

TUNEAIR 

OVERVIEW · USER RESEARCH · INSPIRATION · IDENTITY · VIDEO · ONLINE PRESENCE · PRINT

PROBLEM

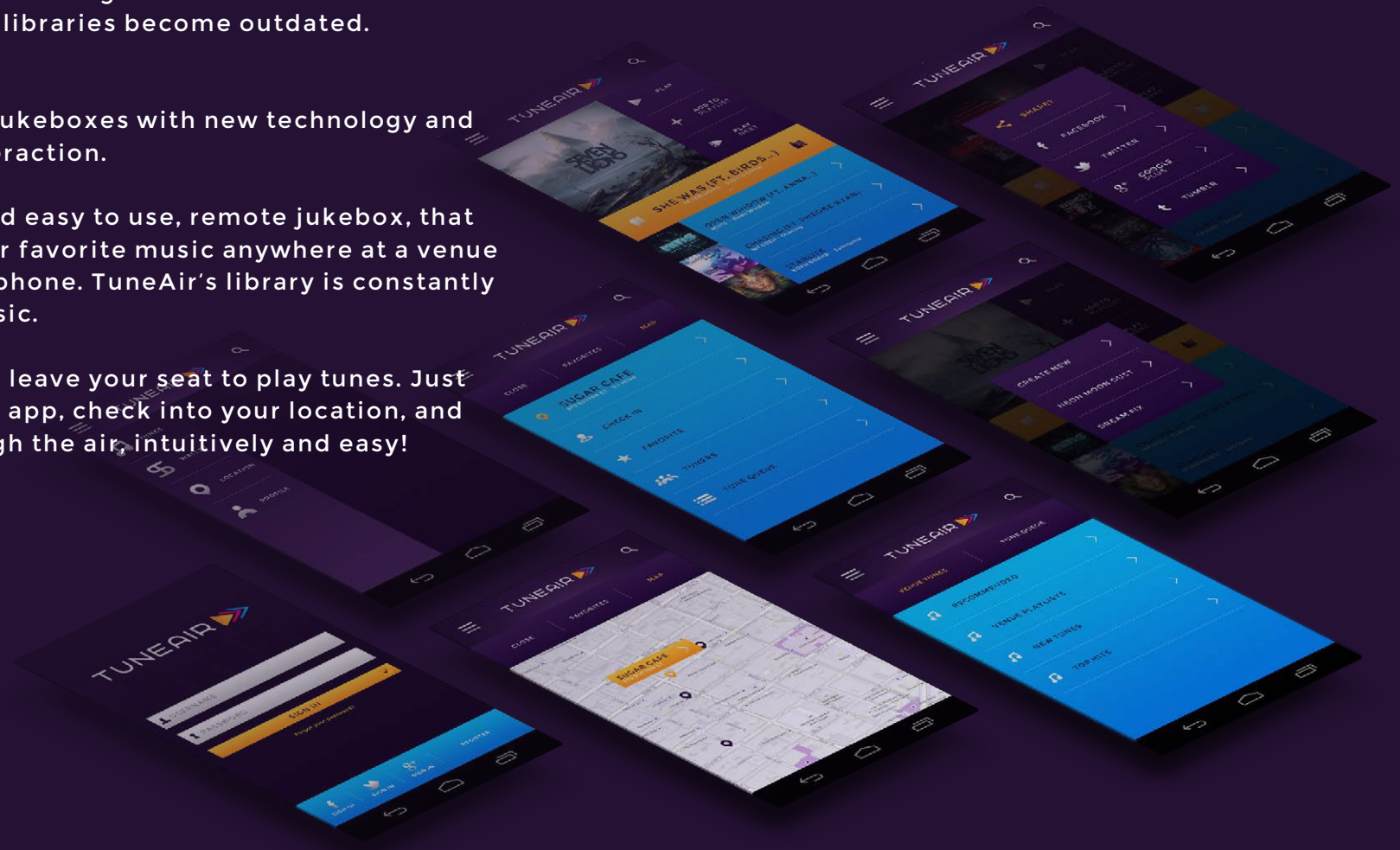
- Jukebox technology is outdated.
- Not everyone carries change.
- Old jukebox music libraries become outdated.

SOLUTION

TuneAir replaces old jukeboxes with new technology and makes new use of interaction.

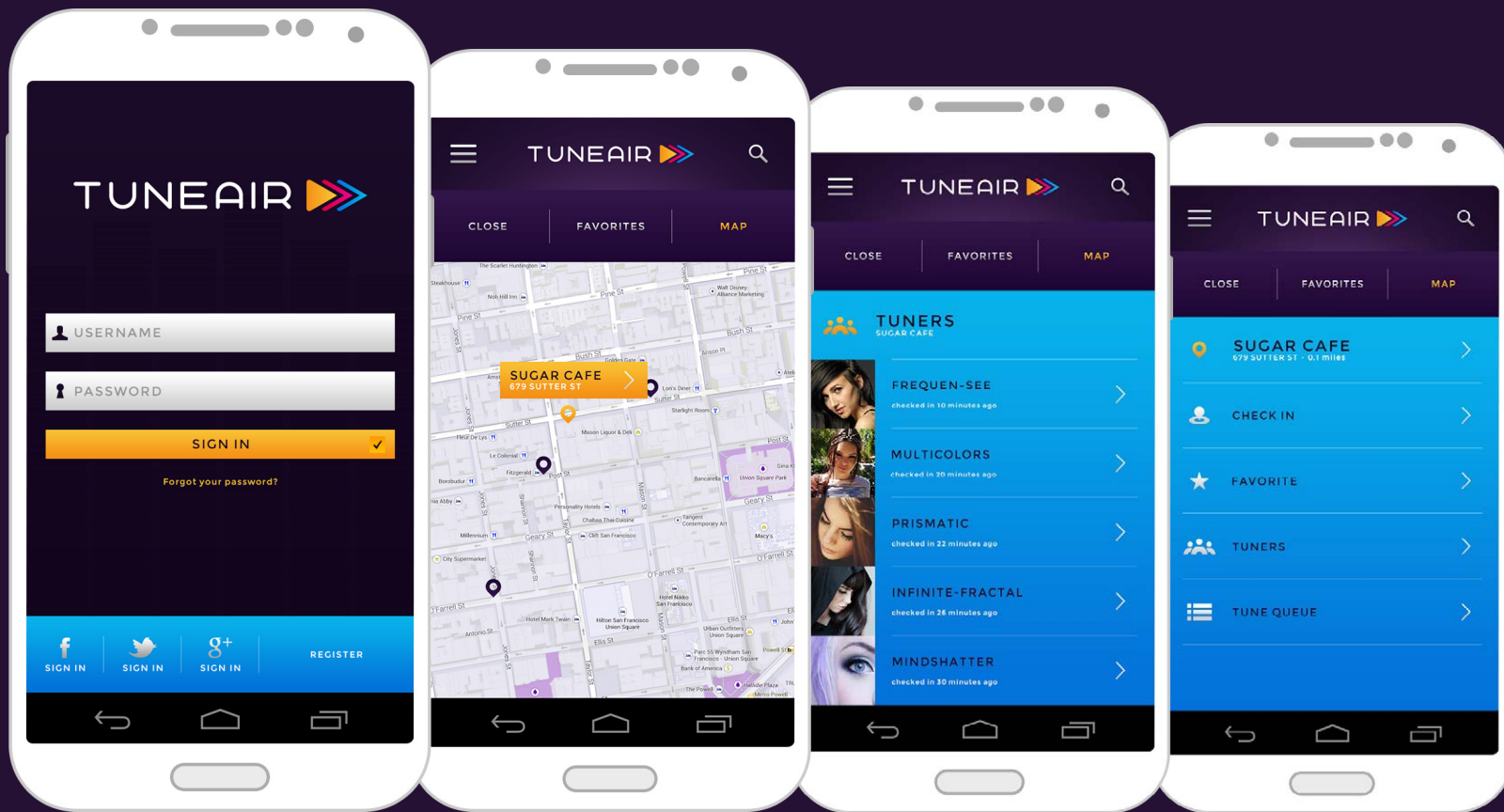
TuneAir is a simple and easy to use, remote jukebox, that allows you to play your favorite music anywhere at a venue using your own smartphone. TuneAir's library is constantly updated with new music.

Now you don't have to leave your seat to play tunes. Just download the TuneAir app, check into your location, and play your tunes through the air, intuitively and easy!



OVERVIEW How to check in

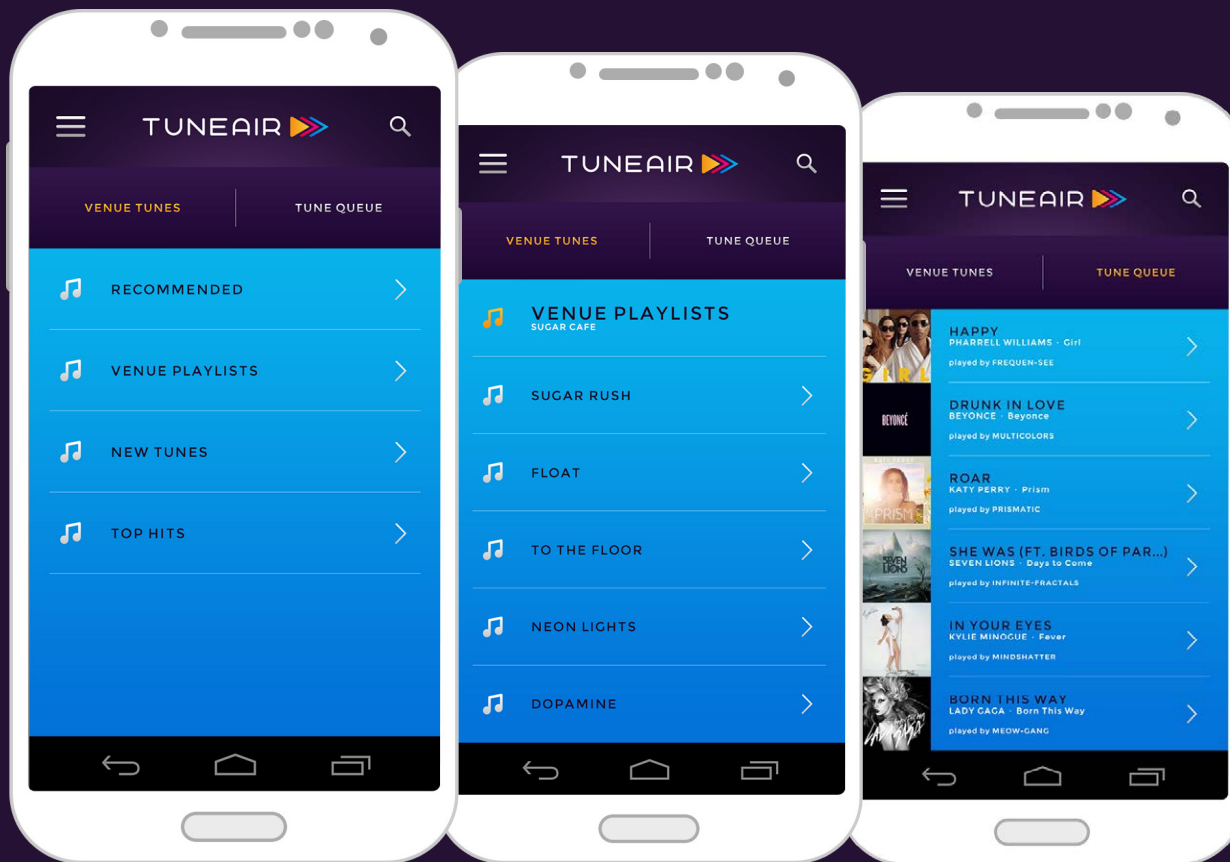
To check into a venue, first sign into your profile. There are several ways to locate a venue: view what's close by, view your favorites from the past, use the visual map to see what's close by, or use the search to find a specific venue. Before you check in, you can favorite the venue, view currently checked in 'Tuners', and what is currently playing with the 'Tune Queue'.



OVERVIEW Once checked in, it's time to discover tunes



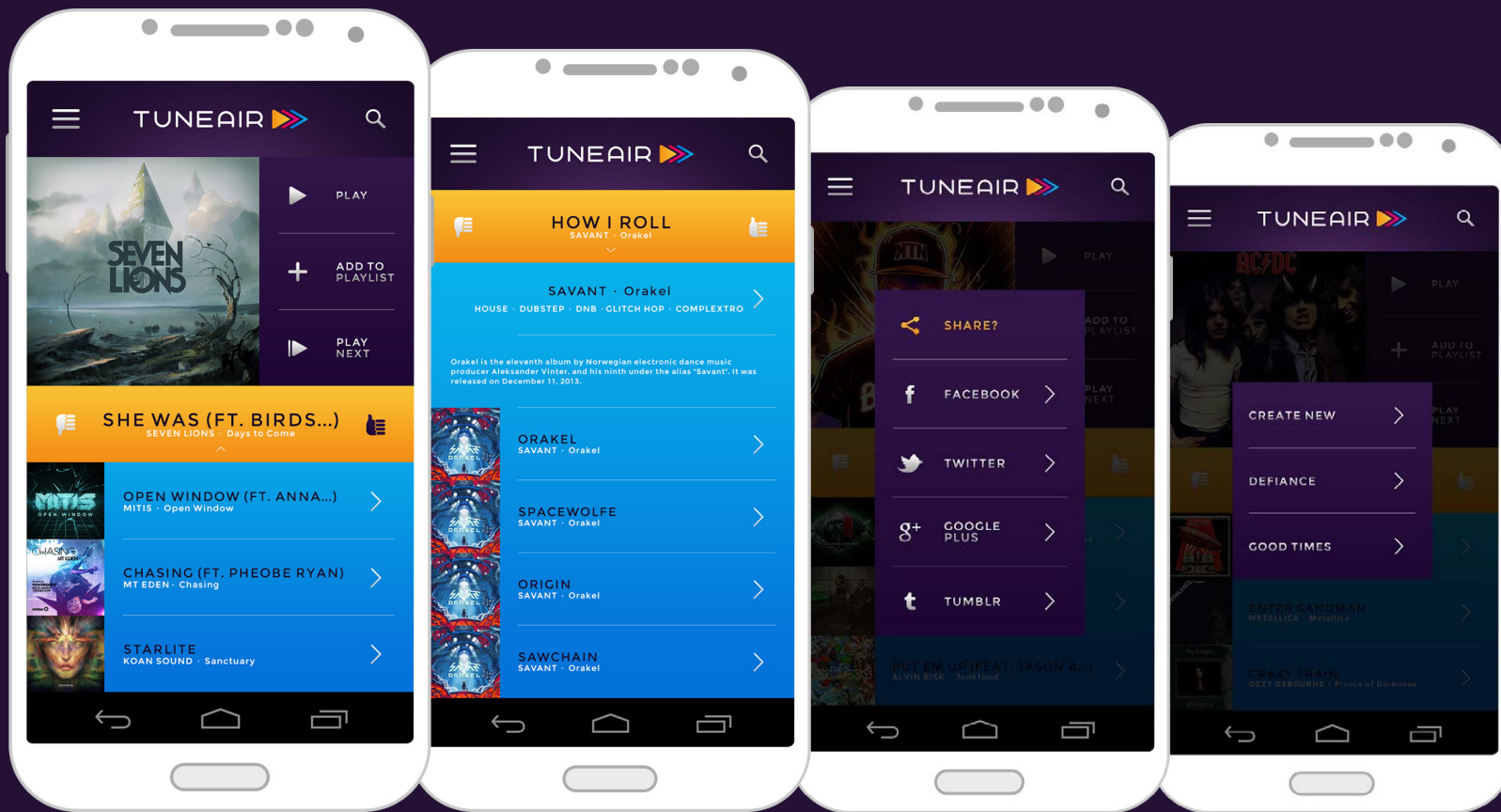
Once you're checked in, you can view what's recommended, view tailored playlist created by venue, new tunes, and top hits under 'Venue Tunes'. You can view what tunes are currently playing with the 'Tune Queue'.



OVERVIEW The 'Tuner' is your best friend



From the tuner, you can add a tune to a playlist, play it (1 credit), play it next (2 credits), view more from that artist, see what else is recommended, thumbs up/down a current playing tune, and share your music to your friends on Facebook, Twitter, Google Plus, and Tumblr.



OVERVIEW How to discover and find Tunes

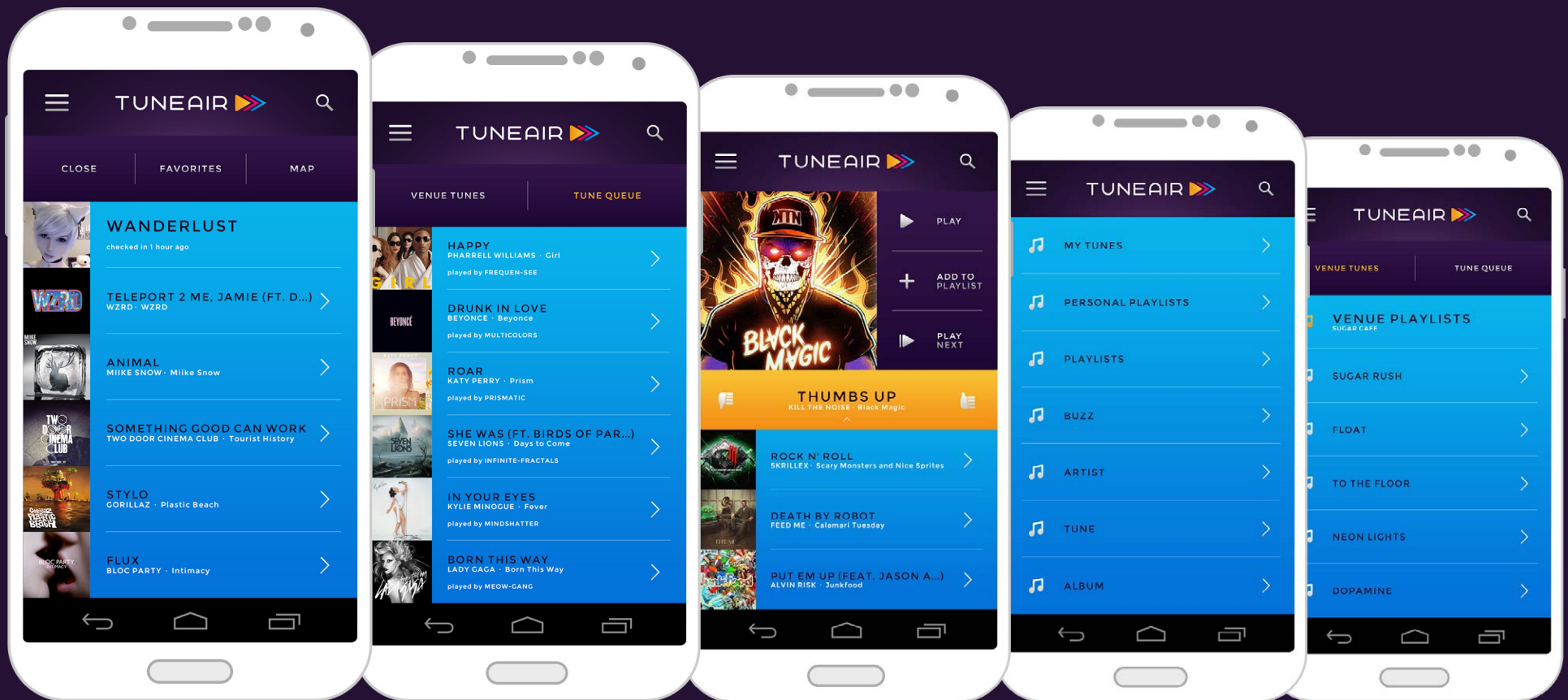


There is a wide music selection: from oldies, classical, hip hop, old school, indie, to the newest EDM. Finding music is easy; search by artist, tune, album, or genre.

See what's in your recommendations, discover new tunes under 'Tunes' with what's buzzing, featured, trending, and new artists, tunes, and albums.

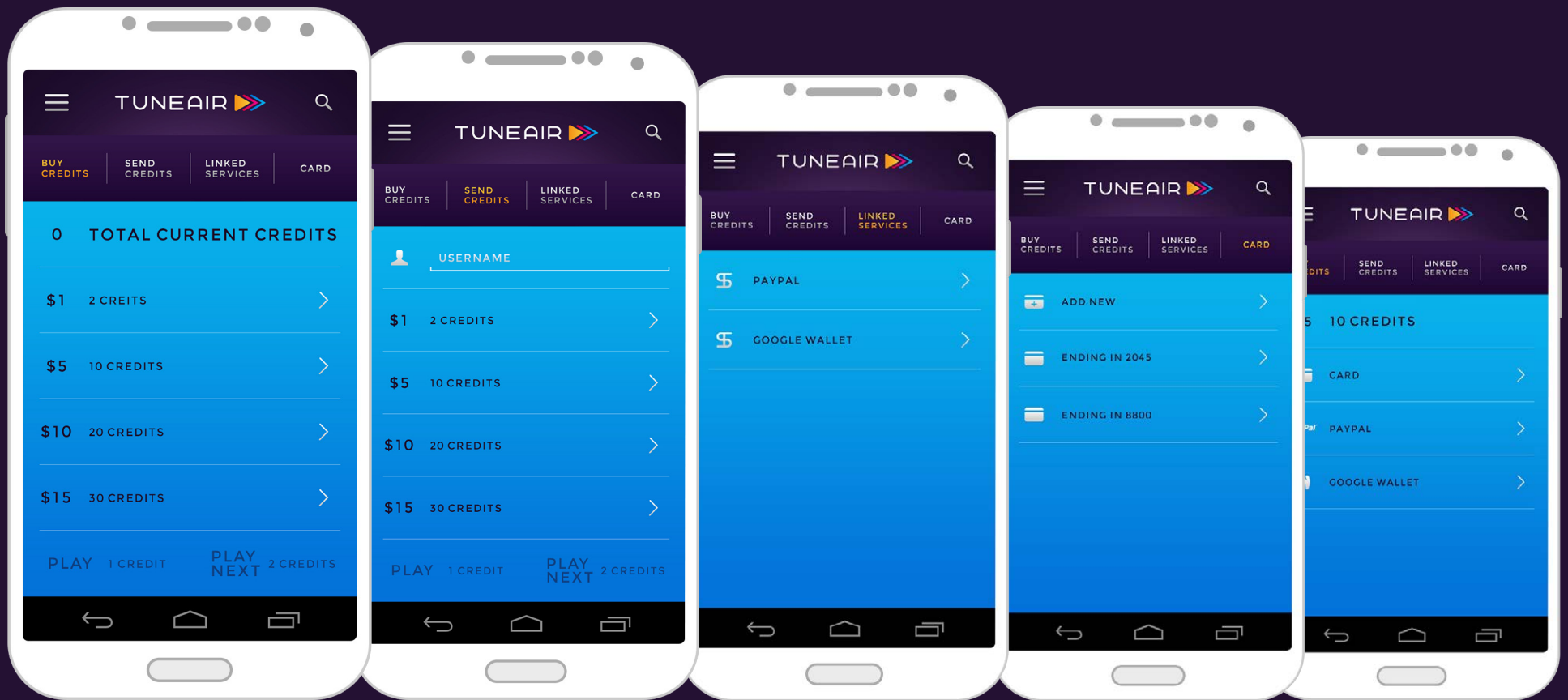
Discover tunes that other users have played in their 'Activity', view what's currently playing with 'Tune Queue'.

