

# Intercont Music

## Corporate identity

### Background

Intercont Music is one of the first Romanian record labels, as well as sole importer and distributor for a series of world-class record labels, such as Naxos, Galaxy Music, and Weton-Wesgram.

### Challenge

Intercont Music did not display a consistent corporate identity because it used a number of varieties of its logo in the various printed advertising materials. Moreover, there were no other corporate identity elements to ensure the consistency of its advertising materials, either.

After talking to Grapefruit, the customer became aware of the need for a new corporate identity, which would convey a fresh and dynamic personality both to the company customers and to the national and international business world.

### Solution

The core element of the new identity, that is the logo designed by Grapefruit, is based on an older version of the company logo, the 'IM' monogram. A simple, modern and dynamic symbol was designed from it, and the traditional image stereotypes associated with the music scene were purposefully left out. The associated colour scheme emphasises subtle shades of purple, thus communicating creativity, imagination, as well as courage and passion for music.

