

kayleigh
heavilin

PROCESS BOOK
CORPORATE IDENTITY
FALL 2022

A SEPARATE REALITY RECORDS





Student Name

Kayleigh Heavilin

Company Name

A Separate Reality Records

Type of Business

Record store that specializes in selling used records.

Key Words

Music, records, vintage, psychedelic

Company Mission Statement

Bringing you the rarest and greatest LP's from the golden age of music, the 1960's-1990's

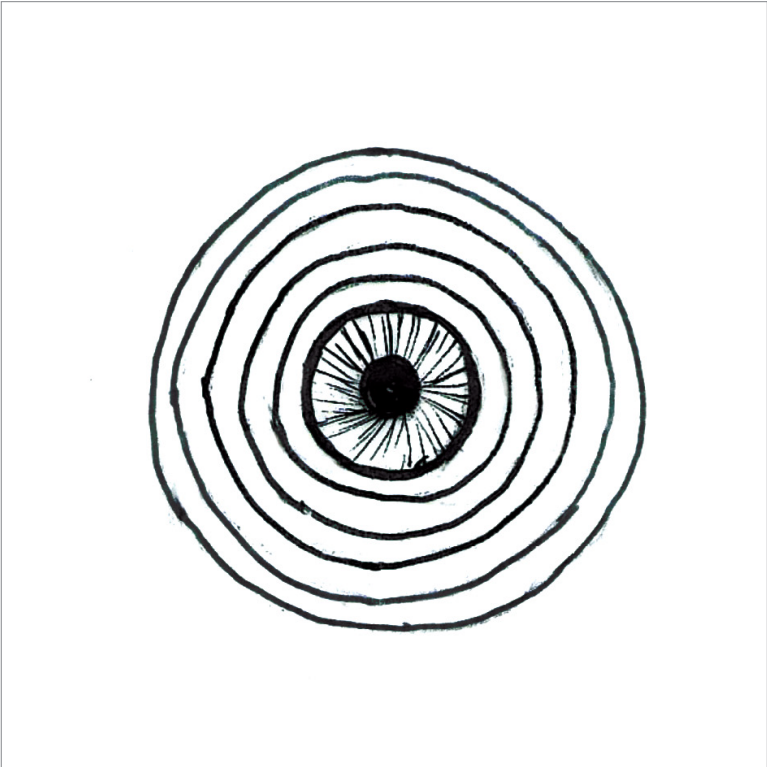
Competitors

Time Traveler Records, Record Revolution

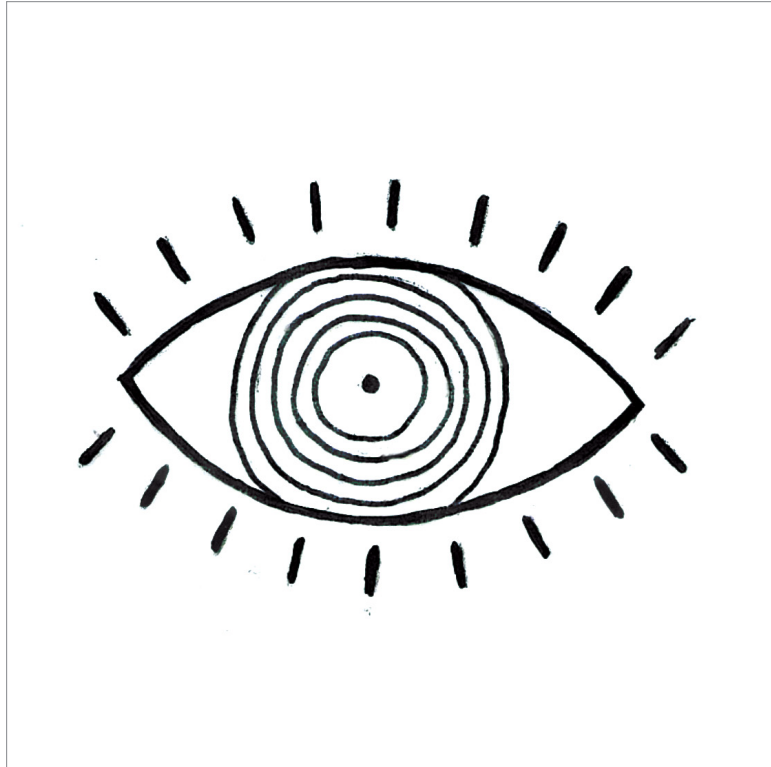
How have you differentiated them from their competition

Highlight their focus on the 'golden age' of music by creating a fun and psychedelic look reminiscent of the 70s.

