R.E.M.

RESOURCES >>>>>>>>>>>>

Michael Stipe, the group's front-man and lead singer, is R.E.M.'s biggest resource. Peter Buck, the other core founder of the band, is the leading guitarist. Other band members include Bill Berry on drums and Mike Mills on bass. R.E.M. is the founder of alternative rock and originated with a cult-like American college fan base, which continued on even after the band found international success years in. They possess a rare, unique, and energetic style that is constantly refined. Their signature sound that sets them apart is Stipe's cryptic and arching vocals paired with Buck's powerful, poetic, and strong guitar.

PROCESSES >>>>>>>>>>>>

R.E.M. possesses a democratic songwriting process, with each member given an equal role in creating the music. On stage, R.E.M. possesses a powerful presence, and they believe the listener's interpretation of their music is far more important than the songwriter's. The band has trustworthy lasting power, perhaps thanks to the many extended breaks the band takes between albums. They make sure to avoid rock cliches (like guitar solos), and—most importantly—always push musical boundaries.

VALUES >>>>>>>>>>>>>>>

R.E.M. believes music is powerful, and that listeners can be liberated and consider new points of view through songs. The band became strong activists starting in the late '80s, getting involved in politics and inviting Greenpeace to their concerts. Additionally, the band implemented several political songs in the late '80s that spoke about the Cold War and the Vietnam War. They felt like they had to express the occurrences of the world around them through music, and give that to their listeners.

LOGO

The two arrows represent the forward push R.E.M. takes to musical boundaries, always implementing new styles of rock and pop. The two arrows also symbolize the band's core members (Stipe and Buck), as well as their progressive activism and conservation efforts.

PHOTO

I felt this photo fit R.E.M.'s clean, simple, and sturdy rebrand—it moves away from their previous messy, grungy look and moves toward a more careful, deliberative, clean, and powerful look.

WEBSITE

I wanted the website to have a modern and responsive look. The video player and interactive timeline allows the user to learn more about the history of R.E.M. and listen to their music.

COLORS

I used a blue color scheme in order to represent the band's trustworthiness, musical and political strength, intellectual songwriting, and progress throughout time.

TYPE

I used a simple yet interesting sans serif called Bavro for R.E.M.'s title font to represent the band's rebrand while still maintaining an element of design. The subtitles on the poster are a clean, sharp sans serif, too, with a clean body serif. I wanted to move away from the grungy vibe and focus on the band's new clean, professional attitude that focuses on the deeper meaning behind the music.