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ARTIST

Marvin Gaye

ARTISTS

Jake, Joe, Gracie, Laney

# WHAT'S GOING ON

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# WHAT'S GOING ON?

A soulful, loving album addressing the hurt in america in the early 1970s, What's Going On is a classic in Gaye's discography and beloved by many all over the world.



# OUR APPROACH

We wanted to create an album release that would remain true to the original message of the album, while using new design methods to appeal to new audiences.



# THREE WORDS

## 1 BOLD

To reflect the brave and needed message and sound of the album

## 2 WARM

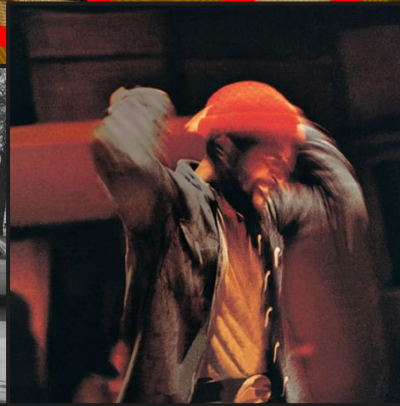
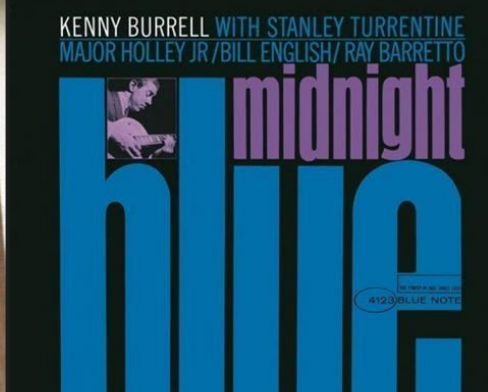
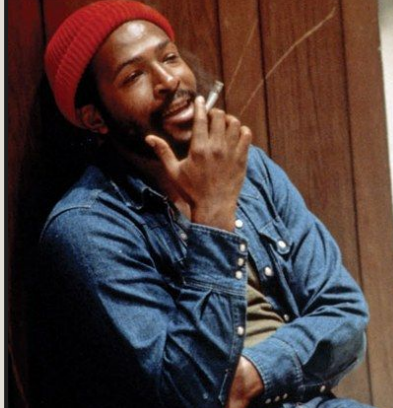
To reflect the overall vibe, color palette and earthiness of the album