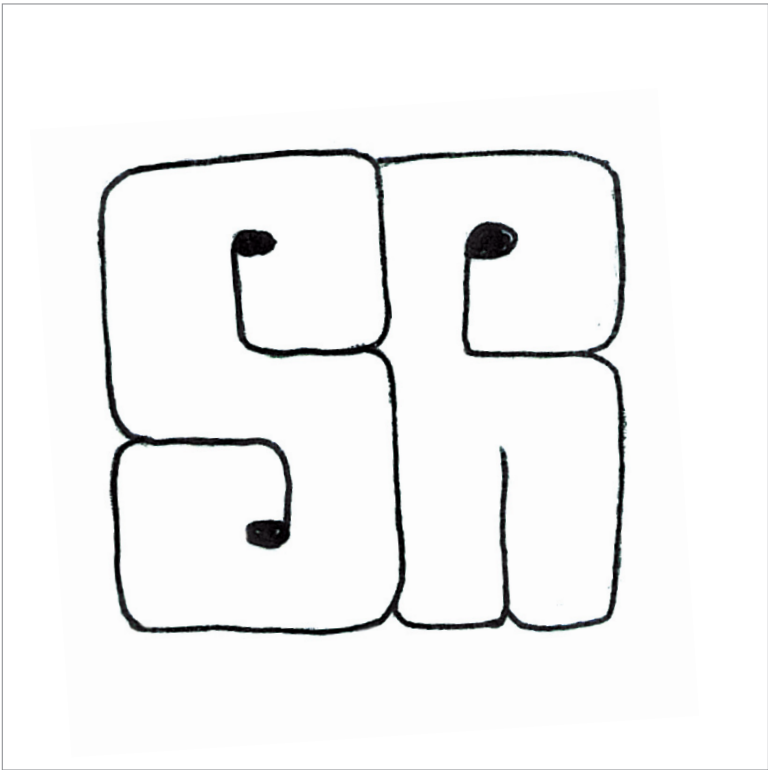
1. Pictogram or Icon



2. Abstract Symbol



3. Monogram

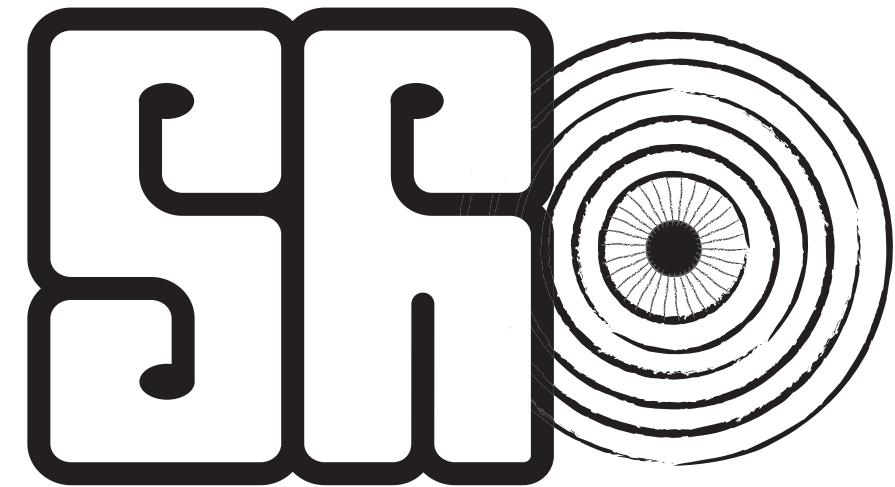
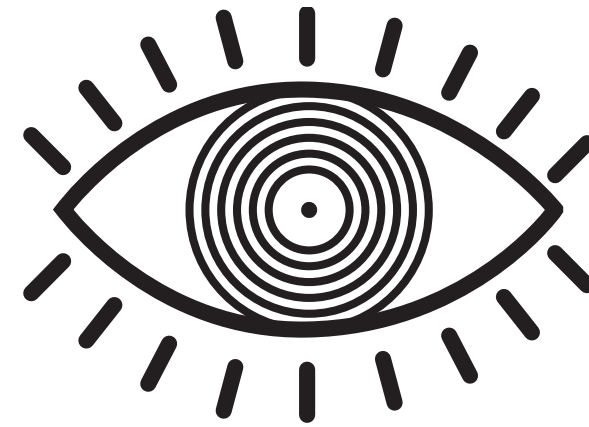
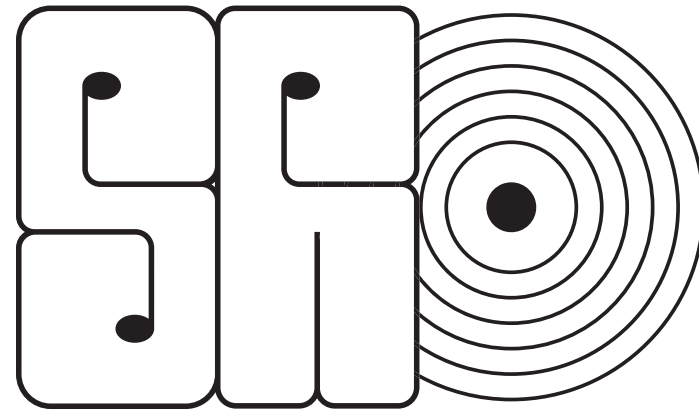


