

BANI  
JAMM

17 August 2021

**The  
Brand  
Blueprint**

Created by **Christina Chan**  
Director & Founder of **Layang Ltd.**

**#1**

**Understanding**

**the**

**what**

**& why**



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# The starting point... the business idea

**Bandjamm** is a community interest company that seeks to benefit artists through giving them experience and opportunities.

Our community of artists will comprise a range of artists including musical and spoken word artists.

These artists will be those individuals who have been left behind both in their industry and wider society.

We seek to provide opportunities and experiences to people regardless of their mental health, age, gender, sexuality, ethnic background and level of mobility.

# So what do we really offer?

- ... Live performances, with a live band
- ... Artist management
- ... Artist support (training / workshops)
- ... Artist promotion
- ... An artist hub to connect
- ... Production services

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# What's uniquely different about us, vs. others?

... we support those artists who  
have been left behind both in  
their industry and wider society

... we are more than just a  
performance or an open mic

... we embrace all musical talents  
and spoken words too

**#2**

**Understanding**

**who**

**we**

**are**



**What do  
we want  
to be  
famous  
for?**

**OUR  
LEGACY**

To be the  
**launchpad for artists,**  
regardless of who they are,  
their choice of artistic talent,  
their level of skill  
and enabling them to be  
the best of themselves...  
&  
To be the  
**designated home**  
for all seekers of  
an eclectic mix of musical and  
spoken word experience.

**How do  
we want  
others  
to describe  
us?**

**OUR  
PERSONALITY**

**Welcoming**

(Inclusive & Eclectic)

**Inspiring**

(Innovative & Progressive)

**Professional**

(High Quality & Immersive)

**Authentic**

(Originality & Passion)

**Vibes**

(Positive Energy & Infectious)



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**What  
drives  
us?**

**BAN!**  
**JAMM**

**OUR  
VALUES &  
PURPOSE**

We believe there is greatness in everyone.  
Everyone has a voice.  
Everyone has a place.

Some has the gift of music...  
some has the gift of words...  
And some has the gift of vision... and more.

Not everyone belongs on the stage.  
But everyone can still be part of the act.

Sometimes, all you need is that one person  
to give you a break...  
to make it come together.  
Someone to say, "Come on in, let's jamm!"

**#3**

**Understanding**

**our**

**brand**

**strategy**



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**What is  
our single  
most  
important  
brand  
message?**

**OUR USP**

We  
are  
here  
to  
**AMPLIFY**  
- you -

How will we bring this USP to life?

OUR BRAND PILLARS

FOR THE ARTISTS

We are here to AMPLIFY you.

...your performance  
(stage+ live band)

...your message  
(production services)

...your presence  
(online and social media)

...your connections  
(a hub of artists, poets, etc)

...your talent  
(workshops and training)

How will we bring this USP to life?

OUR BRAND PILLARS

We are here to **AMPLIFY** you.

...your event experience  
(online and social media)

FOR THE FOLLOWERS

...your readership/engagement  
(newsworthy content)

FOR THE BLOGGERS/MEDIA

...your returns-on-investment  
(results and community improvements)

FOR THE NEW FUNDING PARTNERSHIPS

What is  
our  
guiding  
north  
star?

OUR BRAND  
PROMISE



**What is  
our  
guiding  
north  
star?**

**OUR BRAND  
PROMISE**

Meeting Bandjamm is like  
meeting family.  
Coming to Bandjamm is like  
coming home.

**THE  
ONLY  
LIVING ROOM  
WITH A LIVE BAND**



**#4**

**Understanding**

**our**

**brand**

**identity**





**What is  
our  
creative  
look &  
feel?**

**OUR  
STYLE**



**DNA :  
CONNECTING LINES**

**TYPEFACE**

**COLOURS**

**EVENT STYLE**

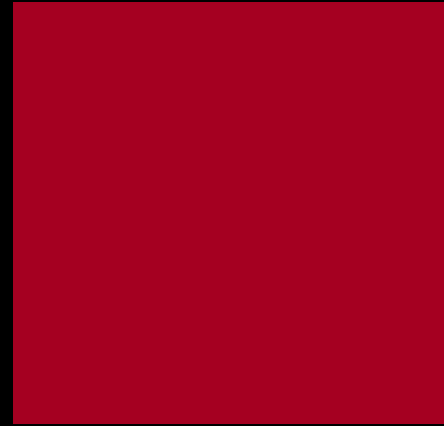
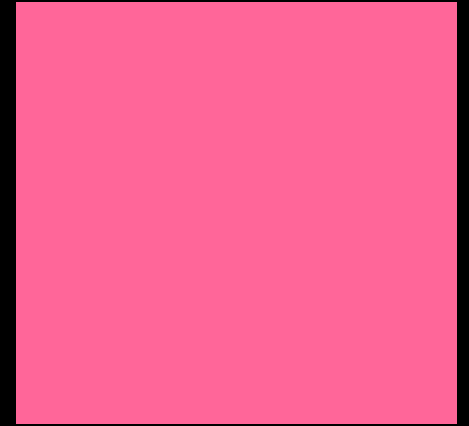
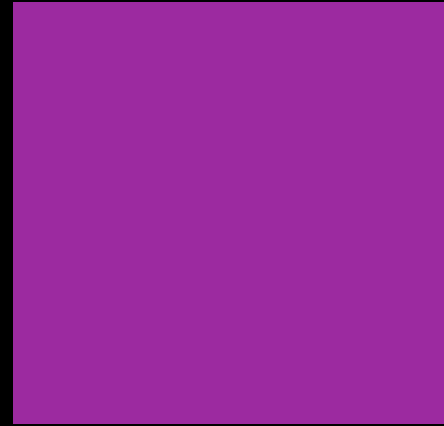
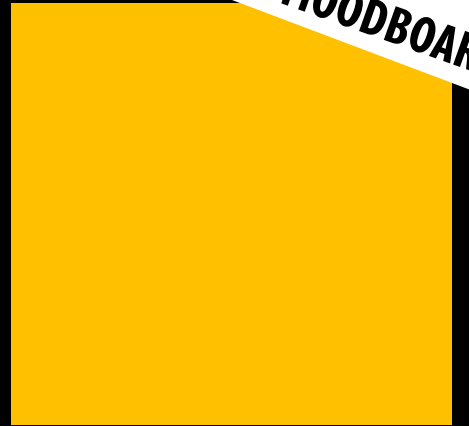
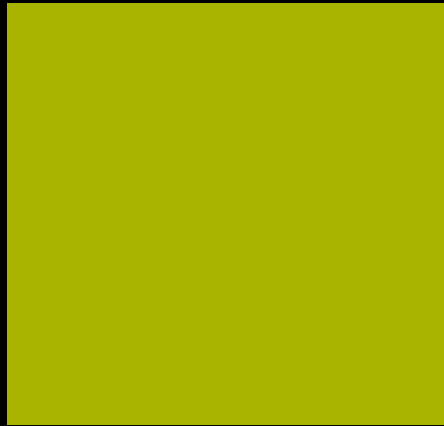
**PHOTOGRAPHY STYLE**