## 3 SOULFUL

To reflect the deep and emotional nature of the album

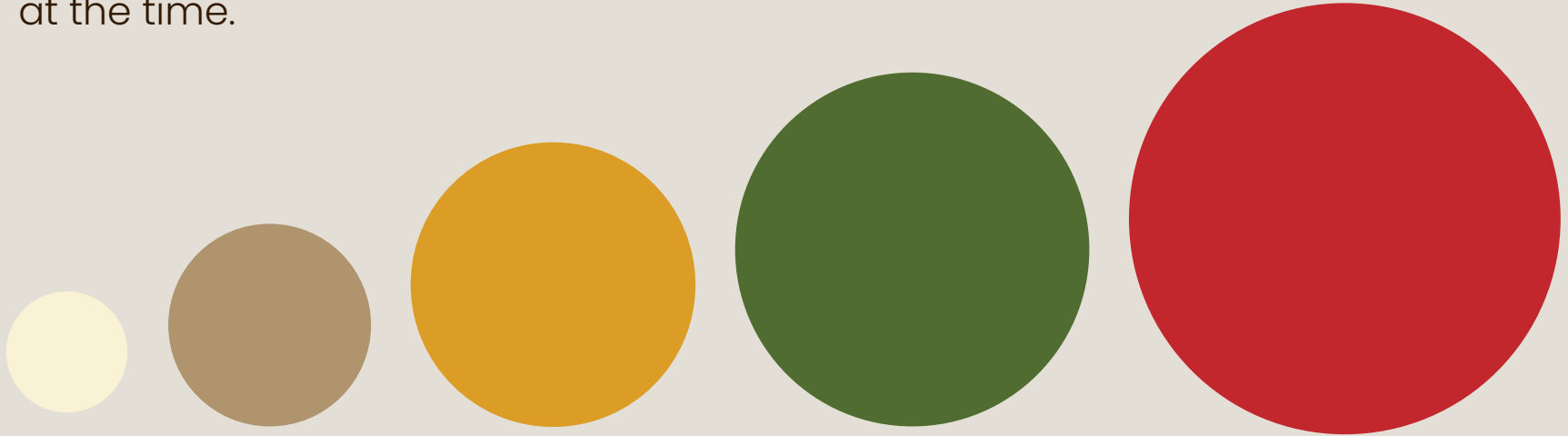
# DESIGN MOODBOARD

We drew inspiration from mid century modern design, jazz album cover design, the civil rights movement, and anti-vietnam protests.



# COLOR

We chose this color palette because it reflects the warm and earthy tones present around Marvin Gaye, as well as the palette being common at the time.



# TYPOGRAPHY:

We studied the previous album and decided to repeat the use of the font pentz

We studied 1970s era jazz albums and repeated the use of fonts like futura

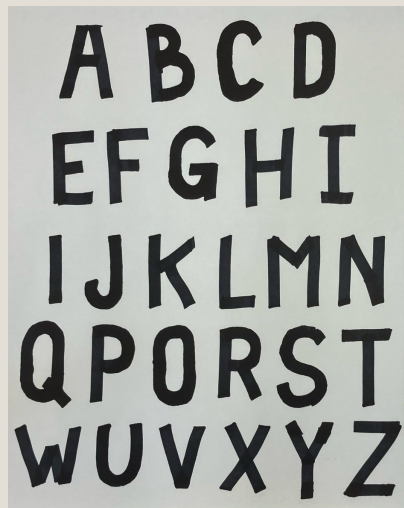
We studied vietnam-era picket signs and created a hand drawn type to use for the album cover

Pentz Classic

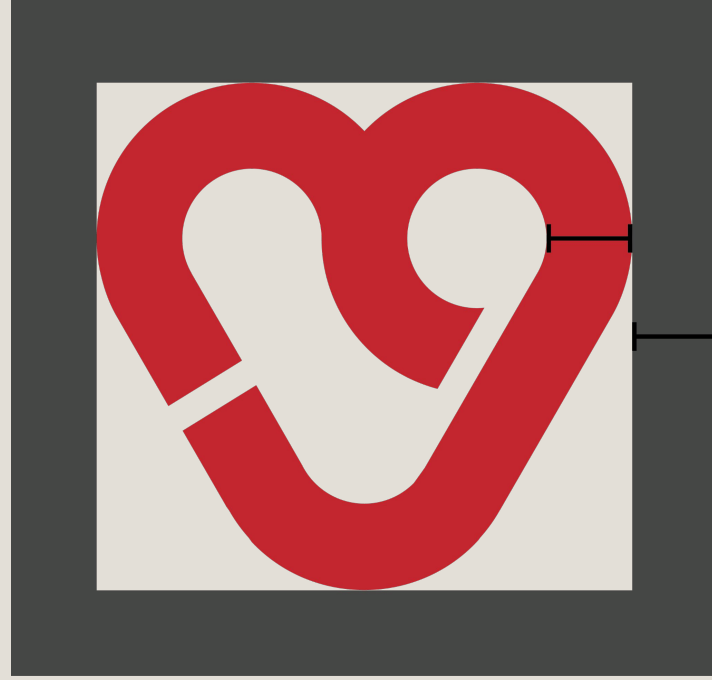
Futura

Futura

Futura



# LOGO MARK:



# ALBUM COVER:

Icon of a picket sign to suggest the anti-war themes of the album.

