



concert
albums sales
sign singers
music download

Arora
ENTERTAINMENT



WHO WE ARE

Arora Entertainment is an musical focused company that covers almost anything about music circle. For our primary goal, We provides an online platform for users to download their own favorite musics by either mobile app or website, holds concert for Artists who we sign contract with, releases and sales albums etc.

Besides Concerts and Events business, Arora other core business involves music contents creation and production, physical And digital music distribution, music publishing, artiste management, event management, and professional artiste training academy.

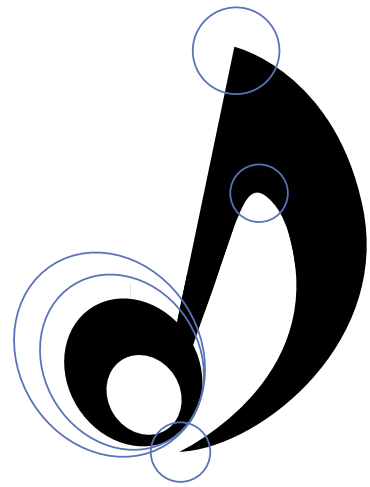
01 Define Identity

Mark Construction
Brand Colors
Typography

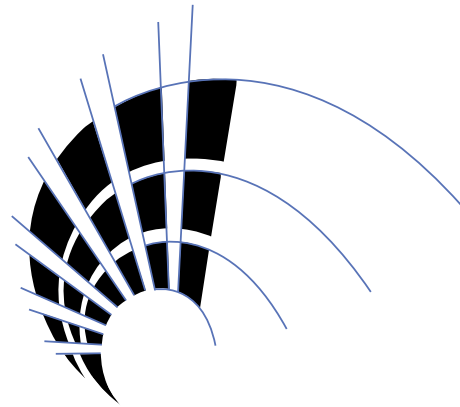
Arora Entertainment maintains the capability for unmatched new development and production. Since 2008, Arora Entertainment has produced the leading artists, such as Jay Chou, Wayne, Lam JJ, Pan Wilber etc., to the music world. Through the new casting potential, unmatched Arora structured training, and world class in-house producing system, We have been able to train artists to lead the global market. Arora Entertainment has a desire to become the most preferred brand.



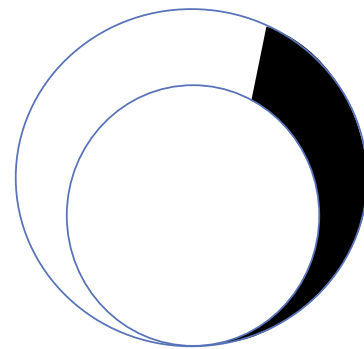
VISUAL Mark



Our mark, which originates from the right side conveys the primary focus of our musical entertainment company straightforward by using quarter note. We believe that people getting strong enthusiasm to explore their interests as they choose our company by recognizing this particular visual elements at very first.



We place the "Wave" which looks like a beehive Stinger on the right side overall. The "Wave" strongly represents the fashion in music. People might be followed with the rhythm while they are listening to music.



We place the "Wave" which looks a sickle. This is a part of the quarter note on the right side. Since the planned shape of overall mark would a circle. That is why we design it to be round to edge.



Combining all the representative musical visual elements with the logotype, which comes from the font family of "Encode Sans". Our goal is to give people a fast clear recognition to understand what kinds of business we does.



