

THE SUNRISE TOUR

CREATIVE DIRECTION AND VISUAL CONCEPTS FOR UK TOUR

01

TOUR LOGO

TOUR LOGO

The Sunrise Tour marks 25 years since the release of the debut Ja Rule album, *Venni, Vetti, Vecci*. It is an important milestone and a landmark opportunity to celebrate multiple successes throughout the last 25 years. It is a moment deserving of recognition and should be signposted as such.

The following pages house various wordmarks, all designed with this unique moment in mind. Bold, loud and impactful, these marks are a fitting tribute to the career they stand to represent.

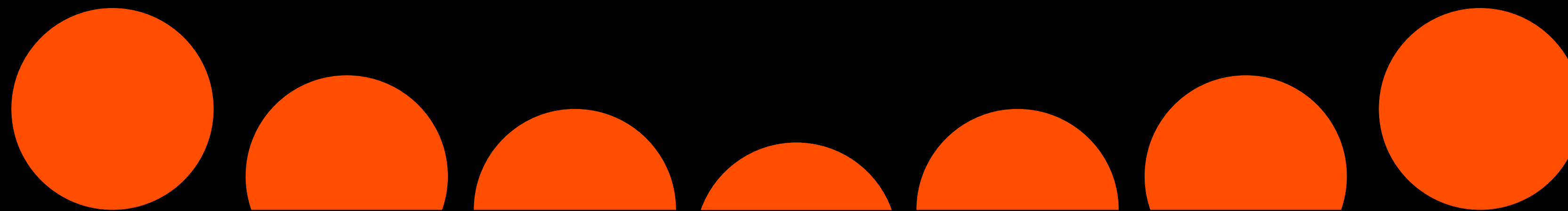
The colors utilised should always contrast strongly with the background so as to reinforce key elements and maintain a strong visual impression.

This first idea acknowledges the various stages of Ja Rule's career; the sun in the process of rising, is a nod to pivotal years gone by. It signifies the perpetual growth and development that has enabled Ja Rule to become the artist he has over the past 25 years. To live is to learn, to learn is to grow.

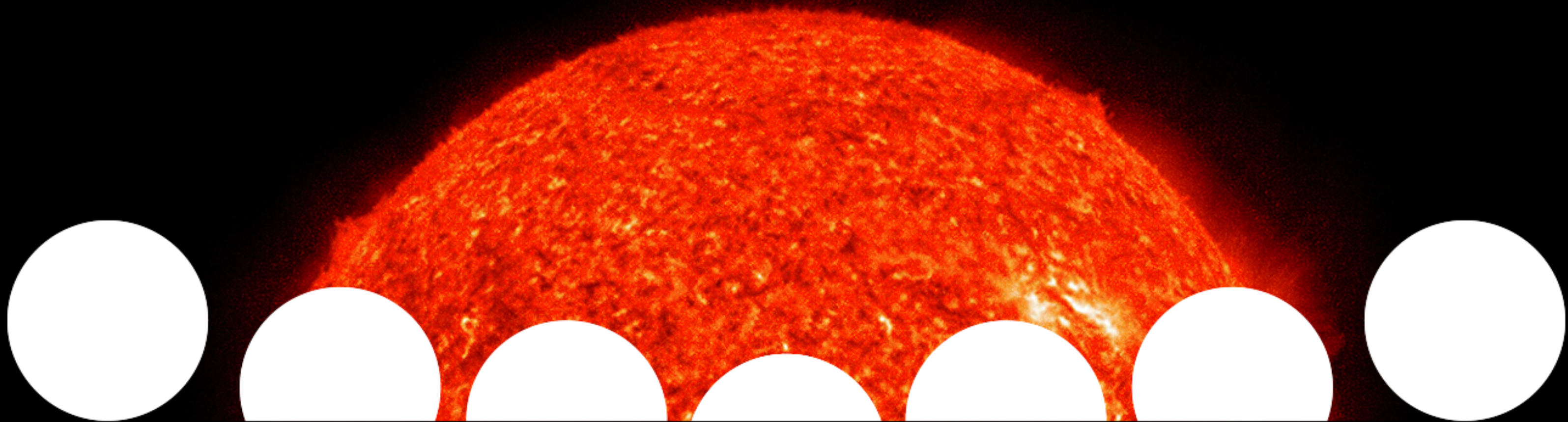




THE SUNRISE TOUR



THE SUNRISE TOUR CAN WE WATCH THE
SUNRISE TOGETHER?

