

JAMES BIBLE II

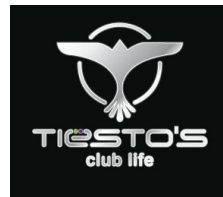




Artist	Colors	Typeface	Art Element	Tagline/Brand	Focus
BT/ Brian Transeau	White, Red	Large Impact San Serif	Typography	PsyTrance Super Producer	Generation Y
Dr. Dre	Red, Black, Green	Thick San Serif	Typography, Marijuana Leaf	Hip Hop Super Producer	Generation X
DJ Tiesto	Silver Gradient	Custom San Serif	Stylized Bird, Umlaut	Massive DJ	Generation Y
Diddy	Black, White, Red	Modern Serif	Bad Boy Character, Typography	East Coast Super Producer	Generation Y, X
Jermaine Dupri	Maroon	Custom San Serif	Typography, Cartoon	Southern Super Producer	Generation X
Eminem	Red & Black	San Serif	Typography backwards E	Midwest Super Producer	Generation Y, X
Oakenfold	Turquoise, Purple	Custom San Serif	Typoghraphy and Crest	Face of Electronic Music	Generation X
Marcel Woods	Blue, White, Red	Decorative San Serif	Box and M	Trance/ Musical Madness	Generation Y, X
Kanye West	Red, Black	Myriad	Typography and pop-art bearhead	Super Producer Prodigy	Generation Y
DJ Aphrodite	Red	San Serif	Turntablist, Type	Jungle and Drum N Bass Producer	Generation Y, X
COMPARE					
James Bible II	Adaptive to Genre Red and Black	San Serif	Typography, Triangle	Music Producer Junglist/DnB	Generation Y, X



DR DRE



BRAND.....**Electronic Music**
Marketing Campaign **Darkstep Drum N Bass**

MARKET FOCUS

Sex **Both**
Age..... **15—34**
Generation..... **Millennials**

Unlike earlier generations, Millennials have a near-zero generation gap, and parent-child co-purchase decisions are common. When you ask this generation who their heroes are, the majority say their parents. Brands seeking to appeal to this generation in the name of rebellion will increasingly fall flat. They are more likely to consult with their parents on major decisions. Marketing aimed at this generation should consider the input of parents on big-ticket purchases. Millennials show greater interest in family, religion, and community—at the expense of celebrity role models and their associated brands. Trash-talk pop culture may lose its influence with today’s teens. The rise of Avril Lavigne—an ordinary-looking, midriff-free, non-dancing singer hailed as the “anti-Britney”—may presage this generation’s backlash against over-hyped, X-treme 1990s culture. Edgy brand associations may fail to appeal to this increasingly conventional generation, which looks for social consensus instead of pushing the limits of taste. Under constant pressure by their parents and society to achieve, Millennials find little common ground with the “slacker” archetype of youth. Advertising lampooning hard work and celebrating the accidental success of airheads does not speak to this generation. In contrast to ultra-individualist X-ers, Millennials are group-oriented. Millennials use rapid-fire communication via the Internet and other peer-to-peer media to build a newly inclusive “one” from their wildly diverse origins. Millennials are less hung up on race, gender, or ethnicity than their parents, but may increasingly be moving toward increased sensitivity to economic class. Marketing that appeals to youth in the US may fail elsewhere, while youth campaigns in other countries may appeal to US 30-somethings

SOURCE:

Dr. Pete Markiewicz, co-founder of entertainment products site, indiespace.com, has co-authored three books on Internet-based entertainment and recently completed a fourth book charting the effects of changing generations on the entertainment industry in the 2000s.

LIFESTYLE DEMOGRAPHICS

Total American Population..... **281,421,906**
Market Focus Percent of Population **30%**
Racial Makeup of Market Focus
•**White** **20%**
•**Hispanic/Latino** **4%**
•**Black/African American** **4%**
•**American Indian/Alaskan Native** **0.3%**
•**Asian** **1%**
•**Native Hawaiian/Pacific Islander** **0.05%**
•**Other** **2.2%**
Social Trends
Married & Together **25%**
Never Married **75%**
Bachelor’s Degree or Higher **15%**
Median Annual Income **\$36,537.00**

Products purchased with disposable income:
Electronic technology, Apps for electronic technology, clothing and accessories, transportation, entertainment and social activity fees, organic and green items, extra curricular materials.

Activities for fun and entertainment/ hobbies:
Surfing the internet, social networking, sports, local clubs, personal talent interests, analogue social life and traditional events, family get-togethers. Travel, school and function trips, clubs and nightlife. House parties.

