



SKIES



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The brief

SKIES - 'We Fear Change' EP Campaign

We created a campaign for the band's sophomore EP 'We Fear Change'. From merchandise and online graphics, to the physical EP itself, the result is striking.



Logo concept

The logo we originally created was broken down for this project and reduced to the outer rectangle. The SKIES brand had been established for a couple of years and has been prominent on merchandise and previous artwork and across all social media channels. With this in mind, the band were happy to deconstruct the logo as the 'We Fear Change EP' would still sit alongside the full version of the logo across social media and merchandise. Therefore maintaining brand recognition whilst branching the brand out in a more subtle way.



Black (Spot Gloss)
C = 000 M=000 Y=000 K=100



Black (Matte)
C = 000 M=000 Y=000 K=90



Colour palette

Previous SKIES artwork has been bold and bright and the band wanted their next project to be slick and sharp. There was a key focus on a physical record for this release and the band wanted to experiment with different printed finishes for the physical EP. It became clear that spot gloss printing using the simplified logo could be very effective.



SKIES

Fonts

Title font

BEBAS NEUE

Subtitle font

BEBAS NEUE

Online font

COLORS OF AUTUMN

Body text font

N/A

Fonts

Once the concept was agreed, we considered the limits of spot gloss printing. The font across the whole EP had to be a minimum 14pt and this effected the design. Lyrics were important to the band and they wanted them to feature on the sleeve so we put forward the idea that the lyrics be the main feature on the sleeve. We chose a bold font that would be as clear as possible to read in the spot gloss.

A dark, tilted graphic representing an album sleeve. It features the text "BEBAS NEUE" in a large, bold, sans-serif font, with a smaller version of the same text below it. The background is a dark, textured grey.

BEBAS NEUE
BEBAS NEUE



Logo layout options

The full version of the logo appears on the back panel of the EP to reinforce brand recognition.

rivr 

SKIES

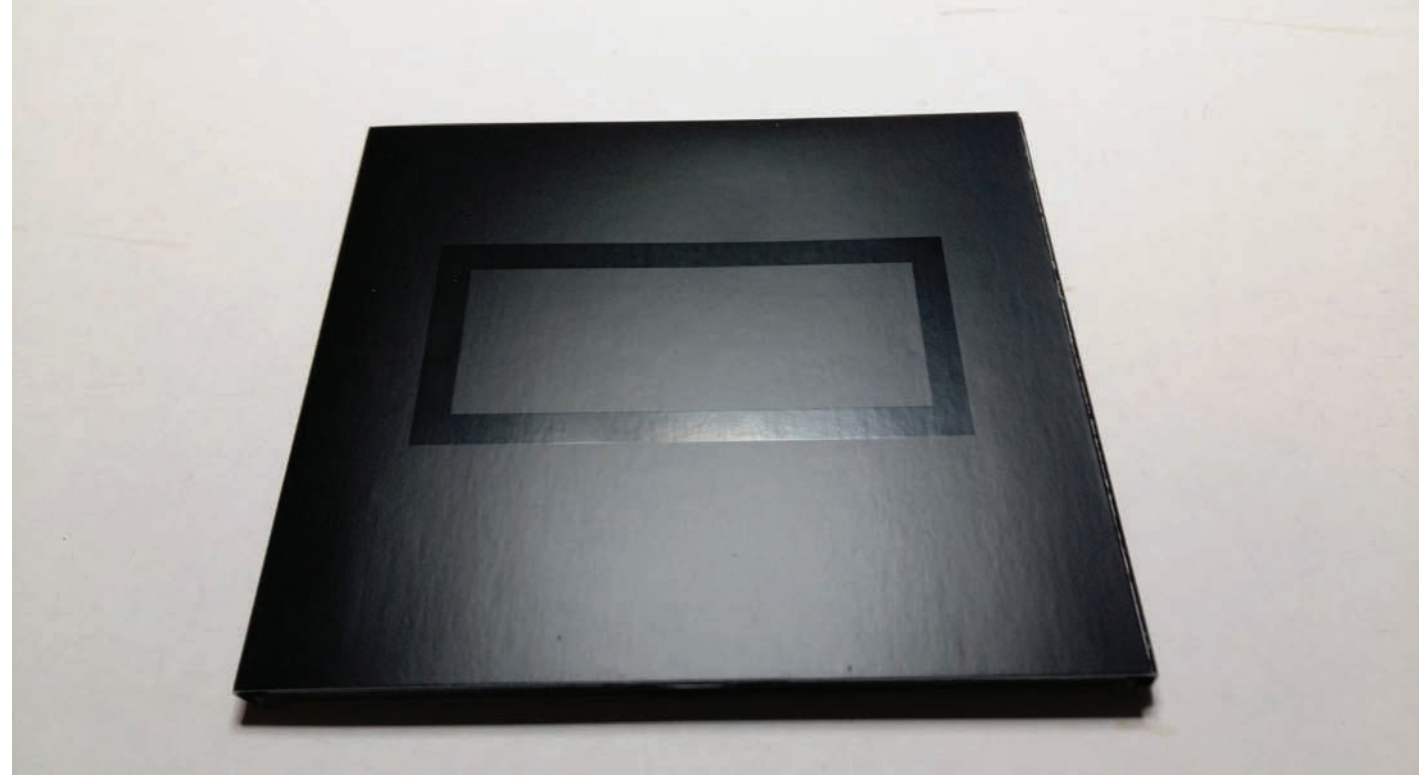
Physical EP

The finished article

Spot gloss, 6 panel CD sleeve with full lyrics and includes spot gloss disc.

