLAKE SHELTON,**
THOMAS RHETT,
KELSEA BALLERINI WITH A SPECIAL
APPEARANCE BY LYNYRD SKYNYRD
 AND NEW ARTIST **DAVID RAY**

SATURDAY 4.22.2017
JORDAN-HARE STADIUM 3 CIPS.COM

Tickets on Sale Oct. 4, 2016 www.MusicAndMiracles.com

PRESENTED BY CHICKEN SALAD CHICK FOUNDATION
 FIGHTING CANCER. FEEDING THE HUNGRY.
MusicandMiracles.com
es.com



GEORGIA MUSIC HALL OF FAME

This logo shows is built with blocky letters and modern personality to give it an informal look. This style is not set to fit just a single genre of music, but to work with a diverse range of music and displays. Though it doesn't communicate a lot of personality itself, it will take ownership of a wide variety of genre styles.



Black & White Versions:



Different Nestings:



Colored Versions:



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STATE FAIR
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GEORGIA MUSIC
 HALL OF FAME



GEORGIA MUSIC

HALL OF FAME



In order to create a timeless and versatile logo for the Georgia Music Hall of Fame, there was a need for something simple, but still recognizable.

This logo locks together in an equal ratio square, and its blocky letters follows this locked frame it's in. This locked square gives room for versatility as additional information can easily be locked with it such as 'Awards' or '2017'.

The rectangle that works as a key identifier for the logo as it highlights 'Hall of Fame.' This creates an hierarchy within the logo that isn't solely representative in scale, but also apparent in shape.