**ILLUSTRATION STYLE**

**CONTENT STYLE**

# COLOURS

MOODBOARD



## Primary colours :

- 1. Black
- 2. White

## Secondary colours :

- 1. Any other colours, but it should not be pure CMYK.
- 2. Make sure the colours are mixed with black and white

# EVENT STYLE

## THE ONLY LIVING ROOM WITH A LIVE BAND



# MOODBOARD

To create the right experience for the audience... we need to create a living room atmosphere :

1. A sofa
2. Some picture frames with photos of the founders/ artists/ followers
3. Maybe sofa pillows, rug or a throw over with Bandjamm logo it

PHOTOGRAPHY STYLE

Meeting Bandjamm is like meeting family. Coming to Bandjamm is like coming home.

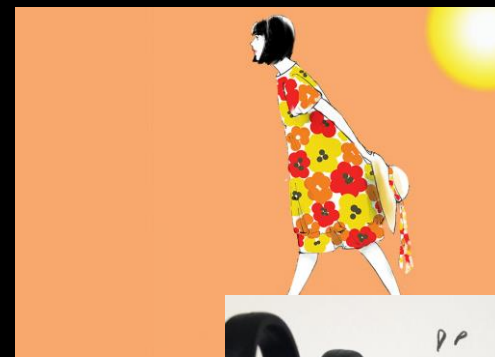
To create the right imagery for the brand... we need to show connections as though you are meeting family... some guidelines

- 1. Show interactions/ moments captured between people
- 2. More journalistic style, not posed
- 3. Where possible, show non-solo images
- 4. Must reflect the brand personality
- 5. Show diversity, where possible



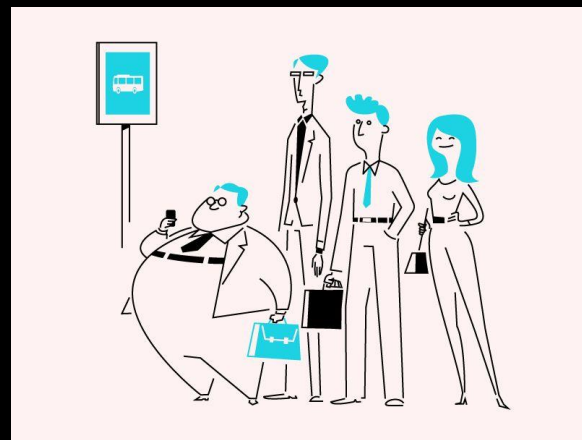
# ILLUSTRATION STYLE

Where possible, we will use artists within Bandjamm who may have some design skills. We are here to amplify all our artists in any way.



To create the right illustration style for the brand personality... we need to go for:

1. Professional, but personal (e.g. hand drawing)
2. More freestyle, not rigid
3. Exudes energy and vibes
4. Simple, uncomplicated
5. Aligned to our Bandjamm logo



**What is  
our  
copy  
approach?**

**OUR  
TONE-OF-  
VOICE**

**Keep it Simple.**

(Let the music/art do the talking)

**Keep it Real.**

(Have a point of view in everyday language)

**Keep it  
Welcoming.**

(Be relevant, tell a story always)

# TONE-OF-VOICE

Let our personality come through. This the kind of language you might use if you were talking to a friend or colleague.

Some guidelines:

1. Choose simple words. Avoid using all the words you would never use in real life, like "utilise" instead of "use" ...
2. Use "you" or "I" instead of 3<sup>rd</sup> person...
3. Write short sentences... no posh words, please
4. Use contractions... 'don't' instead of 'do not'
5. Avoid passive voice... "I love you", not "You are loved by me"
6. Ask questions... draw them into the conversation
7. Break grammar rules... try interjections e.g. "Yay!" "Phew!"
8. Tell a story, with emotion and sensory words
9. Make it like you are having a real conversation
10. Write as if you're writing to your favourite reader

I'VE GONE UNDER THE KNIFE. **AND THE FORK.** **AND THE SPOON.** **AND THE KNIFE.**

even the spoon.