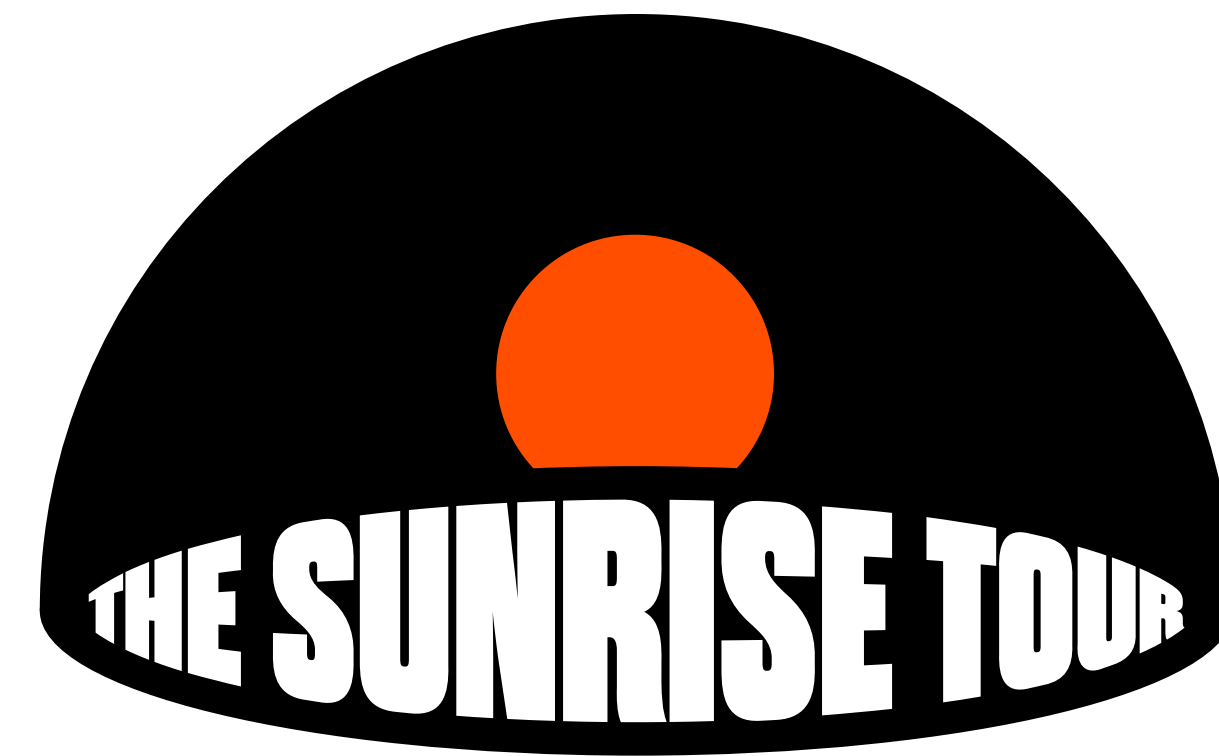


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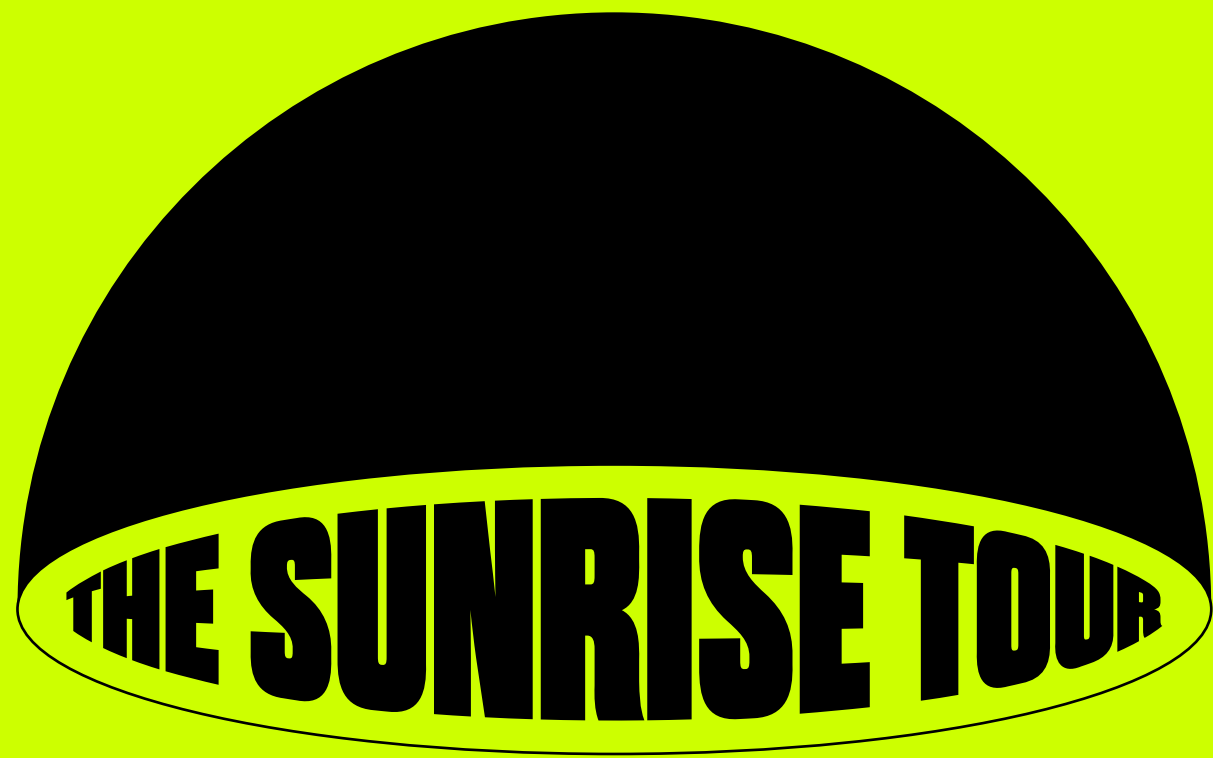
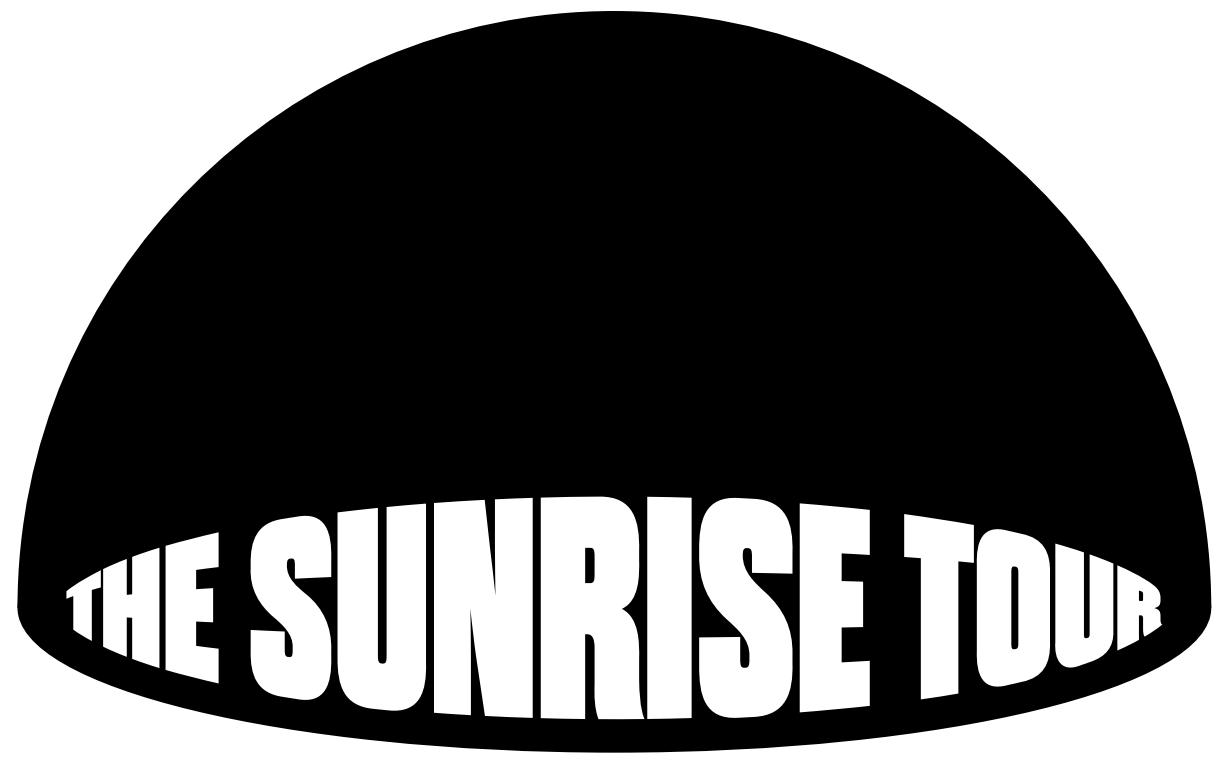
TOUR LOGO

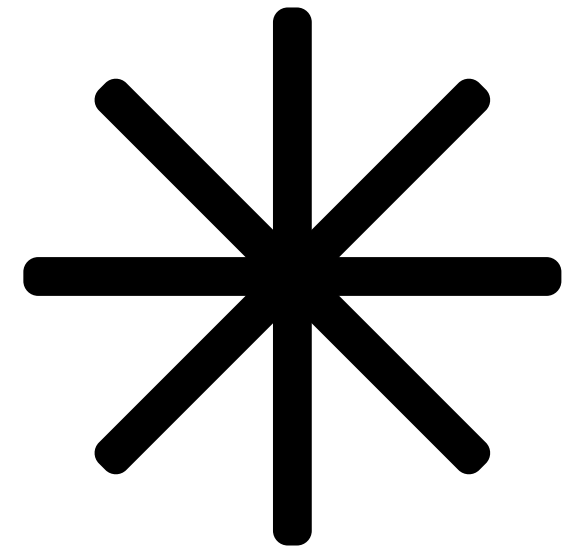
This second logo places more of an emphasis on the tour itself. At first glance, what presents as the sun rising up over the brow of a hill, also reveals itself to be contained within a dome-like arena.

This mark addresses the bold, powerhouse nature of Ja Rule's career, whilst also relaying it back to the present; which takes place at a concert situated in 1 of 10 UK based arenas. It offers a concise visual summary of the now, against the backdrop of all that has gone before.



