

# VUMI SAMPLE™ - Repository (Text documents)

## Branding

- Some people that can help with branding are:
- 1) Graphic designers, illustrators, artists, animators – logo/poster/flyer/ album art
- 2) Music Photographers /stylists/
- 3) Web Marketers and Programmers
- 4) Music Video directors/editors
- 5) Merchandisers ( T-shirts to customized instruments to things you never thought of branding)
- 6) Music Journalists and Media

### My Reflections

Title: Branding  
Date: 08/03/2010  
Content: A brand is a name used to identify and distinguish a specific product, service, or business. A legally protected brand name is called a proprietary name.

Title: Spot & Process colours  
Date: 08/03/2010  
Content: Spot Colours

Spot colours are the preferred method of producing stationery inexpensively. This is also the method used where colour accuracy is also deemed essential. The standard reference guide to spot colour work is Pantone.

Basically, an ink colour is ready-mixed to produce a particular colour or in Pantone 022

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- Marketing and Branding notes ( .pdf )
- How To Use That Typeface ( .pdf )
- Certificate IV in Music Industry Business ( .doc )

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This is an ePortfolio by Andrea Smith

