

Mockingbird
Talent
Agency

brand strategy guide



About

MTA is an agency built by a creative for creatives. The music industry is filled with greed and misdeeds. The founder of MTA, Atticus Roness, knows the ins and outs of the industry. He knows what does and what doesn't work, he knows how to cater to creatives

because he is one, and he knows where booking agents fall short because he's spent years working with them. MTA seeks to unveil an innovative brand of transparency, creativity, and trust.

mb

Research

The branding of the industry is largely dominated by monogram lettermark logos, simple or slightly stylized sans-serif, and a minimalist color palette. This creates a very business professional identity.

gta gushcloud
talent
agency

CAA
CreativeArtistsAgency

PARADIGM **P** ALLIANCE AGENCY

ICM
P A R T N E R S

Gersh



WAVE

HTA
HAYES TALENT AGENCY

APA

tta top talent
agency

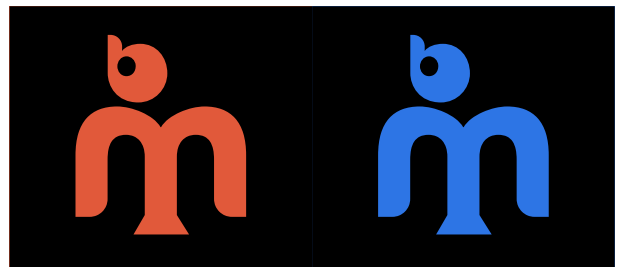
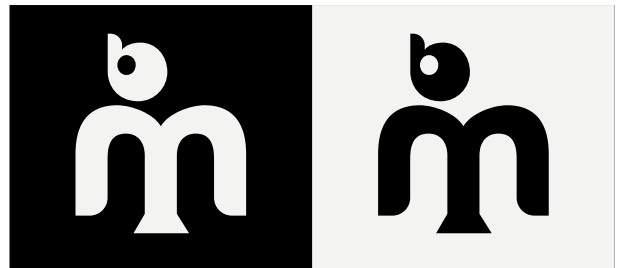
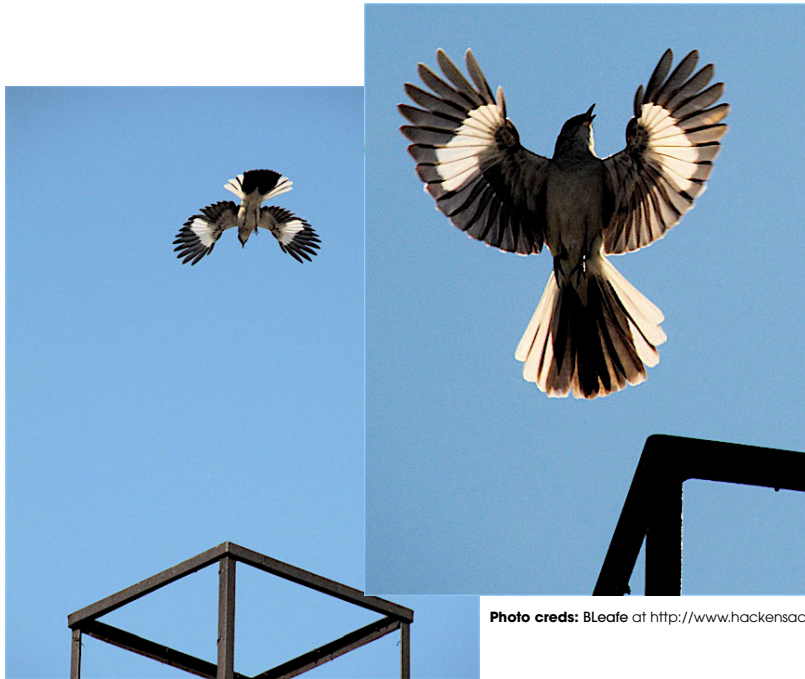
Brandmark

The aim of the brandmark is to make the client feel as though they'll soar in the hands of MTA, and that they will be carried to their dreams. This is achieved with the "M" in Mockingbird being portrayed as a mockingbird's body, and the "b" as the head, as it soars upward.

To add cohesiveness to the brand, the m and b in the brandmark were based off the brand's type, which is ITC Avant Garde Gothic from Monotype.



Brandmark



Lettermark

The lettermark is the M and b brandmark followed by the “T” from the brand’s type, and an alternative glyph variant of the capital “A” from the type as well. The smallcap “A” was used to achieve cohesiveness with smallcap “M” used in the brandmark. It helps achieve a professional and serious yet approachable and creative identity.



Wordmark

The word mark is ITC Avant Garde Gothic from Monotype. The "M", "T", "A" at each words first letter must be capitalized and the "M" and "A" must make use of the smallcap glyphs to maintain cohesiveness in the brand.

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Brand's Type

The brand's type is ITC Avant Garde Gothic. Talent agencies need to be able to appeal to not just many different types of artists, but different types of industries as well. A simple sans serif is best to obtain that broad reach as it can fit in

both a modern and classic setting. This also allows it to fit in all settings it's placed in, providing a further reach for the brand. The glyphs provided from the font allow MTA to be playful and creative when it needs to be without straying too far from the

professional and trustworthy aspects of the identity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()&?!:;|'~" <>

AaBbCc **AaBbCc**
123456 **123456**



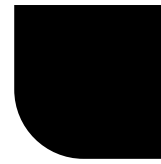
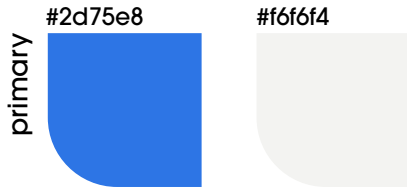
*example of the many ligature and alternative character options

Brand's Colors

The strategy behind the brand colors are to portray the identity of a trustworthy brand built by creatives and built for creatives. The primary color, MTA blue (#2D75E8), was chosen because blue portrays the feelings of trust, reliability, strength, and intelligence. Also, the only species of mockingbird with color is blue. The secondary color,

MTA orange (#E4593A), was chosen because orange portrays the feelings of creativity and innovation. Both were tested to be easy to read from far and up close, small and large. The palette also comes with two off-white options, #f6f6f4 is to be used if applicable as the default white, and #e0e2f2 works well with both the primary and secondary color to provide a vintage and unique look when

needed. However, both the primary and secondary colors were meant to work well with white and black too.



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Examples



m

Examples



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