Printed by Clone Media.

Photo courtesy of Richard Bennett.



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Merchandise



The finished article

Limited edition long line
'We Fear Change' tee. Gloss
print.

Printed by The Quarter
Masters.

Photo courtesy of SKIES.



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Online EP



The finished article

To replicate the spot gloss finish in an online setting, we drew up a gloss finish using a gradient, shadows and highlights.





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Supporting photography



Supporting Photography

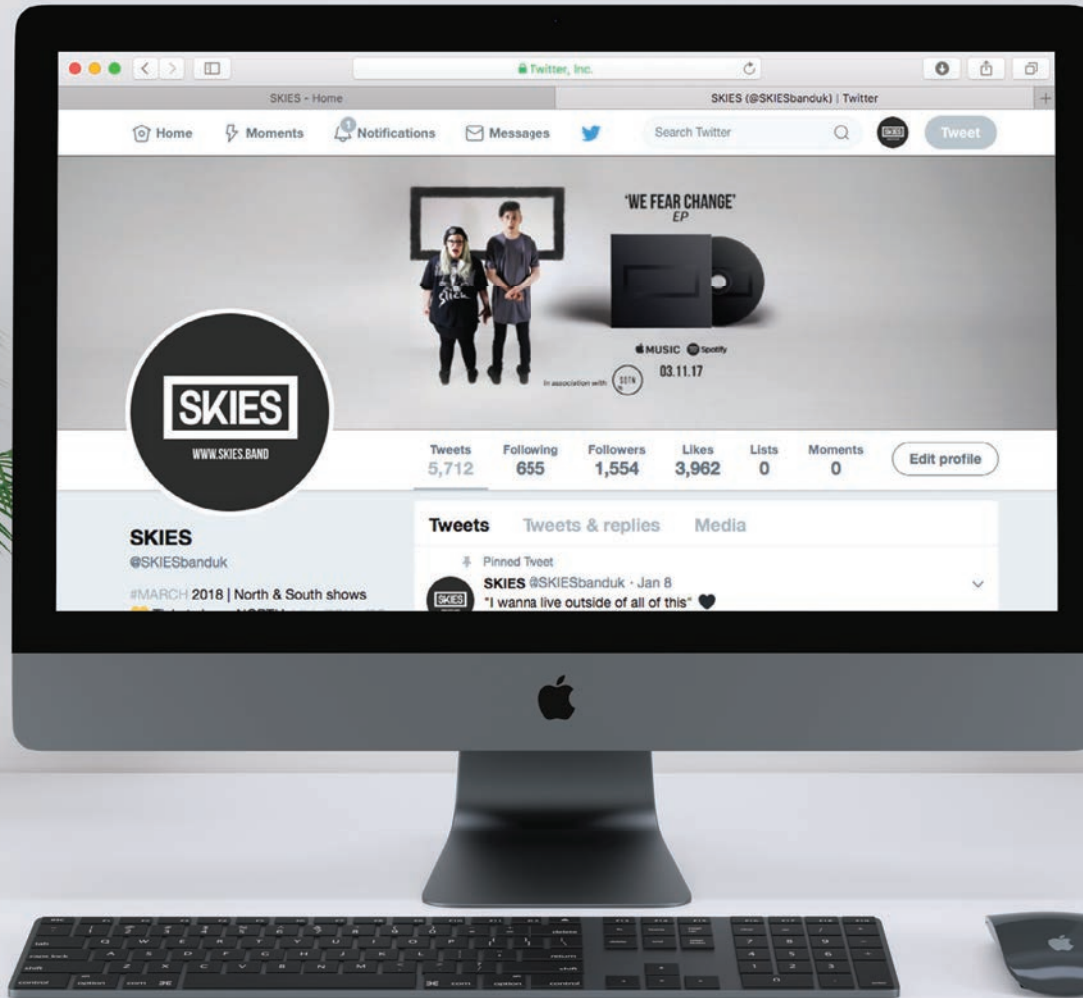
We worked alongside Visual Line for the supporting photography for the campaign - echoing the rectangle theme and monochrome colour palette in the background and in the band's clothing.





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Social media



Social Media

Maintaining brand recognition and awareness is key. We used the full version of the SKIES logo for profile avatars so the link between full logo and rectangle would be tangible.



