Making sense of a network
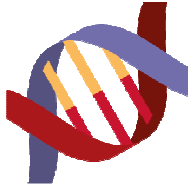
Redesign of the user experience of the MusicBrainz brand family

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States of Mind

This pro-bono brief was prepared
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Current Family of Brands

The AcousticBrainz project aims to crowd source acoustic information for all music in the world and to make it available to the public

*Crowdsourced collection of acoustic information*

CritiqueBrainz

CritiqueBrainz is a repository for Creative Commons licensed music reviews

*Repository for Creative Commons licensed music reviews*

Cover Art Archive

The Cover Art Archive is a joint project between the Internet Archive and MusicBrainz, whose goal is to make cover art images available to everyone on the Internet in an organised and convenient way

Repository of music cover art that is freely and easily accessible

Picard is a cross-platform music tagger written in Python
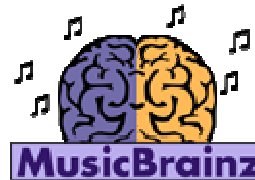
MusicBrainz is a community-maintained open source encyclopedia of music information

Open music encyclopedia that collects music metadata and makes it available to the public
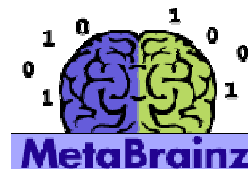
The MetaBrainz Foundation has been set up to build community maintained databases and make them available in the public domain or under Creative Commons licenses

Brand Beliefs

Overall, MetaBrainz is the brand guardian and infrastructure provider, ensuring that all ventures are adequately enabled and adhere to the following set of principles:

- Community curate data
- Protect and ensure availability
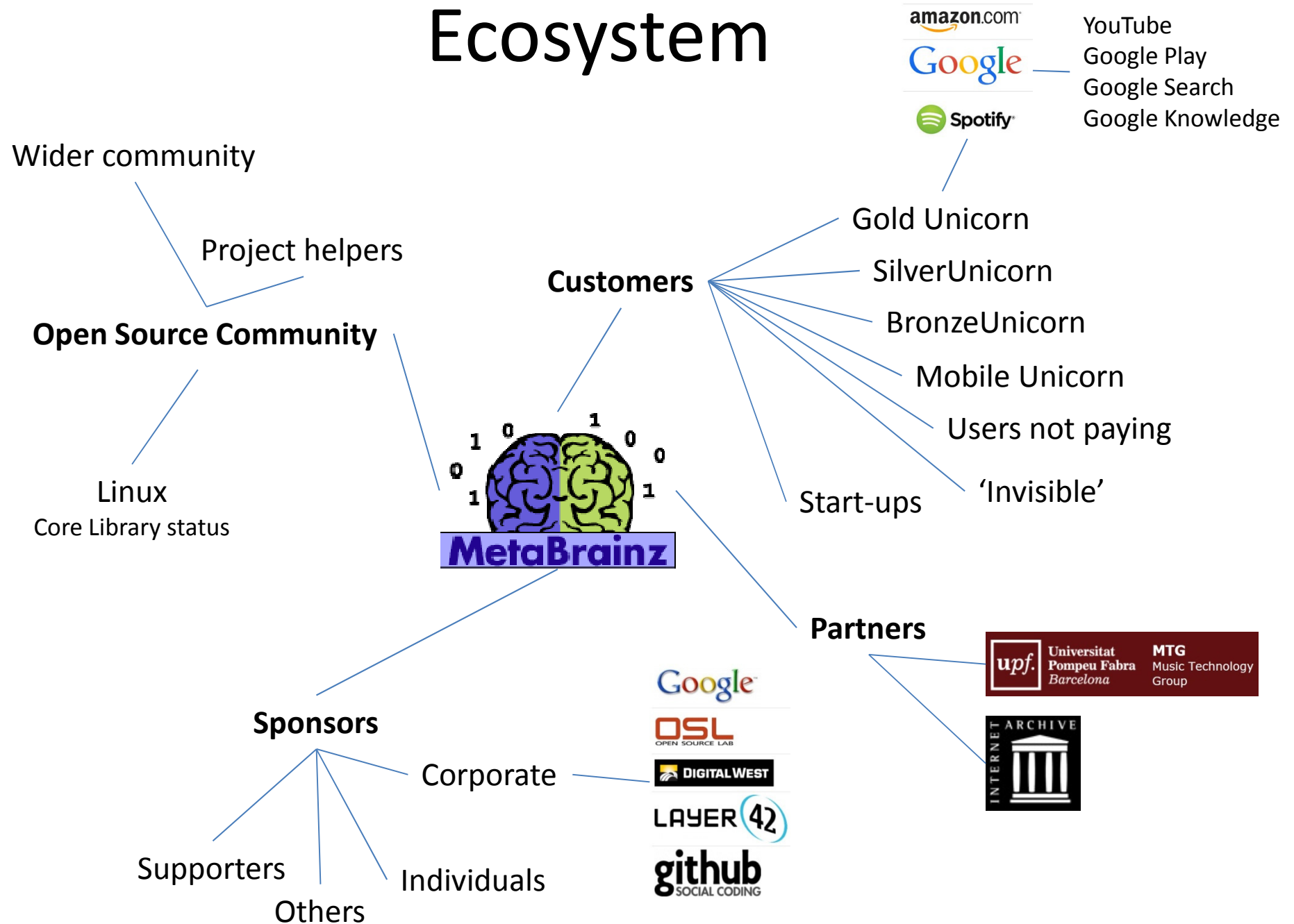- Link to other resources