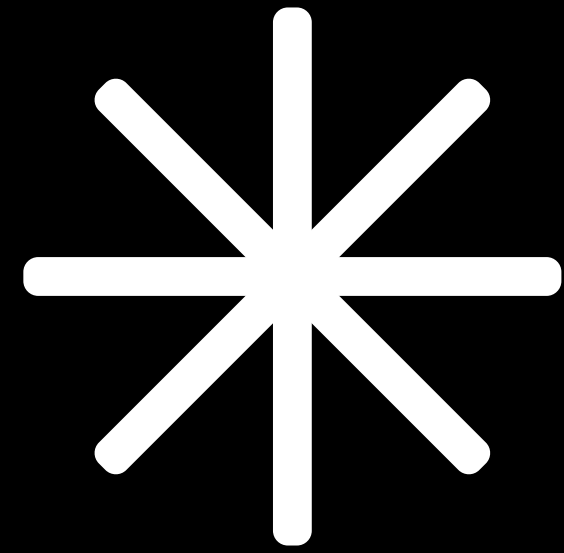






THE SUNRISE TOUR





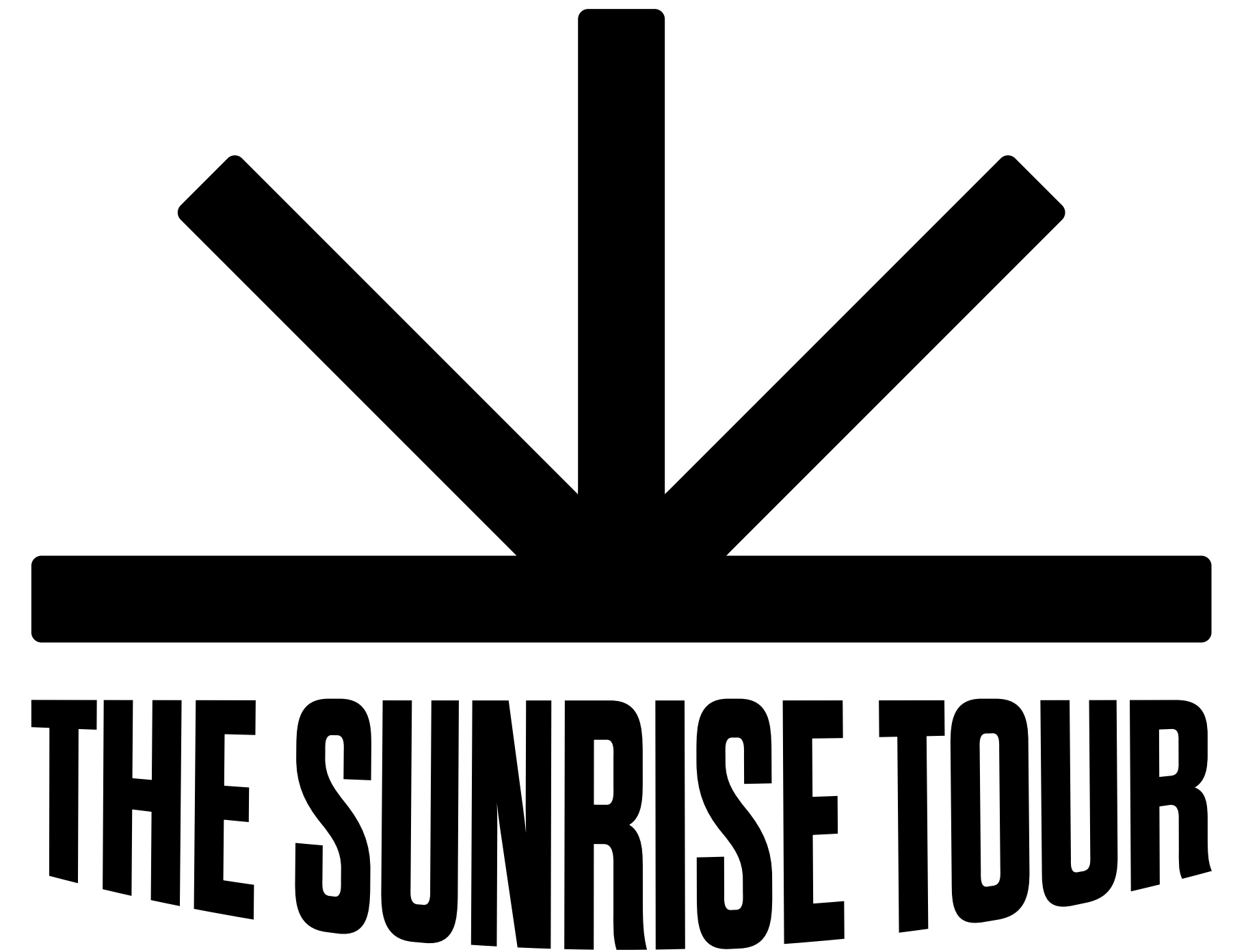
THE SUNRISE TOUR

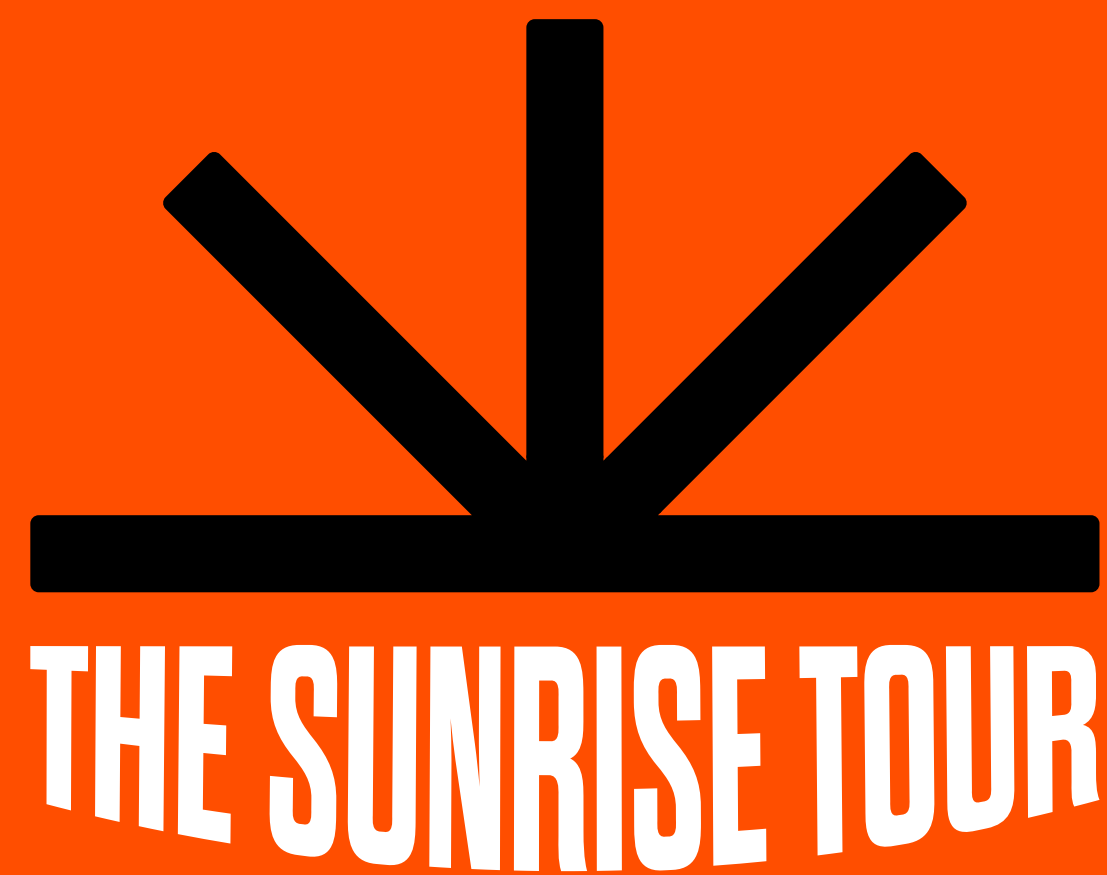
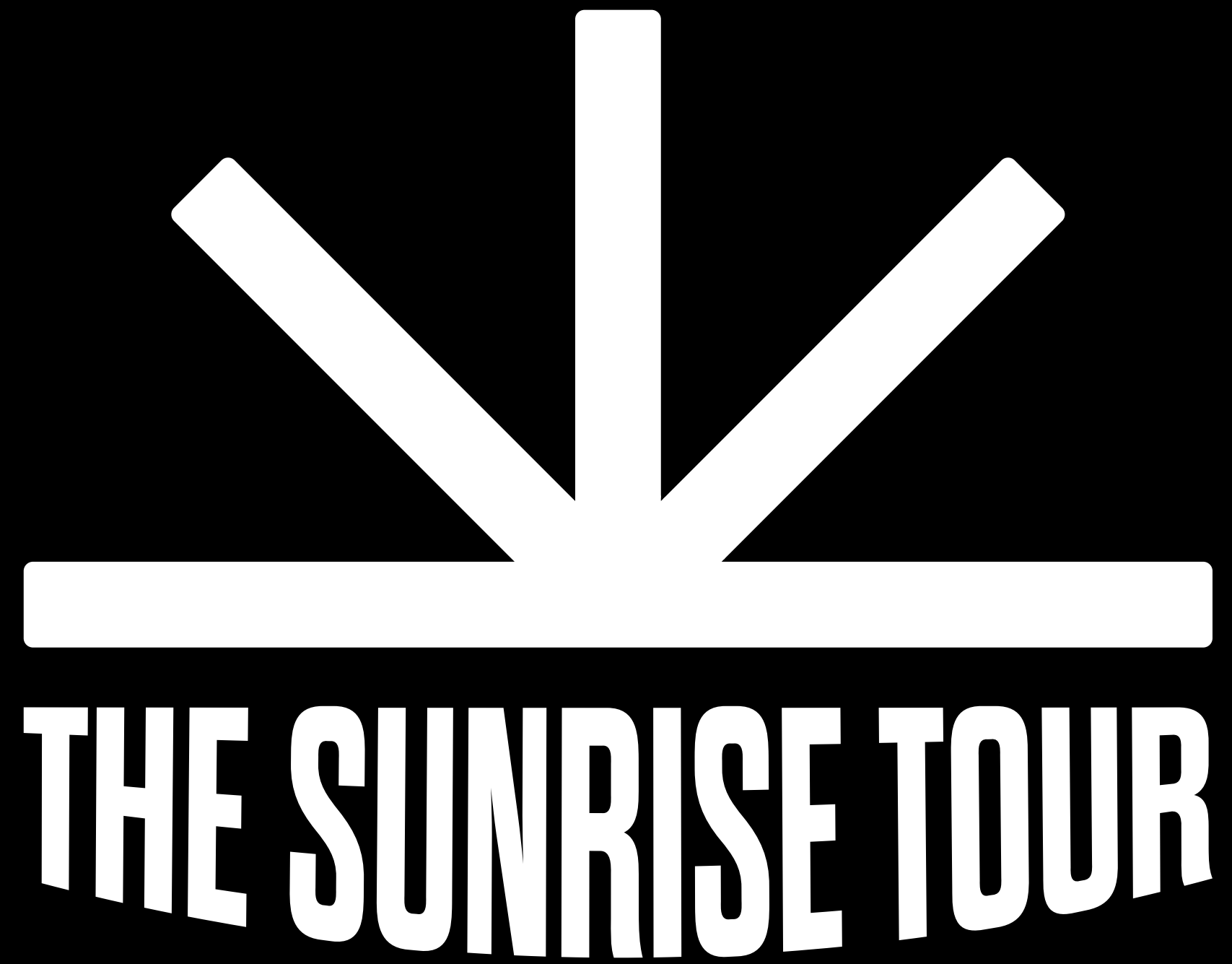