EVERY DINER HAS HAD AT ME.

And who can blame them?

Once they take a bite of my mouth-watering salmon, fresh local beets and healthy quinoa, they forget what they're eating is good for them.

**WHICH IS GOOD.**

Because the more they have of my Omega 3 fatty acids and nutritious ingredients, the less

Having great vocabulary didn't save the

# Thesaurus


from Extinction / Eradication / Extirpation



**WELCOME TO SUNNY PORTLAND. NEED SOME SHOES?**

Ok, ok, we also have Aqua Socks. There's a Nike Store in the airport. Check it out.

**MOODBOARD**




**NO SEPARATE TIMING FOR WOMEN**

ALL THE MORE REASON TO HAVE A PERFECT PHYSIQUE

Belair Health Club  
FITNESS WITHOUT FALLING

Monthly Themes **BARK-BOX** Get help Login Get Started

And I would have gotten away with it too if it weren't for...



**FEATURED TOY**

**Scoob**

Like, it's the coolest dog of 'em all! (Besides your dog, of course). Scoob is packed with fluff, crinkle, and a big squeaker. Great for snuggle, wrestling, and fetch! After all, he's used to being chased.

Let's say the foot is your company, the banana is a change in interest rates, and the floor is extremely hard.

The economy can be assessed of many things. Predictability is probably not one of them.

This economic fickleness can place your company in a rather vulnerable position. As you charge boldly into the future, eyes on the horizon, even a fairly minor fluctuation in interest rates can sneak up on you and bring your company to its knees.

Or to some even humbler portion of its anatomy.

The same thing can happen, of course, if exchange rates or commodity costs decide to dance a little jig.

Clearly, something should be done to deal with this threat.

At Continental Bank, we suggest financial risk management.

In brief, risk management allows your company to specify rate variation you're willing to tolerate.

If rates rise or fall beyond

the limits you've specified, you're protected.

Whether the rate in question is the prime or Eurodollar, yen or discount rate.

Beyond the obvious peace of mind it offers, financial risk management confers numerous other benefits.

It controls your cost of funds, it allows you to budget your interest expense with greater confidence. It prevents unforeseen depletion of your capital. On the whole, it permits you to do business in a much more orderly fashion.

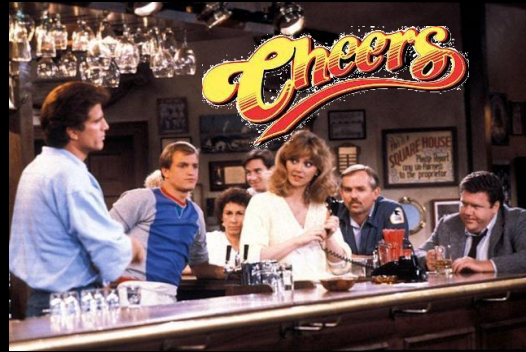
Risk management is a relatively recent arrival on the financial scene, but it is already being heralded as the ideal mix of prudence and opportunity. It accords well with our philosophy—which is to bring our customers the most innovative, most effective financial tools we can find, develop or invent.

To learn more about how risk management can help your company, talk to a Continental banker at (312) 828-5799. There'll still be bananas in the world. But at least you won't be stepping on them.



**Continental Bank**  
A new approach to business.

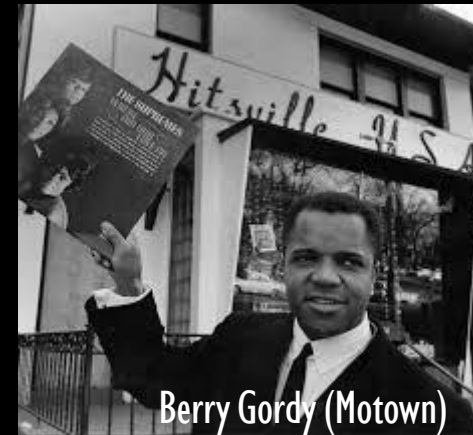
# If Bandjamm is a person(s), character, experience... what would that be?



Josephine Baker



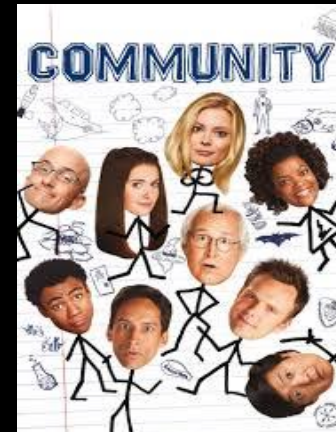
Bob Marley



Berry Gordy (Motown)



Lauryn Hill



COMMUNITY



(Keala Settle "This is Me" / The Greatest Showman)



**What is  
our  
community  
message ?**

**OUR  
COMMITMENT**

Everyone is welcome  
in Bandjamm.

We are here to  
amplify you...  
and our next  
generation of artists.

**#5**

**Understanding**

**our**

**Marketing**

**Strategy & Plan**

**What are  
we trying  
to  
achieve?**

**OUR  
OBJECTIVES**

**ACQUIRE  
influencers**

(... so that we can attract more new artists/followers)

**GROW  
profit & funding**

(... so that we can increase our support for more artists)

**RETAIN  
loyalty**

(...so that we can strengthen our family and community)

**Who  
are we  
talking  
to?**

**OUR  
TARGET**



**NEW FUNDING &  
PARTNERSHIPS**

**INFLUENCERS  
(BLOGGERS/ MUSIC CHANNELS/ etc)**

**NEW ARTISTS  
& FOLLOWERS**

**OUR  
CURRENT  
ARTISTS  
& FOLLOWERS**

How  
do we  
get  
there?