4. Logotype or Wordmark



5. Combination









BLACK



PANTONE

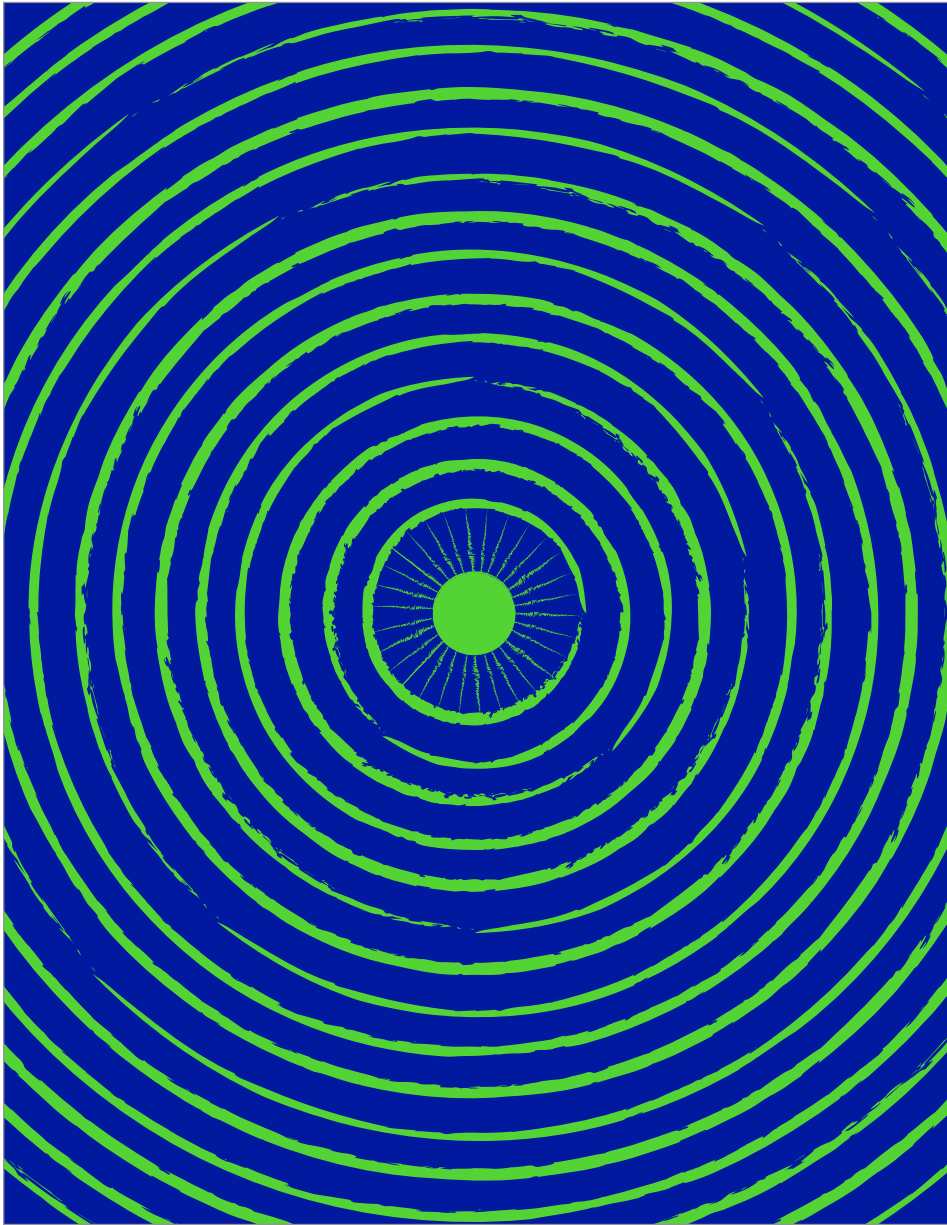


CMYK



Blue 072 C (100, 97, 3, 1)

802 C (67, 0, 100, 0)



216-644-7934
11221 Detroit Ave, Cleveland, OH 44102

Dear Jane,

Thank you for inquiring about selling your record collection to A Separate Reality Records. Here at A Separate Reality, we specialize in rare records from The Golden Age of Music, the 1960's-1990's, ranging from psychedelic rock to jazz to hip hop. We take great pride in discovering unknown musical legends and sharing their stories with our customers.

A Separate Reality Records buys, sells, and trades rare vinyl records, and are willing to purchase both individual records and large collections. We're happy to come to you to take a look at your collection! We'll travel anywhere in Northeast Ohio, and we'll even travel as far as Cincinnati, Pittsburgh, or Detroit for a quality collection. We look forward to hearing from you to further discuss selling your records.

