

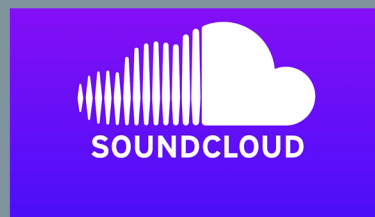
Soundcloud Current Logo:



What is Soundcloud?

A streaming music platform that lets people all over the world share music they have created. Soundcloud sets itself apart from other streaming music services like Spotify by providing a platform for all sound, all artists and all types of music and compilations to be shared. Spotify features music and sounds that are in a more traditional, mainstream format. For example, if there was a live show audio recorded, you can find it on Soundcloud. Or if a friend knows of an underground, less known artist, that is not available on mainstream streaming services, you can likely find it on Soundcloud. Soundcloud is an excellent platform to use in tandem with Spotify because the combination provides ultimate access to a vast offering of sound. Both mainstream and underground sounds are represented with the combination of the two apps. Most people have and use both as opposed to choosing one over the other.

Color Rebrand Logos:



I chose to change the color from orange-yellow gradient to a blue-purple-magenta gradient because the following colors are described as:

- Bright Blue: positive, impressive, high spirits
- Blue-Purple: Contemplative, meditative and spiritual
- Magenta: Exciting, attention grabbing, playful

Each of these descriptors combined speak to a broad audience of music listeners. They represent emotions that music causes and are conveyed through the logo colors to the viewer. In addition to this stand-alone color theory, in an effort to rebrand Soundcloud as a companion to Spotify as opposed to being its competitor, the colors here are a spit complimentary of Spotify's classic Bright Green logo. I combined the analogous colors that compliment the green to create a visual connection with the two apps. When you see the apps next to each other on your phone, they emanate complimentary waves of color that mimmick waves of sound.



+



=

