

## FreeWheelin' Concerts

### Branding

visual identity instantly linked to music

energetic and youthful feel

### Website

upcoming concerts

features artist profiles with music

promotes benefit concert for children's charity



FreeWheelin' Concerts is an endeavour by a volunteer group of music lovers to bring the best in live acoustic music to our city. The group hopes to create an environment supportive to established and up-and-coming musicians.

Electra brings marketing expertise, imagination and cost-friendly production knowledge to the project. Electra sensitively creates a visual identity for the concerts and a website to connect new audiences to the musicians and the series.