Sincerely,

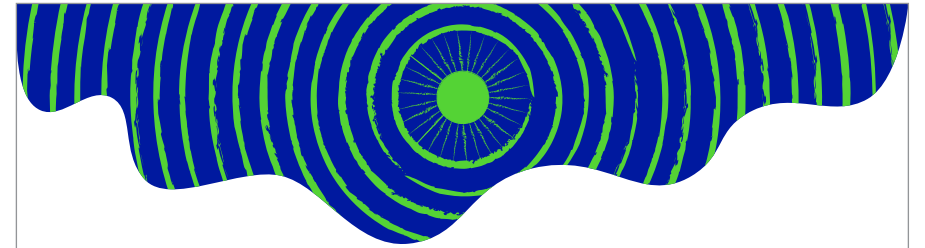
Augustus Payne
Owner of A Separate Reality Records



A Separate Reality Records
11221 Detroit Ave
Cleveland, OH 44102

Jane Doe
123 Main Street
Akron, OH 44314

STEP INTO A SEPARATE REALITY.





216-644-7934
11221 Detroit Ave, Cleveland, OH 44102

Jane Doe
123 Main Street
Akron, OH 44314

Order Number #ASRR679
Date 10-9-22
Due Date 10-16-22

⚡
Invoice
⚡

Description	Quantity	Price	Total
The Rolling Stones-Some Girls	1	\$125.00	\$125.00
Bob Dylan-Blood on the Tracks	2	\$41.00	\$82.00
The Ramones-Ramones	1	\$37.00	\$37.00
Funkadelic-Maggot Brain	1	\$27.00	\$27.00
A Separate Reality T-Shirt	5	\$25.00	\$125.00

⚡
Subtotal \$396.00
Tax \$22.97
Total \$418.97

STEP INTO
A PSYCHEDELIC DREAM.



STEP INTO A SEPARATE REALITY.



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STEP INTO
A VIBRANT CULTURE.



STEP INTO A SEPARATE REALITY.



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STEP INTO
A SOUL TRAIN.