Color and Typography

Brand Color



Pantone Solid Coated 2119 C
c 54, m 48, y 0, k 64
R 43, G 48, B 93



Pantone Solid Coated 2266 C
c 45, m 0, y 52, k 66
R 48, G 87, B 42



Pantone Solid Coated 663 C
c 0, m 0, y 0, k 0
R 255, G 255, B 255

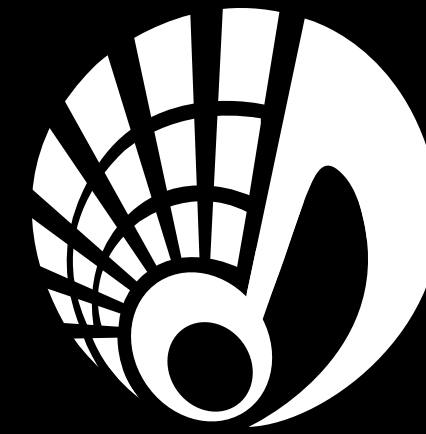


Pantone Solid Coated Black 6 C
c 0, m 0, y 0, k 0
R 0, G 0, B 0

Typography

Encode Sans

Arora Entertainment
Arora Entertainment
Arora Entertainment
Arora Entertainment
Arora Entertainment
Arora Entertainment
Arora Entertainment
Arora Entertainment



Through the OSMU strategy, Arora is expanding its diversified contents business model. Arora is leading the initiative for digital music that can be adapted to a variety of platforms and devices, going beyond the basic album and concert activities. Besides this, it is extending its diversified management business and making a business model for the world concerning advertisements, performances, retail, etc. Arora Entertainment is a pioneer in the domain of new contents business.

02 Applications

Digital Media
Iconography
Print /Stationery

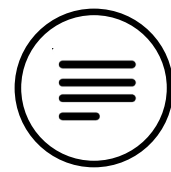
Digital Media and Icons

Icons

Sound Adjustor



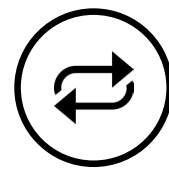
Menu



Silence



Loop



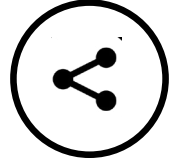
Play Button



Like

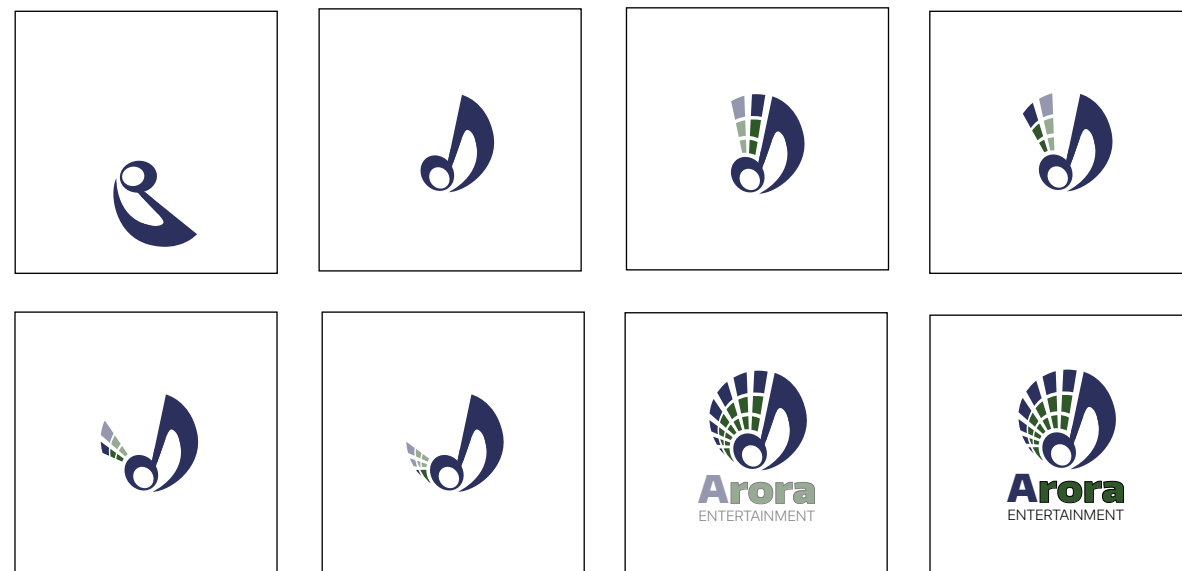


Share



These icons above are used for multi-functions for users to have a better user experience as they use our mobile application.

