



Lourdes Leger  
Digital Design  
[lourdesleger.com](http://lourdesleger.com)

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## Project Description

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Promotional design services for independent musical artist, Martina, in support of the upcoming release of her debut CD in Fall of 2005. Her style of music is generally considered to be in the genre of Dance and Electronica. Sub-genres are considered to be a combination of acid jazz, chill out, and electro-funk. The age of her fan base ranges from 12 to 34, with the main concentration in the 18 – 29 age group. It is her intention to refine and enhance her image in the independent music industry, increasing her fan base, and establishing a web presence.

## Designer

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Lourdes Leger

## Project Components

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- Logo, CD, poster, newspaper ad
- Live web site development and design
- Merchandise design (t-shirt, button, sticker)

Links to previous work (web based or multimedia projects):  
<http://www.lourdesleger.com>

## Project Proposal

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Working closely with Martina and her associates, we propose to assist her in this endeavor by establishing a look and feel that represents her overall artistic vision as well as the message of the music in her CD, and then translating this message into material elements that will convey it to her intended audience of current and potential fans, as well as music industry professionals and major labels.

## Project Goals

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The main goals of the project are to provide materials intended for marketing and promotional purposes to assist in increasing the success of Martina's new album, provide recognizable elements for current and potential new fans and serve as professional and visually attractive communication and marketing tools.

## Design Style

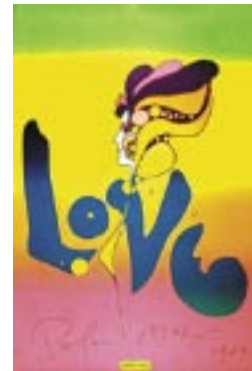
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The design style for the marketing and promotional materials for Martina are based on a pop/retro/psychedelic style reminiscent of the 1960s and

1970s and was chosen for its bold, colorful, and upbeat feel.

## Color Palette

The color palette was inspired by a 1968 poster by pop artist Peter Max, titled "Love", which I have also included below.