CLIENT: JAMES BIBLE II
ORGANIZATION: MUSIC INDUSTRY

BENEFITS

Fun, entertainment, art, open-minded, joy, money, creativity, dancing, culture, community, expression, education, forward thinking, euphoria, raising awareness, proactive, diverse, sharing, accepting, universal language, progressive, evolving, changing, future, adaptive.

NEGATIVES

Drugs, party-scene, corrupts youth, money, elite, exclusive, excessive, glass ceilings, racism, bias, stereotypes, illegal activity, downloading, illegal parties, abuse, rape, exhaustion, addiction, repetitive, warped, uncontrolled, hippies.

FEELINGS AND EMOTIONS

Joy, euphoria, intensity, ecstasy, cut-throat competitiveness, community, non-apathetic, apathetic, business, money, artistic, cultural, freedom, war, family, clique, pop, emotional release, letting go.

POTENTIAL FOCUS MARKETS

Millenials, generations Y, X, conscious minded youth who care about their future, party people, ravers, techno junkies, young adults, dance fanatics, club scene, spans all classes, people that want entertainment, people that want to lose themselves in the crowd.

SIGHT

Lots of color, neon, flash, laser green, purple, red, blue, inverted color, filters, wavelengths, glowsticks, wild clothing, lace, fishnets, beads, heavy makeup.

SOUND

Bass, synth, percussion, guitar, strings, piano, frequency, transition, key signatures, tension, progression, resolve, release, euphoric, scale, melody, harmony, chord, rhythm, pulse, speakers, massive.

TOUCH

Dance, sex, smooth, soft, abrasive, plush, lush, texture, tight, strap, laces, skin, mouth, breathe, air, muscle, sound waves, pulse.

TASTE AND SMELL

Sweat, saliva, sound waves, smoke, pills, powders, liquids, skin, salt, air, burning, water, hydration, crush, rush, sweet, sour.

REALLY ZANY IDEAS

Pornography sound tracks, strippers, space alien abductions, baby ravers, kandi kid stores, Andromeda council, Draconian, battle for earth, hollow earth expedition, Nazi space beam, moon colony, sharks with laser beams on their heads, ray guns, time travel.

LOGO DEVELOPEMENT

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Trance/Techno

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JAMESBIBLEII

JAMESBIBLEII

DrumN'Bass/Jungle

JAMESBIBLEII

Hip-Hop/Rap/Urban

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PRIMARY LOGO:

JAMES BIBLE II

ADAPTED LOGO:



BLACK AND WHITE, REVERSED:

JAMES BIBLE II

COLOR SPECS



PANTONE 1795 C
C: 0 M: 100 Y: 100 K: 15
R: 206 G: 24 B: 30



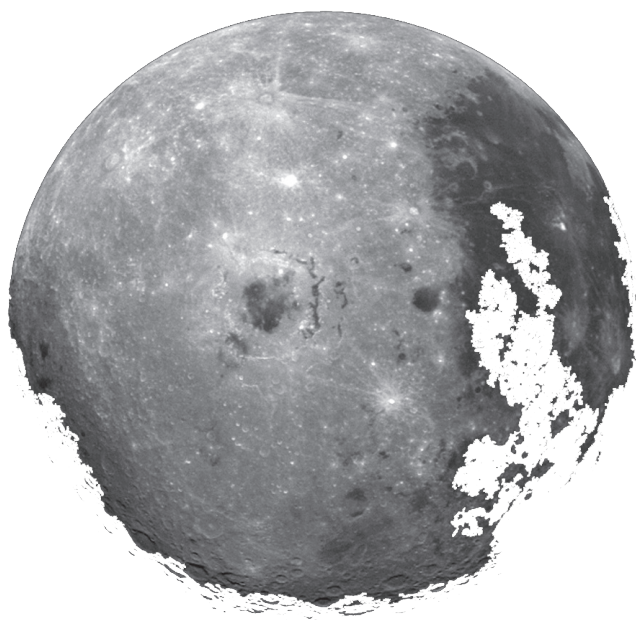
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TYPOGRAPHY SPECS

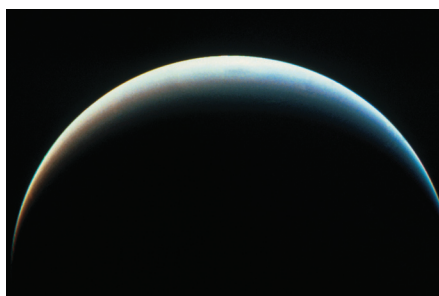
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TAGLINE: DARKSTEP TECHNOLOGIES