Custom type to resemble other hand-painted signs





# VINYL JACKET:



# VINYL JACKET MOCKUPS:







# VINYL CENTER (A):



# VINYL CENTER (B):



## CD INSERT:

[illegible]



# CD BACK:



# CD DISK:



# CD DISK MOCKUPS:

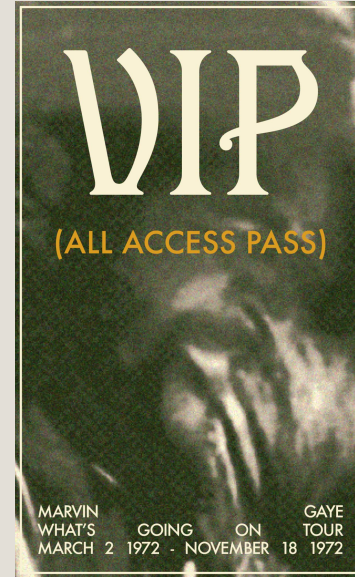


# TOUR POSTER:





# VIP PASS:



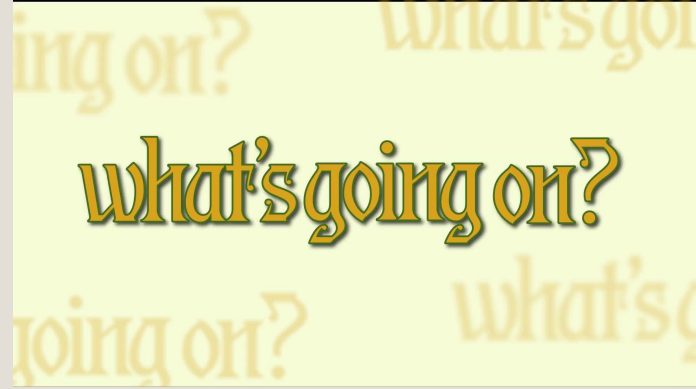
# INSTAGRAM POSTS:



Marvin Gaye What's Going On			
4/18	SAN DIEGO, CA	6/26	KANSAS CITY, MO
4/22	SAN CARLOS, CA	6/28	OMAHA, NE
4/23	SAN CARLOS, CA	7/01	HIGHLAND, CA
4/24	SAN CARLOS, CA	7/03	HIGHLAND, CA
4/29	HOUSTON, TX	7/08	PITTSBURGH, PA
5/01	ATLANTA, GA	7/09	PHILADELPHIA, PA
5/07	DALLAS, TX	7/11	TORONTO, ONT.
5/08	SHREVEPORT, LA	7/12	BOSTON, MA
5/17	NEW YORK CITY, NY	7/14	NEW HAVEN, CT
5/18	NEW YORK CITY, NY	7/15	EAST RUTHERFORD, NJ
5/19	NEW YORK CITY, NY	7/16	ROCHESTER, NY
5/21	NEW YORK CITY, NY	7/22	GREENSBORO, NC
5/22	NEW YORK CITY, NY	7/23	ALBANY, NY
5/26	TAMPA, FL	7/24	TALLAHASSEE, FL
6/01	MEMPHIS, TN	7/27	PORT WASHINGTON, MI
6/03	HAMPTON, VA	7/31	AUSTIN, TX
6/09	INDIANAPOLIS, IN	8/03	LOS ANGELES, CA
6/10	MERRILLVILLE, IN	8/04	LOS ANGELES, CA
6/11	CINCINNATI, OH	8/05	LOS ANGELES, CA
6/12	DETROIT, MI	8/06	LOS ANGELES, CA
6/23	ROCKFORD, IL	8/07	LOS ANGELES, CA
6/24	ST. LOUIS, MO	8/12	PHOENIX, AZ
6/25	OKLAHOMA CITY, OK		



# ANIMATIONS:



# TOUR TEES:

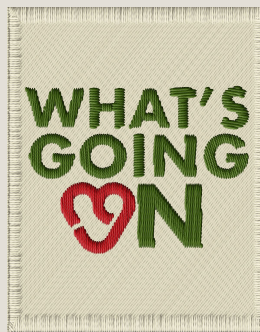




# SWEATSHIRT & SWEATPANTS:



# ACCESSORIES:





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