Or discover what tunes have been created and tailored by the venue.



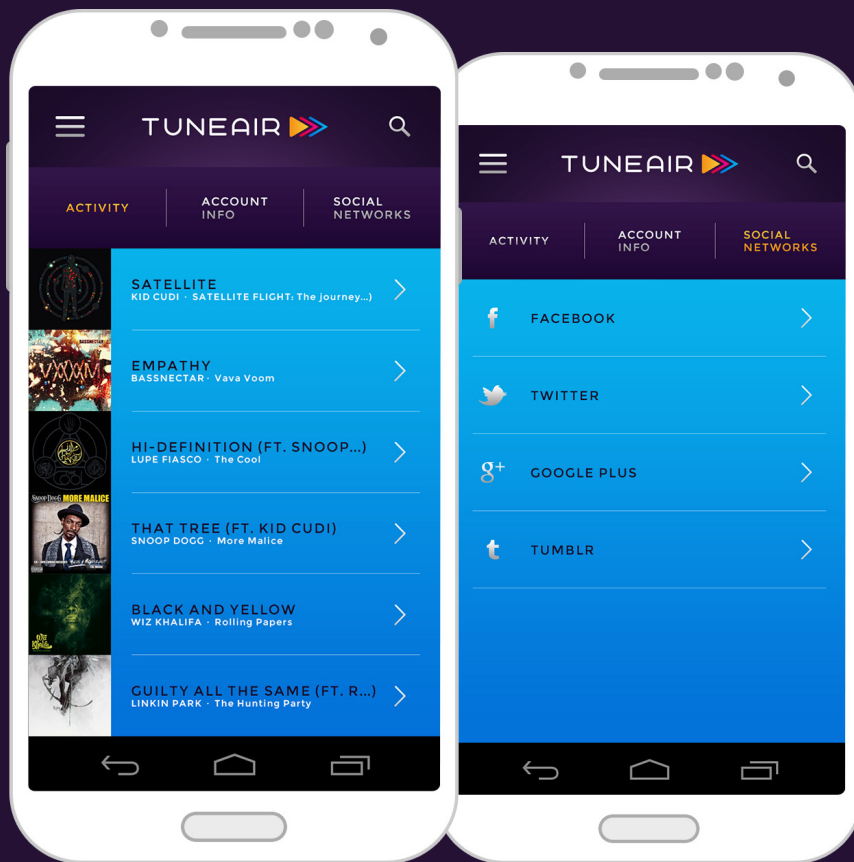
OVERVIEW Buy credits to play a tune

Access the 'Wallet' to buy credits or send credits to another user. If you have 'PayPal' or 'Google Wallet', you can link those accounts easily. If you don't, you can also manually enter multiple credit cards.



OVERVIEW Your profile is you

Within your profile, you can view your activity, edit account information, and link other social networks that you want to share content on.



OVERVIEW Own a venue? Get the 'TuneAir Title'

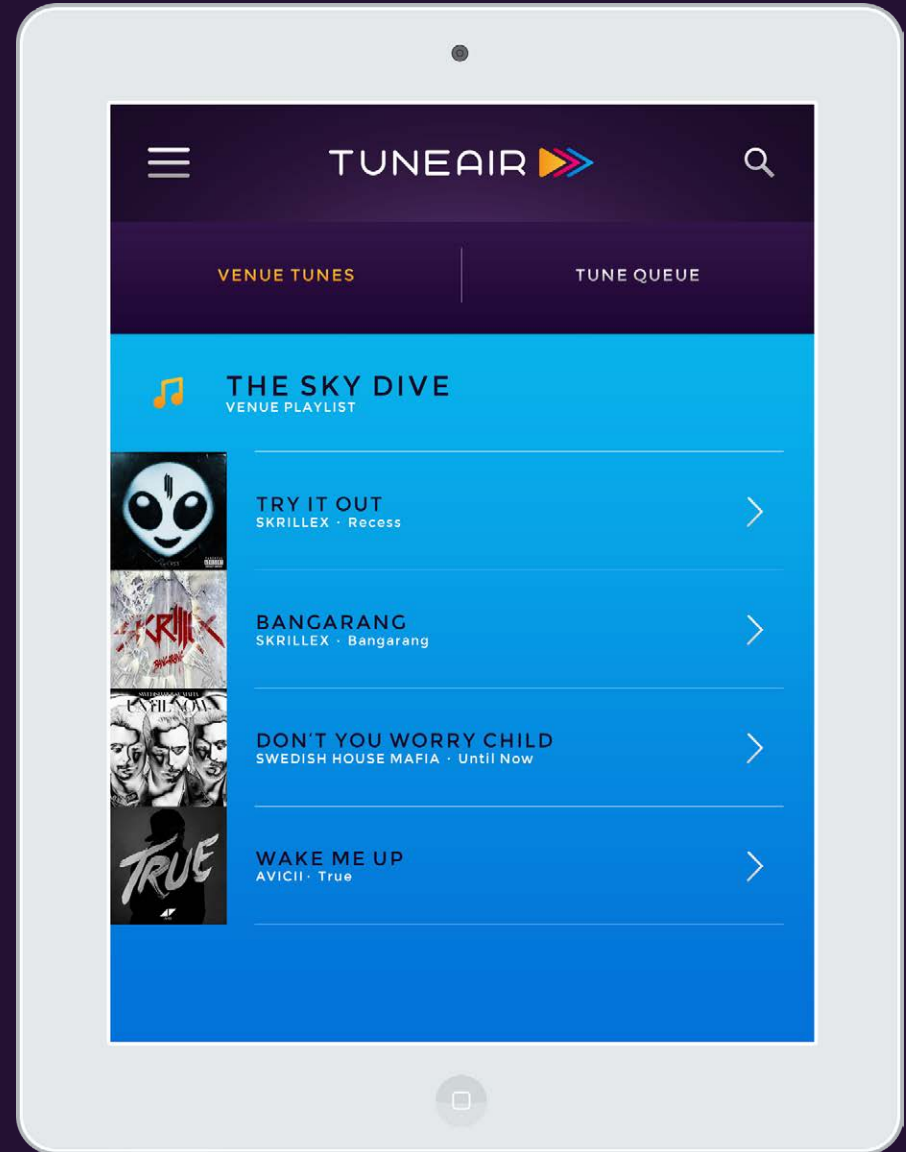


If you are an owner of a venue, you can take part of the 'TuneAir Title'.

- Takes less space than a physical jukebox.
- Customers of your venue can play tunes from their smartphones.
- Customize your own playlists for your customers to browse from.
- Every 50¢ bought through the app, you earn 10¢.
- Make money from your clientele and customers with tunes.

After the 3 steps of installing 'TuneAir', you can create your own tailored playlist for your clientele.

1. Install "TuneAir" to your iPad and connect it to your sound system.
2. Request a "TuneAir Title" by sending an email to title@tuneair.com with your username, PayPal or Google Wallet ID, and your location.
3. Within an hour, your account will be activated and ready to use.



Session 1

- Think about ideas.

Session 2

- Plan.
- Brief (overview).
- Create process blog.

Session 3

- Wordlist.
- Moodboard.
- Competition.
- S.W.O.T. Analysis.

Session 4

- Target audience and demographics.
- Survey infographics.
- Personas.
- Userflow.
- Sketches for identity.
- Preliminary logos.

Session 5

- Get feedback on identity and apply changes.
- Branding guidelines like clearspace, incorrect usage, color palatte, and typography.

Session 6

- Preliminary sketches of UI.

Session 7

- Create UI.
- Tasks for personas.
- Revise userflow.

Session 8

- Continue working on tasks and UI.

Session 9

- Continue working on tasks and UI.
- Web site mock ups.
- Social media strategies: Facebook and Twitter.
- Stationery.
- Poster advertisement.

Session 10-13

- Continue working on tasks and UI.
- Promo video.

Session 14-15

- Continue working on promo video.
- Double check everything.

STRENGTHS

- Works for both iPhone and Android.
- Simple and intuitive design.
- User doesn't need to leave their seat to play tunes.
- Intergrated voting system for crowd.
- Ability to create personal playlists.
- Credits don't expire and are transferable between locations.
- Wide music selection for all ages.
- Integrates other payment options with other services.
- 50¢ to play a tune, half of competitors price.

WEAKNESSES

- Only works where TuneAir is located.

OPPORTUNITIES

- Growing market for jukebox applications.
- Social integration with social media strategies is a way for personal community promotion.
- With 'TuneAir Title', venue owners can quickly install this portable jukebox app anywhere instantly without having to install a physical jukebox or device. They make commission from their consumers.
- There's a growing market of venue owners that would enjoy the 'TuneAir Title'.

THREATS

- New competitive jukebox market.
- Hackers.

TOUCHTUNES

Transferable credits
Yes / No

Expirable credits
Yes / No

Sendable gift credits
Yes / No

To play a tune
0.75¢

Cross platform
Yes / No

Rate system
Yes / No

Simple and Intuitive
Yes / No

Linked networks
Facebook, Twitter,
Foursquare

Linked services
None

Quick set up for venue
jukebox
Yes / No

CHECKINDJ

Transferable credits
Yes / No

Expirable credits
Unknown

Sendable gift credits
Yes / No

To play a tune
Unknown

Cross platform
Yes / No

Rate system
Yes / No

Simple and Intuitive
Yes / No

Linked networks
Facebook, Twitter

Linked services
None

Quick set up for venue
jukebox
Yes / No

PLAYMYSONG

Transferable credits
Yes / No

Expirable credits
Unknown

Sendable gift credits
Yes / No

To play a tune
Unknown

Cross platform
Yes / No

Rate system
Yes / No

Simple and Intuitive
Yes / No

Linked networks
Spotify

Linked services
None

Quick set up for venue
jukebox
Yes / No

TUNEAIR

Transferable credits
Yes / No

Expirable credits
Yes / No

Sendable gift credits
Yes / No

To play a tune
0.50¢

Cross platform
Yes / No

Rate system
Yes / No

Simple and Intuitive
Yes / No

Linked networks
Facebook, Twitter, Google
Plus, Tumblr

Linked services
PayPal, Google Wallet

Quick set up for venue
jukebox
Yes / No

OVERVIEW · **USER RESEARCH** · INSPIRATION · IDENTITY · VIDEO · ONLINE PRESENCE · PRINT

TARGET MARKET AND DEMOGRAPHICS

Our target market's majority is geared toward male and females who hang out at bars, pubs, restaurants, and coffee shops (the main locations of jukeboxes) from the age of 21 to 50. It replaces old jukebox technology with the ability to pair and connect it wirelessly to any user who has a smart phone (Android and iPhone).

Locations vary on the various genres and music the demographic of people listen to. Different locations contain a different demographic of the type of music the audience listens to: oldies, indie, rock, EDM, and hip hop/rap (main genres).

LOCATIONS

- Bars
- Pubs
- Venues
- Clubs
- Coffee Shops
- Restaurants
- Events
- Parties
- Homes



63%
use mobile
payment
through credit
card/debit
card



75%
music app
revenues
jumped
to 75% in 2013



95%
use a touch
screen smart
phone

98%
ability to
download
apps



38% use paypal as
payment
PayPal™



72%
accessed a
social network



52%
use android os



41%
use apple iOS



3%
use
blackberry



2%
use windows
phone



2%
use other



MICHAEL

46 / Male / The Oldies

Michael is a married father of three kids. He goes to the local pub on weekdays to get away from the family and hang out with his best buddies.

Favorite music

The Beatles, Queen, Rolling Stones, ACDC, Black Sabbath

Hang out

Local Pub

Technical skills

2.5/5

SNS

Facebook



LUNA

23 / Female / Young and Free

Luna is single free spirited girl, who loves to ride her fixie to the flea market when she needs groceries and enjoys new hobbies. Sometimes on the weekdays, she goes to a local coffee shop in the afternoon to write and listen to music. Other times she likes to visit a local pub with her friends.

Favorite music

Shwayze, Two Door Cinema Club, Passion Pit, Mat and Kim, Miike Snow

Hang out

Coffee Shop

Technical skills

4/5

SNS

Twitter, Tumblr



ALUCARD

25 / Male / Metal Head

Alucard is a soft spoken guy who goes to bible study every sunday. Everyday he practices with his band. At night, he likes to go to the bar to chill with his bandmates. Him and his band are currently new to TuneAir so he is just getting the hang of it.

Favorite music

Slipknot, Korn, Disturbed, System of a Down, Bring Me The Horizon

Hang out

Bar

Technical skills

3.5/5

SNS

Google Plus



THEO

21 / Male / EDM Headbanger

Theo is a calm and trusting guy and he goes to AAU for New Media Design. He has an eclectic taste in music, but his main flavor is EDM. Sometimes on weekends, he might hang out at a bar with his friends.

Favorite music

Skrillex, Seven Lions, The M Machine, Blackmill, Zomboy

Hang out

Bar

Technical skills

5/5

SNS

Facebook, Twiter



MALIK

26 / Male / Hip Hop Vibe

Malik does his homework in the morning, plays basketball during the day, and hangs out with his boys on his free time.

Favorite music

Kid Cudi, Kendrick Lamar, Kanye West, 2 Chainz

Hang out

Bar

Technical skills

4.5/5

SNS

Facebook, Twitter



LUKE

33 / Male / Venue Owner

Luke owns a club/bar which has a lot of customers. The 'TuneAir Title' allows him to make profit, using and mounting an iPad that allows customers to use the TuneAir app to play music like a jukebox. For him, it takes less physical space and cost less than a traditional jukebox.