TOUR LOGO

This third approach offers up a minimal, more simplified mark. It communicates a similar message to the iterations in the previous example, but relies less on an application of color to do so.

The ability to present it in one uniform color makes it extremely user-friendly and enables it to cut a dominant figure against all manner of backdrops.







THE SUNRISE TOUR

**CAN WE WATCH THE
SUNRISE TOGETHER?**



02

COLOR PALETTE

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This concise color palette allows for the bulk of any visual application to be done so in just two to three colors (depending on usecase). They further emphasise the overarching sunrise narrative and stand out to good effect against a black or white background.

Particular thought has also been given to how these colors would present when applied atop a variety of sky associated photography or video. Examples of which can be found throughout this document.





THE SUNRISE TOUR

02

APPLICATION

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The following pages include examples of the logo-marks and other graphical elements when applied to a variety of tour related materials.

The merchandise has been created with a streetwear ethos in mind and any chosen blank should ideally be of a thicker, heavier nature. This will not only allow the garment to hang correctly but also ensure that it becomes a staple in the wardrobe of tour going fans. The color of the garment should be chosen so as to contrast as much as possible with the color of any chosen graphic. This will tie in with the overallly creative direction and also heighten the sense of visual cohension felt amongst the audience within the arena.

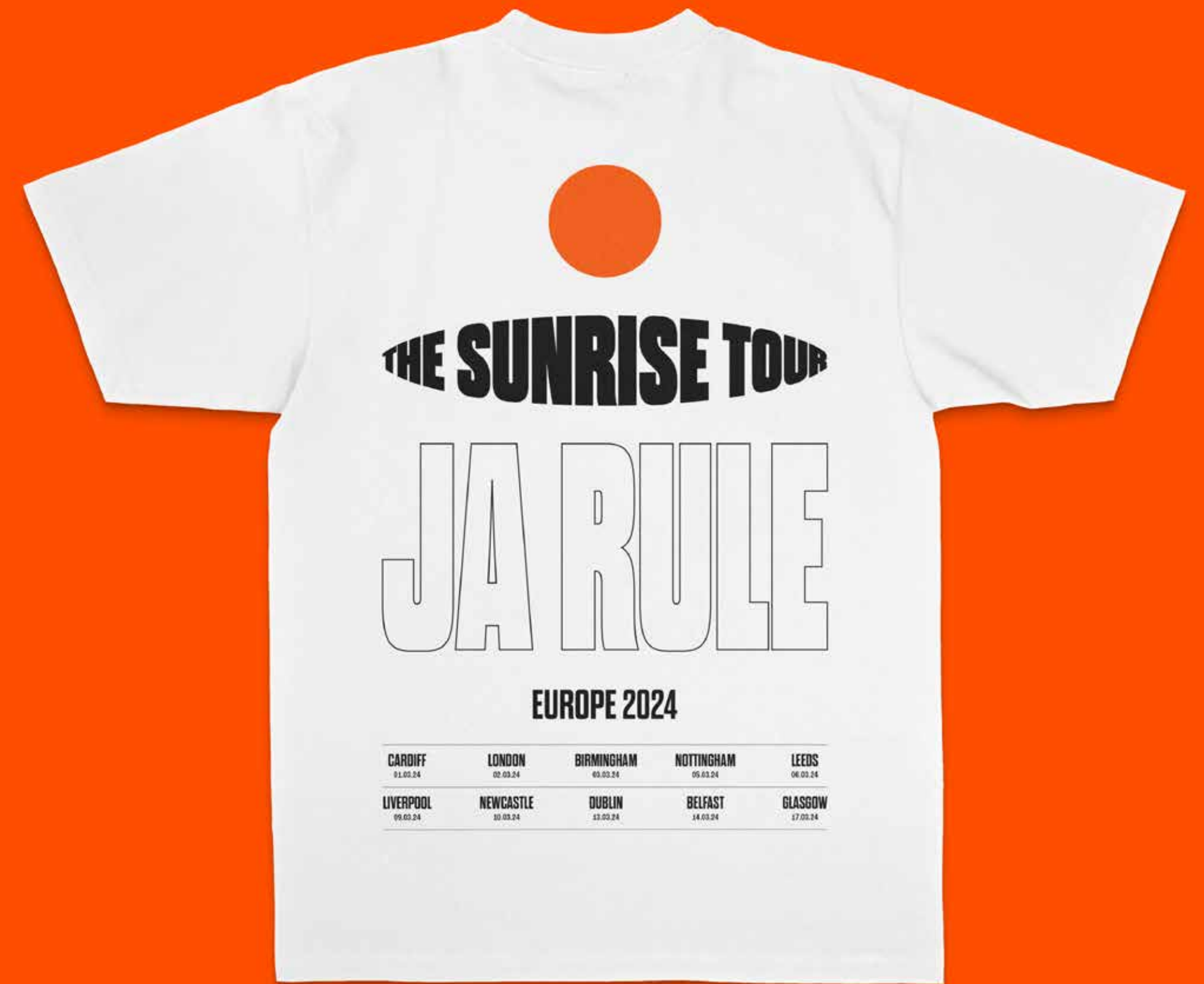
There are aslo examples of the graphics in both poster and billboard format to get a feel for how various design collateral outside the arena might advertise or build anticipation for the live experience within. These could also be sold in smaller formats at the merchandise stall.















