



All New Branding. Sure to hit all the right notes.



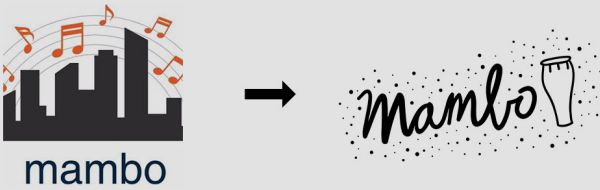
Working with Mambo Music

The Latin Music market is booming and the resurgence of the Mambo Music company is a dream-come-true for veteran Latin music producer Bobby Marin. Working closely with the Symphonic team, Mambo Music underwent under a successful rebrand to reorganize metadata, design new album covers, and rebuild digital properties and social channels.

With Symphonic's guidance, recordings by Larry Harlow, Andrea Brachfeld, Willie Amadeo, Tito Puente, Luisito Rosario, and other talented artists are getting the distribution they deserve. The Mambo Music catalog is now being widely distributed all over the world for Latin music lovers to enjoy.

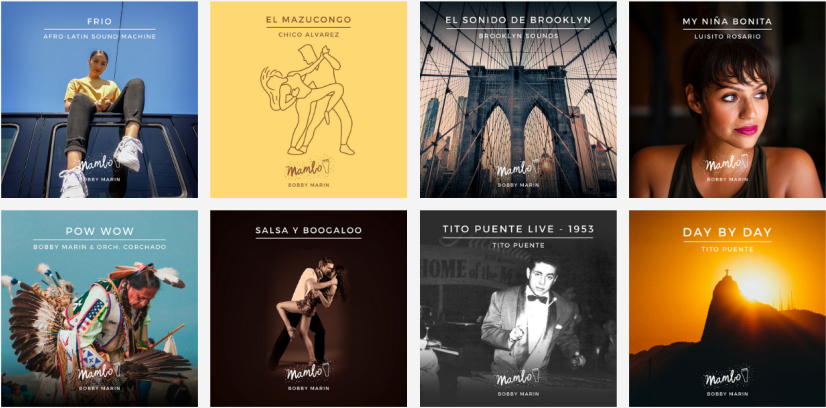
New Logo

While the original Mambo logo had charm, to amp it up a bit, we brought the new Mambo logo into the 21st century while still adhering to its historic heritage. We utilized a fun hand-written script to represent the fluid movement of the Mambo dance and a Conga to highlight, not only the music, but the iconic signature instrument within the music. The dots surrounding the logo give it a throwback to vintage patterns and also add a sense of movement and dance.



Release Cover Re-Design

We dug deep into Mambo's back catalog and re-designed all of their release covers to give them all a consistent and fresh look while still making each one unique into themselves. This template is being utilized for both new releases and any further back catalog that we take in.



Website

Mambo Music did not have any historical web presence. We built their web property and went for a modern and clean look that was mobile-friendly as well. A simple website was created to show off new and featured releases as well as their entire catalog that has been released through Symphonic.