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**38TH ANNUAL
GEORGIA
MUSIC
HALL OF FAME
AWARDS**

**38TH ANNUAL
GEORGIA
MUSIC
HALL OF FAME
AWARDS**

**38TH ANNUAL
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AWARDS**

**38TH ANNUAL
GEORGIA
MUSIC
HALL OF FAME
AWARDS**

YOUR PRESENT

ROCKFEST

• LIVE MUSIC & JAM SESSION •



\$10
TICKET

FREE
DRINK
INCLUDED WITH EVERY
TICKET

GEORGIA
MUSIC
HALL OF FAME

EVERY FRIDAY / DOORS OPEN AT 8PM
THE RAMSES • THE OLD MAN • THE ROCK

TOWN MUSIC HALL NEW YORK 1431
LOREM IPSUM DOLOR SITAMET CONSECTETUR FUSCE

facebook/twitter

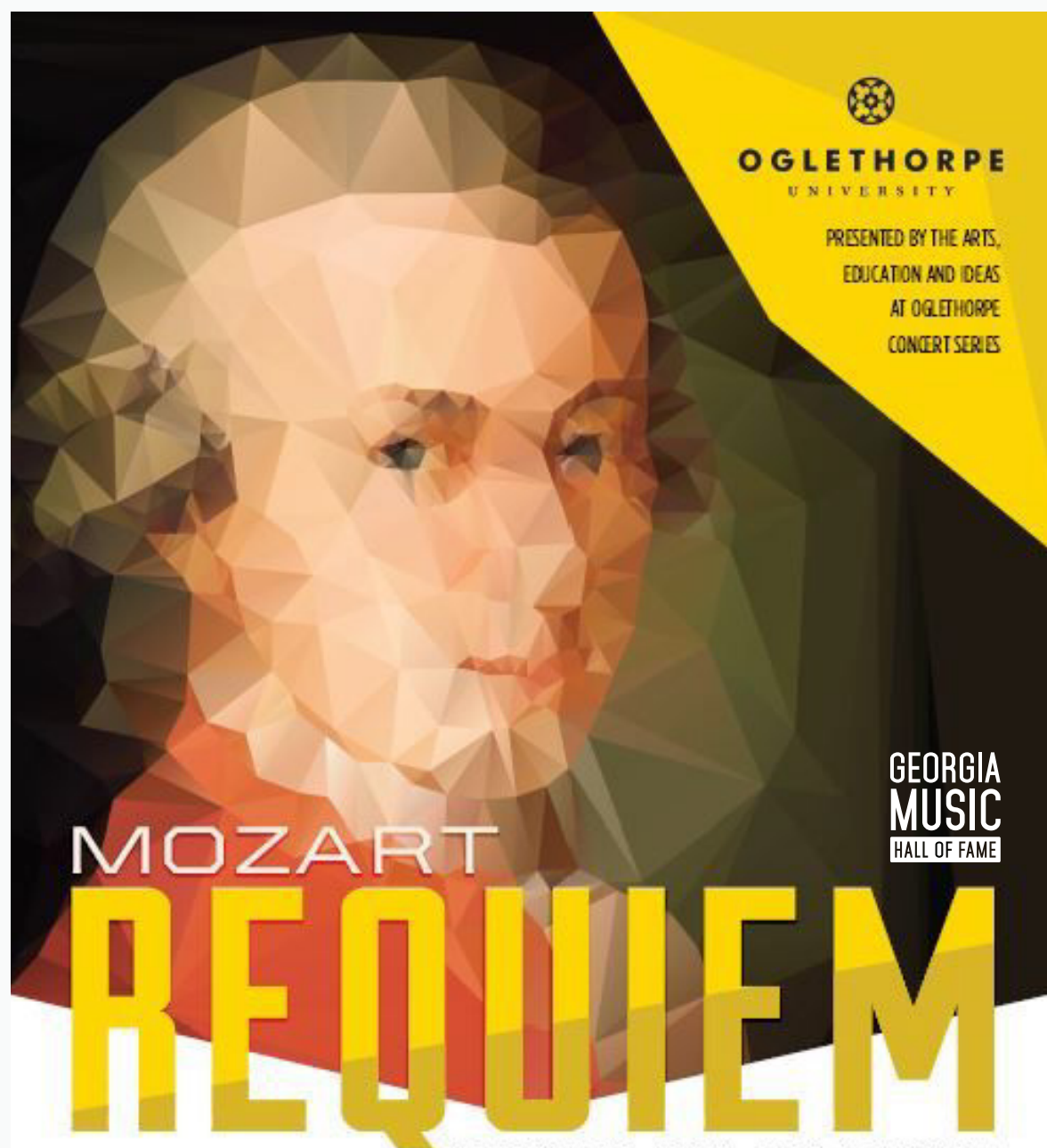
www.rockfest.com

#rockfest



OGLETHORPE
UNIVERSITY

PRESENTED BY THE ARTS,
EDUCATION AND IDEAS
AT OGLETHORPE
CONCERT SERIES



MOZART REQUIEM

GEORGIA
MUSIC
HALL OF FAME

OCTOBER 10, 2014 • 7:00 & 9:00 PM

ATL SYMPHONY MUSICIANS
AND THE ATLANTA MOZART CHOIR

W.A. MOZART
Requiem Mass in D Minor, K 626

SOLOISTS: ARIETHA LOCKHART, KATE MURRAY,
RICK CLEMENT, JAY CHAMPION

SAMUEL BARBER
Adagio for Strings, Op. 11

Conant Center for Performing Arts, Oglethorpe University
4484 Peachtree Road NE, Atlanta GA 30319

Tickets: \$25, General Admission. \$75 On-stage Seating (limited availability)
<http://tinyurl.com/ATLMusiciansTix>

Join the musicians for a special reception from 8:00-9:00 PM on the
grounds of the Conant Performing Arts Center

CONDUCTED BY
Richard Prior

Director of
Orchestral Studies
Emory University







To create more of a recognizable icon, Georgia Music Hall of Fame is encapsulated in a square that can be scaled larger or smaller for any format.

This method of using a shape to work as a noticeable background for the word mark work together to make an icon noticeable on different types of collateral.











