Making sense of a network

Redesign of the user experience of the MusicBrainz brand family

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Current Family of Brands

The AcousticBrainz project aims to crowd source acoustic information for all music in the world and to make it available to the public.

**CritiqueBrainz**

CritiqueBrainz is a repository for Creative Commons licensed music reviews.

**Cover Art Archive**

The Cover Art Archive is a joint project between the Internet Archive and MusicBrainz, whose goal is to make cover art images available to everyone on the Internet in an organised and convenient way.

**MusicBrainz**

MusicBrainz is a community-maintained open source encyclopedia of music information.

**MetaBrainz**

The MetaBrainz Foundation has been set up to build community maintained databases and make them available in the public domain or under Creative Commons licenses.

*Crowdsourced collection of acoustic information*

*Repository for Creative Commons licensed music reviews*

*Repository of music cover art that is freely and easily accessible*

*Open music encyclopedia that collects music metadata and makes it available to the public*
Brand Beliefs

Overall, MetaBrainz is the brand guardian and infrastructure provider, ensuring that all ventures are adequately enabled and adhere to the following set of principles:

• Community curate data
• Protect and ensure availability
• Link to other resources
Challenges

• Currently there are a number of associated ventures, each developed on a one-by-one basis
• The overall quality of visual identity is poor and disconnected, from logos to websites
• It is difficult for outsiders and potential partners to understand
  – the full scope of inter related operations
  – how the pieces fit together and how the rest of the ecosystem is connected
  – and hence what the true potential benefits are
Objectives

• Clarify and articulate each brand proposition
• Clean-up and streamline design, visual language, and user experience
• Create ‘family of brands’ through visually related logos, or other graphic indicator
  – MetaBrainz is just an enabler, not the main brand
  – MusicBrainz is central to everything else

• Help map the eco-system including all partners, recognising the place of each and how they are tied together

• Realise the full potential of the portfolio of brands
Design brief
for visual identity system

• Something flexible, modular,
  – signalling choice, it is up to you
  – free / open, accessible, collective
  – connect the music the world

• Minimalistic
• Both playful and grown-up
• Symbolizing freedom of open source

• Potential colours: orange, purple, blue
Design ideas

- Potentially like Lego pieces that fit into each other, or a ‘plug-in’ endorsement graphic, a tag

- Compare with use of Tux, the Linux mascot
Design ideas

• Like the receptors of the brain, in-bound and out-bound