**OUR  
STRATEGY**

INTEGRATED  
CONTENT &  
EVENT COMMS  
PLAN

**Increase  
ENGAGEMENT**

BE MORE  
VISIBLE —  
ONLINE &  
OFFLINE

**Improve  
TOP-OF-MIND**

PERSONAL  
STORIES &  
MEMORABLE  
EXPERIENCES

**Drive  
ADVOCACY**

# OUR CONTENT PLAN

## BRAND campaign

“Why  
Bandjamm..  
What is  
Bandjamm”  
(intro video)

“What does  
Bandjamm  
mean to  
me”  
(founders)

“What does  
Bandjamm  
mean to  
me”  
(artists)

“What does  
Bandjamm  
mean to  
me”  
(followers)

## RELATIONSHIP testimonials

“My first...  
with  
Bandjamm”  
(artists)

“Behind the  
scenes — a  
day in my  
life”  
(artists)

“What  
would I do  
without  
Bandjamm”  
(artists)

“Success  
stories with  
Bandjamm”  
(artists)

## EVENT promotion

“Come join  
our  
Bandjamm  
sessions”  
(invite)

“You don’t  
want to miss  
me...”  
(artists as  
hooks)

“Don’t  
forget...”  
(reminder)

“WOW!  
What a  
night!”  
(during  
/post event)

# OUR CALENDAR

**BRAND**  
campaign

**RELATIONSHIP**  
testimonials

**EVENT**  
promotion

AUG

SEP

OCT

NOV

DEC

Website  
launch

Private Launch  
party (artists)

Brand campaign  
launch

every wk 1, to create top of mind for Bandjamm,  
to coincide with reminder for event

every wk 4, to coincide with the artist push for event

Brand launch  
Teaser  
announcement  
@Sept night

Bandjamm night every 2<sup>nd</sup> Thurs (wk 2)

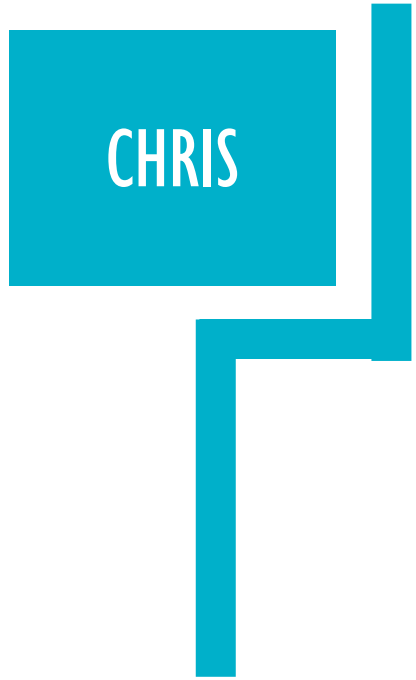
Invite (wk 3)/ don't miss me (wk 4) / reminder (wk 1)

# #6 Meet the Bandjamm family





**Hello, please meet...**  
**The Maestro**  
**of Bandjamm**



**CHRIS**

**One word to describe Bandjamm**  
**“Inspiring”**  
(Innovative & Progressive)

**Hello, please meet...**  
**The Connector**  
**of Bandjamm**



**COLIN**

**One word to describe Bandjamm**  
**“Vibes”**  
(Positive Energy & Infectious)

**Hello, please meet...**  
**The Producer**  
**of Bandjamm**



**DAYANA**

**One word to describe Bandjamm**  
**“Professional”**  
(High Quality & Immersive)

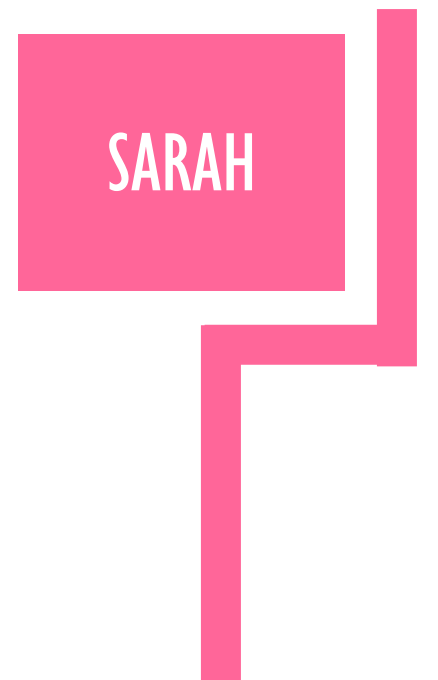
**Hello, please meet...**  
**The Soul**  
**of Bandjamm**



**LESLEY**

**One word to describe Bandjamm**  
**“Authentic”**  
(Originality & Passion)

**Hello, please meet...**  
**The Heart**  
**of Bandjamm**



**SARAH**

**One word to describe Bandjamm**  
**“Welcoming”**  
(Inclusive & Eclectic)

**Hello, please meet...**  
**The Maestro of Bandjamm**



... we are more than just a performance or an open mic...  
We are the only one in the market who is currently offering this unique combination

**“We are here to amplify your message”**

...Via our formula — event + agency + production services  
And community initiatives for next generation

**Hello, please meet...**  
**The Connector of Bandjamm**



... we are the launchpad for artists, regardless of who they are, their choice of artistic talent, their level of skill and enabling them to be the best of themselves

**“We are here to amplify your presence”**

...Via artist / agency management, artist hubs and productions services

**Hello, please meet...**  
**The Producer of Bandjamm**



... we are the designated home for all seekers of an eclectic mix of musical and spoken word experience... “the living room with a live band”

**“We are here to amplify your performance (artists)/ experience (followers)”**

...Via best in class, high quality and polished events

**Hello, please meet...**  
**The Soul of Bandjamm**



... we support those artists who have been left behind both in their industry and wider society... everyone is welcome in Bandjamm

**“We are here to amplify your connections”**

... Meeting Bandjamm is like meeting family. Coming to Bandjamm is like coming home.