Challenges

- Currently there are a number of associated ventures, each developed on a one-by-one basis
- The overall quality of visual identity is poor and disconnected, from logos to websites
- It is difficult for outsiders and potential partners to understand
  - the full scope of inter related operations
  - how the pieces fit together and how the rest of the ecosystem is connected
  - and hence what the true potential benefits are

Objectives

- Clarify and articulate each brand proposition
- Clean-up and streamline design, visual language, and user experience
- Create 'family of brands' through visually related logos, or other graphic indicator
  - MetaBrainz is just an enabler, not the main brand
  - MusicBrainz is central to everything else

- Help map the eco-system including all partners, recognising the place of each and how they are tied together

- Realise the full potential of the portfolio of brands

Ecosystem

Wider community

Project helpers

Open Source Community

Linux
Core Library status

Customers

amazon.com

Google

Spotify

YouTube
Google Play
Google Search
Google Knowledge

Gold Unicorn

SilverUnicorn

BronzeUnicorn

Mobile Unicorn

Users not paying

'Invisible'

Start-ups

MetaBrainz

Sponsors

Corporate

Google

OSL
OPEN SOURCE LAB

DIGITAL WEST

LAYER 42

github
SOCIAL CODING

Supporters

Others

Individuals

Partners

upf. Universitat Pompeu Fabra Barcelona

MTG
Music Technology Group

INTERNET ARCHIVE

Design brief

for visual identity system

- Something flexible, modular,
  - signalling choice , it is up to you
  - free / open, accessible, collective
  - connect the music the world

- Minimalistic
- Both playful and grown-up
- Symbolizing freedom of open source

- Potential colours: orange, purple, blue

Design ideas

- Potentially like Lego pieces that fit into each other, or a 'plug-in' endorsement graphic, a tag
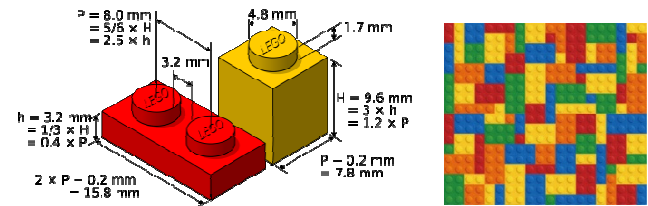
- Compare with use of Tux, the Linux mascot
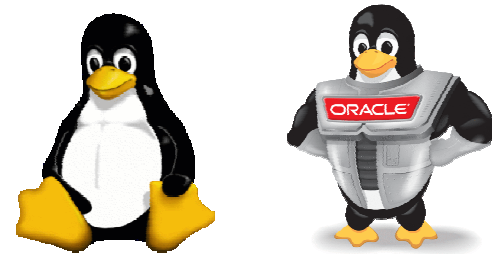
Design ideas

- Like the receptors of the brain,
  in-bound and out-bound