Favorite music

Local Natives, Mat Zo, Immortal Technique, Smashing Pumpkins, Daft Punk

Hang out

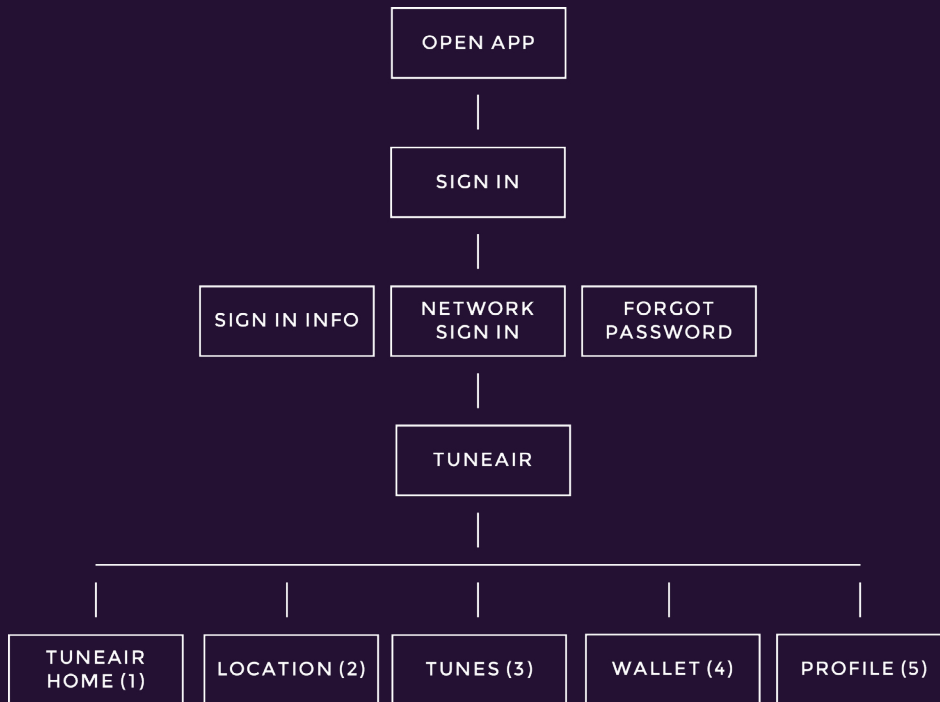
Bar

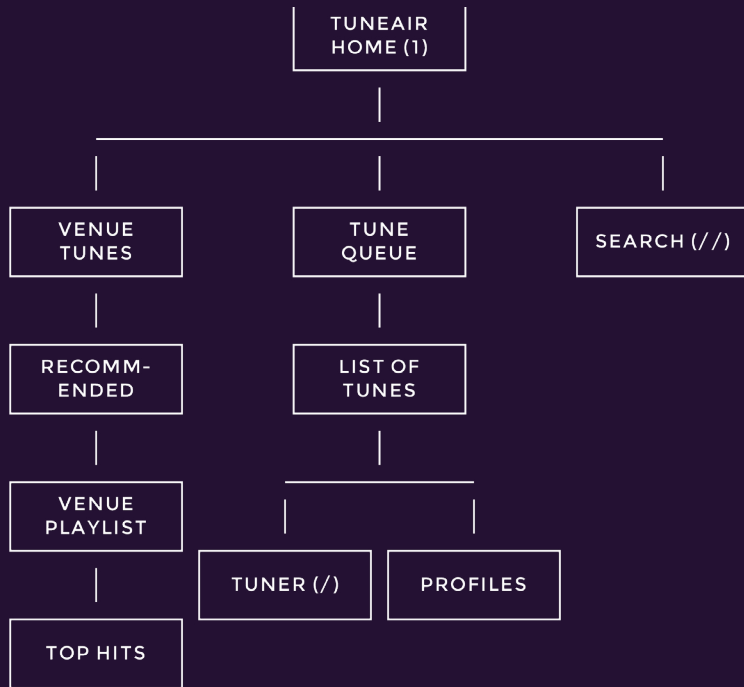
Technical skills

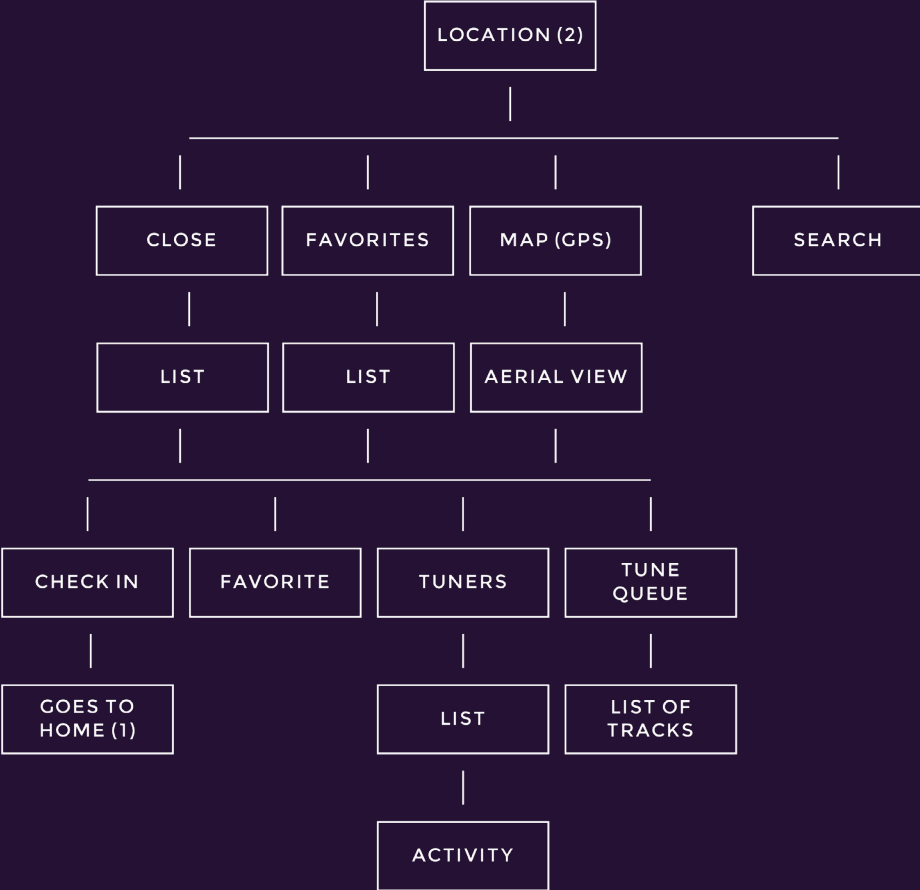
5/5

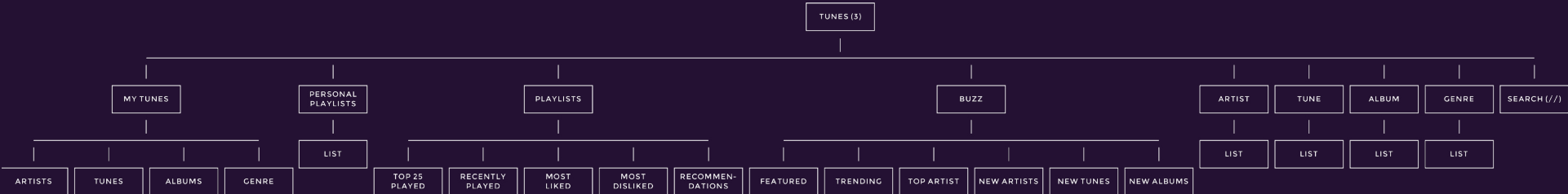
SNS

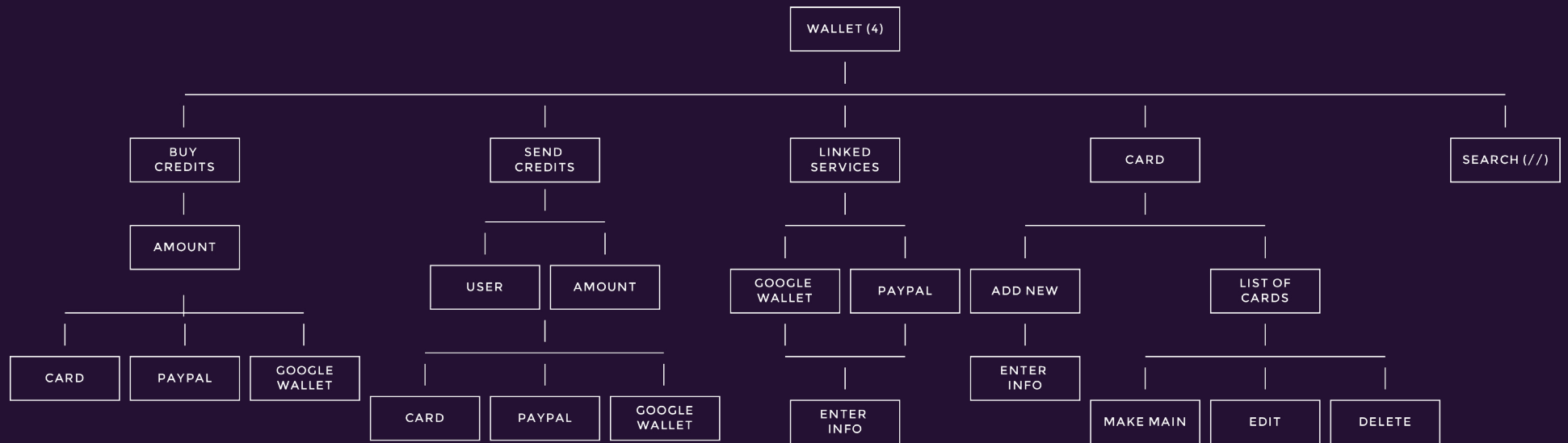
Facebook

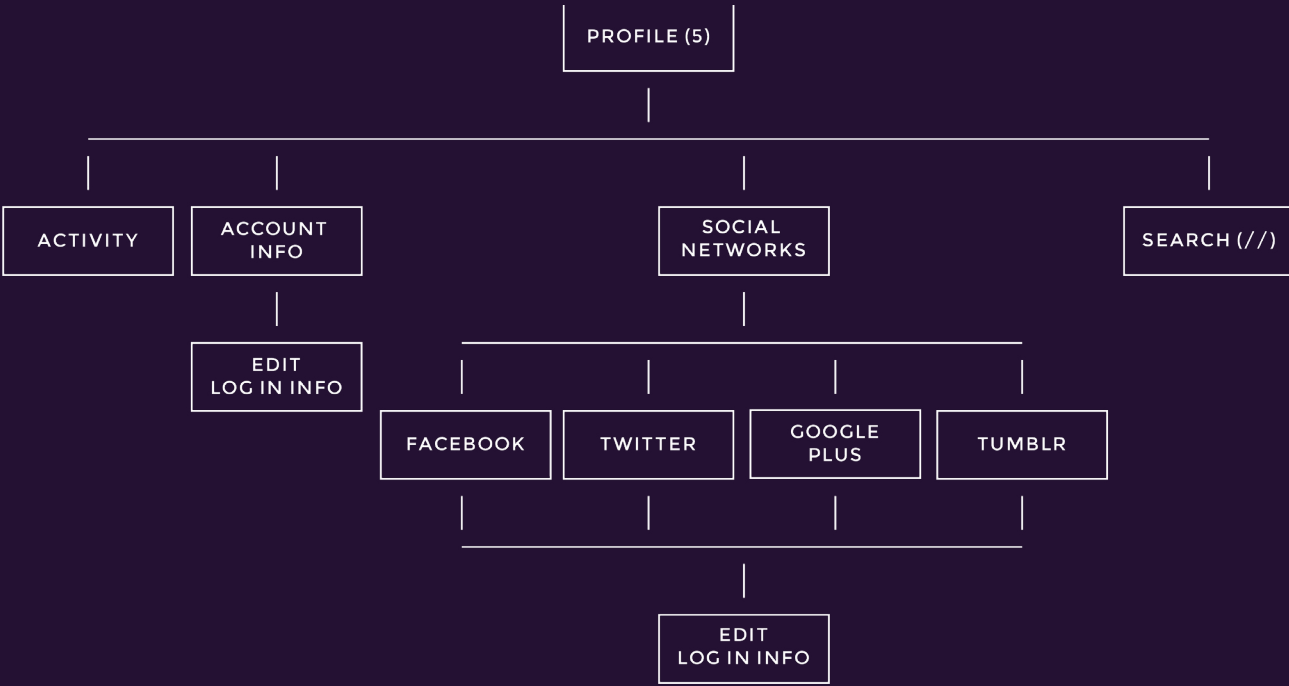


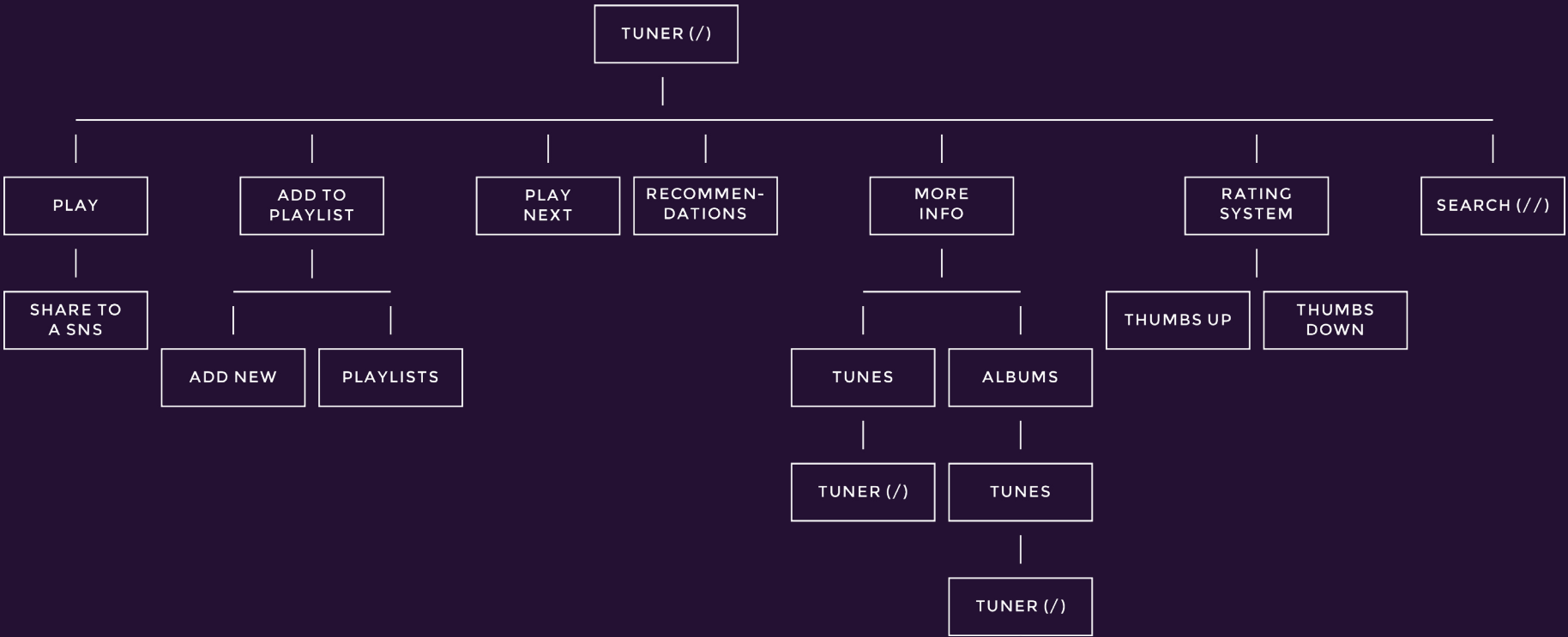


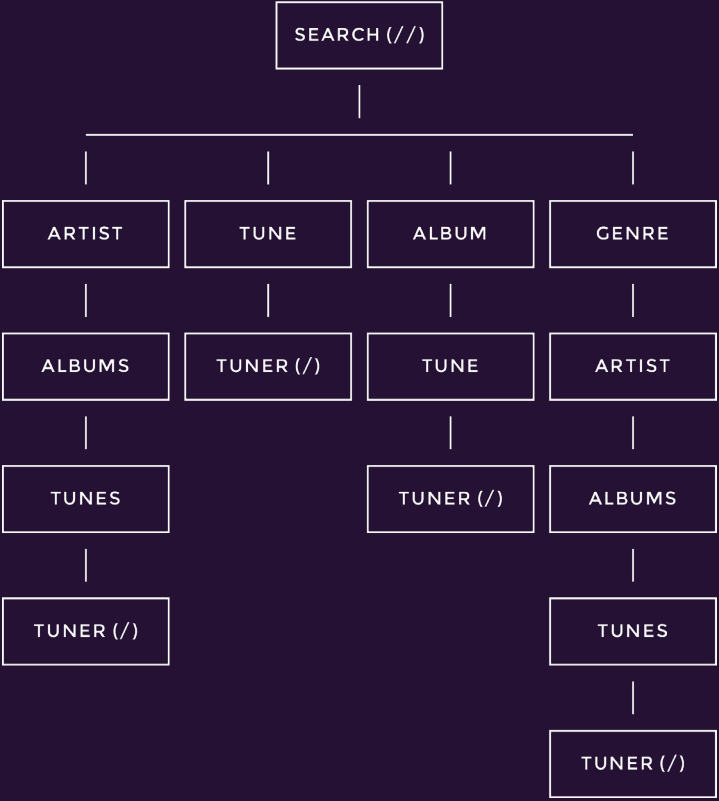


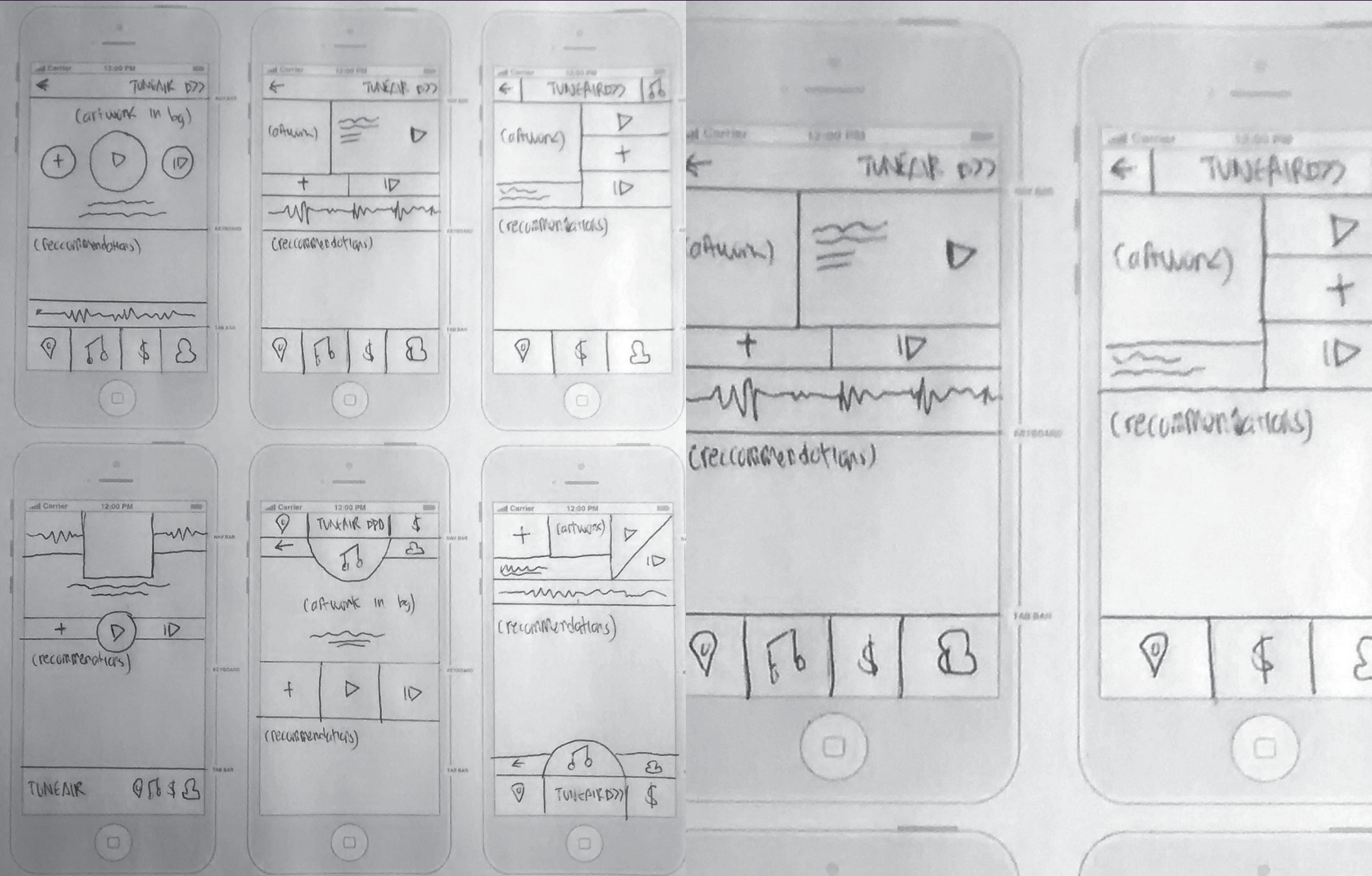


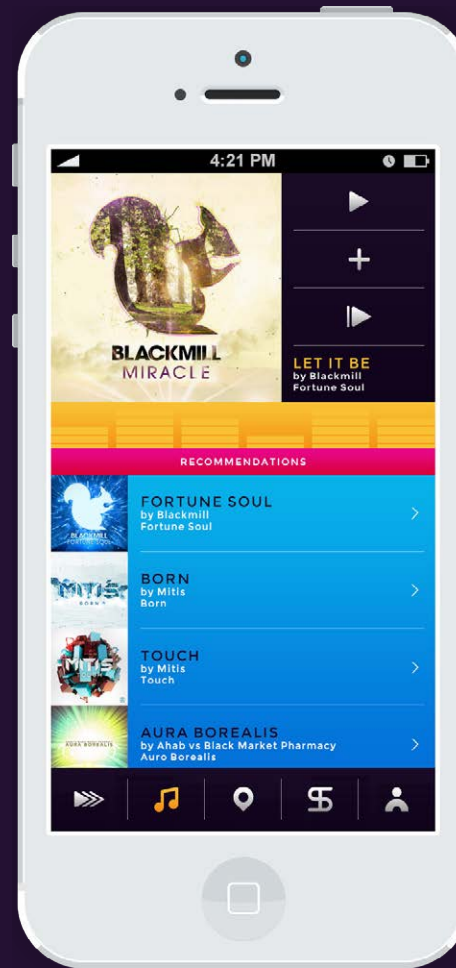
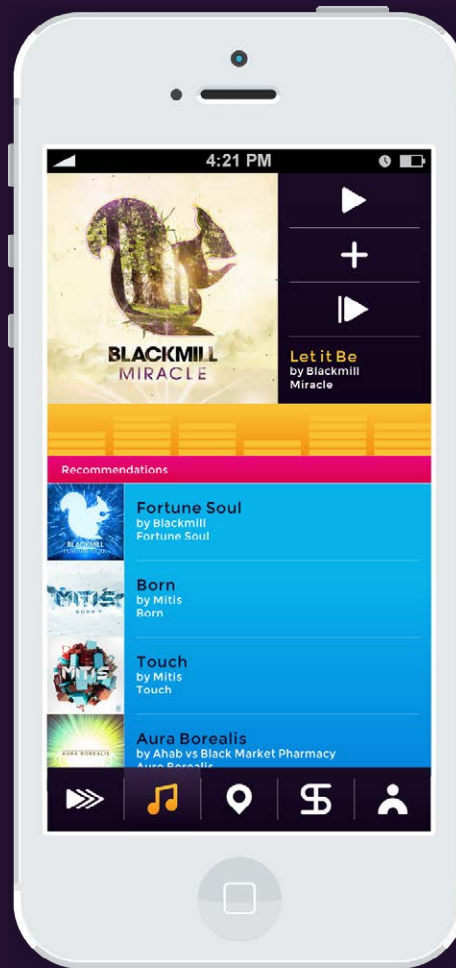
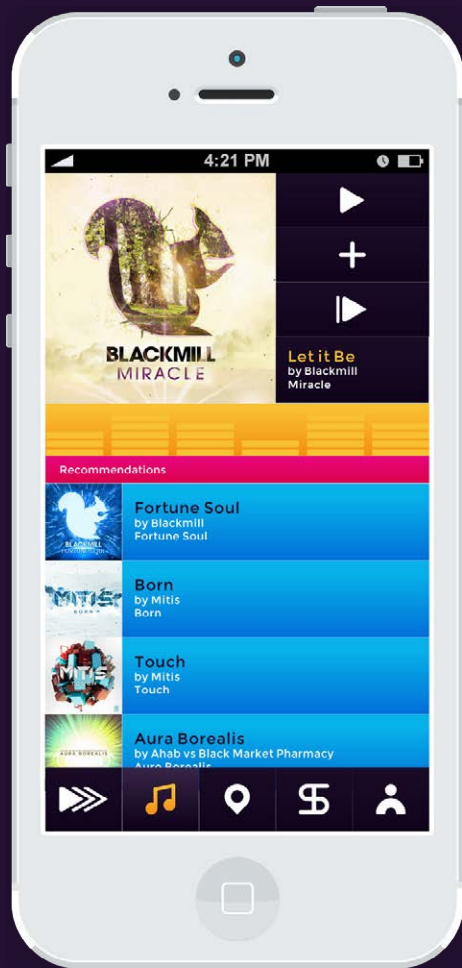






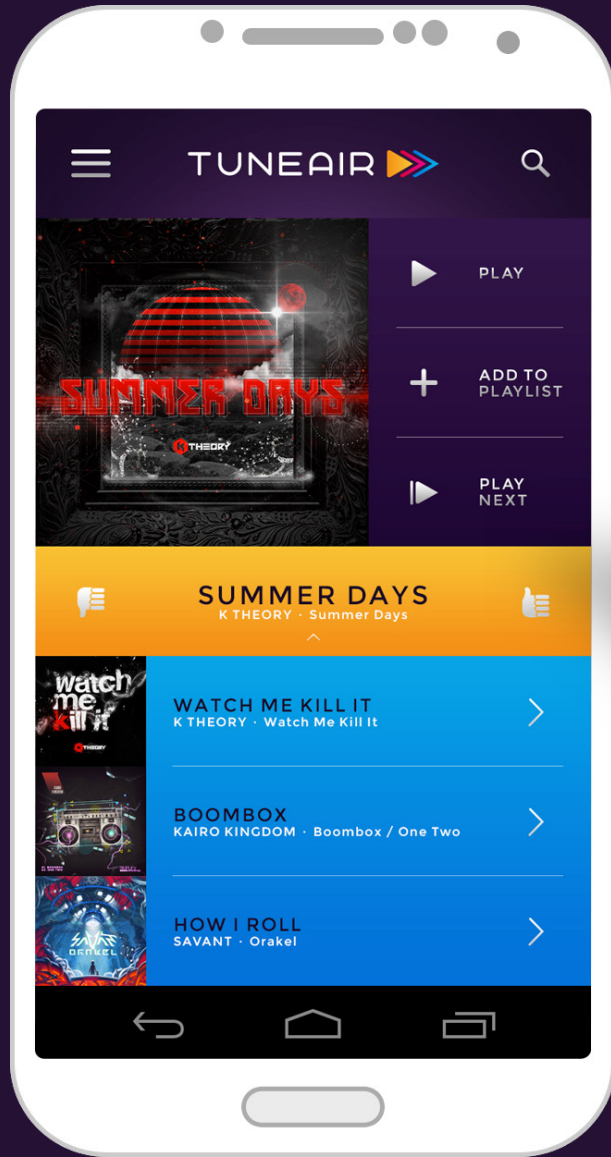




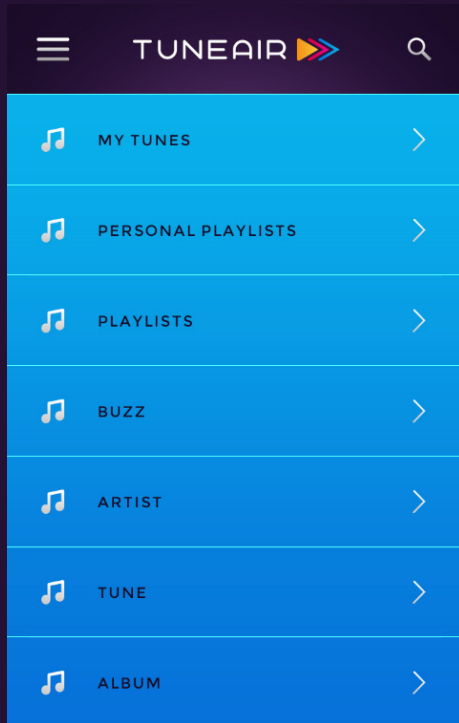










MAJOR CHANGES

- Scaled down icons.
- Elongated gradients.
- Minimal lines for separation.
- Stylized all caps applied to titles for additional hierarchy.
- Wider tracking and kerning.
- More breathing room.
- Subtle gradients added to icons.
- Arrow icons for indication