**Hello, please meet...**  
**The Heart of Bandjamm**



...we believe there is greatness in everyone... not everyone belongs on the stage, but everyone can still be part of the act

**“We are here to amplify your talent”**

...Via workshops, trainings, coaching etc

# Video interview – for Chris

Flow of video	What to say, roughly... But in your own words
1. XX introduce Chris	XX : Hi everyone... Let me introduce you to Chris... We think of him as <b>The Maestro of Bandjamm</b> . So Chris, <u>come on in</u> , tell us a bit about yourself.
2. XX ask Chris “So, when/ how did all this started for you?”	Chris to share how he started Bandjamm
3. XX ask Chris “Why Bandjamm? What’s so special about Bandjamm?”	<p>.... we are more than just a performance or an open mic...</p> <p>We are the only one in the market who is currently offering this unique combination</p> <p>“We are here to amplify your message”</p> <p>...Via our formula — event + agency + production ...and community initiatives for next generation</p>
4. XX ask Chris “What’s your best memory about Bandjamm?”	Chris to share his best memory
5. XX ask Chris “What’s your one word to describe Bandjamm?”	“Inspiring”= Innovative & Progressive

# Video interview – for Colin

Flow of video	What to say, roughly... But in your own words
1. XX introduce Colin	XX : Hi everyone... Let me introduce you to Colin... We think of him as <b>The Connector of Bandjamm</b> . So Colin, <u>come on in</u> , tell us a bit about yourself.
2. XX ask Colin “So, when/ how did all this started for you?”	Colin to share how he started Bandjamm
3. XX ask Colin “Why Bandjamm? What’s so special about Bandjamm?”	<p>... we are the launchpad for artists, regardless of who they are, their choice of artistic talent, their level of skill and enabling them to be the best of themselves</p> <p>“We are here to amplify your presence”</p> <p>...Via artist / agency management, artist hubs and productions services</p>
4. XX ask Colin “What’s your best memory about Bandjamm?”	Colin to share his best memory
5. XX ask Colin “What’s your one word to describe Bandjamm?”	“Vibes”= Positive Energy & Infectious

# Video interview – for Dayana

Flow of video	What to say, roughly... But in your own words
1. XX introduce Dayana	XX : Hi everyone... Let me introduce you to Dayana... We think of her as <b>The Producer of Bandjamm</b> . So Dayana, <u>come on in</u> , tell us a bit about yourself.
2. XX ask Dayana “So, when/ how did all this started for you?”	Dayana to share how she joined Bandjamm
3. XX ask Dayana “Why Bandjamm? What’s so special about Bandjamm?”	<p>.... we are the designated home for all seekers of an eclectic mix of musical and spoken word experience... “the living room with a live band”</p> <p>“We are here to amplify your performance (artists)/ experience (followers)”</p> <p>...Via best in class, high quality and polished events</p>
4. XX ask Dayana “What’s your best memory about Bandjamm?”	Dayana to share her best memory
5. XX ask Dayana “What’s your one word to describe Bandjamm?”	“Professional”= High Quality & Immersive

# Video interview – for Lesley

Flow of video	What to say, roughly... But in your own words
1. XX introduce Lesley	XX : Hi everyone... Let me introduce you to Lesley. We think of her as <b>The Soul of Bandjamm</b> . So Lesley, <u>come on in</u> , tell us a bit about yourself.
2. XX ask Lesley “So, when/ how did all this started for you?”	Lesley to share how she joined Bandjamm
3. XX ask Lesley “Why Bandjamm? What’s so special about Bandjamm?”	<p>... we support those artists who have been left behind both in their industry and wider society... everyone is welcome in Bandjamm</p> <p>“We are here to amplify your connections”</p> <p>... Meeting Bandjamm is like meeting family. Coming to Bandjamm is like coming home.</p>
4. XX ask Lesley “What’s your best memory about Bandjamm?”	Lesley to share her best memory
5. XX ask Lesley “What’s your one word to describe Bandjamm?”	“Authentic” = Originality & Passion

# Video interview – for Sarah

Flow of video	What to say, roughly... But in your own words
1. XX introduce Sarah	XX : Hi everyone... Let me introduce you to Sarah. We think of her as <b>The Heart of Bandjamm</b> . So Sarah, <u>come on in</u> , tell us a bit about yourself.
2. XX ask Sarah “So, when/ how did all this started for you?”	Sarah to share how she joined Bandjamm
3. XX ask Sarah “Why Bandjamm? What’s so special about Bandjamm?”	<p>...we believe there is greatness in everyone... not everyone belongs on the stage, but everyone can still be part of the act</p> <p>“We are here to amplify your talent”</p> <p>...Via workshops, trainings, coaching etc</p>
4. XX ask Sarah “What’s your best memory about Bandjamm?”	Sarah to share her best memory
5. XX ask Sarah “What’s your one word to describe Bandjamm?”	“Welcoming” = Inclusive & Eclectic

