



Brand Within A Brand Within A Brand

The Decca Label Group was created as Universal Music Group's classical music department based in the United States. The group also included jazz and musical theater labels. The main Decca label also issues pop releases and movie soundtracks.

Within large music businesses a "label group" is a collection of labels that have some commonality. For the most part its identity is taken from one of its most well-known labels—it is a division more than a brand. This is a case where a consumer brand is created more for organizational and business-to-business purposes. Each individual label is a unique brand, so the group's most meaningful narrative is to move forward while utilizing the breadth of its past.

When To Refine, Not Design

When asked to design a new identity for the label group, a survey of all of the labels that were using the Decca name revealed that they were employing two different typefaces. The "Decca" type treatment that was in current usage in the logo for the London-based Decca Classics and the New York-based Decca Broadway logo was employed. These two labels were highly symbolic—they were the original London (1929) and New York (1934) Decca labels.

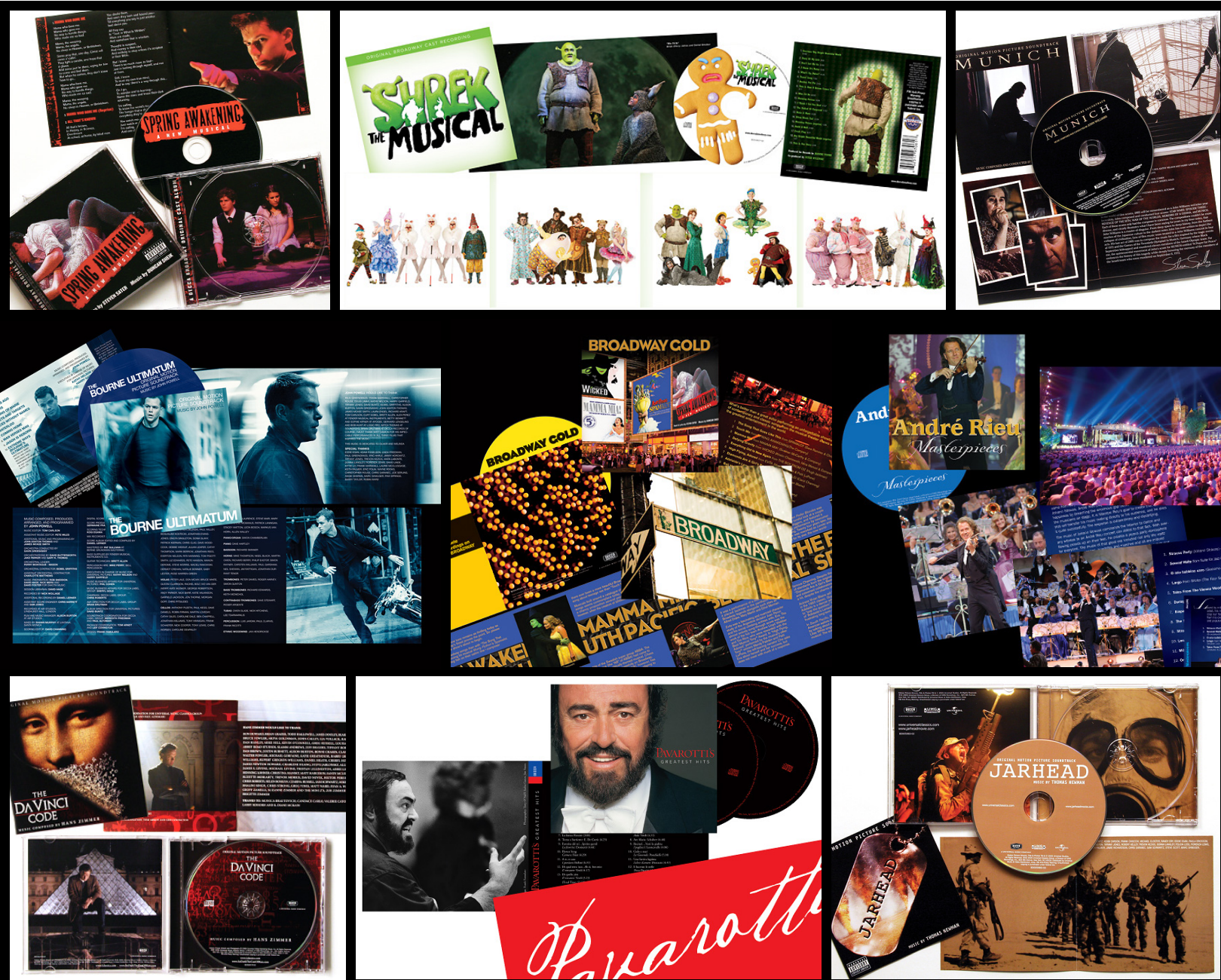
SERVICES PROVIDED

- :: Logo Design
- :: Advertising
- :: Collateral
- :: Sales Presentations
- :: Packaging
- :: Photography

DECCA
L A B E L G R O U P



The one common trait that all of the recordings put out by the Decca Label Group have is that they are the luxury items in the music business. The branding is hidden in the sensation of quality.



A Sense Of The Brand

Over time fewer record labels apply their visual identity to their products and advertising. Typically a small logo is applied to each separate element of their packaging and promotions as a basic brand identifier. Since the literal identity is virtually absent, and given that the one constant is 'luxury', then the main sense of the brand has to be conveyed by consistently aiming for the highest level of quality.



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