GMHF

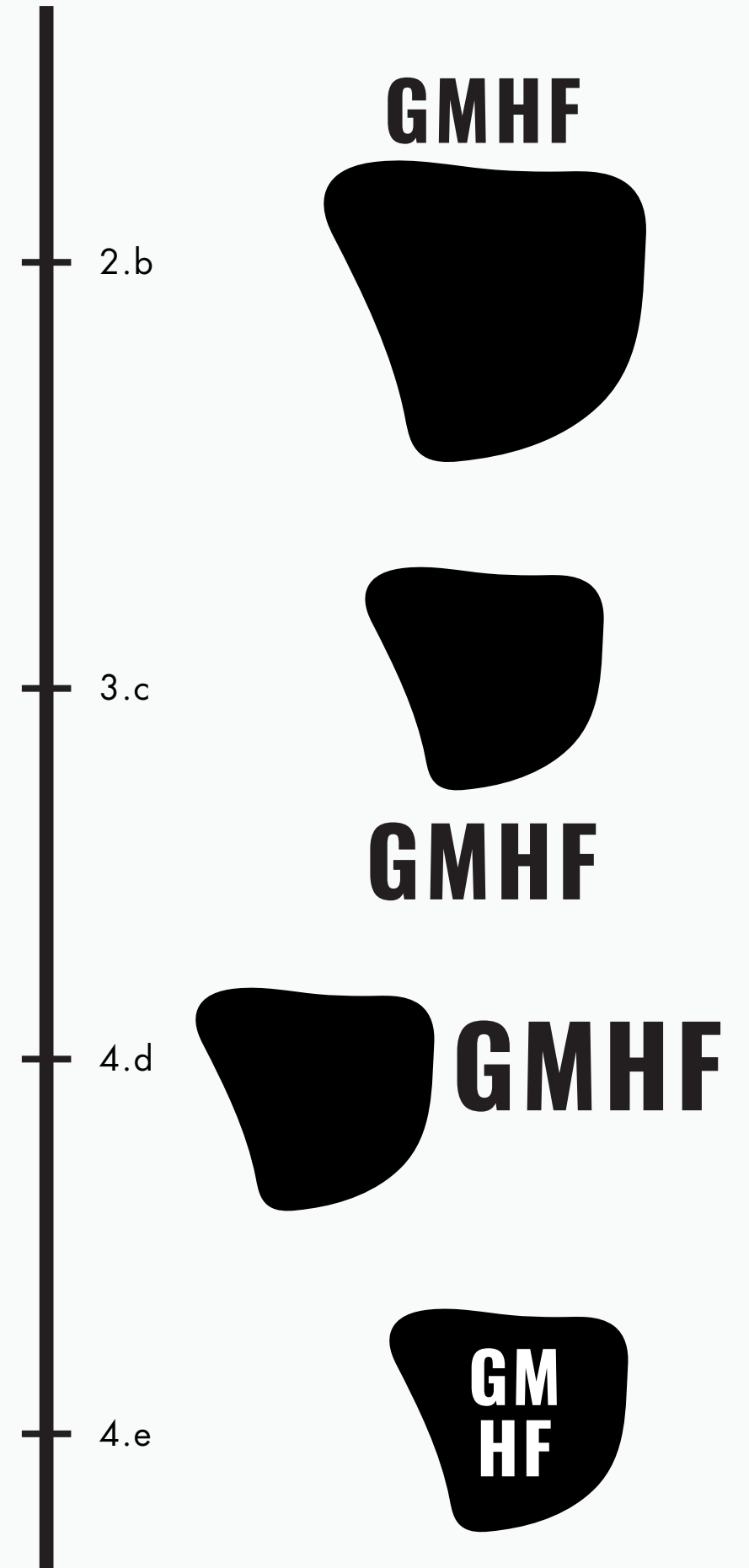
The concept with this logo is to make a uniquely abstract mark that could be synonymous with the Georgia Music Hall of Fame. The shape evokes a guitar pick and allows the viewer to interpret the graphic themselves and its simplicity ensures the logo remains timeless.