# Video interview – for Artists/Musicians

Flow of video	What to say, roughly... But in your own words
1. XX introduce Artist/ Musician	XX : Hi everyone... Let me introduce you to Artist/ Musician... He/ she is the XXXXX (what the person does, e.g. play guitar, sings etc). So Artist/ Musician, <u>come on in</u> , tell us a bit about yourself.
2. XX ask Artist/ Musician “So, when/ how did you join Bandjamm?”	Artist/ Musician to share how he/she joined Bandjamm
3. XX ask Artist/Musician “Why Bandjamm? What’s so special about Bandjamm?”	Artist/Musician to share his/ her views
4. XX ask Artist/Musician “What’s your best memory about Bandjamm?”	Artist/Musician to share his/ her best memory
5. XX ask Artist/ Musician “What’s your one word to describe Bandjamm?”	Artist/Musician to share his/her one word



# Video interview – for Followers/ Audience

Flow of video	What to say, roughly... But in your own words
XX introduce Follower/ Audience	XX : Hi everyone... Let me introduce you to Follower/ Audience.
<b>DURING THE INTERMISSION / BREAKS – QUESTION 1</b> XX ask Follower/ Audience “Why Bandjamm? What’s so special about Bandjamm?”	Follower/ Audience to share his/ her views
<b>DURING THE INTERMISSION / BREAKS – QUESTION 2</b> XX ask Follower/ Audience “What’s your best memory about Bandjamm?”	Follower/ Audience to share his/ her best memory
<b>AFTER THE EVENT – QUESTION 1</b> 2. XX ask Follower/ Audience “So, how did you like the event?”	Follower/ Audience to share his/ her views
<b>AFTER THE EVENT – QUESTION 2</b> XX ask Follower/ Audience “What’s your one word to describe Bandjamm?”	Follower/ Audience to share his/her one word

# #1 Our story on website

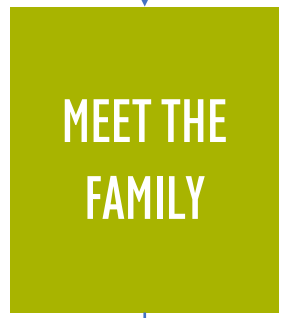


# Website architecture

Home/ Landing page



About Us



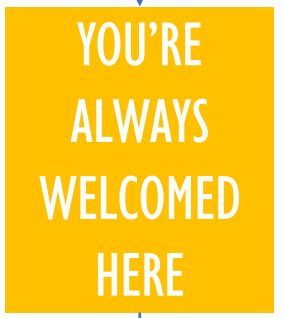
Who are we = some copy + 5 individual videos (the founders)

Artists/ Musicians



List of artists and musicians. Each would have an image (maybe a short video) and some copy

Events schedule



List of upcoming events and activities. Each will have an image and rough event agenda

Gallery page



Showcase of past event images or highlights video. Roughly they have had about 10-11 events already

Feature News



Community activities update + Any interesting new update about the family or the artists/ musician

Contact page



Enquiry + Email + Facebook + Instagram + LinkedIn

Rolling images of family in living room setting + Intro video + Manifesto words

# Website architecture

Home/ Landing page

COME ON IN!



Rolling images of family in living room setting  
+  
Intro video  
+  
Manifesto words



Rolling images of Bandjamm members coming in and sit on sofa

Artist version of Manifesto video (Daisy and Debra - jamming)

We believe there is greatness in everyone.  
Everyone has a voice.  
Everyone has a place.

Some has the gift of music...  
some has the gift of words...  
And some has the gift of vision... and more.

Not everyone belongs on the stage.  
But everyone can still be part of the act.

Sometimes, all you need is that one person to give you a break...  
to make it come together.  
Someone to say, "Come on in, let's jamm!"

