



**Brief set by**  
Audible

**In collaboration with**  
Uttara Masting  
(Jones Knowles Ritchie)

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## Develop a visual identity for a fictional Audible Originals title

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**Related Disciplines**  
Graphic Design  
Branding

**Deadline**  
23 March 2021, 5pm GMT

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### The backstory

Audible is a subscription service that lets you experience storytelling like never before by taking the best performers and pairing them with the world's largest selection of audiobooks and podcasts. The best part? They have a series of [Audible Originals](#), titles you can't find anywhere else.

But when there're so many options to take stories with you wherever you go, and thousands of titles to choose from, how can Audible make their original content stand out from the crowd?

### What's the challenge?

Design a visual identity for a fictional\* Audible Originals title that stands out and makes some noise.

At Audible, designers might not have the full text available to listen to before they create an identity - instead they will have the title, synopsis and a clear idea of the target audience. To replicate this process, you have a selection of four fictional\* audiobook and podcast titles, synopses and core markets to choose from. You'll need to get into the mind of your audience and design a digital book cover and series of visual assets to promote your title.

This brief is all about design craft, so consider how you can make your visual identity arresting and convince your audience to tune in.

### Who are we talking to?

You'll need to select one of the following fictional audiobook or podcast titles, each with a different core market attached to it:

#### One of the locals

Target Audience: Empty nesters on the hunt for content to learn something new.

Genre: Language Learning (Podcast)

Synopsis: *A famous face talks travelling around the globe, and unpicks the secrets to picking up the lingo to help make you truly feel like one of the locals on your travels. Exploring more than just key phrases, this podcast shares how you can keep your travels faux pas free and make some pals along the way.*

#### Out West

Target Audience: 35-54 without children, looking for fun, engaging content to listen to whilst multi-tasking.

Genre: Crime (Podcast)

Synopsis: *Tales from the American Frontier (or Old West) have fascinated us for decades. A world of crime and misfortune have always surrounded the old tales, but this podcast seeks to go beyond the legends and uncover some of the darkest crimes of the times.*

### The Faraway

Target Audience: 18-34 year olds without kids, who are looking to escape.

Genre: Fantasy/Adventure (Audiobook)

Synopsis: *Daniel has always been described as someone with their head in the clouds. Working in a local store, they are always dreaming of far away adventures until a new visitor comes to town and those dreams start to become a reality.*

### There's a Noise in the Shed

Target Audience: Younger families who are listening together and looking to be entertained.

Genre: Fairy Tales/Animal Stories (Audiobook)

Synopsis: *Mia's family have just moved from the bustling city to the countryside and Mia finally has the garden she's always wanted so she can watch all the animals from her window. But there's one thing she doesn't like in her new garden... the shed. Every time she goes outside, she hears different noises coming from the shed and she starts to imagine what might be inside.*

### Things to think about

#### Influence your audience

Think about the space you're designing for and who might be searching for this content. What would make them stop and take notice of the audiobook/podcast? People make split-second decisions from designs, about the genre, tone and who they think the content is for, so how can you express that your title is for them?

If you choose a title that could include a famous face (for example the podcasts), then think about both who you might pick and how you might showcase them in an exciting way.

#### Break the mould

There are some clichés in book design that you can try to break. Although they can give helpful visual clues about the genre, think about how you can experiment with this and break away from the expected while still delivering what your audience needs to click and listen.

There's also a whole host of content out there, so remember your identity needs to stand out. It also needs to work across multiple touchpoints and create a world beyond Audible.

#### Make your identity work hard

The identity needs to live in a sea of tiny squares but also be able to stand alone both as a virtual and physical asset. The entirety of the design will be visible on the product description page that draws the reader in



or as an ad on Instagram. Think about the wider ecosystem of the design and all the touchpoints it will cover. If the title feels too long for the small space, feel free to abbreviate it so it can be legible.

### The important stuff

You must use the templates included in the brief pack to ensure your designs fit in the relevant Audible spaces. Your visual identity must include:

- Title 'cover'
- Product description page (full bleed background)
- App banner
- An example of your identity across three different Out of Home spaces such as buses, bus shelters or transport gates (please note, these templates are not included in the pack as you can choose any three spaces that are relevant to your target audience and title)
- Online assets (cover, product description page and app banner) must include the Audible Original badge as shown in the templates. Your Out of Home responses must also include the Audible logo (included in the brief pack).

**What and how to submit:** Read ***Preparing Your Entries*** before you get started for full format guidelines.

**Main** (essential):

**JPEG slides** (max. 8), showing your solution.

**Optional** (judges may view this if they wish):

**Interactive work** (websites, apps, etc); **video** (max. 1 min total).

### Further Information

#### Details

\*Please note, the fictional titles have been developed for this brief only and are not titles currently in the works from Audible or any other publisher.

#### Audible Originals

Take a look at some of the current Audible Originals titles on offer and think about how you can make your title stand out.

[audible.co.uk/ep/AOAEAS](https://audible.co.uk/ep/AOAEAS)

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