Motion Graphic



Watch Animation by: <https://vimeo.com/188068410>

aroraentertainment.com

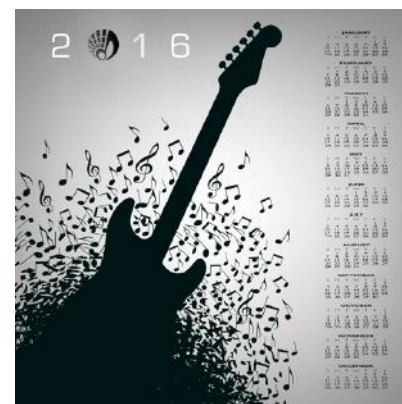


Print Applications

Publications



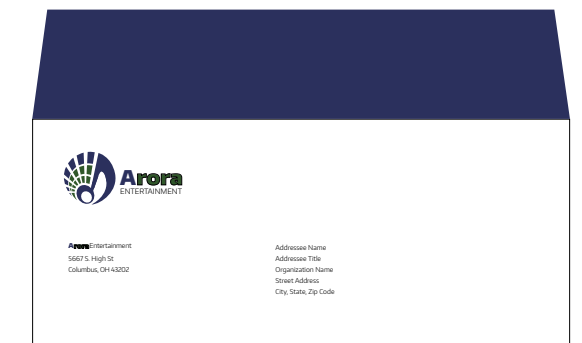
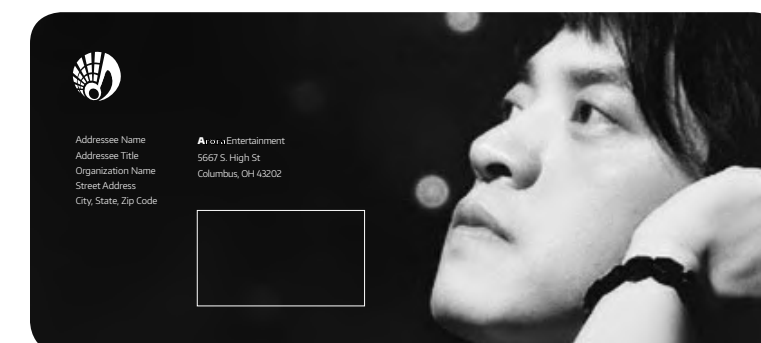
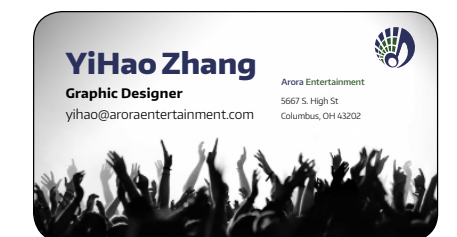
Dish
Calendar
Albums Cover
Publication