# Website architecture

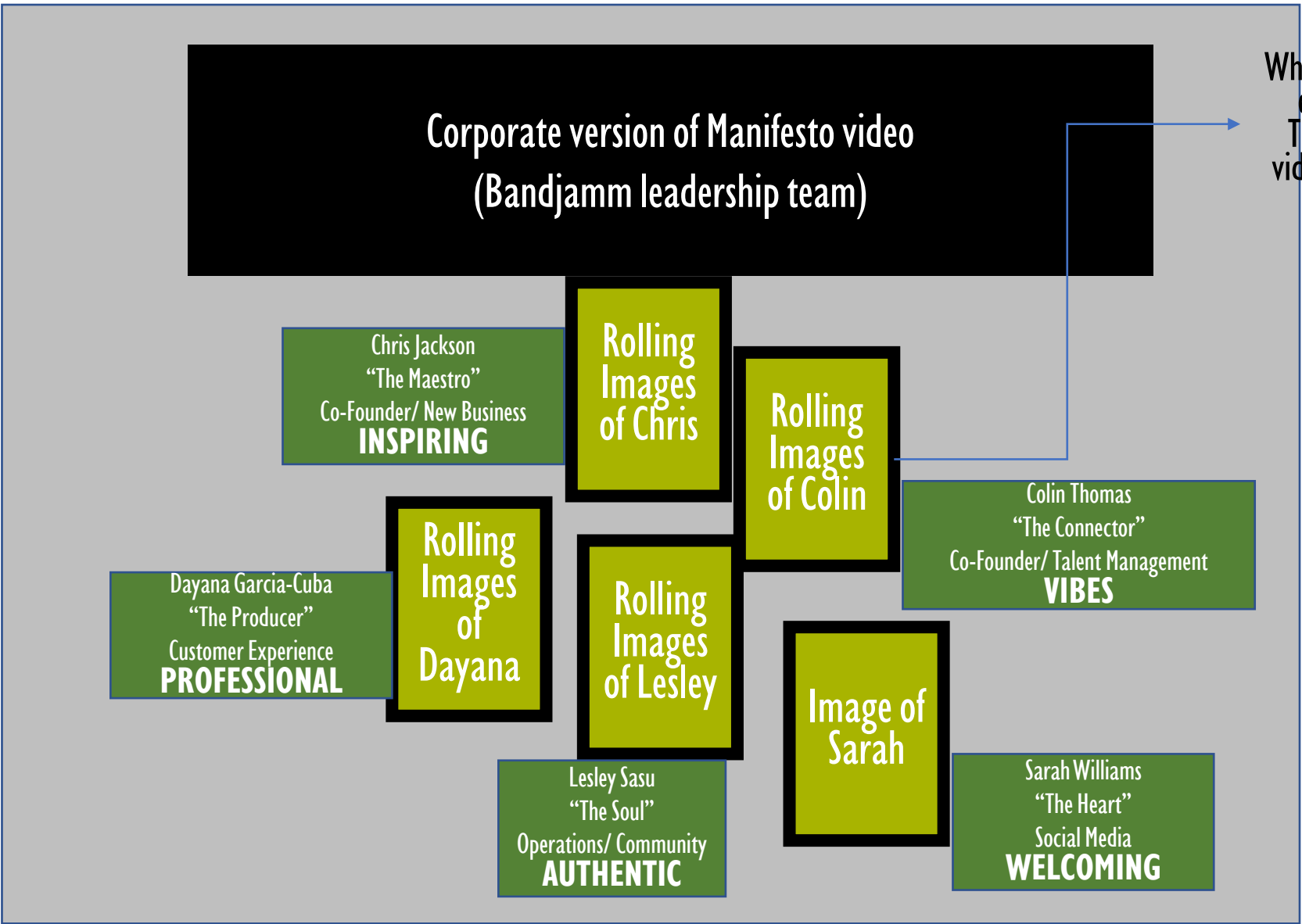
Imagine a wall of various photo frames of the family

About Us

MEET THE FAMILY



Who are we = some copy + 5 individual videos (the founders)





# Website architecture

Almost like a diary calendar

Events schedule

YOU'RE ALWAYS WELCOMED HERE

List of upcoming events and activities. Each will have an image and rough event agenda

Montage video of audience sharing their "How they like the event"

Montage video of audience sharing their "Why Bandjamm"

Event poster/ date/ time

What's so special :  
- key artists performing : XX  
- E.g, birthday ??

EVERY 2ND THURSDAY OF THE MONTH, WE WILL SAVE A SEAT FOR YOU!!

Event poster/ date/ time

What's so special :  
- key artists performing : XX  
- E.g, birthday ??

Montage video or audience sharing their "one word to describe Bandjamm"

Montage video of audience sharing their "best memory of Bandjamm"

Event poster/ date/ time

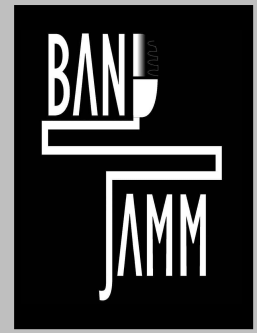
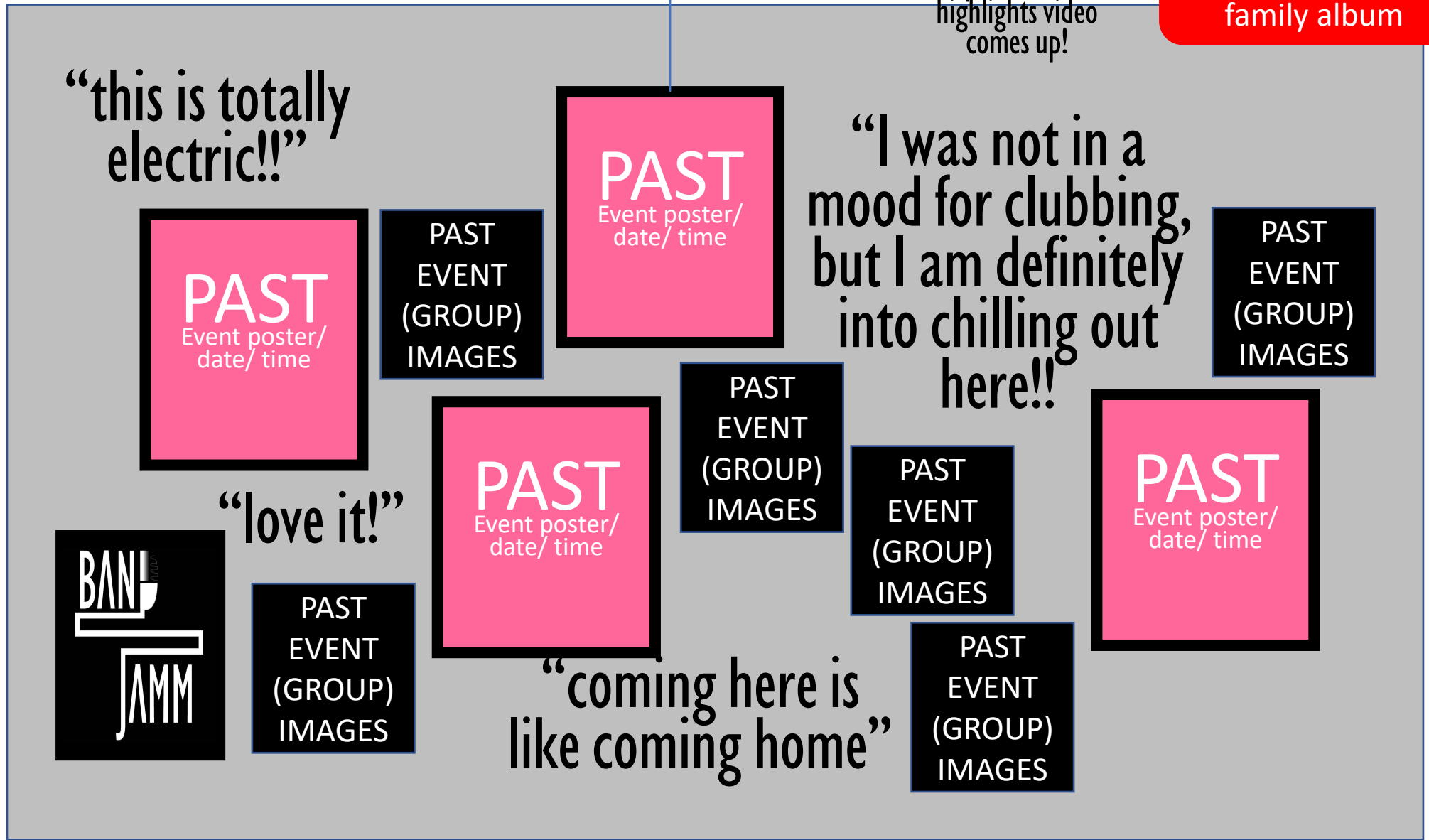
What's so special :  
- key artists performing : XX  
- E.g, birthday ??