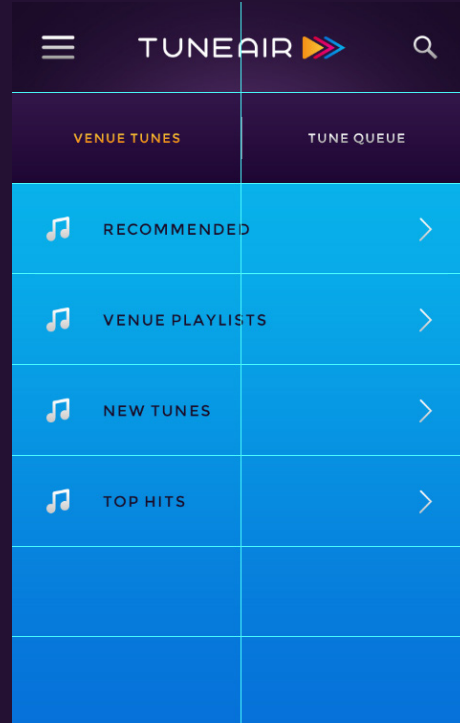







USER RESEARCH UI Grid System



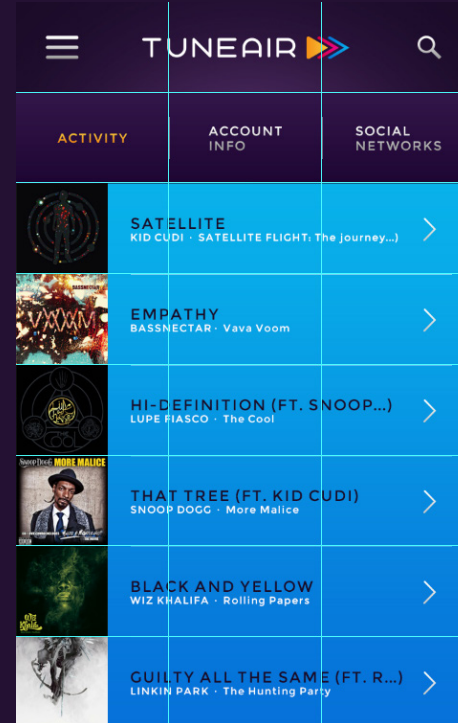
☰ TUNEAIR  🔍
 MY TUNES >
 PERSONAL PLAYLISTS >
 PLAYLISTS >
 BUZZ >
 ARTIST >
 TUNE >
 ALBUM >








1 x 8



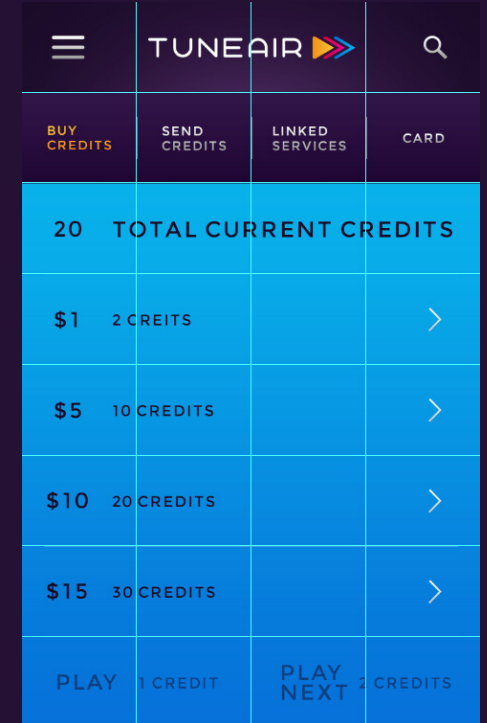
☰ TUNEAIR  🔍	VENUE TUNES	TUNE QUEUE	
 RECOMMENDED >	 VENUE PLAYLISTS >	 NEW TUNES >	 TOP HITS >


2 x 8



☰ TUNEAIR  🔍	ACTIVITY	ACCOUNT INFO	SOCIAL NETWORKS
 SATELLITE KID CUDI - SATELLITE FLIGHT: The Journey... >	 EMPATHY BASSNECTAR - Vava Voom >	 HI-DEFINITION (FT. SNOOP...) LUPE FIASCO - The Cool >	 THAT TREE (FT. KID CUDI) SNOOP DOGG - More Malice >
 BLACK AND YELLOW WIZ KHALIFA - Rolling Papers >	 GUILTY ALL THE SAME (FT. R...) LINKIN PARK - The Hunting Party >		

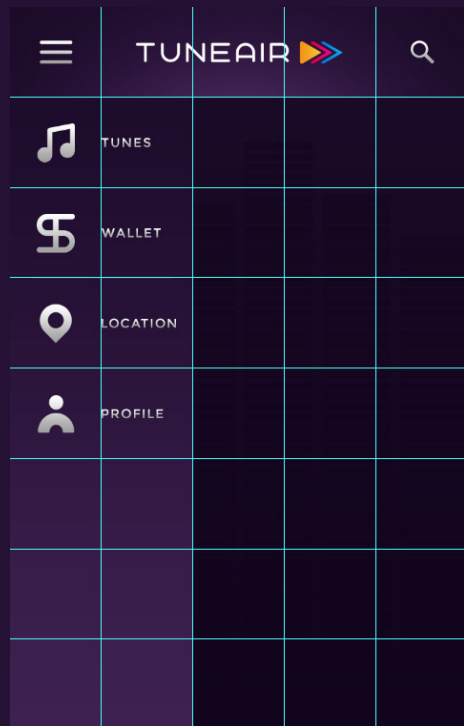
3 x 8



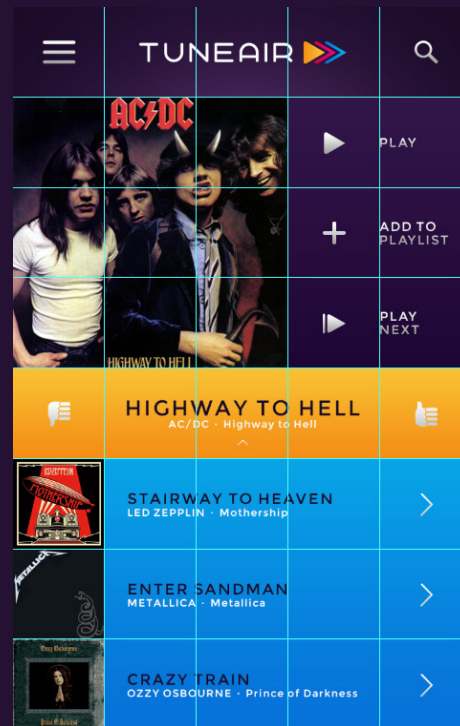
☰ TUNEAIR  🔍	BUY CREDITS	SEND CREDITS	LINKED SERVICES	CARD
20 TOTAL CURRENT CREDITS				
\$1	2 CREDITS			>
\$5	10 CREDITS			>
\$10	20 CREDITS			>
\$15	30 CREDITS			>
PLAY	1 CREDIT		PLAY NEXT	2 CREDITS

4 x 8

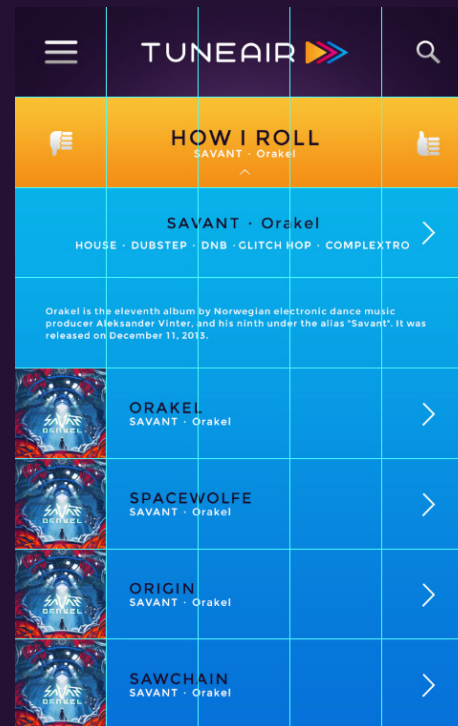
USER RESEARCH UI Grid System



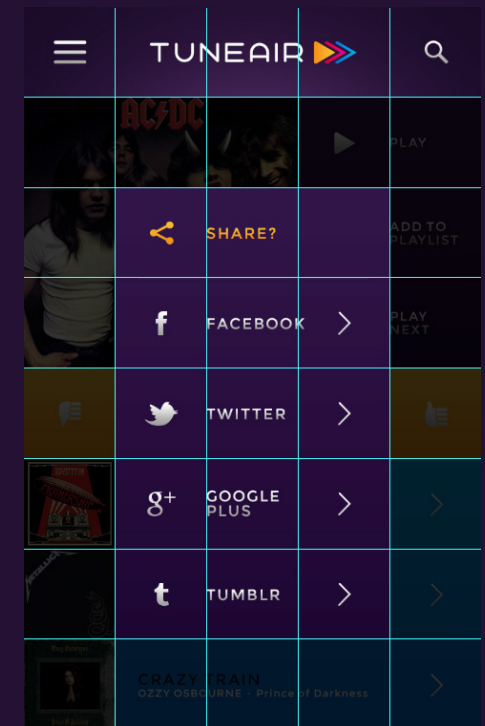
5 x 8



5 x 8



5 x 8



5 x 8

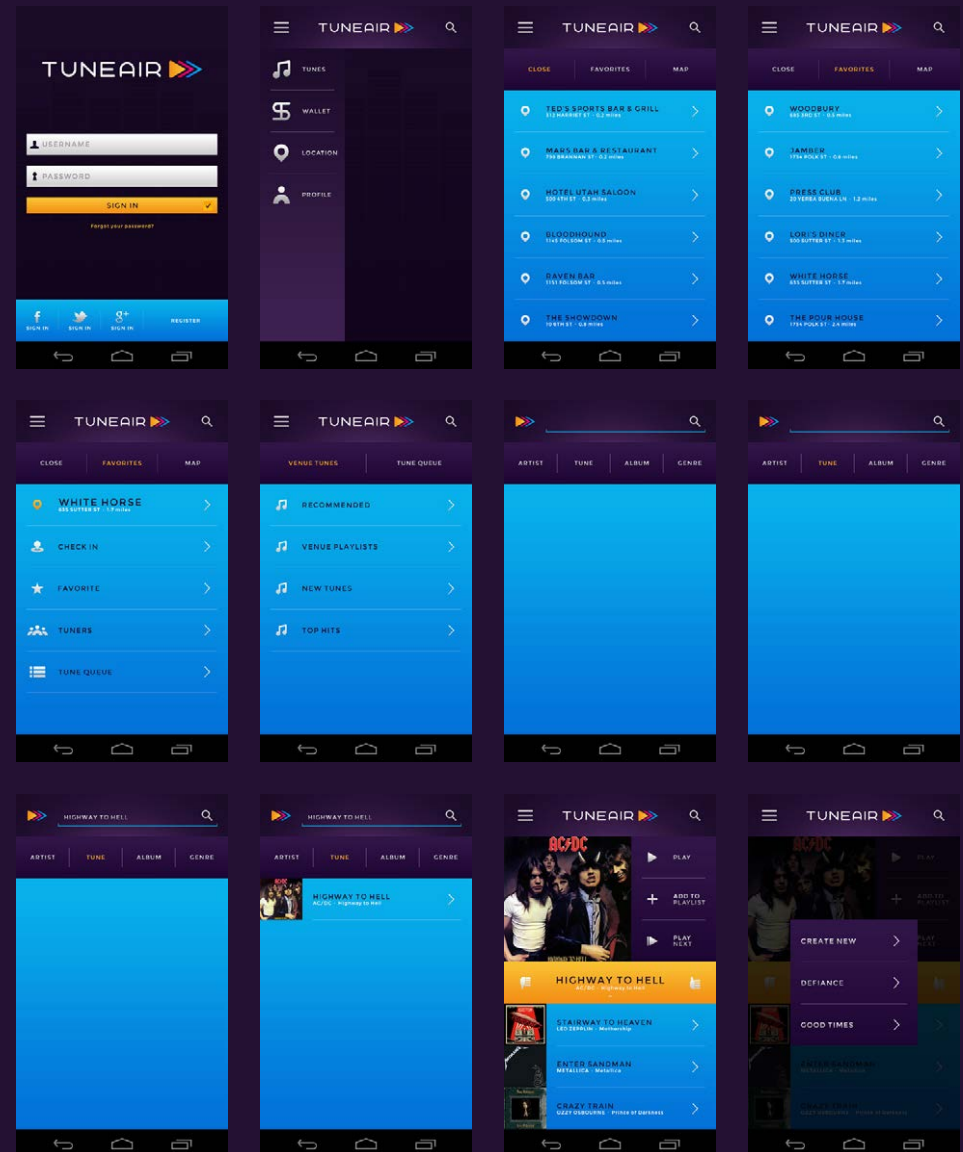
CLICK HERE FOR SIMULATION

Michael is going to 'White Horse', which is under his favorites, to meet up with his buddies.

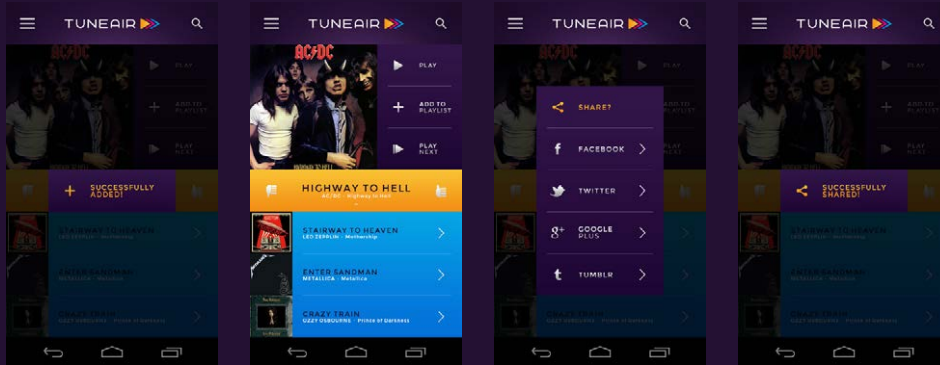
He's going to search for a Tune called 'Highway To Hell', add it to his 'Good Times' playlist, play it, and share this track to 'Facebook'.

TASKS GOES OVER

- Signing in.
- Checking into a favorited venue.
- Using the search function to play a tune.
- Playing and sharing a tune to a SNS.
- **Sign In > Location > Favorites > 'White Horse' > Check In > Search > Tune: 'Highway To Hell' > Submit > Tuner: 'Highway to Hell' > Add To Playlist: 'Good Times' > Play > Share: 'Facebook'**



USER RESEARCH Tasks: Michael

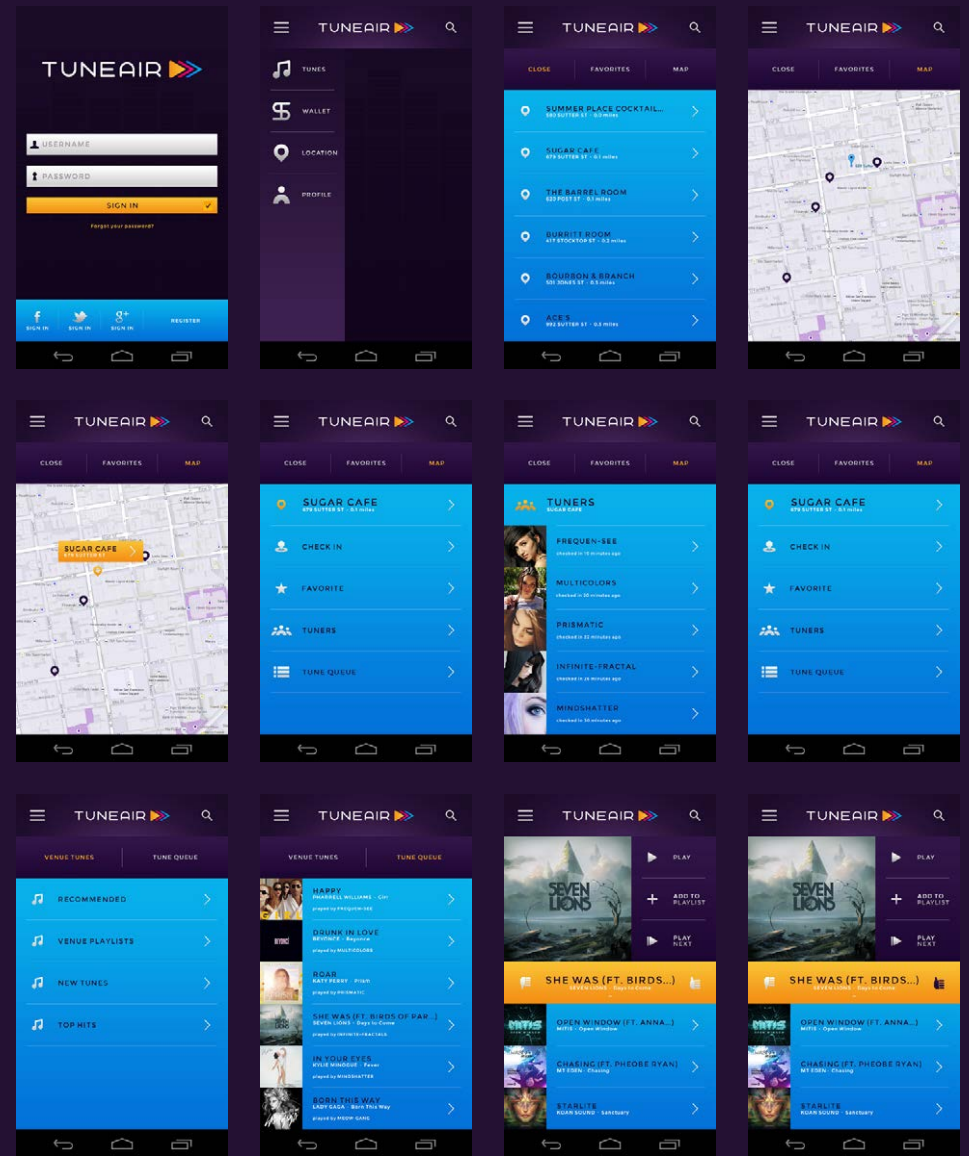


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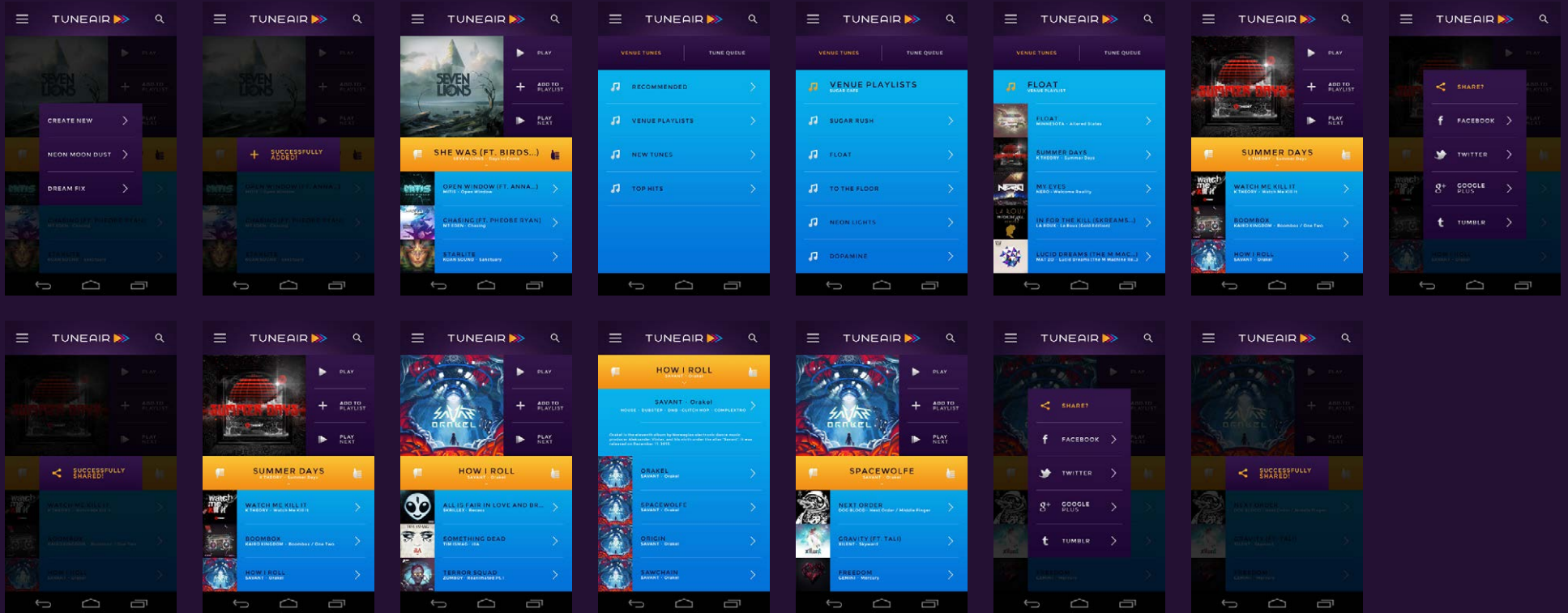
Luna wants to use the map to locate 'Sugar Cafe', see who else is tuning there, and check in. Once she's checked in, she wants to see what's playing in the 'Tune Queue', discover a new tune, thumbs up it and add it to a playlist called 'Dream Fix'. She then wants to see what is inside the 'Venue Playlists', discover a new tune, play it, and share it to Twitter. Within the recommendations she wants to find a new tune, learn about it, play it, and share it to Tumblr.