## Typefaces

Space Woozies

Antique Olive Light

*Antique Olive Italic*

Antique Olive Roman

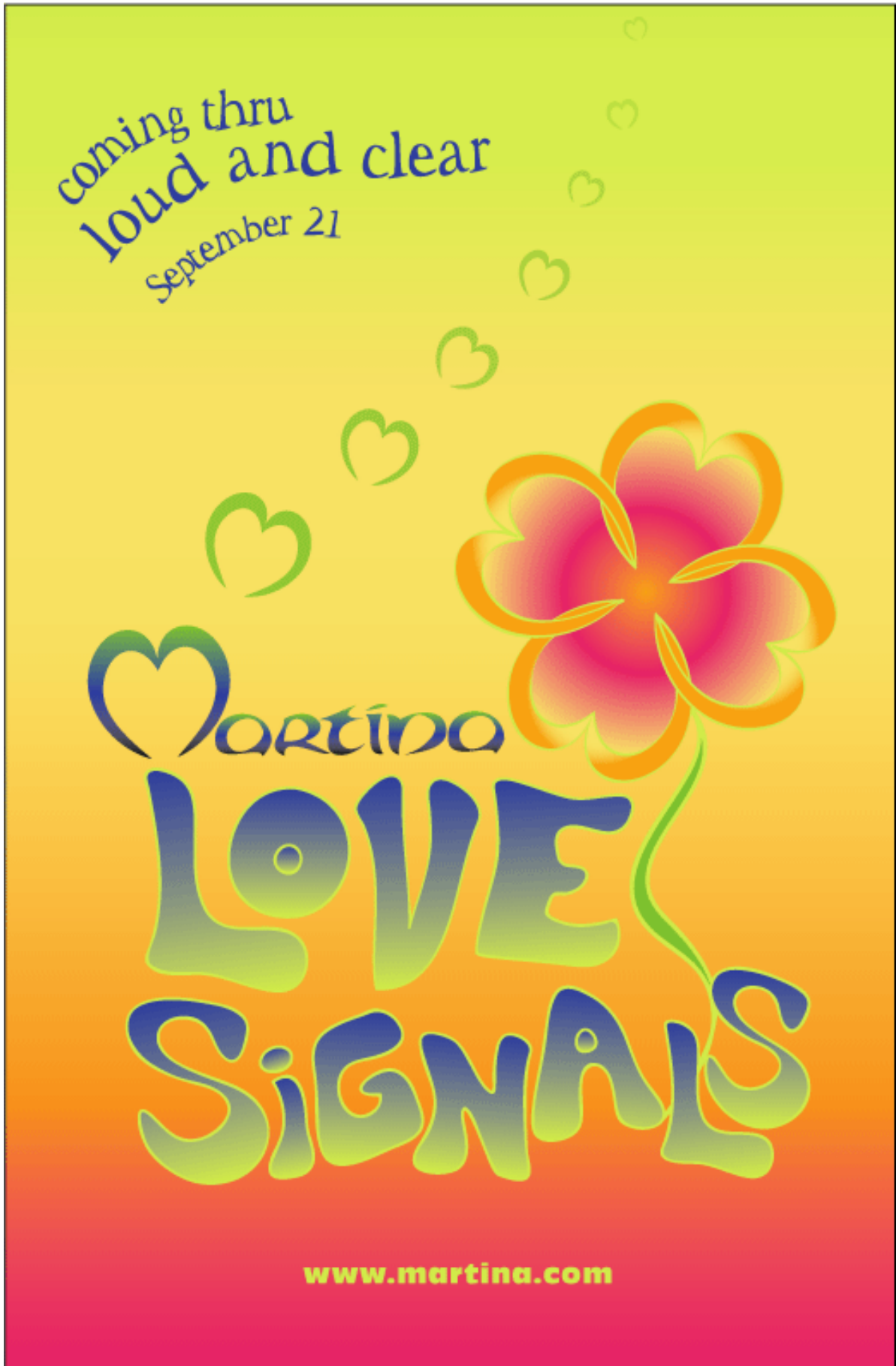
**Antique Olive Bold**

**Antique Olive Nord**

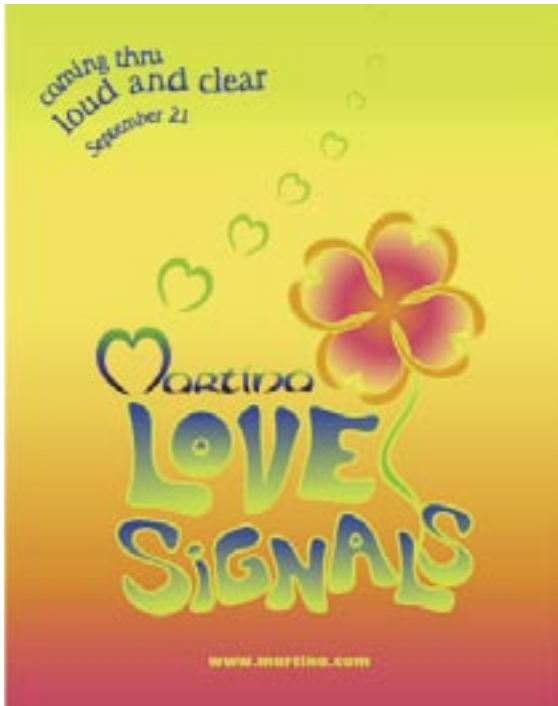
***Antique Olive Nord Italic***

## Brainstorming Sketches





11 x 17 Full Color Poster



Full color

2 column 1/4 page  
4.875 X 6.25  
LA Weekly



Grayscale



Black & White



3 x 3 inch 2 color sticker



1.5 inch full color button

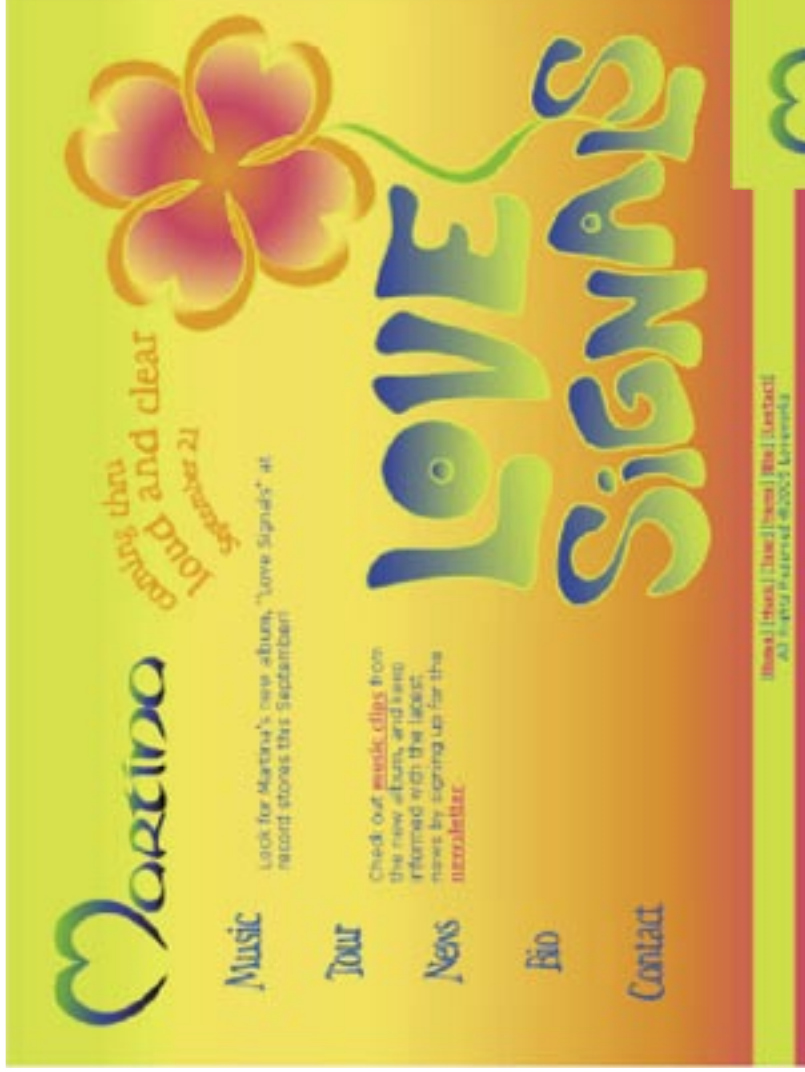


4 color 100% cotton t-shirts





Martina website splash page



The Martina website currently has 5 pages and is located at <http://www.lourdesleger.com/martina>. Below are screenshots of the main splash page and the music page.

Music page