THE SUNRISE TOUR

EUROPE 2024

CARDIFF
01.03.24

LONDON
02.03.24

BIRMINGHAM
03.03.24

NOTTINGHAM
05.03.24

LEEDS
06.03.24

LIVERPOOL
09.03.24

NEWCASTLE
10.03.24

DUBLIN
13.03.24

BELFAST
14.03.24

GLASGOW
17.03.24



THE SUNRISE TOUR

JARVIS

EUROPE 2024

CARDIFF 01.03.24	LONDON 02.03.24	BIRMINGHAM 03.03.24	NOTTINGHAM 05.03.24	LEEDS 06.03.24
LIVERPOOL 09.03.24	NEWCASTLE 10.03.24	DUBLIN 13.03.24	BELFAST 14.03.24	GLASGOW 17.03.24

JA RULE

THE SUNRISE TOUR

CARDIFF
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LONDON
02.03.24

BIRMINGHAM
03.03.24

NOTTINGHAM
05.03.24

LEEDS
06.03.24

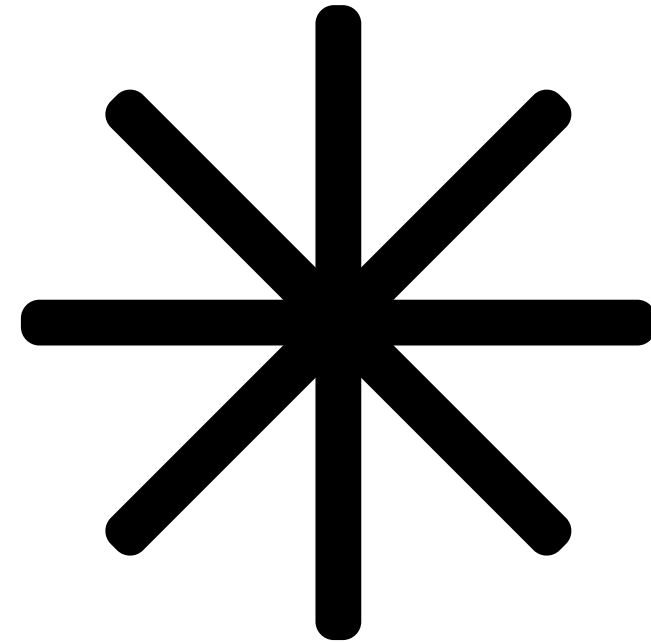
LIVERPOOL
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NEWCASTLE
10.03.24

DUBLIN
13.03.24

BELFAST
14.03.24

GLASGOW
17.03.24



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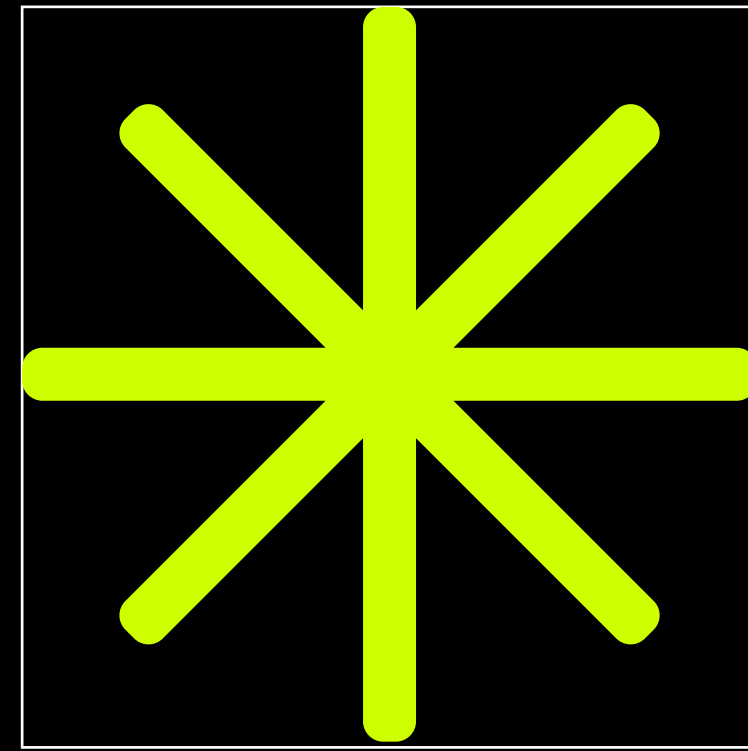
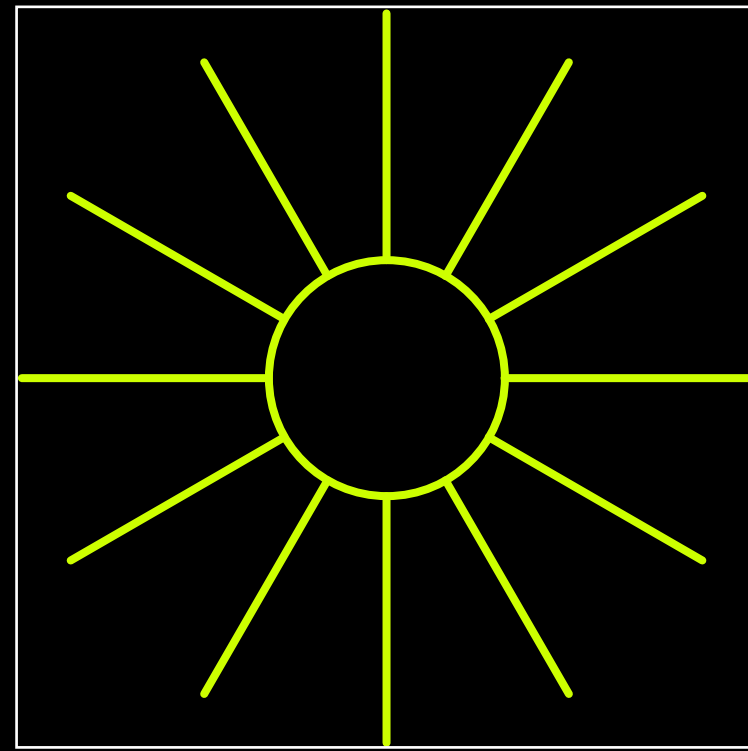
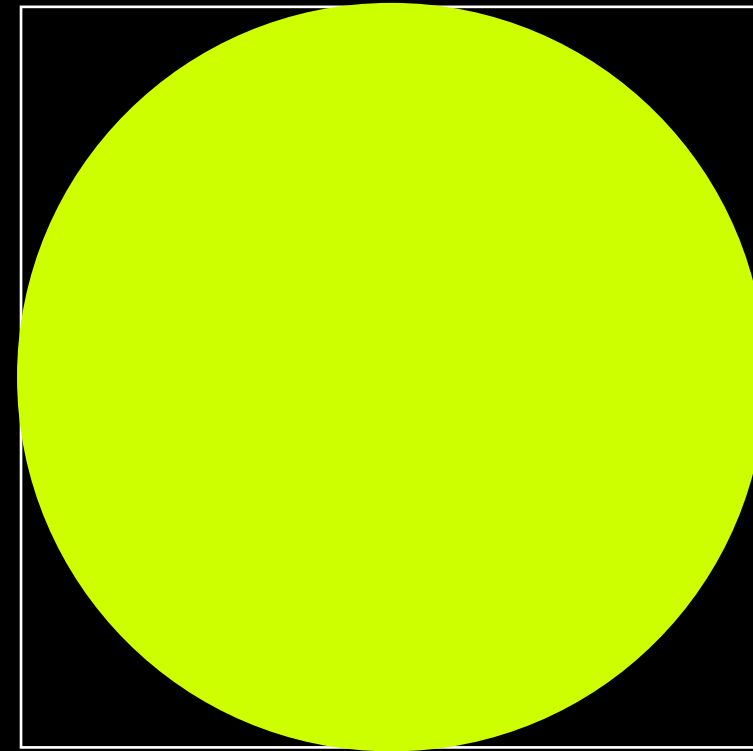
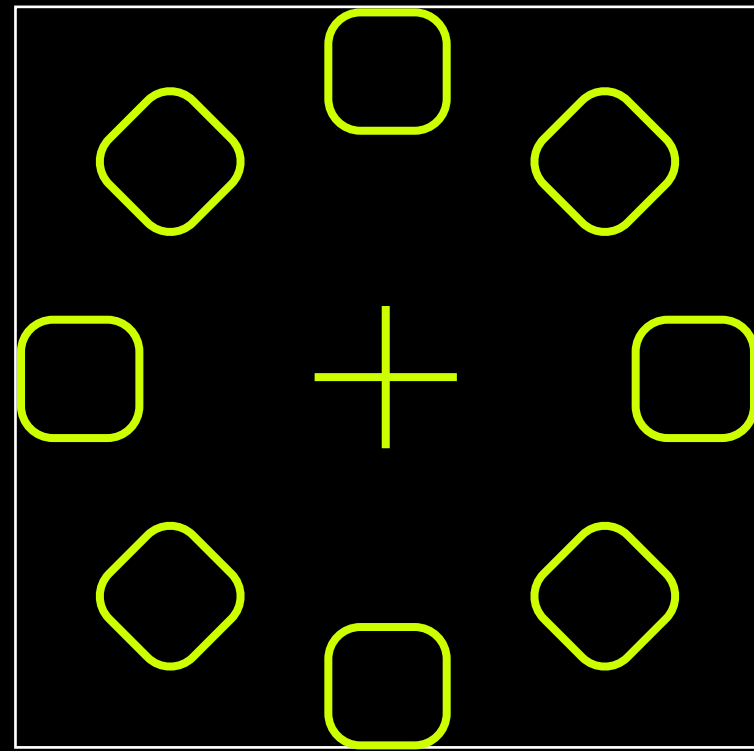
NEWCASTLE
10.03.24