TASKS GOES OVER

- Signing in with a SNS.
 - Checking into a venue with the map.
 - Viewing checked in 'Tuners' before checking in.
 - Playing and sharing tunes to a SNS.
 - Viewing the Tune Queue once checked in.
 - Using the vote system.
 - Adding a tune to a playlist.
 - Venue playlists.
 - How to view more info in a tune.
- **SNS Sign In: 'Twitter' > Location > Map > 'Sugar Cafe' > Tuners < 'Sugar Cafe' > Check In > Tune Queue > Tuner: 'She Was' > Thumbs Up > Add To Playlist: 'Dream Fix' > Menu > Venue Playlists > 'Float' > Tuner: 'Summer Days' > Play > Share: 'Twitter' > Recommended: 'How I Roll' > Tuner: 'How I Roll' > More Info > Tuner: 'Spacewolf' > Play > Share: 'Tumblr'**



USER RESEARCH Tasks: Luna

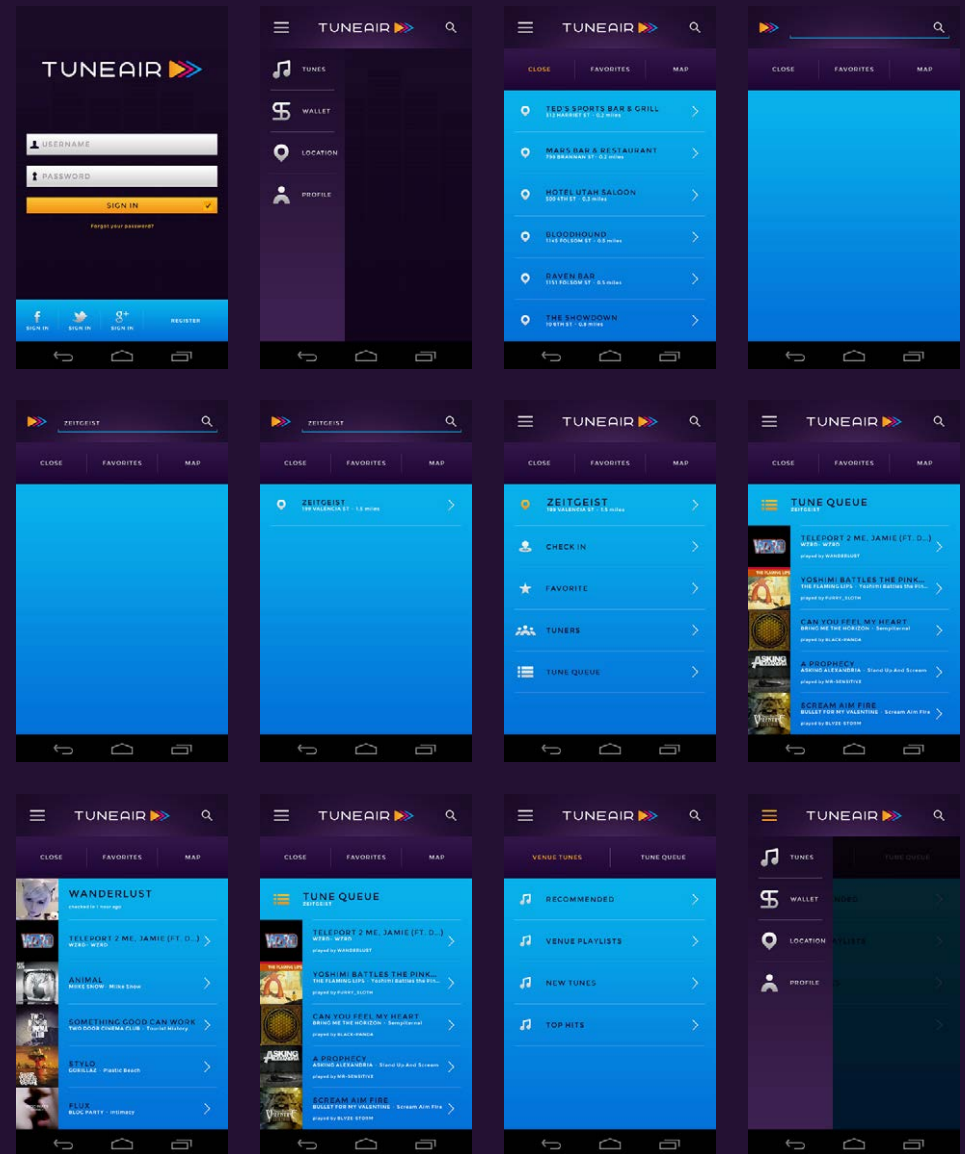


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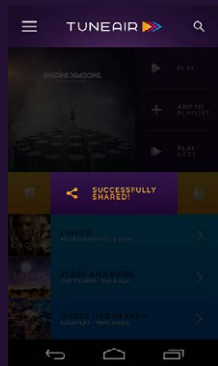
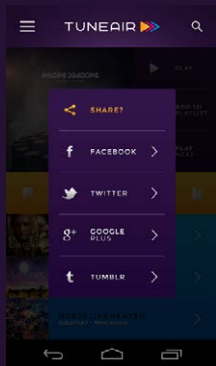
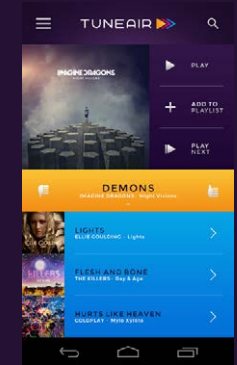
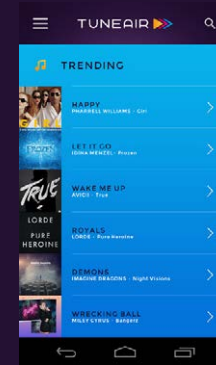
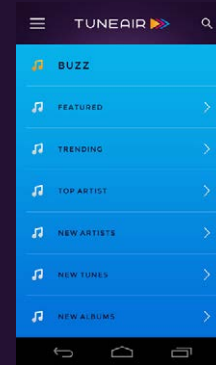
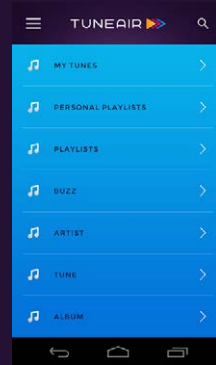
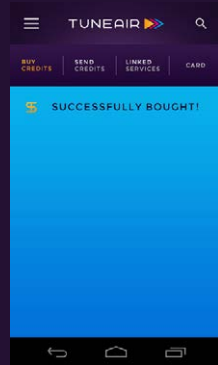
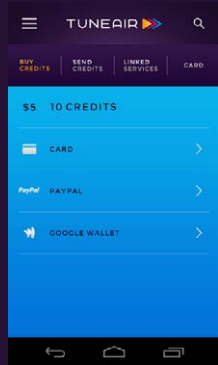
Alucard is heading to 'Zeitgeist'. He wants to see what's playing in the 'Tune Queue', check out someones profile activity, and check in. He doesn't have any credits, so he wants to buy 10 credits. Once he has credits, he wants to see what tunes are currently trending, play it, and share it to 'Google Plus'.

TASKS GOES OVER

- Signing in with a SNS.
- Checking into a venue by searching a venue.
- Viewing 'Tune Queue' before checking in.
- Viewing activity of another 'Tuner'.
- Buying credits with a card.
- Going into 'Tunes' and viewing what's trending.
- Playing and sharing a tune to a SNS.
- **SNS Sign In: 'Google Plus' > Location > Search > Search: 'Zeitgeist' > Submit > Tune Queue > Profile: 'Wanderlust' < Tune Queue > 'Zeitgeist' > Check In > Side Bar > Wallet > '\$5' > Card > Side Bar > Tunes > Buzz > Trending > Tuner: 'Demons' > Play > Share: Google Plus**



USER RESEARCH Tasks: Alucard

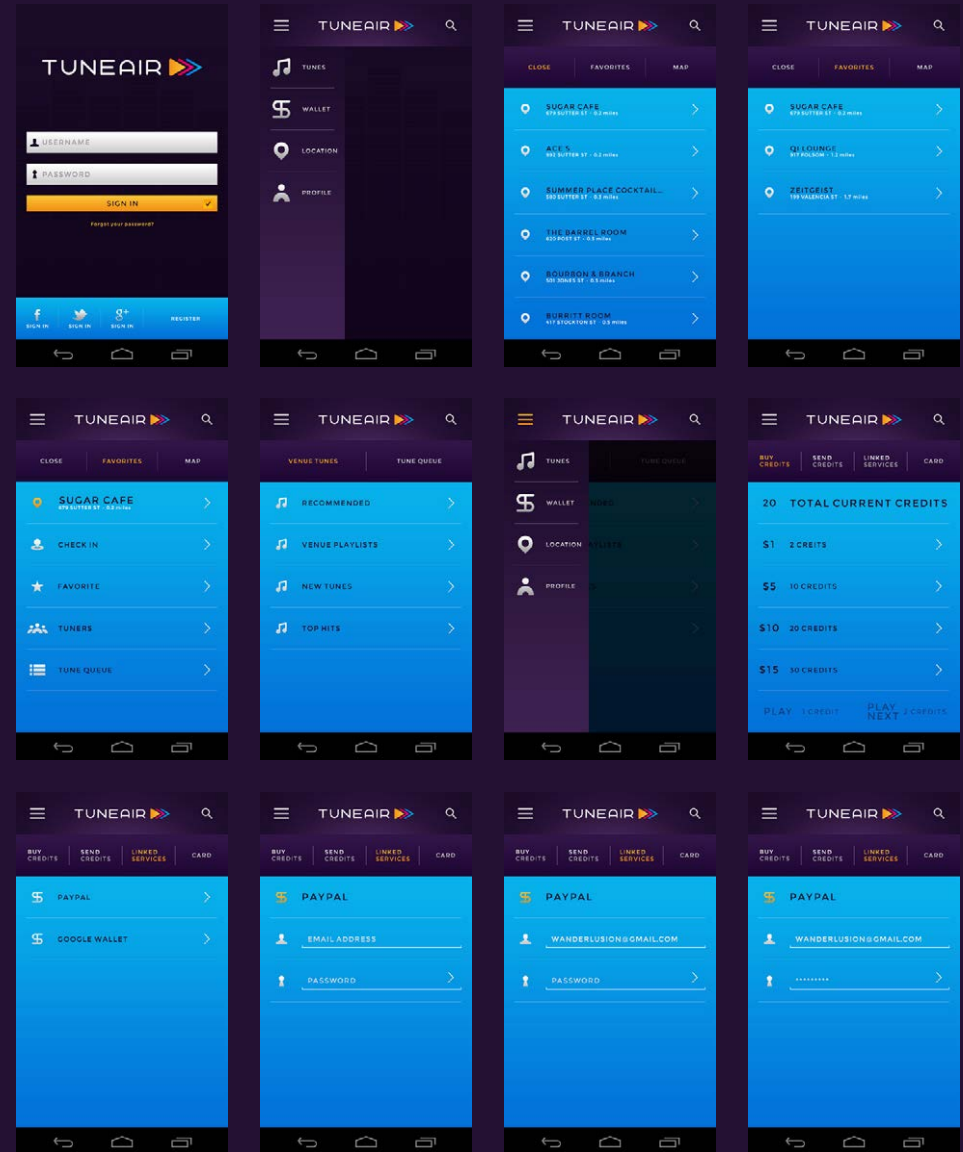


CLICK HERE FOR SIMULATION

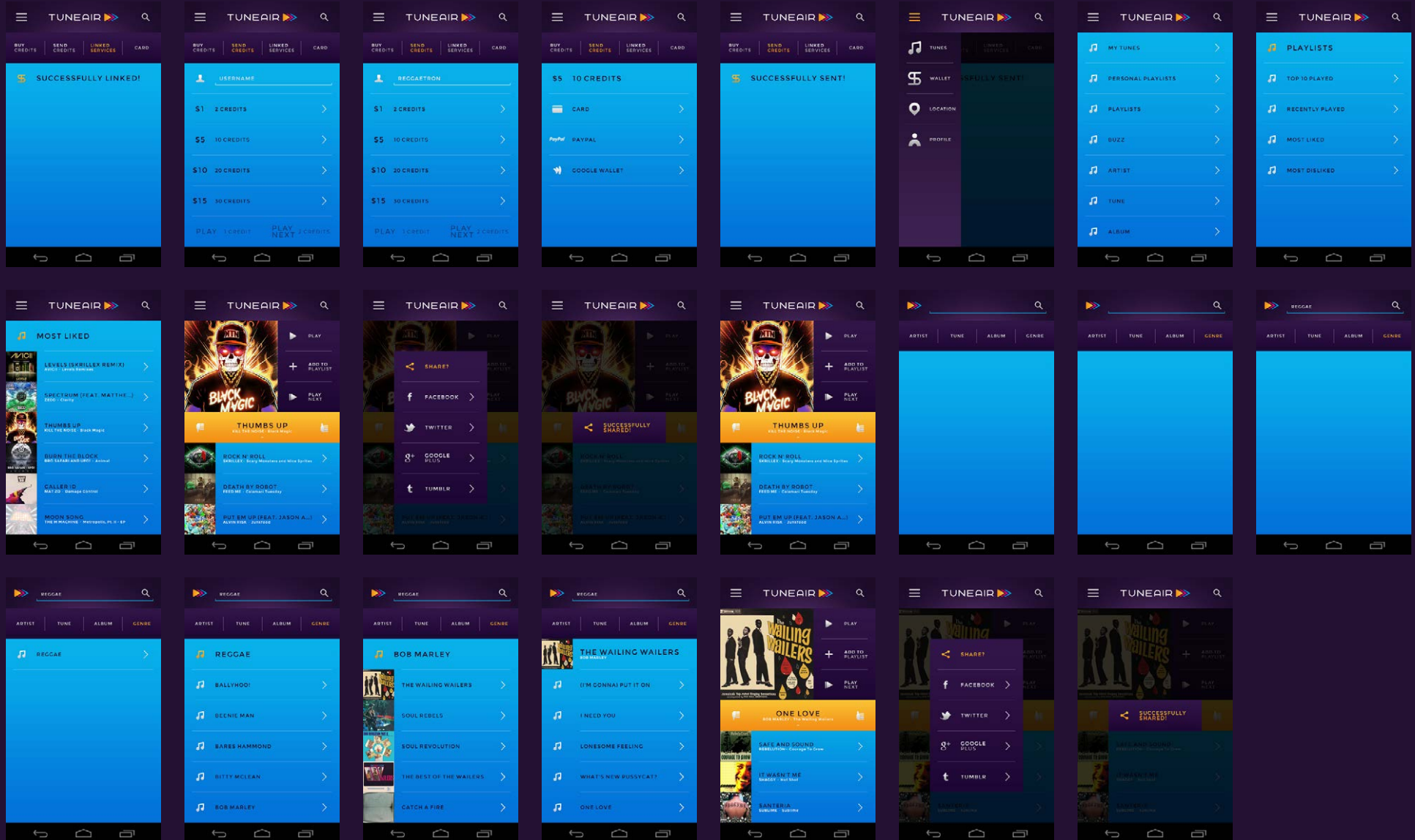
Theo is going to check into his favorite venue 'Sugar Cafe'. He wants to link his 'PayPal' account and send credits to his roommate with 'PayPal'. He then wants to see what tunes he has played in the past that were 'Most Liked' and play one of the tracks. After that, he wants to search 'Reggae' and play what he naturally discovers.

TASKS GOES OVER

- Signing in with a SNS.
 - Checking into a favorited venue.
 - Linking PayPal account.
 - Sending credits to another user using PayPal.
 - Playing a tune that was a 'Most Liked'.
 - Searching a tune by genre.
 - Playing and sharing a tune to a SNS.
- **SNS Sign In: 'Facebook' > Location > Favorites > 'Sugar Cafe' > Check In > Side Bar: Wallet > Linked Services > PayPal > Email Address: 'wanderlusion@gmail.com' > Password: '*****' > Send Credits > Username: 'reggaetron' > '\$5 10 credits' > PayPal > Side Bar > Tunes > Playlists > Most Liked > 'Thumbs Up' > Play > Share: 'Facebook' > Search > Genre > 'Reggae' > Submit > 'Reggae' > Artists: 'Bob Marley' > Album: 'The Wailing Wailers' > Tune: 'One Love' > Tuner: 'One Love' > Play > Share: 'Facebook'**



USER RESEARCH Tasks: Theo

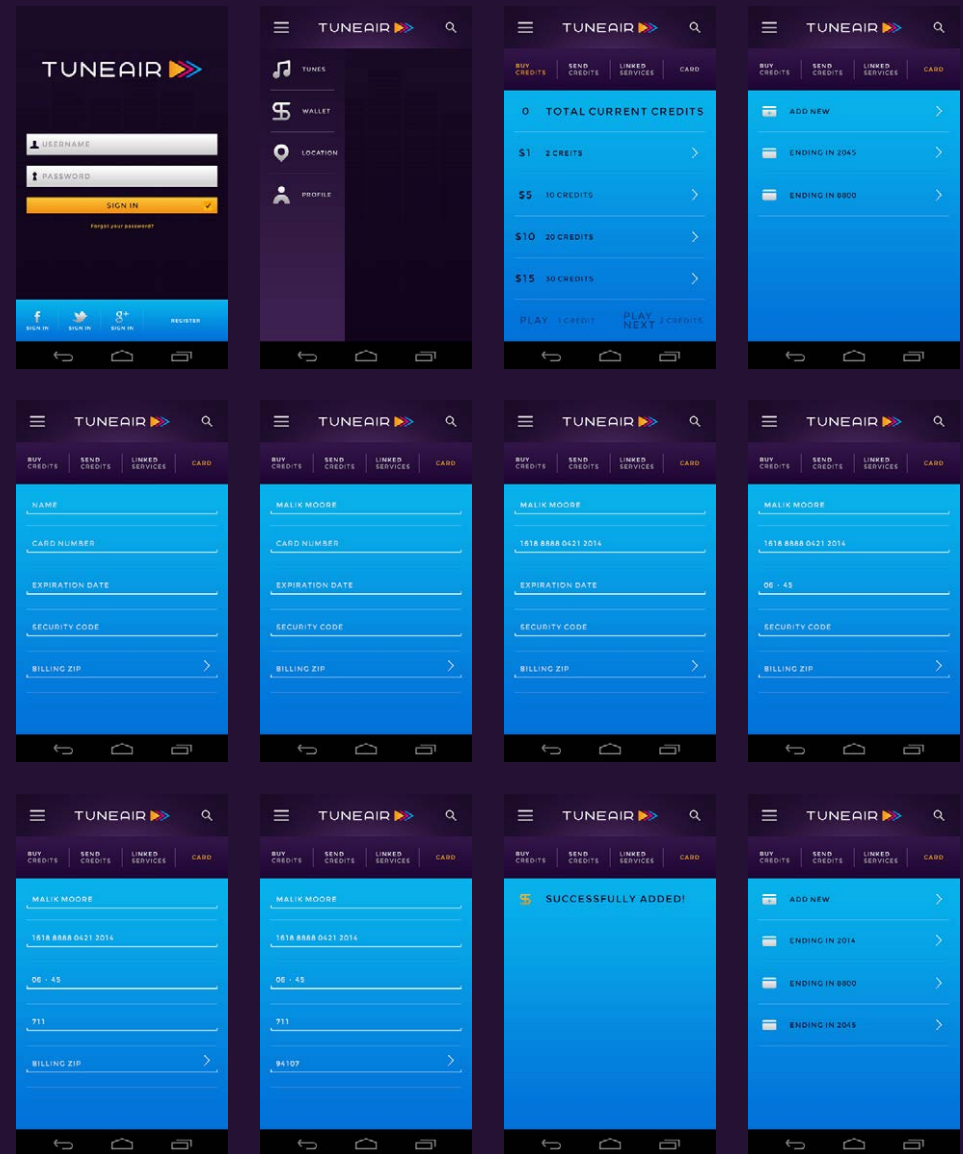


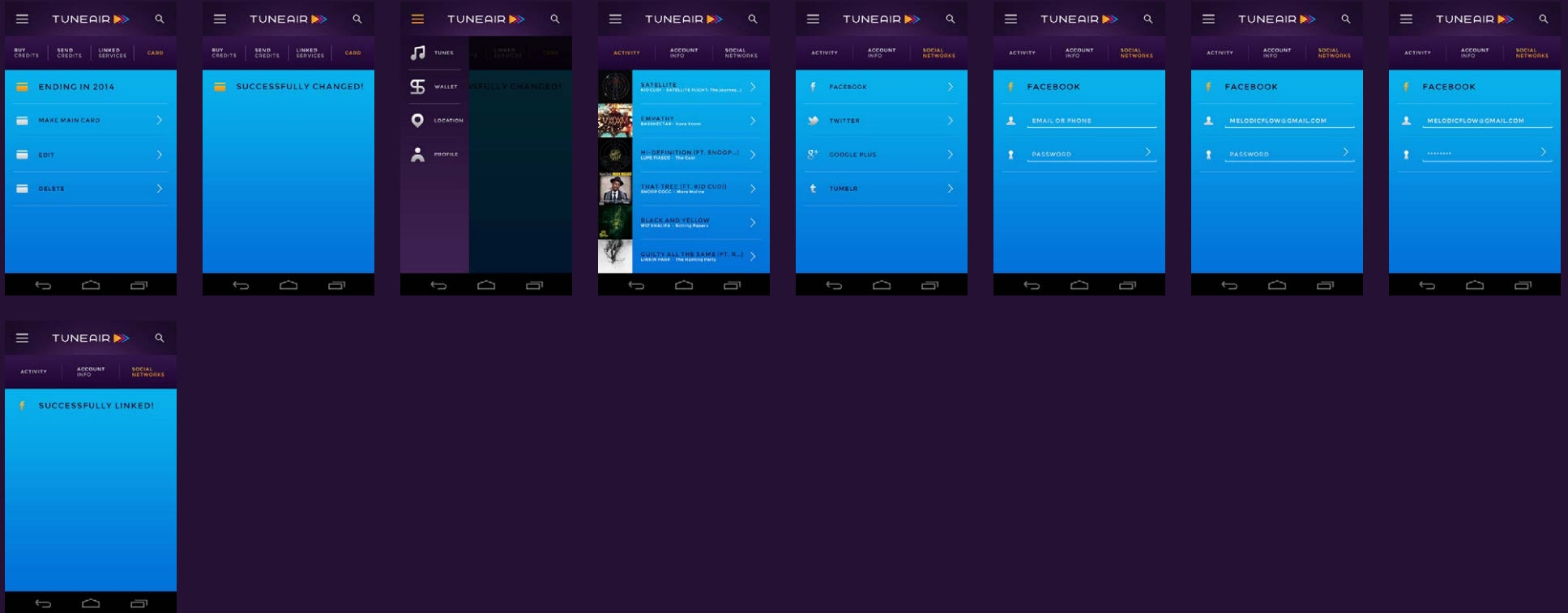
CLICK HERE FOR SIMULATION

Malik wants to enter his new credit card information, make that his main card, and link his Facebook account.