# Website architecture

Gallery page

REMEMBER THAT TIME...

Showcase of past event images or highlights video. Roughly they have had about 10-11 events already





# Website architecture

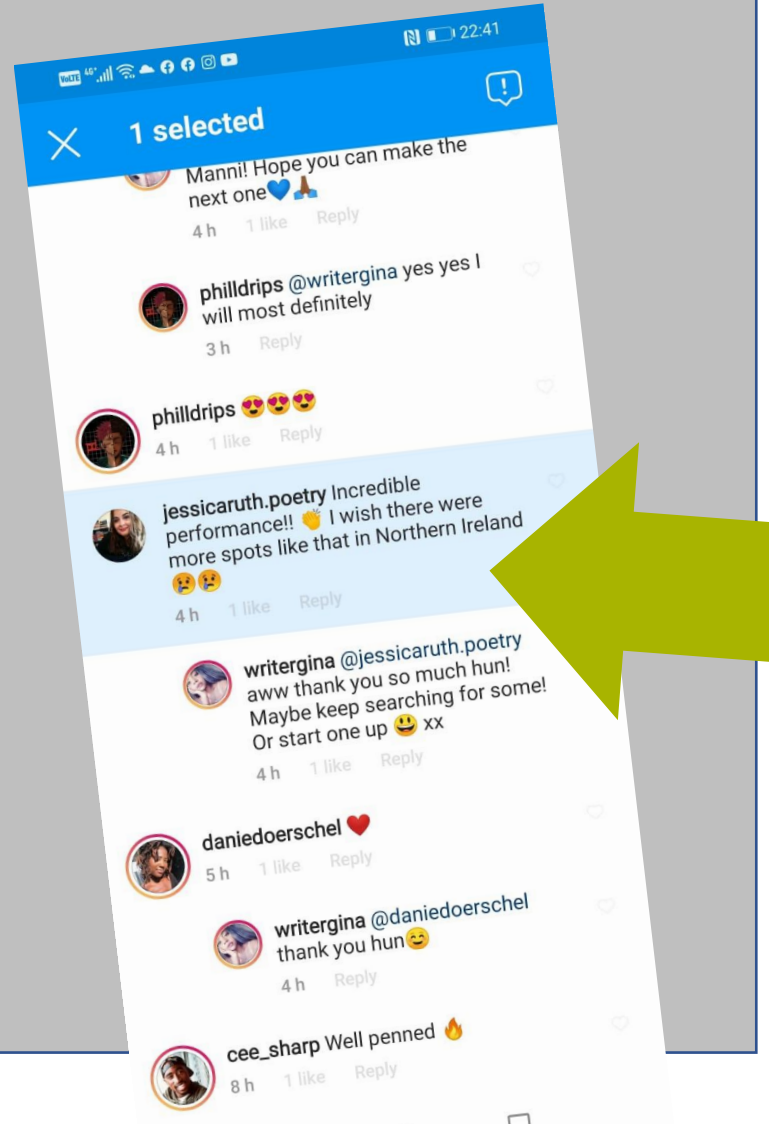
Feature News

OMG! DID YOU KNOW?

Community activities update + Any interesting new update about the family or the artists/ musician



This is basically like a gossip corner/ things you stick on the fridge / snapshot of a text or Instagram picture you sent to



# Website architecture

Contact page

DON'T BE A STRANGER!

- Enquiry
- + Email
- + Facebook
- + Instagram
- + LinkedIn



instagram

facebook

linkedin

email

Enquiry form

From :

To :

Message :

**#8**

**Understanding**

**our**

**Success**

**Metrics**

**What  
does  
success  
look  
like?**

**OUR  
KPIs**

**New funding**

**Net Profit**

**XX no. of event attendees**

**XX no. of new artists/  
influencers**

**XX no. of followers/ likes/  
shares/ comments  
(social media)**

**XX no. of views / CTR / time  
spent (website)**

BANI  
JAMM

**Thank  
you**