DUBLIN
13.03.24

BELFAST
14.03.24

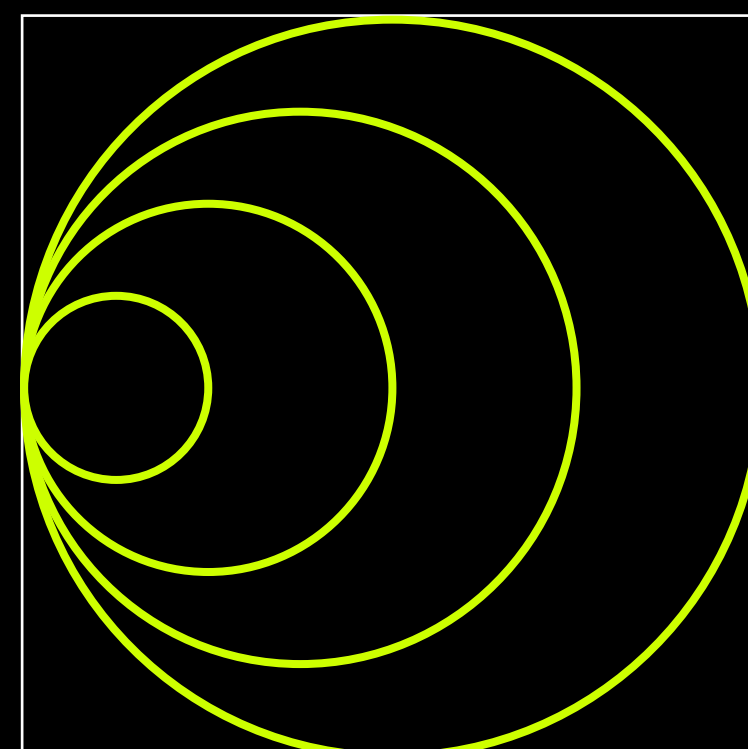
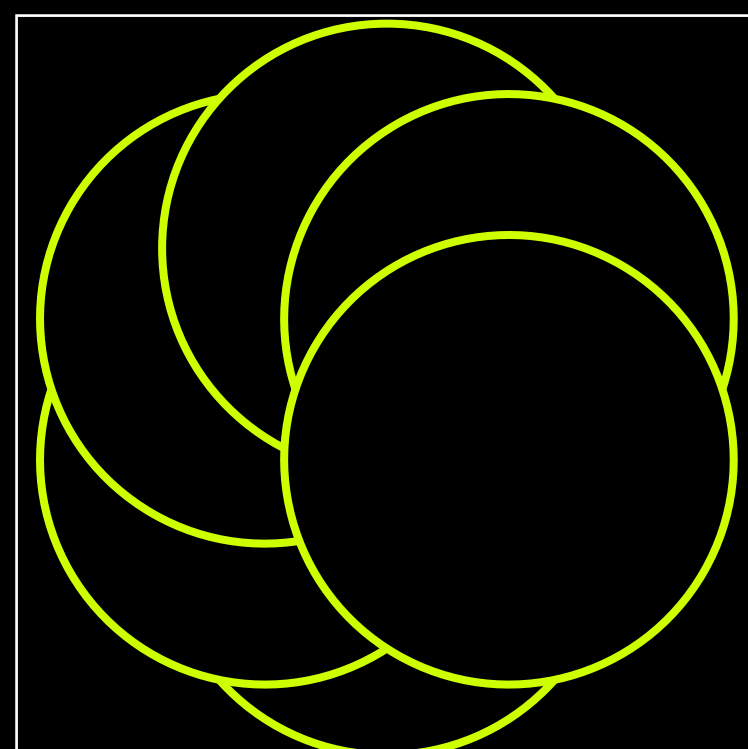
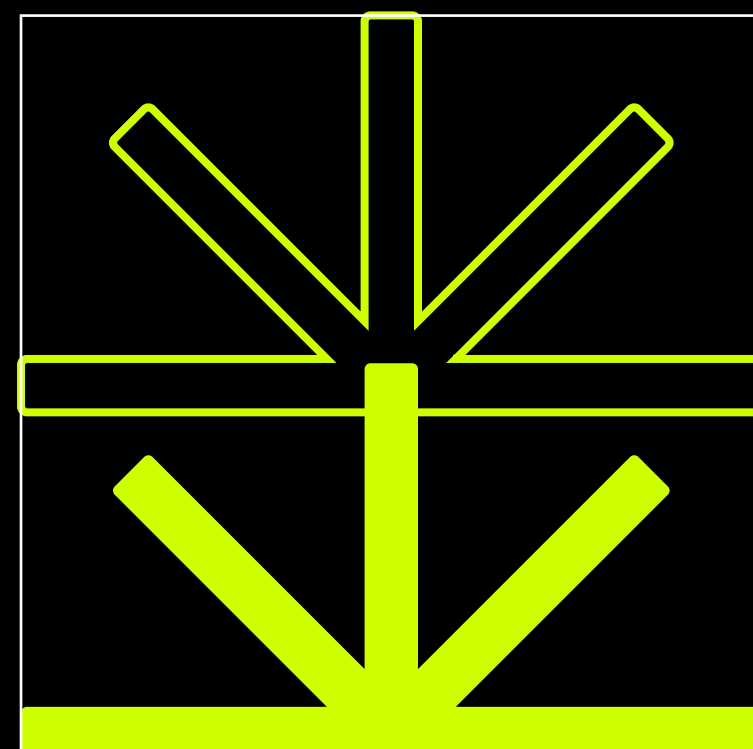
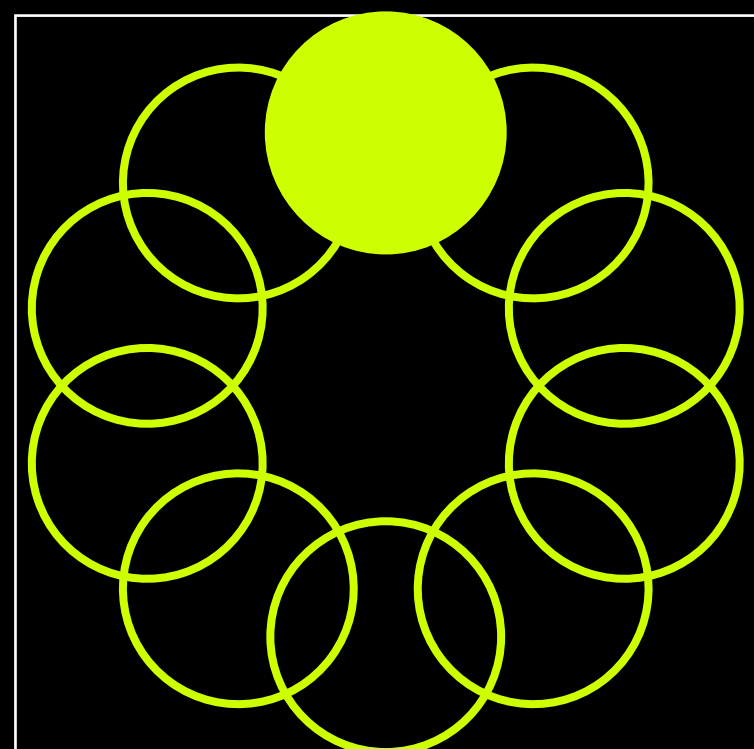