TASKS GOES OVER

- Signing in with a SNS.
- Adding a new card in the 'Wallet', and making it your main card.
- Linking a SNS in your 'Profile'.
- **SNS Sign In > Wallet > Card > Add New > Name: 'Malik Moore' > Card Number: '1618 8888 0421 2014' > Expiration Date: '06/45' > Security Code '711' > Billing Zip: '94107' > Submit > Card > 'Ending In 2014' > Make Main Card > Side Bar > Profile > Social Networks > Facebook > Email Or Phone: 'melodicflow@gmail.com' > Password: '*****'**



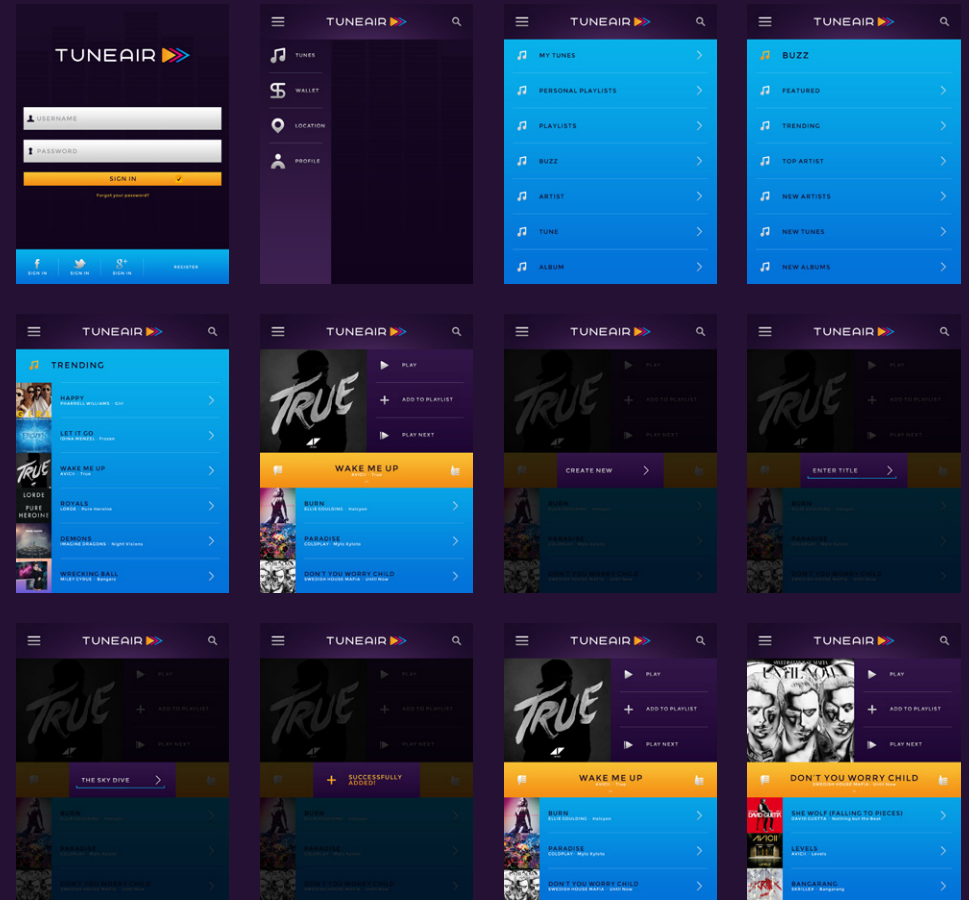


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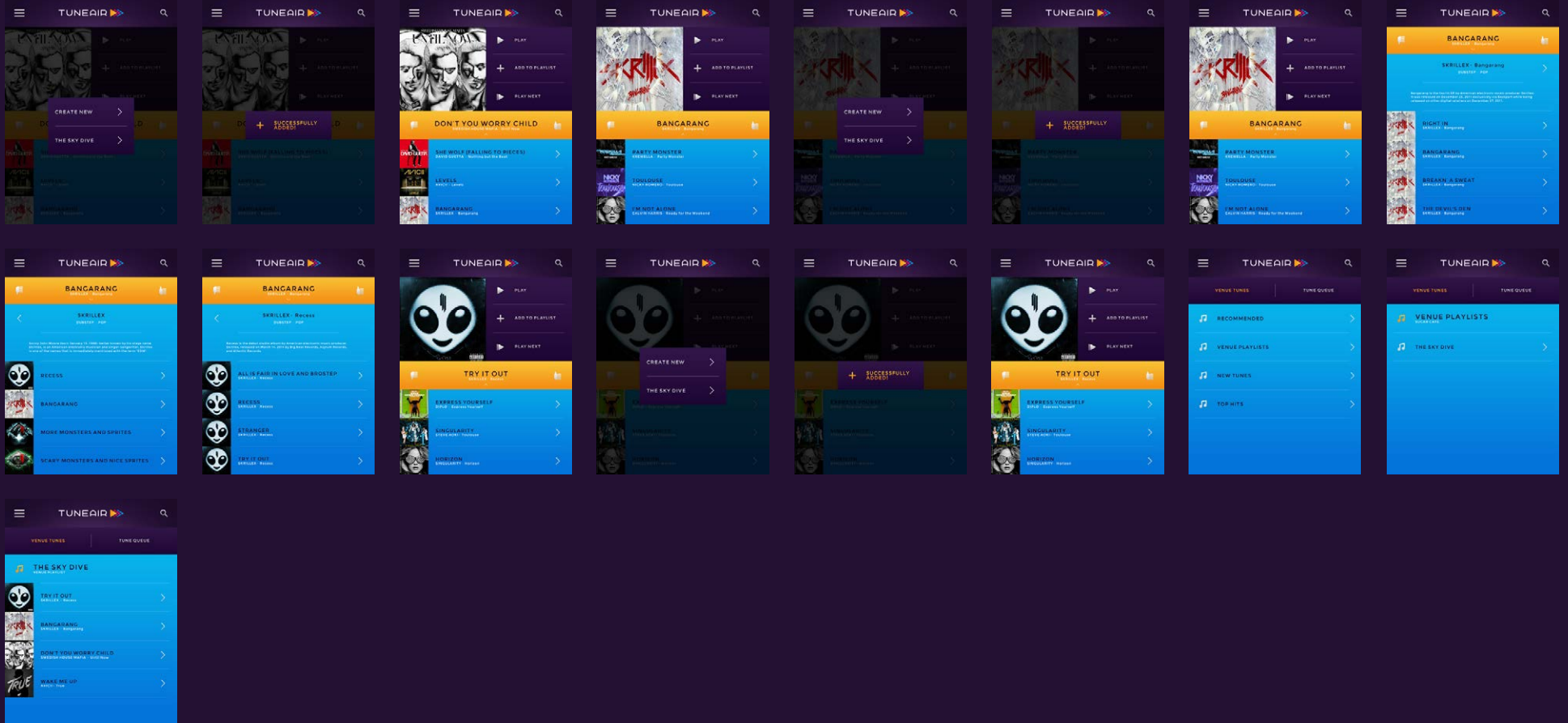
Luke installed TuneAir to his venues mounted iPad. He has already sent a request for the "TuneAir Title" via the web site. His task now is to create a venue playlists by adding tunes to a new playlist for his bar, and to see if it works.

TASKS GOES OVER

- Signing in.
 - Going into 'Tunes' and viewing what's trending.
 - Creating a new playlist.
 - Adding tunes to a playlist.
 - Venue playlists.
- **Sign in > Tunes > Buzz > Trending > Tunes: 'Wake Me Up' > Add To Playlist > Create New > 'The Sky Dive' > Recommended: 'Don't You Worry Child' > Add To Playlist > 'The Sky Dive' > Recommended: 'Bangarang' > Add To Playlist > 'The Sky Dive' > More Info > View Albums > 'Recess' > 'Try It Out' > Tunes: 'Try It Out' > Add To Playlist > The Sky Dive > Main Menu > Venue Playlists > 'The Sky Dive'**



USER RESEARCH Tasks: Luke



OVERVIEW · USER RESEARCH · **INSPIRATION** · IDENTITY · VIDEO · ONLINE PRESENCE · PRINT

A

- Acoustic
- Activity
- Album
- Artist
- Air
- Audio

B

- Bars
- Bass
- Bands
- Beats
- Box
- Buddies

C

- Coffee shops
- Country
- Cloud
- Credits
- Clarity

D

- Dance
- Dubstep
- Dreamy
- Drums
- Dj

E

- Edm
- Electro
- Electronic
- Emotion
- Events
- Expression

F

- Family
- Frequencies
- Friends
- Form
- Funk

G

- Genre
- Google Play
- Gps
- Gifts
- Guitar

H

- Harmony
- House
- Home
- Hip hop
- Hits
- History

I

- Interactive
- Internet
- Intuitive

J

- Jukebox
- Juke
- Jump

L

- Levels
- Library
- Lifestyle
- Lights
- Listen

- Location
- Lyrics

M

- Machine
- Map
- Metal
- Melody
- Musical
- Music
- Mobile
- Modern
- Most played

N

- Notes
- Now playing

P

- Pause
- Parties
- Play
- Playlist
- Pool
- Pop
- Positive
- Pub
- Purchase
- Producers

R

- Rap
- Rave
- Recommendations
- Recreational
- Restaurants
- Rhythm
- Rock

S

- Share
- Social
- Song
- Solo
- Sound
- Space
- Stop
- Strings
- Synth

T

- Table
- Technology
- Theme
- Tracks
- Traditional
- Trance
- Trap
- Touch
- Tones
- Top plays
- Tunes

U

- Upbeat
- Uplifting
- Urban
- Users

V

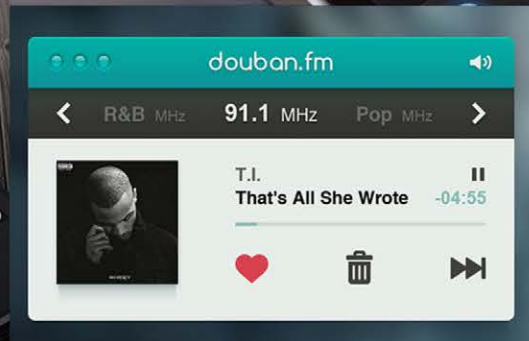
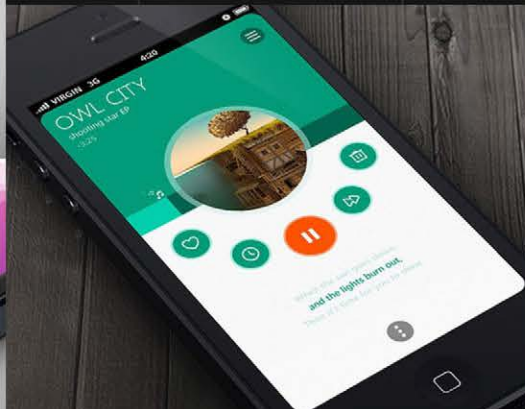
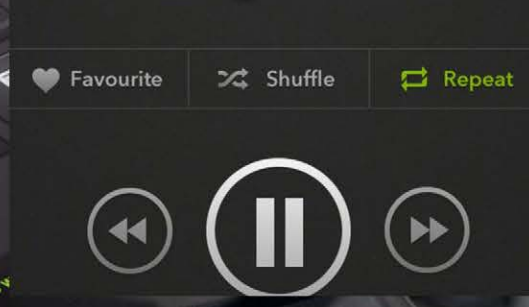
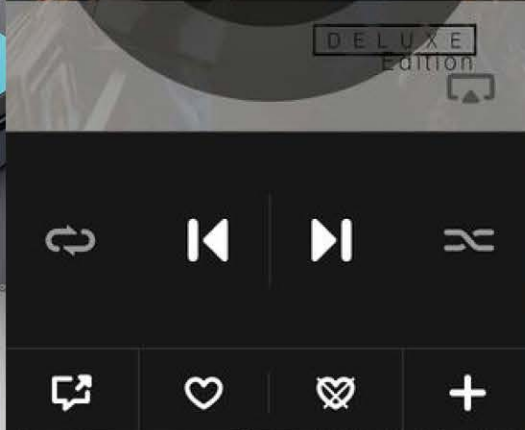
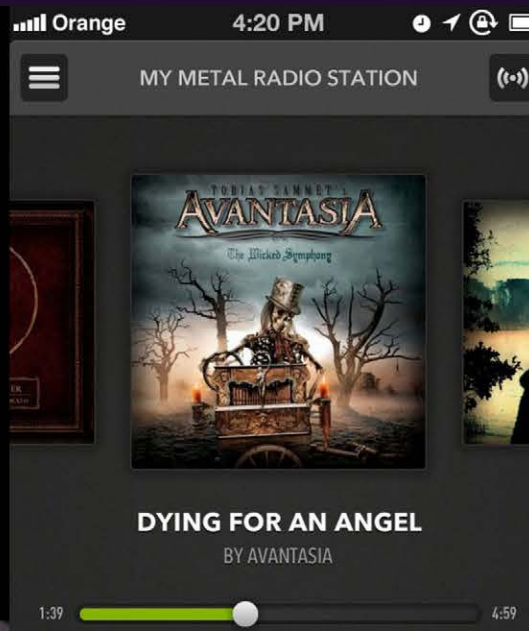
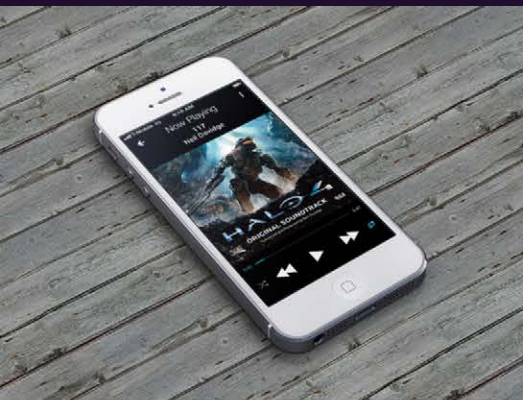
- Vocals

W

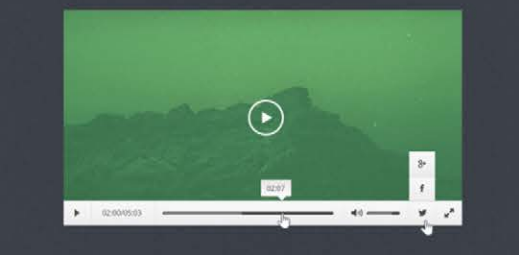
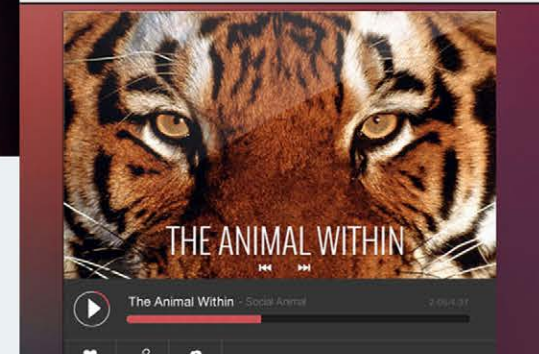
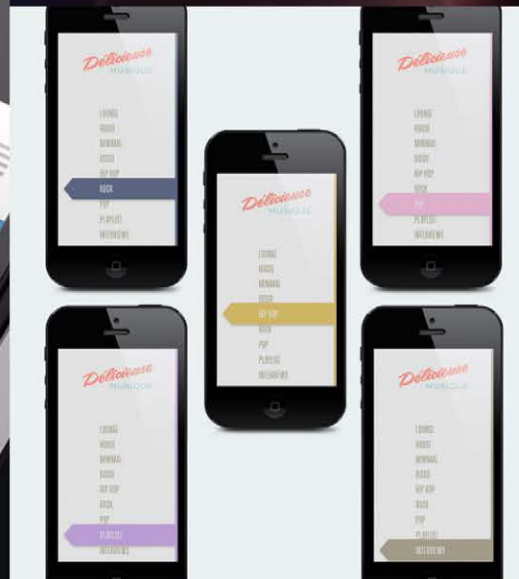
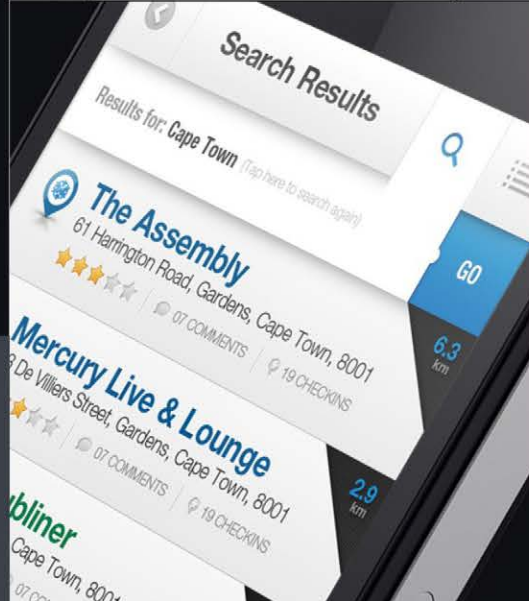
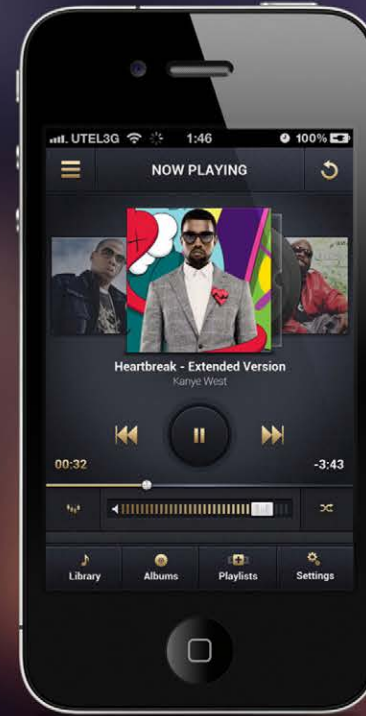
- Watts
- World

INSPIRATION Moodboard: UI

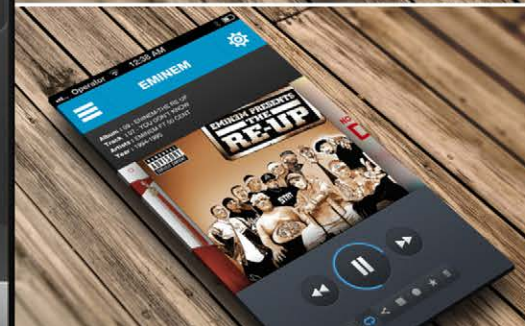
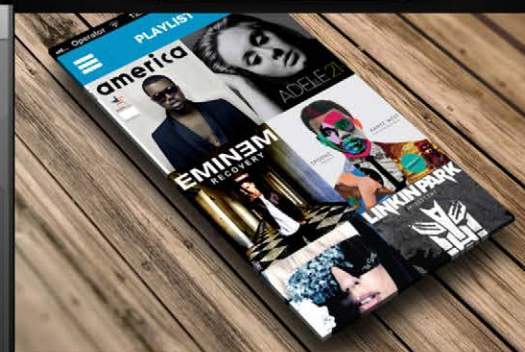
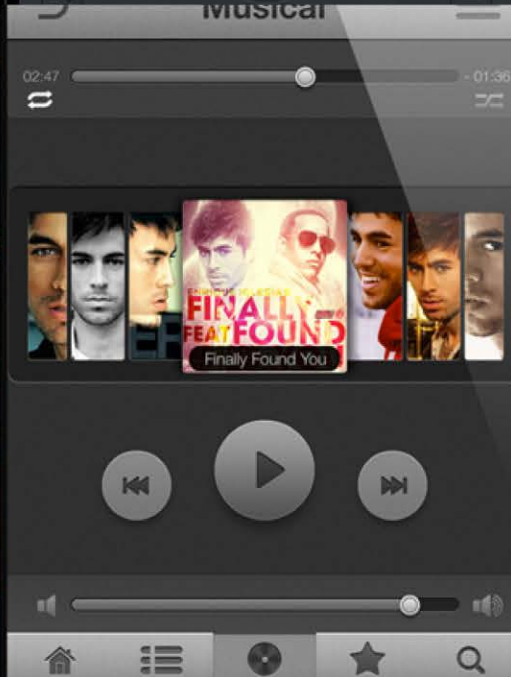
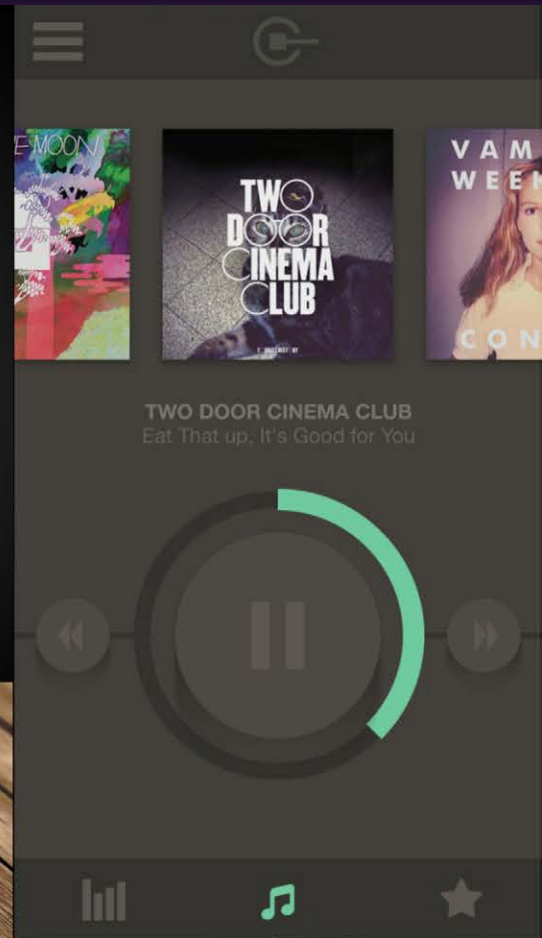
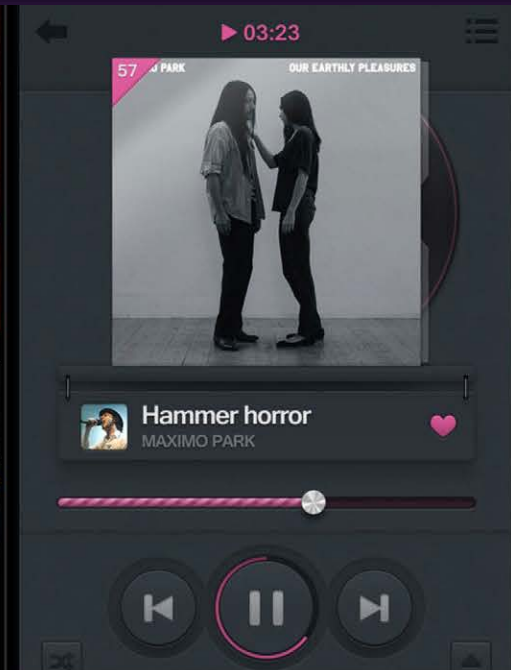
TUNEAIR 