Stationery



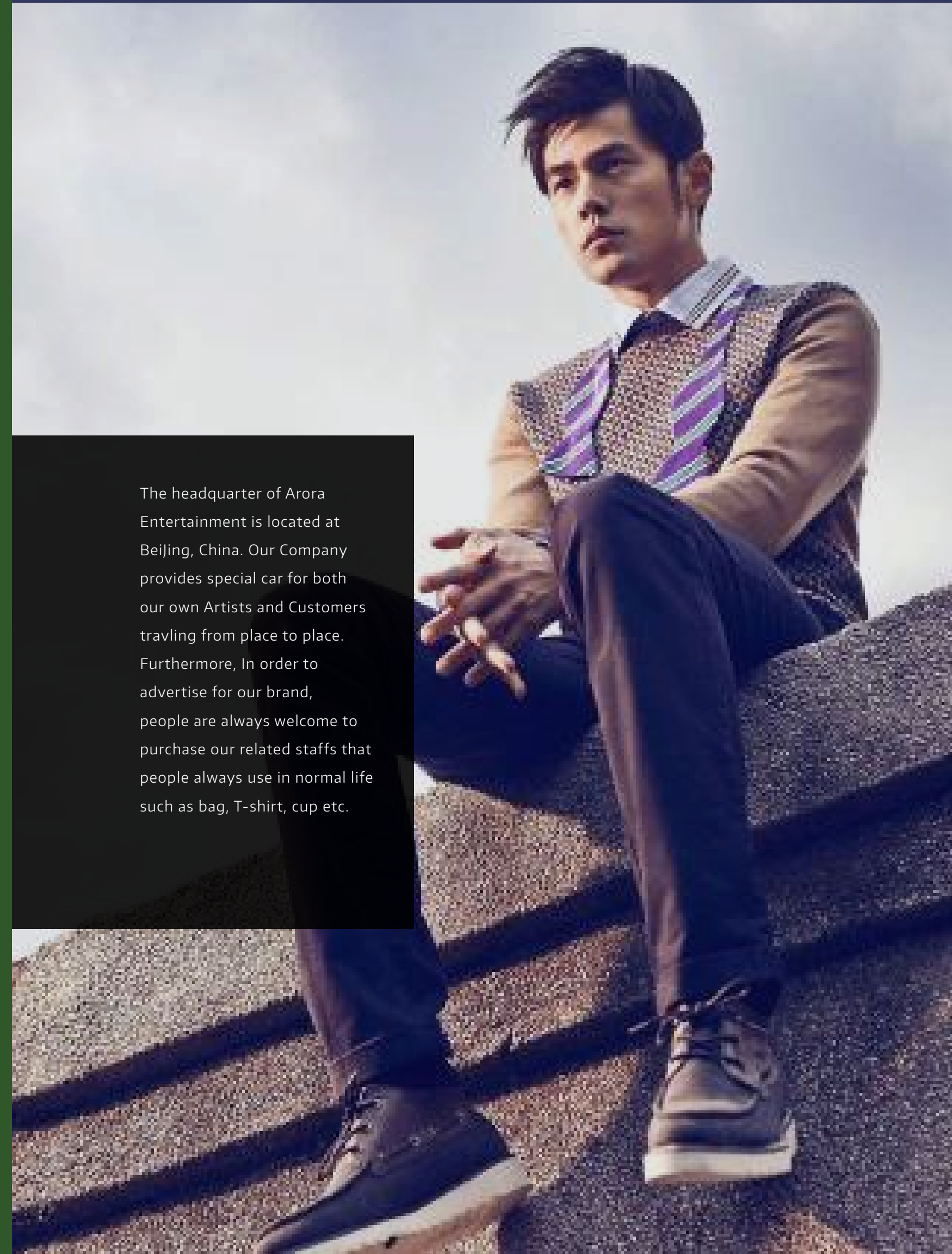
Letterhead
Business Card
Card
Folder
Envelope



03 Merchandise and Environmental Graphics

Merchandise
Customization
Vehicles/Garage

The headquarter of Arora Entertainment is located at Beijing, China. Our Company provides special car for both our own Artists and Customers traveling from place to place. Furthermore, In order to advertise for our brand, people are always welcome to purchase our related staffs that people always use in normal life such as bag, T-shirt, cup etc.



Environmental Applications

This image shows the overall exterior look of our company's headquarter, which is located at HongKong, China. We have branch offices in different major cities all over the world internationally.



Exterior Look
Interior Look
Company's Vehicles

Merchandise and Customization



Not Only our company offers the production of music with related staffs at the same time but also focus on the brand promotion. For instance, Our mark indentity can be printed on the daily necessities such as hat, cap etc.. We could utilize this idea to better advertise for our own brand to people who have no knowladge to our company.

T-Shirt
Hat
Music Box
Shopping Bag
Cup



We put the **mental**
in **instrumental**
and the **cool** in
musicool
we hold
our notes
longer
better
and
higher





YiHao Zhang