

Vanessa de la Rosa, *graphic designer*

Blurry Halos is a rock/pop punk band from Richmond, VA. Formed in 2016 with four members, their influences are Pierce the Veil, Neck Deep, Sub Urban, and Twin XL. Their music has fast-tempo rhythms with catchy melodies, addressing different issues of life, love, and failure. The band writes, performs, and produces their own music. Their Bad Intentions album releases on May 15th, 2020 with a concert tour playing in Virginia, Florida, California, Maryland, New York, Georgia, Washington, and Pennsylvania from June 12th – July 31st.

I have designed the album and CD covers for Bad Intentions, along with the logo, tour poster, a digital banner, and a tour T-shirt. The logo is a visualization of their name; a blurry effect was created throughout the logo with a halo on top. A sans serif font was chosen to give the band a modern look, make reading easier, and for continuity throughout all of the products. The album and t-shirt design are done in a minimal, simplistic, and clean style in black and white, with bold black lines, and a splash of purple color. The album and CD covers are similar, but with different design components because of size and layout.

All the products have similar style and visual elements to make them cohesive. The purpose is to create a branding style system for Blurry Halos yet be unique for this album and tour.