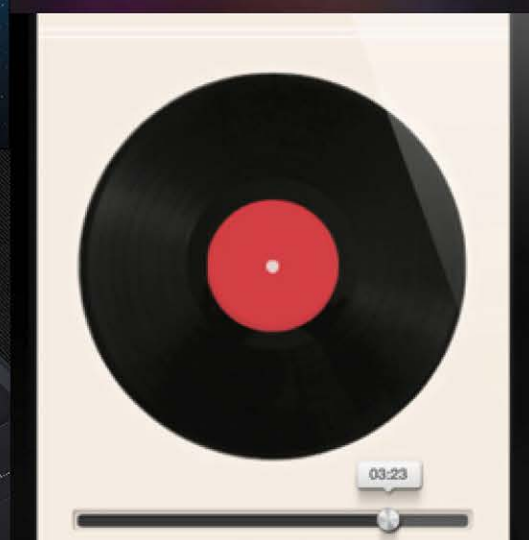
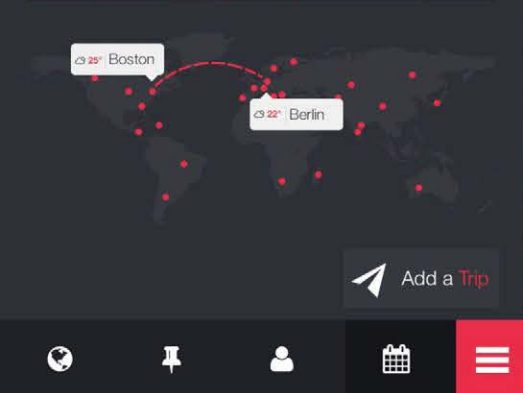
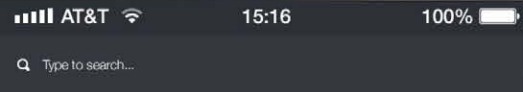
INSPIRATION Moodboard: UI



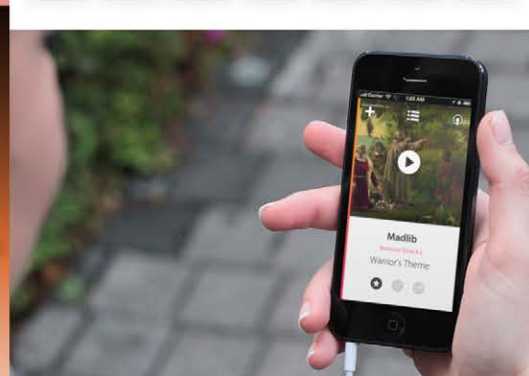
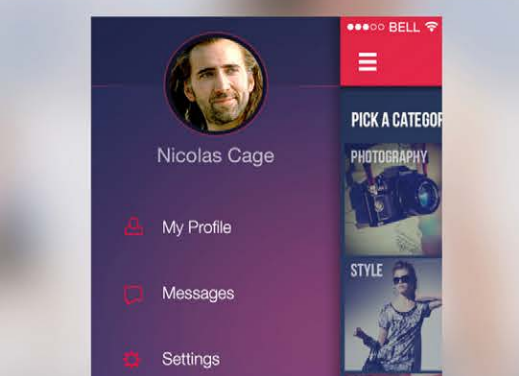
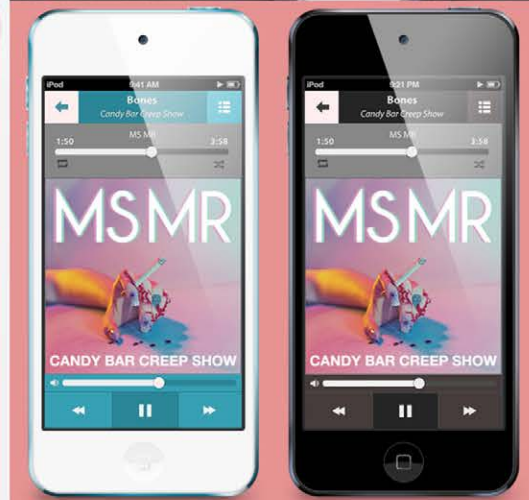
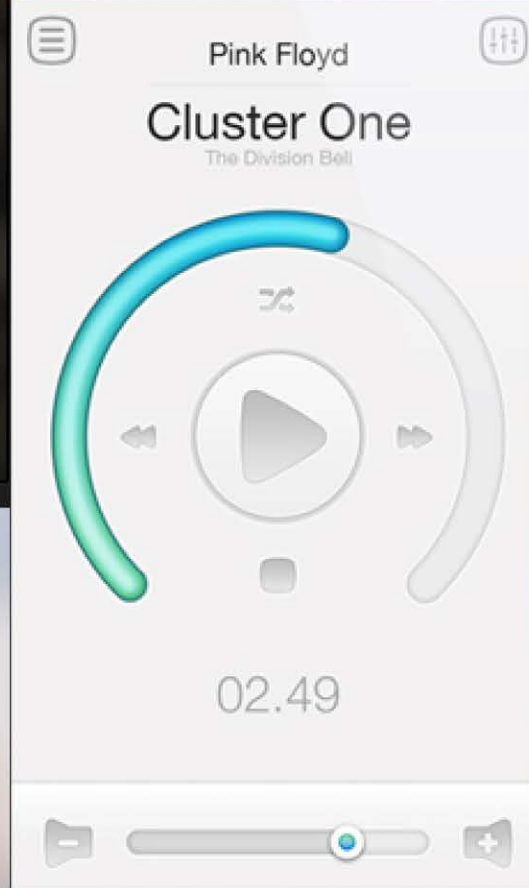
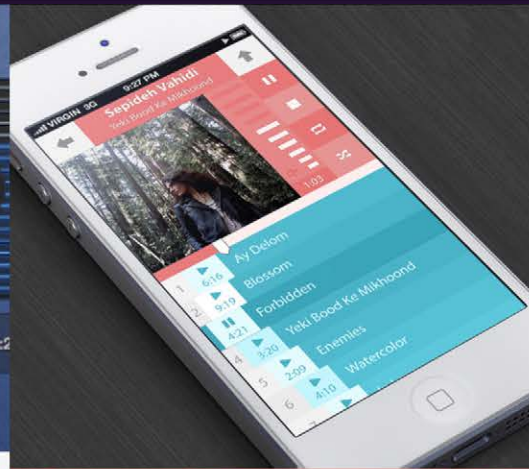
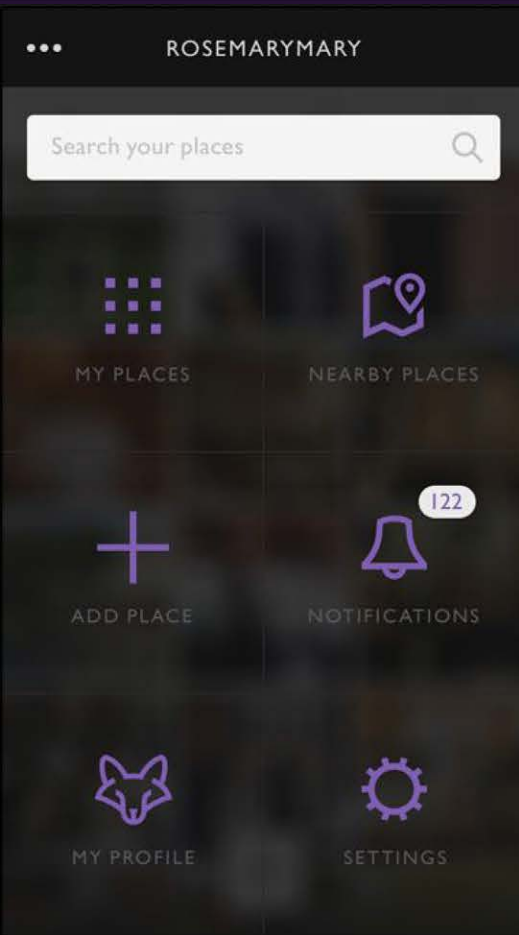
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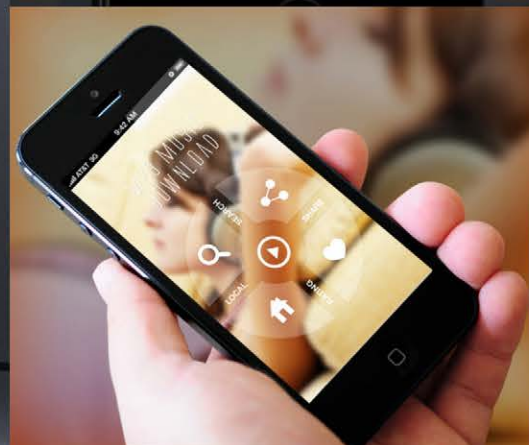
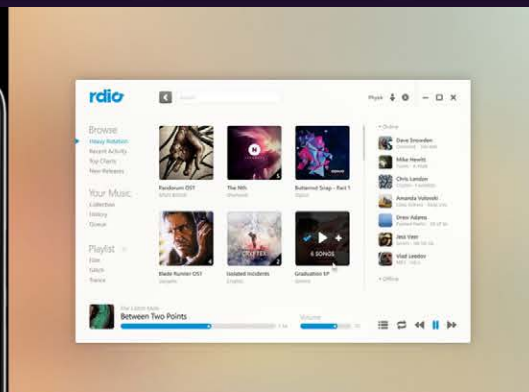
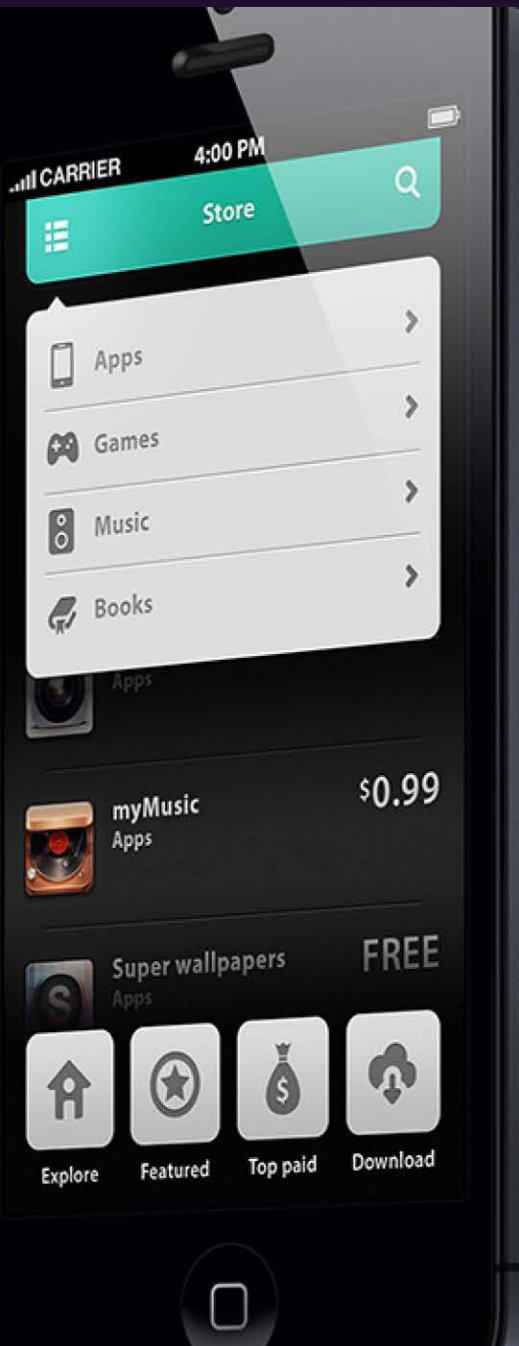
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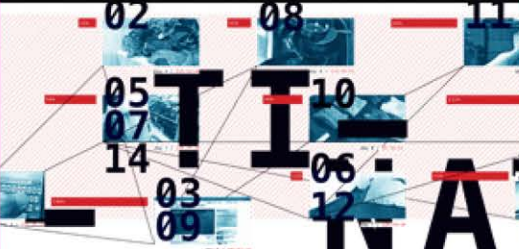
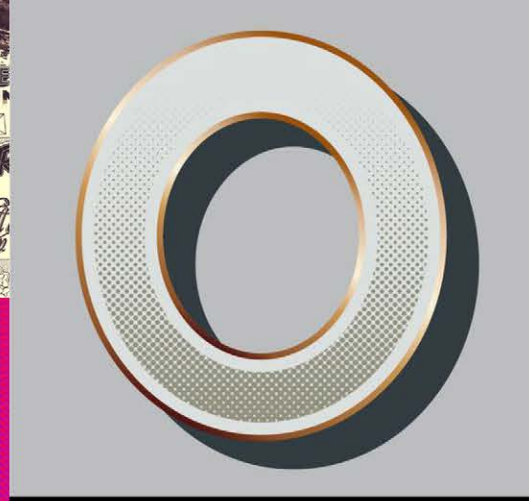


INSPIRATION Moodboard: UI



INSPIRATION Moodboard: UI







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KICKSUCKS *Pitch Clancy!*

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ARTURO SIERRA · CLEO & FLOX · DJ R YOU · DYLAN TALLEY · ETA · HIGHROLLERS · INNOVADE · INTRAPHONIC · JON MARTIN
MR. FRESH · MR. GERMAN · NICKY HABERA · IRIN JACOBS · OZAN · PHELAPSE · SNOWMANS · SUSID · TAYLOR C · TKS · TYLER T · WILYSESS

FEATURING 5 UNIQUE AREAS

SONIC BROADWAY (PRODUCTION) · UNITY PALACE (10,000 SEATS) · DISTRICT OFFICE (10,000 SEATS) · @BOARDWALK (10,000 SEATS) · CHURCH OF T HOUSE (10,000 SEATS)

TICKETS AVAILABLE:

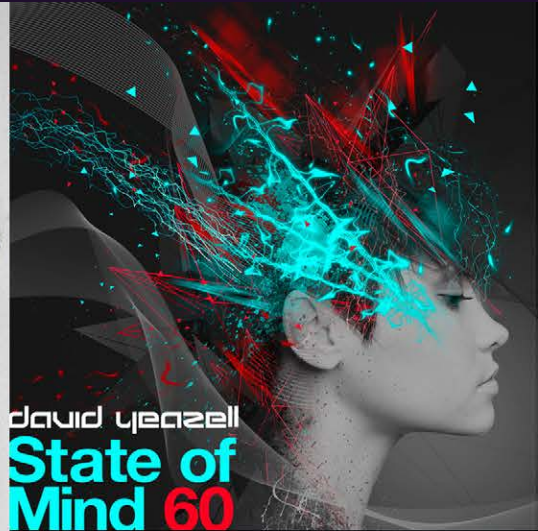


DOCTOR
CROCKE · MONSTA
CASSA
BARS
BORGOBE
SICKLEAM
WOODSTEP
NITSKY
VALENTI

LOVE

MINISTRY OF SOUND
MINISTRYOFMUSIC.COM

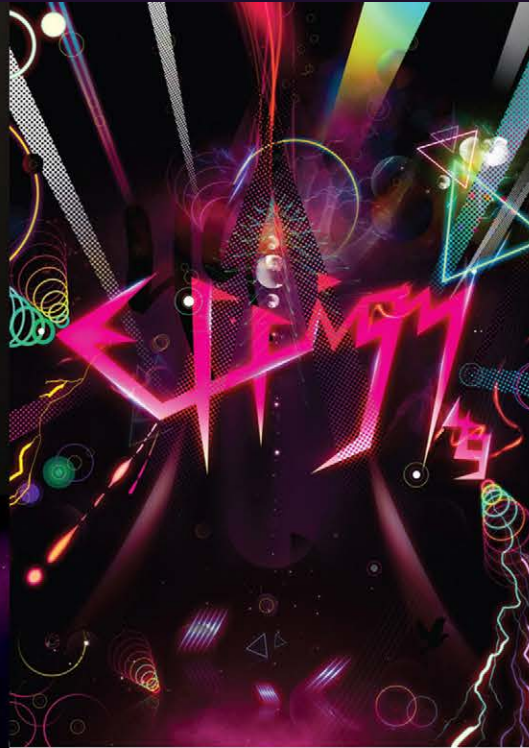
3CD - 52 TRACKS

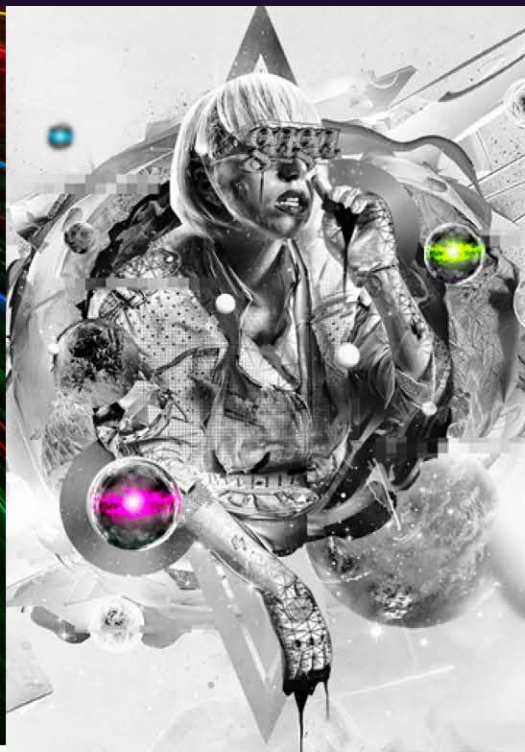


David Yeazell
State of Mind 60



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IDENTITY Brand Name Ideas

1. TuneAir
2. Touch Sound
3. Audio Box
4. Play This
5. Musix
6. Connectones
7. Live Mix
8. Beat Drop
9. Press Play
10. Sound Bar
11. Audioty
12. Touch Notes
13. Play Pay
14. Social Play
15. Melody Cloud