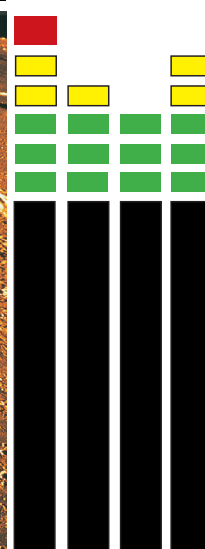
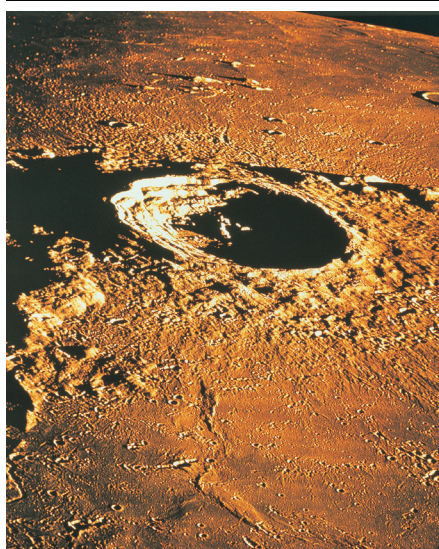
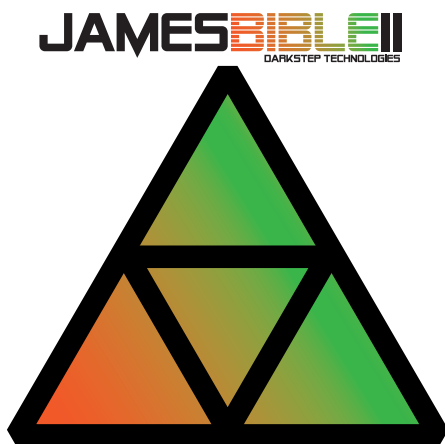
PRIMARY ART ELEMENT



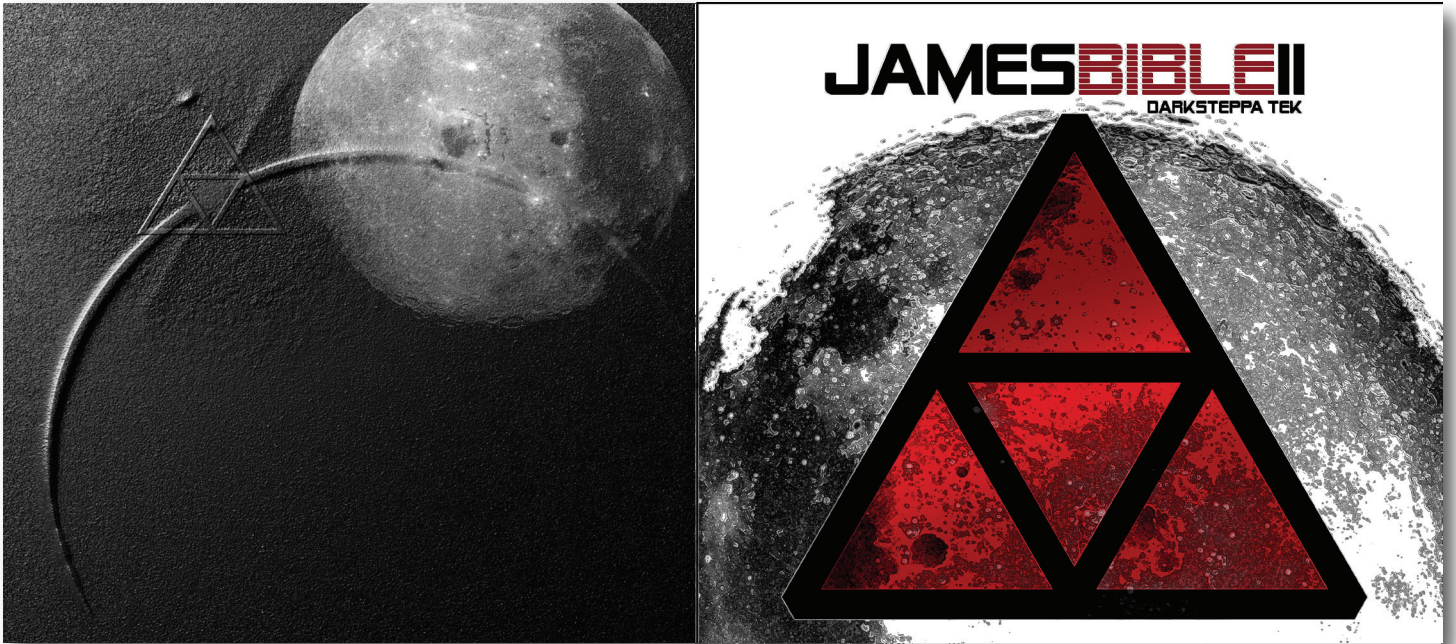
SECONDARY ART ELEMENTS:



DAR
KST
EPT
EKA



CONCEPT FOR LP ARTWORK



SHORT FRONT BROCHURE

This brochure would be used, specifically, to target DJs and music collectors. Most likely this brochure would be prominently displayed at record stores and music festivals/parties.

INSIDE

THE DARKSTEPPA TEK LP
LIMITED EDITION 12" RELEASE

AVAILABLE NOW



OUTSIDE



JAMES BIBLE III
DARKSTEPPA TEK

HOLOGRAM AVATARS FOR LIVE SHOWS

THESE ARE NOT MY ORIGINAL ART THEY ARE EXAMPLES

HATSUNE MIKU IS THE PROPERTY OF CRYPTON FUTURE MEDIA



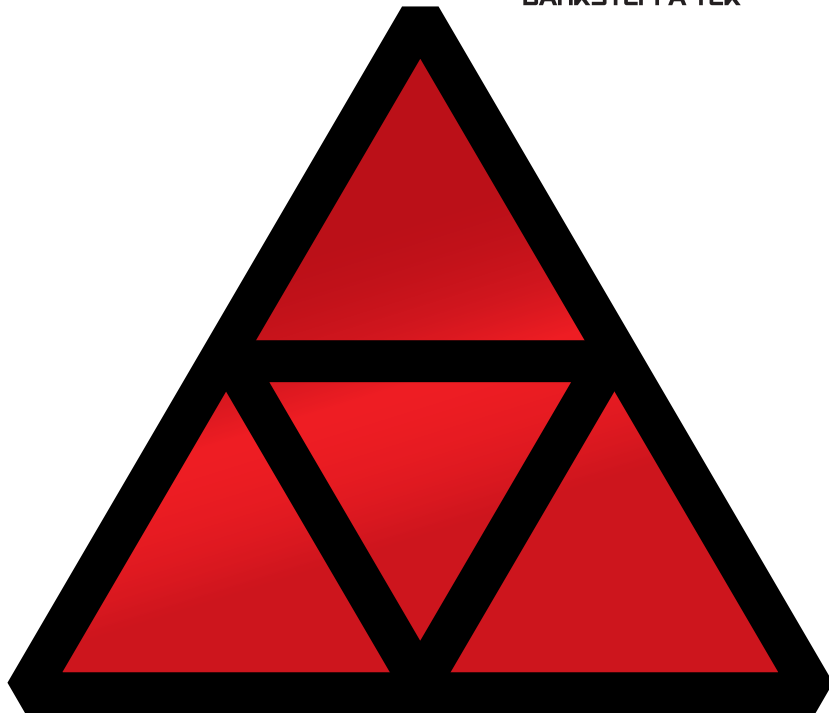
DIGITAL DISTRIBUTION AND BIT TORRENT



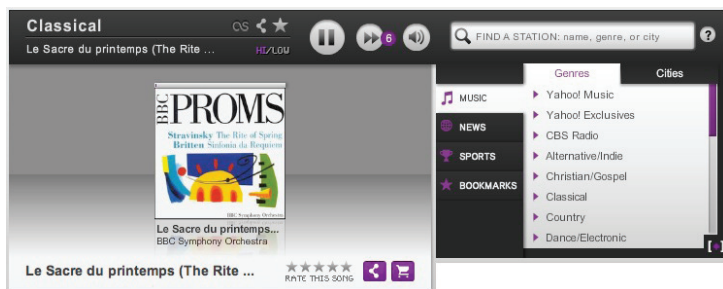
12" VINYL LP



JAMES BIBLE II
DARKSTEPPA TEK



INTERNET RADIO



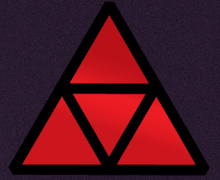
PIRATE STATIONS



T SHIRT



Shirt template courtesy of Angel A. Acevedo



DARK STEPPA TEK

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