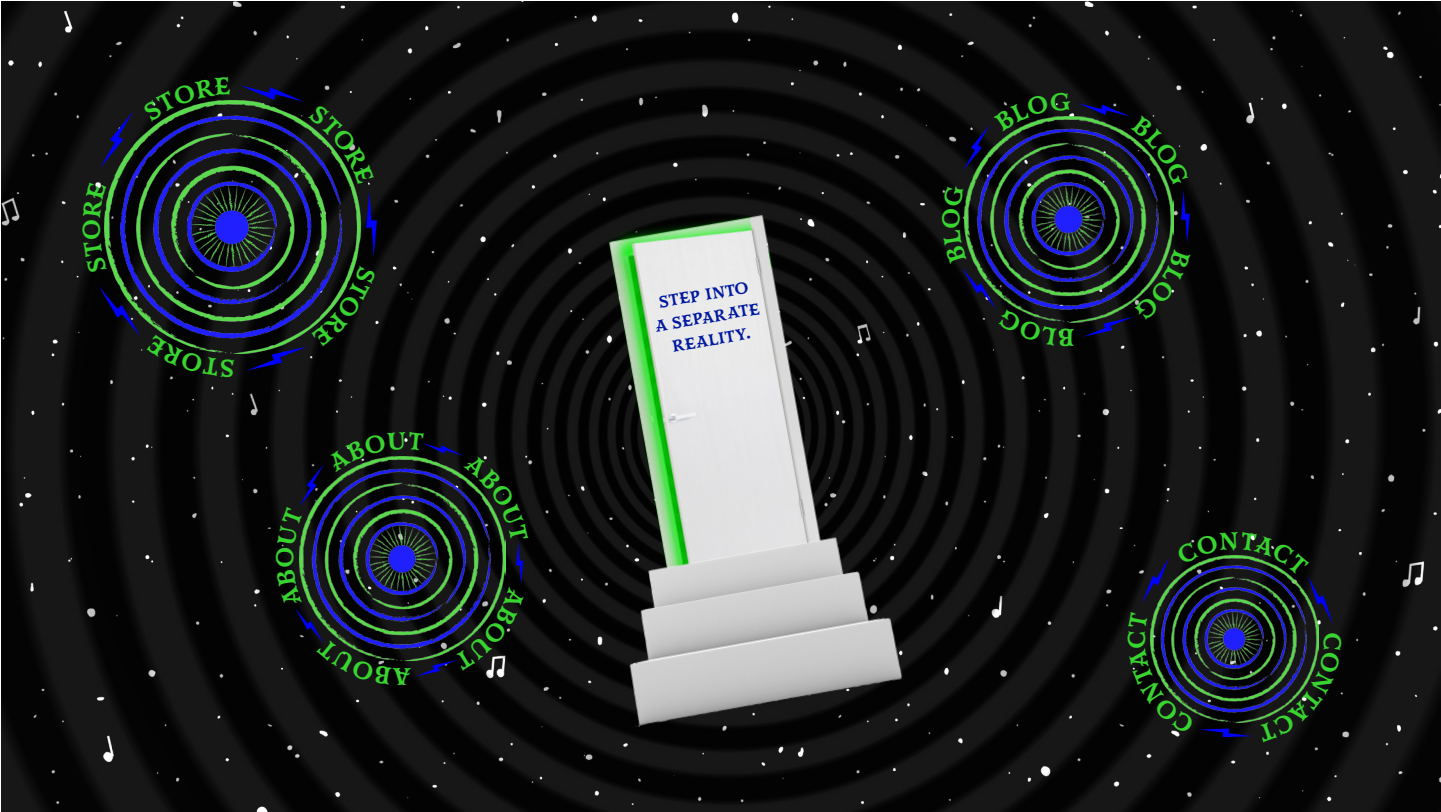


STEP INTO A SEPARATE REALITY.



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IT'S RECORD STORE DAY.

Join us in celebrating independently owned record stores and use code **RECORDSTOREDAY** to enjoy 30% off of your purchase today, including Record Store Day exclusives. 🎵

⚡️ FEATURED ALBUMS ⚡️



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⚡ IT'S RECORD STORE DAY. ⚡

Unlock 30% off. 🎵

ENTER

