

Creative Brief

What is the company's name and origin? (Case Sensitive)

Our company name is 'Parallel Sound', and it originates from our methodology of working in tandem with the motion pictures that we are given to compose music for. Sound design should work in parallel with the video, matching it's tone and pacing without feeling overwhelming. It's that company belief that led us to name the company Parallel Sound, as we wanted to showcase our values for creating a score that is parallel to the audience's visual experience.

What does your company's service, why does it matter?

We are sound designers who translate concepts into acoustic experiences, composers who write scores that move the heart & mind, and directors who draw pitch perfect performances from one of the world's deepest pools of singers and musicians. We strongly believe in the importance of sound design, complementing the on-screen action to convey a powerful emotion.

Our team is primarily divided on working for commercials and more recently for video game developers. For commercials, we are often taking finished production shots and developing tracks before the video airs - workings tightly with the directions and producers behind each production in our downtown offices in Seattle. In the last few years, we've begun to explore work in scoring video game tracks, providing an interesting challenge that requires us to be more involved in the development process, and creating tracks that can be infinitely looped before the player reaches a critical impact point.

Who is your target audience, and how do they discover you?

Our target audience are mainly film producers and developers within small indie companies looking to score their work. A majority of our current clients discovered us through previous networks that we've built as a team, but we're hoping to change that in the future as we expand.

On every project we work on, we are listed in the credits for sound design, allowing us to continually bring in new work. As we expand into other industries, we want our brand to scale with the work we take on. Our current identity design conveys that we produce classical orchestral music, creating the appearance that we aren't well adapted to creating modern scores for film and tv. We are hoping to create an identity design that encompasses our ability to scale into new genres and take on new opportunities as our team becomes more skilled.

Who are your competitors, and why are you different?

Our competitors are other sound houses in the Seattle area, and more recently, indie artists on BandCamp that have developed their own sound and have started to tackle larger projects without studio affiliation. While we don't directly compete, it further saturates the market as clients have more options to choose from.

That being said, we offer a high quality service that is hard to match in this industry. Our staff has a wide scope of collective experience that encompasses the film industry, commercial work, video-games, and sound mastering. We are never limited by our technical capabilities.

What are we designing and why?

We are seeking to change our visual identity design, while keeping our original name of "Parallel Sound". We want our visual identity to showcase our multi-talented team, and make it easier for potential clients to recognize our work across the different mediums it's published. We've stayed with our older visual branding for too long, and we've seen that publishers are hesitant to approach us because our identity design was limiting our company's growth to a specific industry.