



Brief set by
Universal Music UK

Create a festival event poster and visual suite for people who work at Universal Music

Deadline
20 March 2024, 5pm GMT

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The backstory

Universal Music is the UK's leading music company and has under its umbrella renowned labels such as EMI, Polydor, Island, Decca and 0207 Def Jam.

Every year, the company comes together at a high-profile venue in London for staff-only performances from some of the brilliant Universal Music artists.

This is an inspiring and exciting event, just for the people who work at Universal in London.

For this event, each year the company commissions an established creative to design the poster and visual suite, and this is where you come in...

What's the challenge?

Create a poster and suite of promotional designs for the 2024 event that specifically speak to and excite people who work in and around music.

Your idea needs to reflect the vibrancy, excitement and energy of the event. Having a distinct and artistic style is certainly welcome.

Historically, the event has been called "UMusic Autumn" but for 2024, there's scope to give it a new branding and name, so if you have an idea for this please do include it as part of your response.

You'll need to create an identity that can live across everything from email invites to posters to in-venue branding.

Who are we talking to?

Universal Music staff. The whole crew! That's everyone from record label teams to IT and finance. A whole range of skills and passions and personalities, but all united by a huge love for music and creativity. So how can you spark excitement with the whole community?

Things to think about

Create a buzz

The audience won't find out the artists until they're in the room, so the visual identity needs to spark excitement and intrigue without relying on any visuals of artists or big names. The release of the visual identity always unites the teams in anticipation, so go for it to delight and impress.

Stay local

This is a celebration for Universal Music UK, not the global office. It takes place at an indoor venue in London.

Think about the breadth

This isn't just about a single poster. Your visual identity should be able to spread across multiple touchpoints, from digital to IRL, so think carefully about how each

element talks to each other and feels like a united event. The Universal Music team have provided some examples of previous year's artworks in the full brief pack for you to use as inspiration.

There are certain mandatories you'll need to cover (see *The important stuff*), but you have the creative liberty to think about wider touch points too (for example, are there ways your identity could spread to something beyond just a banner in the space itself?).

The important stuff

Present:

Your poster design(s), brand identity, event name, and how you decided on your direction — including how it relates to your audience.

Examples of how your identity will work across multiple touchpoints. These must include at least a poster, email invite, and in-venue branding.

The artwork must include the Universal Music logo (but this doesn't need to be front and centre — see past references in briefing pack).

What and how to submit

Read ***Preparing your entries*** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).