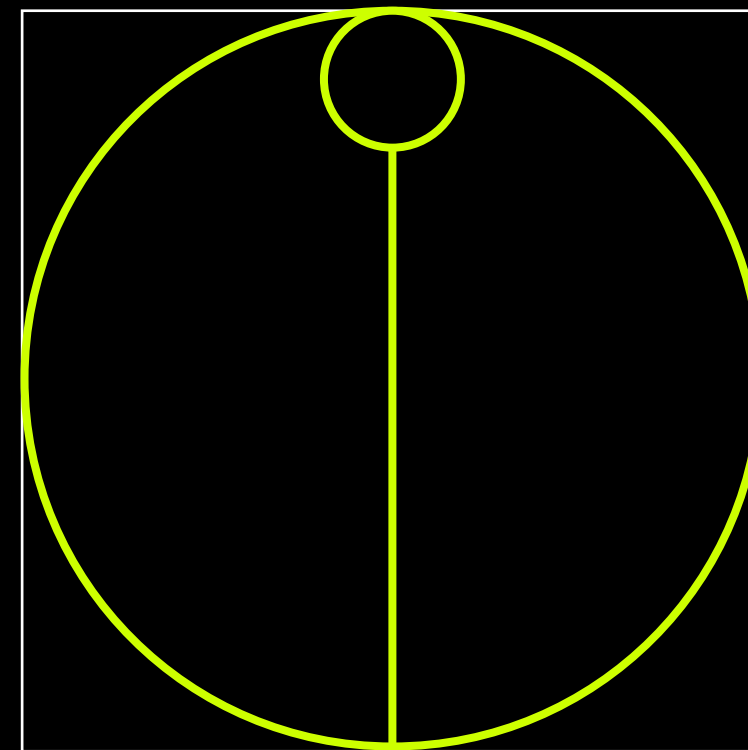
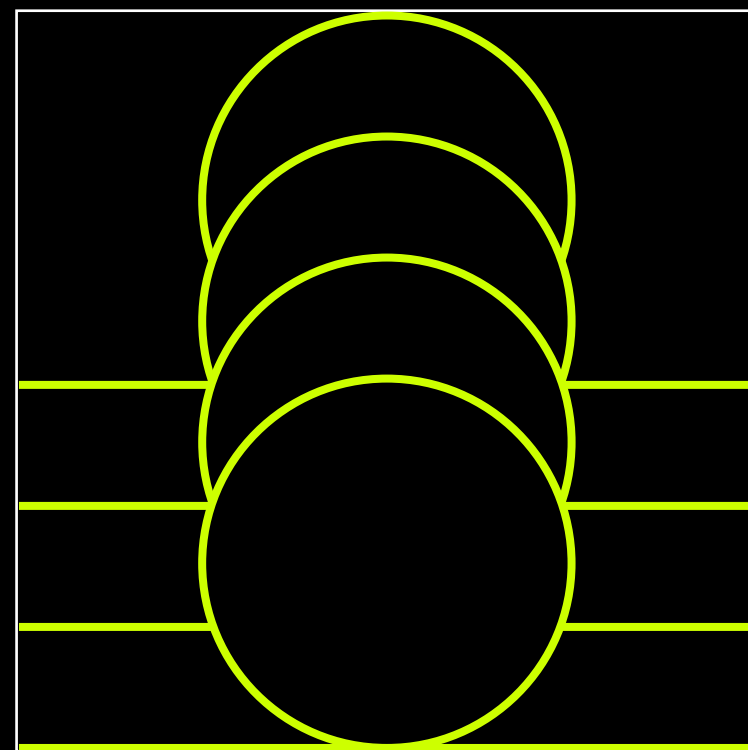
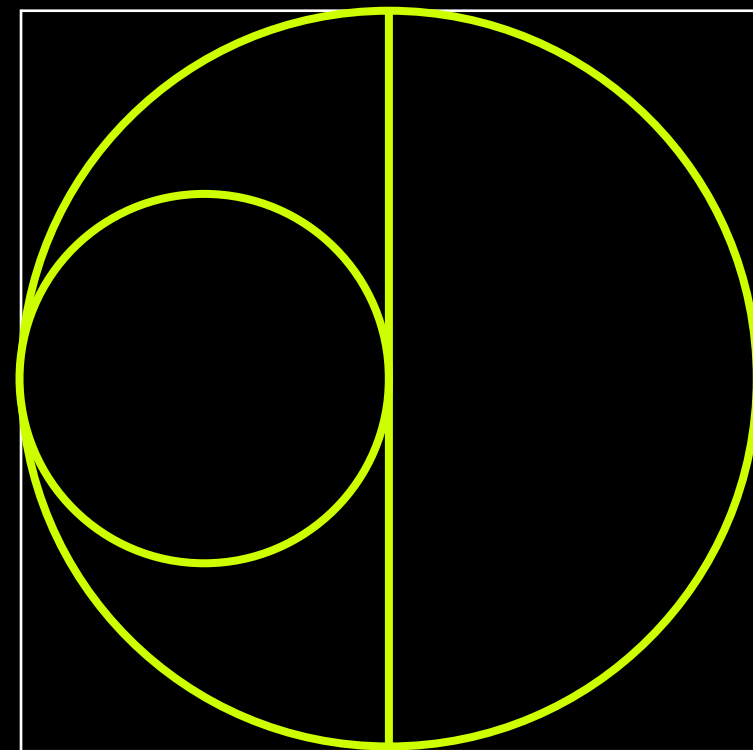
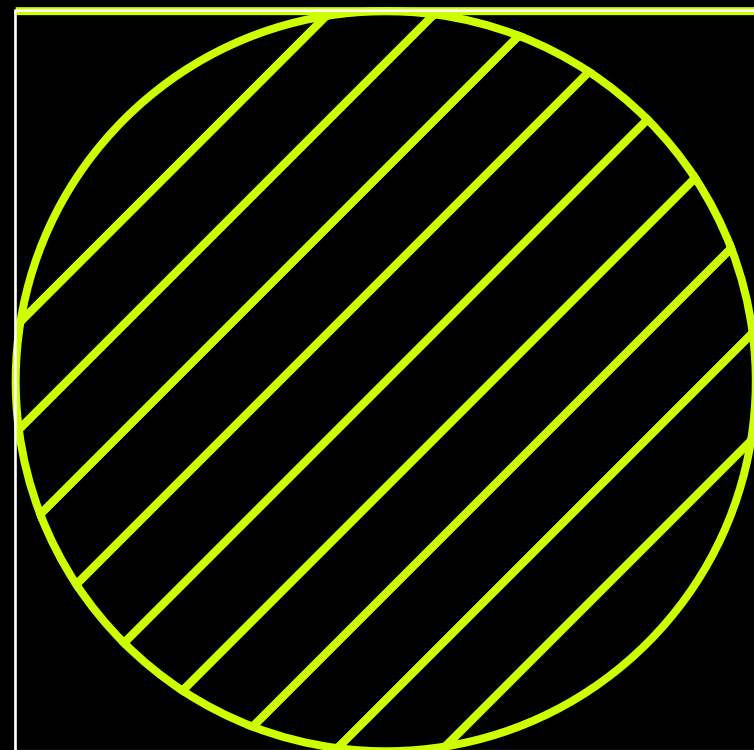
GLASGOW
17.03.24

