



MAGPIE CREATIVE BRIEF

GOALS AND MISSION

Magpie is a coffeehouse and venue that provides a space for artists to develop a community and new skills. Magpie values community, comfort, and creativity. Regardless of where people are from or what they do, Magpie encourages them to join The Charm, the name for a flock of Magpies.

TARGET AUDIENCE

Magpie's target audience is young independent artists between the ages of 17 and 35. The number of independent and freelance artists are increasing and Magpie offers them a space where they can work alongside each other, host and join classes, and immerse with one another's work. The medieval elements and language liken Magpie to a medieval artist guild, where artists would support and work with one another.

RATIONALE

Magpie offers artists a space where artists can feel welcome to share ideas and learn from one another. The branding elements express that to viewers and visitors. The three primary colors for Magpie are the iridescent colors of the bird's wings and tail. The three neutrals draw upon old stone gathering spaces in the medieval era. These colors are intriguing yet also comfortable, inviting creatives in with quirky primary colors and warm neutrals. Magpie uses Rocky, a font designed by Carter and Cone Type Foundry and Kefa Regular, designed by Jérémie Hornus. Rocky has pointed, perch-like serifs that compliment the Magpie imagery. Kefa is a readable slab serif font that compliments lofty medieval stonework and the community that worked inside the buildings.

CHALLENGES

The difficulties Magpie could face are the variety of artists within their target audience. As the goal is to appeal to many artists of different backgrounds and disciplines, the decor and advertising also has to be targeted to a variety of people. When promoting, Magpie will use a multitude of social media and venues to announce events and upcoming classes to reach artists with different interests.

DISTRIBUTION PLAN & PROMOTIONAL CONTENT

To advertise Magpie and events hosted at the venue, we will market to a variety of different places and groups. The posters visible in the brand guidelines will be hung at local concert venues, schools, art galleries, and co-working spaces. The coffeehouse will have rotating monthly gallery space on each wall to gain awareness for a local artist and to bring new visitors to the venue and coffeeshop. Artists will be invited to submit installation artwork so they can use the space to promote their work as well as host classes in the venue space where they can teach their craft to other visitors or artists. Facebook, Instagram, Pinterest, and local newspapers will also be used for marketing and frequent advertisements.