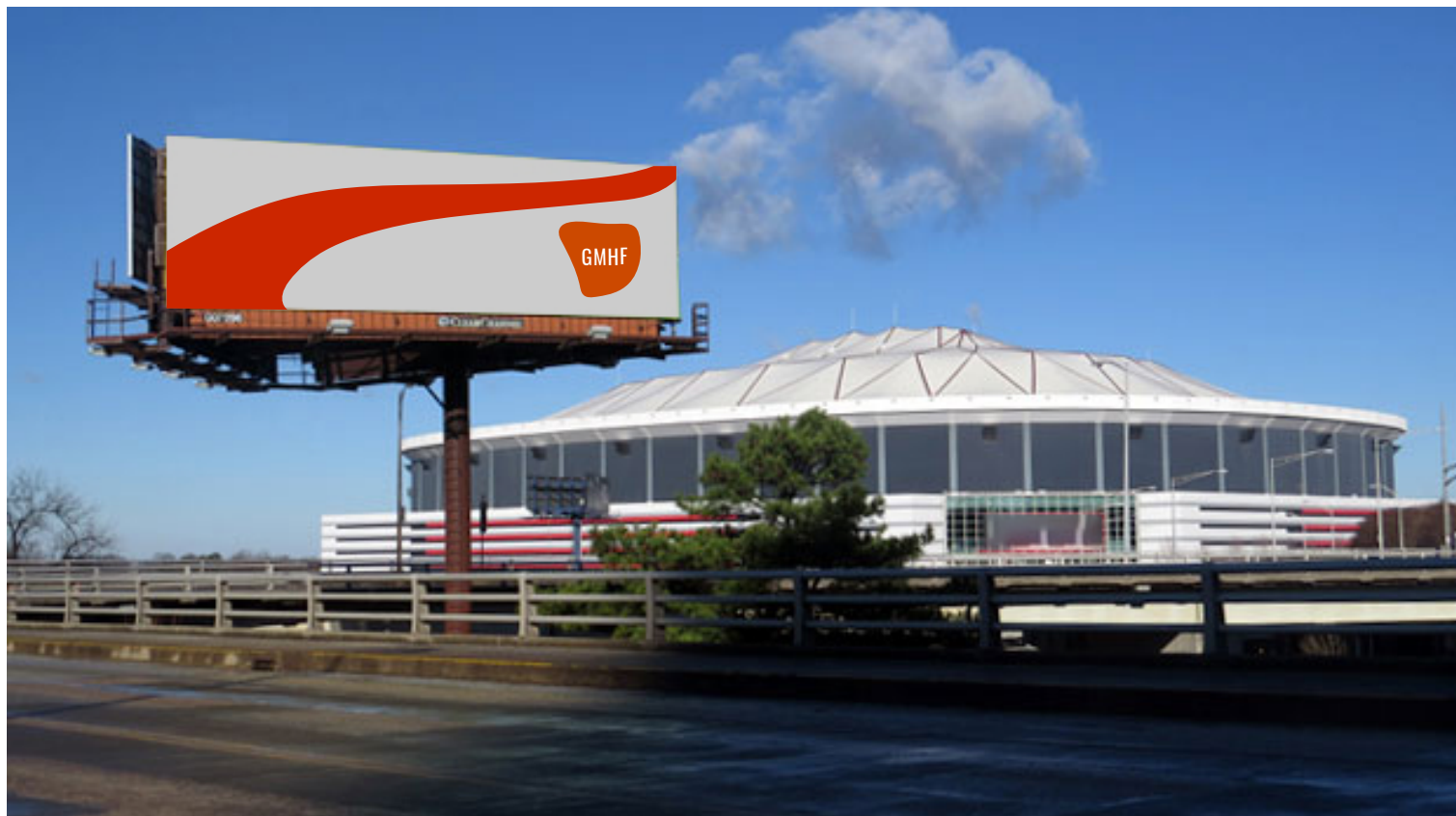
GMHF



1.a








GMHF

Cobb Energy Center
April 22, 2017
7:00pm until Midnight



The graphic features three stylized orange silhouettes of figures, possibly representing musicians or performers, standing against a light blue background with a white wavy line. The silhouettes are positioned at the bottom of the graphic, with the tallest one on the right and two shorter ones on the left.