04 **ADDITIONAL**

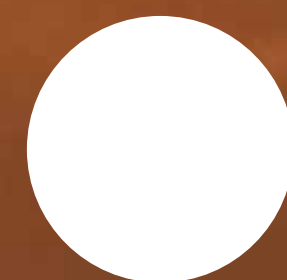
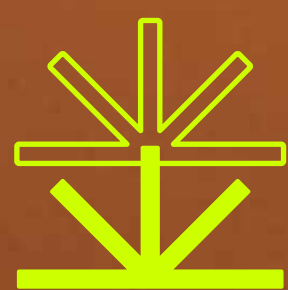
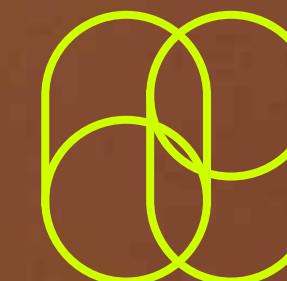
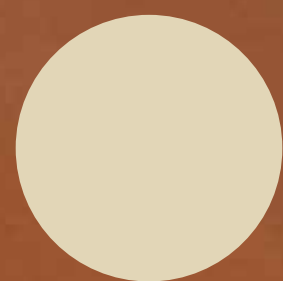


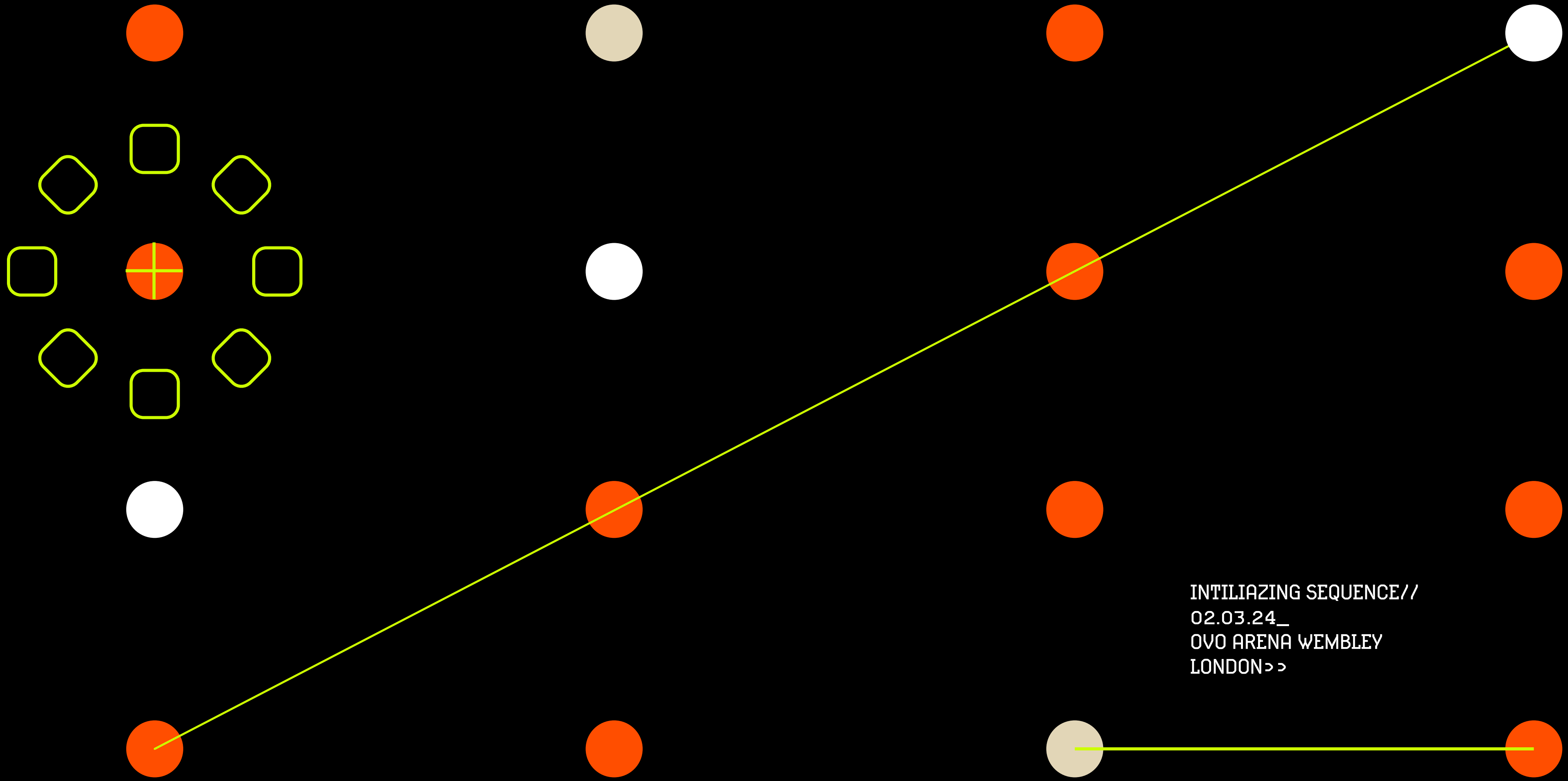
SUNRISE ELEMENTS

Included here are a selection of additional sunrise related elements to help further extend the tour's visual language. These details will help add depth to the overall experience, whether utilised on a physical item or animated and incorporated into the visual sequences displayed on screens during the show.

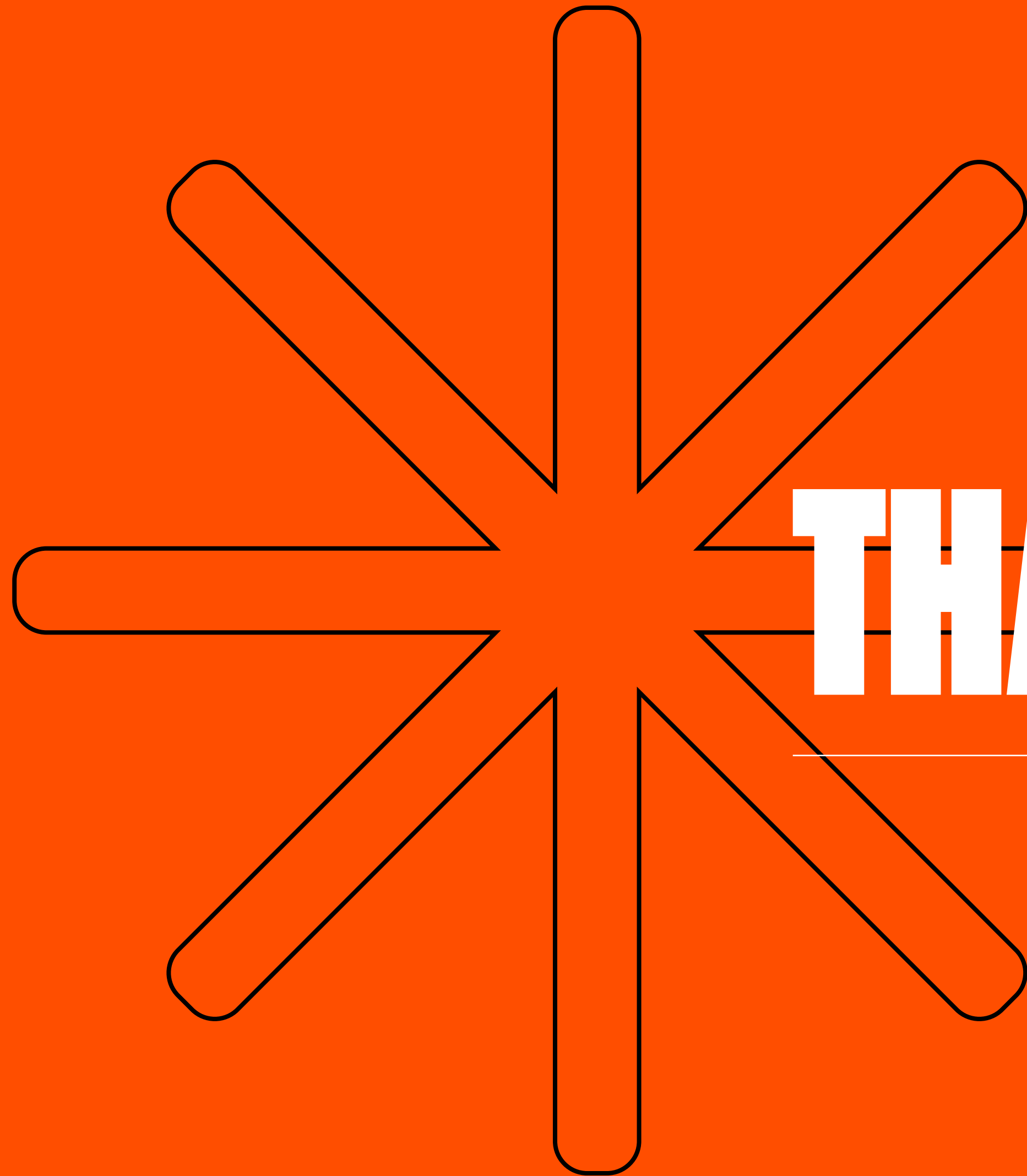


INITIALIZING SEQUENCE//
02.03.24_
OVO ARENA WEMBLEY
LONDON>>





INTILIAZING SEQUENCE//
02.03.24_
OVO ARENA WEMBLEY
LONDON>>



THANK YOU