① tuneair 

⑥ T U N E 
A  R

⑪ 
TUNE AIR

② T U  E
A I R

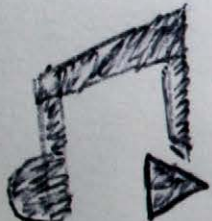
⑦  TUNEAIR

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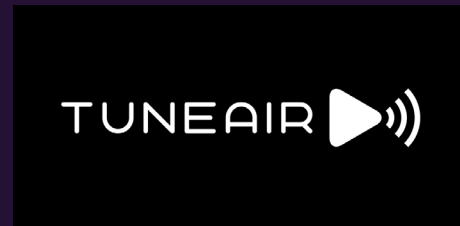
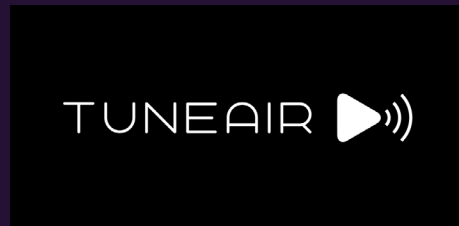
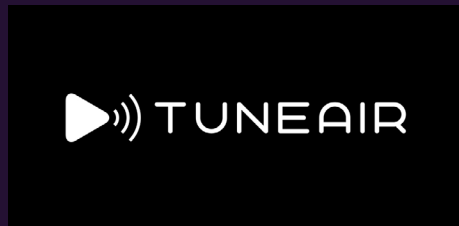
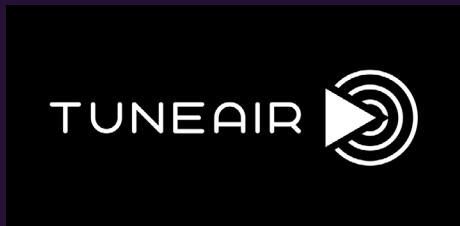
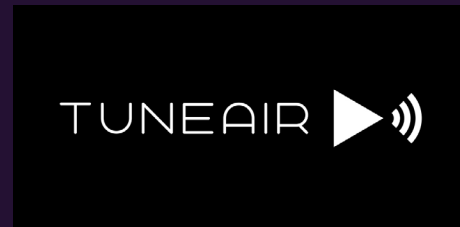
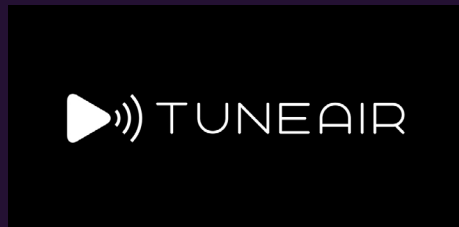
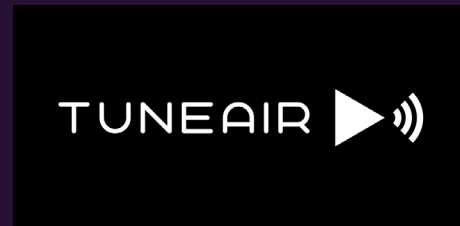
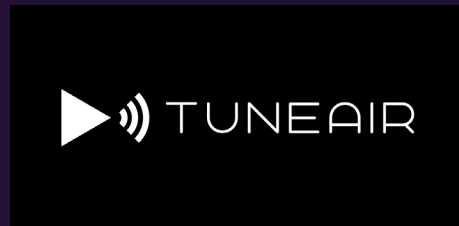
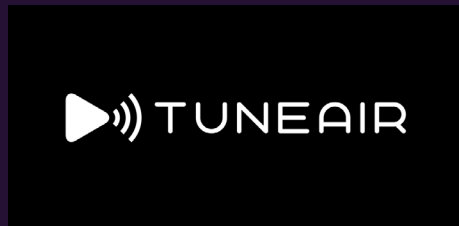
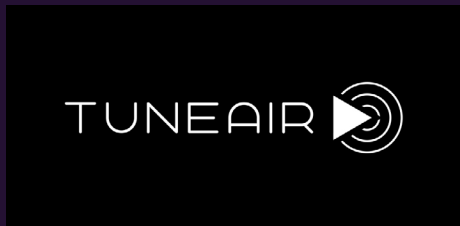
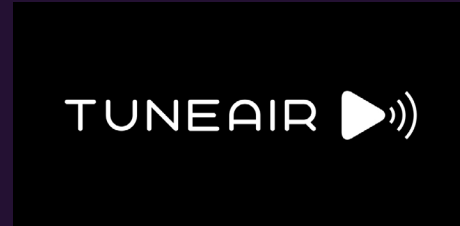
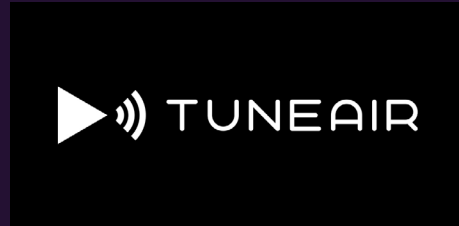
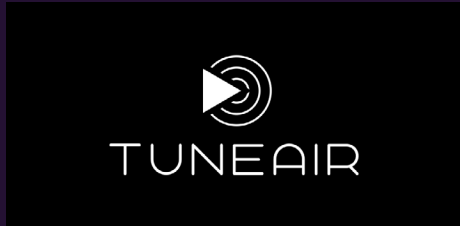
⑨  TUNEAIR

⑭  TUNE
AIR

⑤  TUNEAIR

⑩  TUNEAIR

⑮  TUNEAIR



IDENTITY Preliminary Logos

TUNEAIR 

TUNEAIR 

TUNEAIR 

TUNEAIR 

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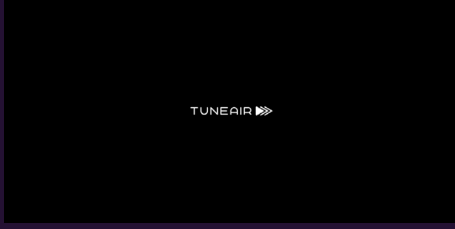
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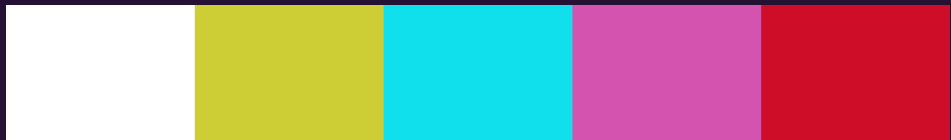
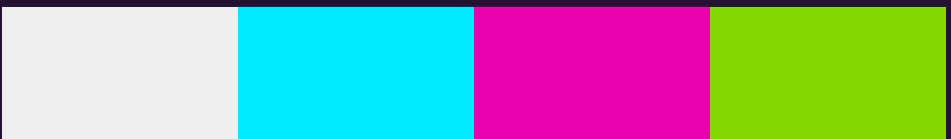
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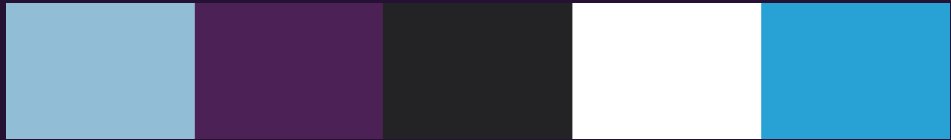
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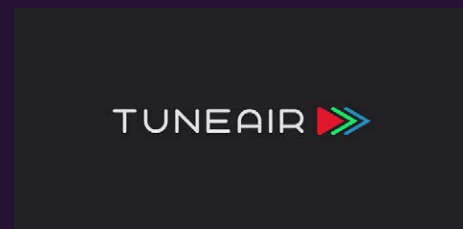
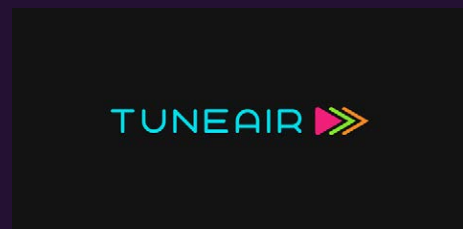
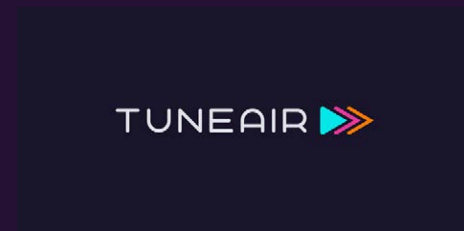
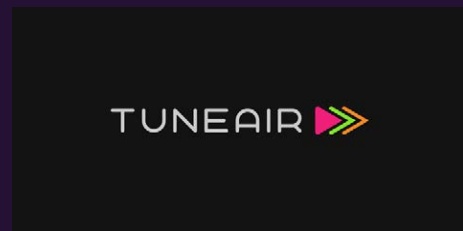
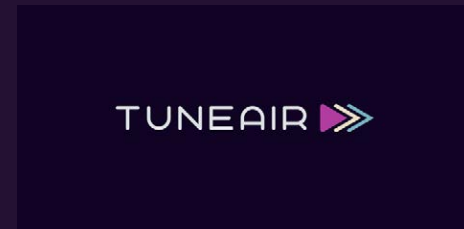
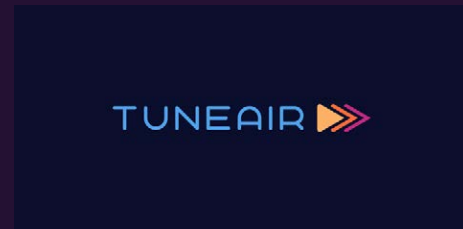


IDENTITY Color Palette Ideas



IDENTITY Preliminary Color Combinations

TUNEAIR 



IDENTITY Preliminary Color Combinations



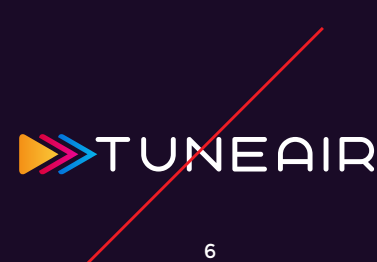
CHARACTERISTICS

- Play
- Sequence (queue)
- Modern

TUNEAIR 

Clearspace is defined by the arm of T.





1. Do not alter emblem colors.
2. Do not add outer effects like a glow.
3. Do not transform unevenly (horizontal or vertical).
4. Do not rotate.
5. Do not move type from emblem.
6. Do not change order of logo.
7. Do not rotate individual parts (emblem or logotype).
8. Do not make black and white.
9. Do not alter color to make it flat.

IDENTITY Color Palette



HEX #1a0b28 - # 402252
RGB 26/11/40 - 64/34/83
CMYK 82/87/50/68 -
82/96/37/33



HEX #d9023a - # ea068e
RGB 217/2/58 - 234/6/142
CMYK 0/99/81/0 - 0/93/4/0



HEX #0371d9 - # 08b2ea
RGB 3/113/214 - 8/179/234
CMYK 88/54/0/0 - 83/4/1/0



HEX #f48f15 - # f9c134
RGB 244/143/21 -
249/193/52
CMYK 0/52/100/0 -
0/26/91/0



HEX #ffffff - # 9f9f9f
RGB 255/255/255 -
159/159/159
CMYK 0/0/0/0 - 40/33/33/1

HAUS

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! # \$ ()

BOLD // LOGO

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U

V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ ()

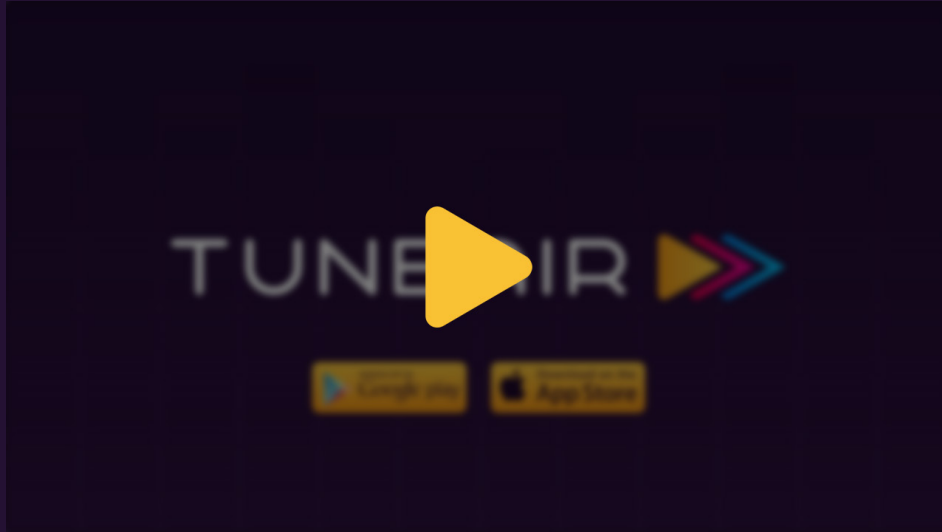
REGULAR AND BOLD // BODY COPY



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TUNEAIR

TuneAir is a simple and easy to use, remote jukebox, that allows you to play your favorite music anywhere at a venue using your own smartphone. TuneAir's library is constantly updated with new music.

Now you don't have to leave your seat to play tunes. Just download the TuneAir app, check into your location, and play your tunes through the air, intuitively and easy!



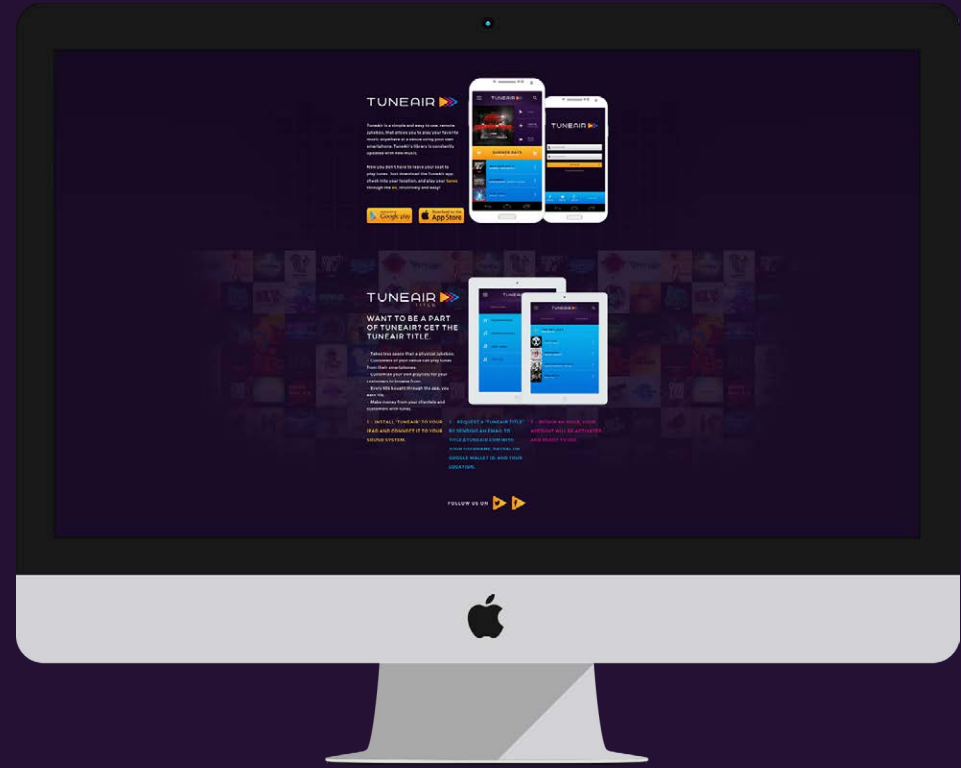
TUNEAIR TITLE

WANT TO BE A PART OF TUNEAIR? GET THE TUNEAIR TITLE.

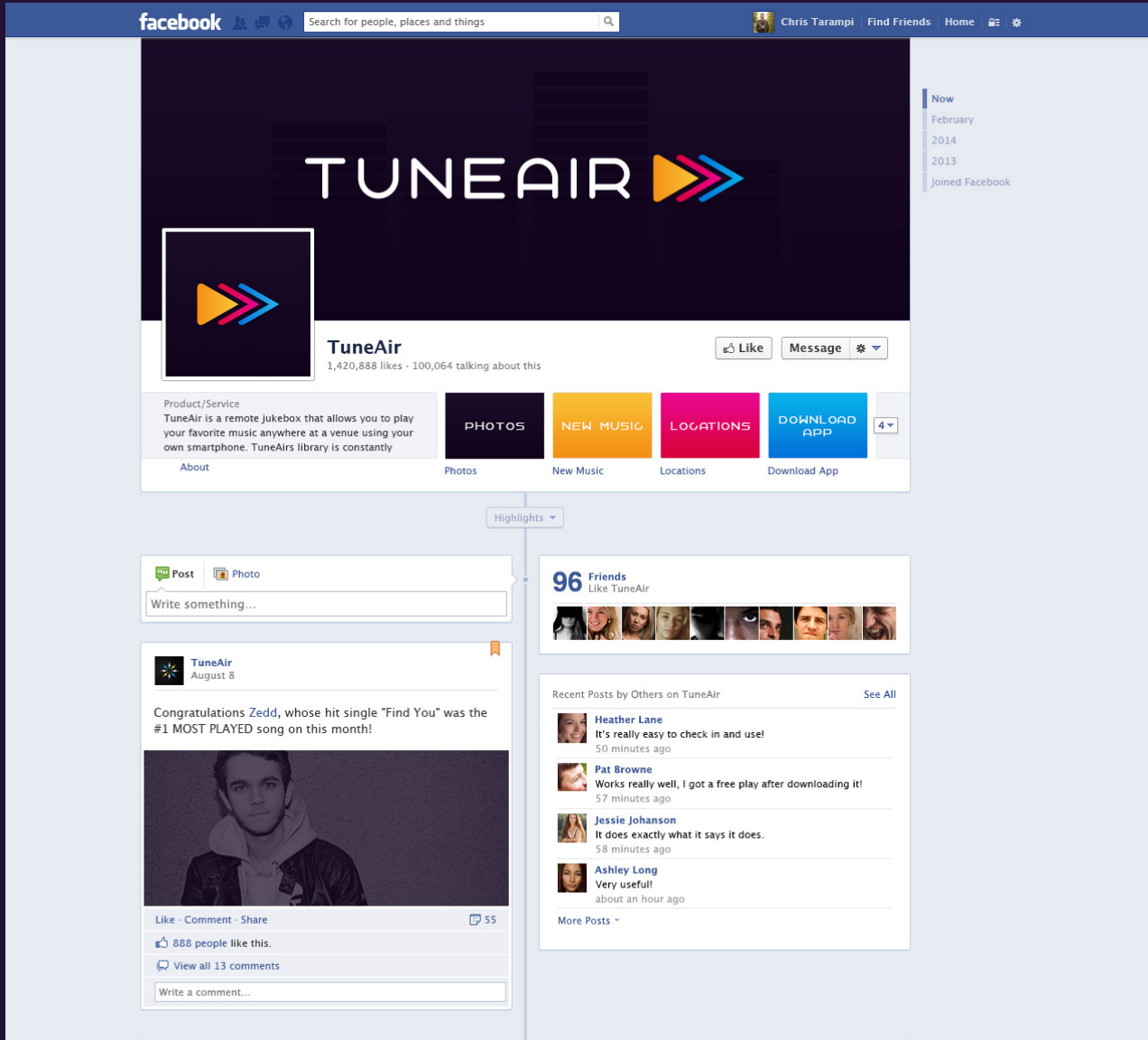
- Takes less space than a physical jukebox.
- Customers of your venue can play tunes from their smartphones.
- Customize your own playlists for your customers to browse from.
- Every \$500 bought through the app, you earn 10¢.
- Make money from your clientele and customers with tunes.

- 1 - INSTALL "TUNEAIR" TO YOUR IPAD AND CONNECT IT TO YOUR SOUND SYSTEM.
- 2 - REQUEST A "TUNEAIR TITLE" BY SENDING AN EMAIL TO TITLE@TUNEAIR.COM WITH YOUR USERNAME, PAYPAL OR GOOGLE WALLET ID, AND YOUR LOCATION.
- 3 - WITHIN AN HOUR, YOUR ACCOUNT WILL BE ACTIVATED AND READY TO USE.

FOLLOW US ON  



[CLICK HERE FOR WEB SITE SIMULATION](#)



The screenshot shows the Facebook profile page for TuneAir. At the top, the Facebook navigation bar is visible with the search bar and user profile for Chris Tarampi. The main header features the TuneAir logo and a cover photo. Below the header, the profile name 'TuneAir' is displayed with 1,420,888 likes and 100,064 people talking about it. Navigation tabs include 'About', 'PHOTOS', 'NEW MUSIC', 'LOCATIONS', and 'DOWNLOAD APP'. A post from August 8th congratulates Zedd for having the #1 most played song. On the right, a section shows 96 friends who like the page and a list of recent posts by others, including Heather Lane, Pat Browne, Jessie Johanson, and Ashley Long.

facebook Search for people, places and things Chris Tarampi Find Friends Home

TUNEAIR

TuneAir
1,420,888 likes · 100,064 talking about this

Like Message

Product/Service
TuneAir is a remote jukebox that allows you to play your favorite music anywhere at a venue using your own smartphone. TuneAirs library is constantly

PHOTOS NEW MUSIC LOCATIONS DOWNLOAD APP


About Photos New Music Locations Download App

Highlights

Post Photo
Write something...

TuneAir
August 8

Congratulations Zedd, whose hit single "Find You" was the #1 MOST PLAYED song on this month!







Like · Comment · Share 55
888 people like this.
View all 13 comments
Write a comment...

96 Friends
Like TuneAir

Recent Posts by Others on TuneAir See All


- Heather Lane**
It's really easy to check in and use!
50 minutes ago
- Pat Browne**
Works really well, I got a free play after downloading it!
57 minutes ago
- Jessie Johanson**
It does exactly what it says it does.
58 minutes ago
- Ashley Long**
Very usefull
about an hour ago




More Posts



Home Connect Discover Me  Search   


Tweets >
Following >
Followers >
Favorites >
Lists >

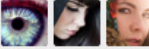
Tweet to TuneAir

Photos and videos >







Who to follow · Refresh · View all
 **Chris Tarampi** @ctarampi ×
Follow
 **Sarah Jane** @meowzer ×
Follow
 **John Good** @algorhythm ×
Followed by Luminous








TuneAir 
@tuneair
TuneAir is a remote jukebox that allows you to play your favorite music anywhere at a venue using your own smartphone.
San Francisco, California, USA · tuneair.com






TWEETS 34.7K FOLLOWING 205 FOLLOWERS 37.5K **Following** 

 Followed by recess, omegapoint, and 88 others.

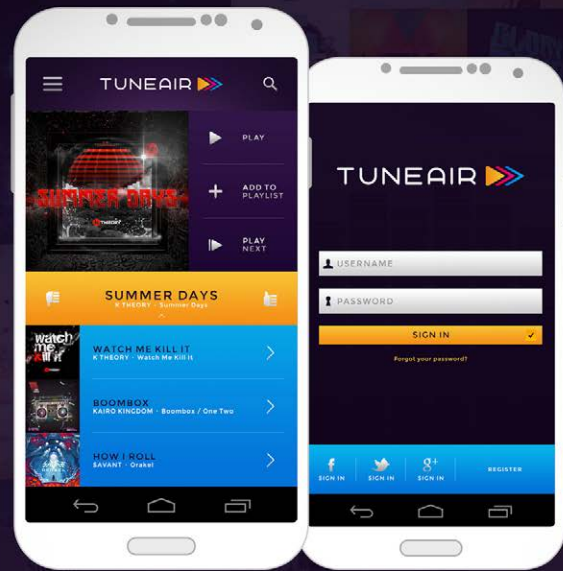
Tweets

 **TuneAir** tuneair · 1h
Is TuneAir the best thing to ever happen to your phone?
Expand    

 **TuneAir** tuneair · 6h
Win a trip to see @skrillex perform. Enter Here:
<http://bit.ly/8fZ8K8n>
 View Summary    

 **TuneAir** tuneair · 8h
Authorize 'TuneAir' at your location and make money! <http://bit.ly/1dpJk3t>
Expand    

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TUNEAIR

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Now you don't have to leave your seat to play tunes. Just download the TuneAir app, check into your location, and play your **tunes** through the **air**, intuitively and easy!







TUNEAIR 