

BLUE PIE RECORDS

A large crowd of people is seen from behind, looking towards a brightly lit stage at night. The stage features a large screen displaying a performance, with blue and white lights and a blue triangle graphic above the screen. The text "BLUE PIE RECORDS" is overlaid in white, outlined font across the top of the image.

Contents

2	Contents	6	Website Design	10	Social Media Artist Accounts
3	Case Study Key Loch	7	Website Design Other Artist Examples	11	Social Media Spotify Kit
4	Image Gallery	8	Website Banners	12	Cover Artwork
5	Logo Design	9	Comp Cards	13	Merchandising





Image Gallery

- When starting an artist's branding, the first step is to download their photos.
- It's important to establish a solid base gallery with good quality and resolution, as these will be used throughout the project.
- Image curation is necessary; selecting the best ones.
- Retouching the photos is an essential step, enhancing light and shadow levels, color gradients, and resolution.



Logo Design

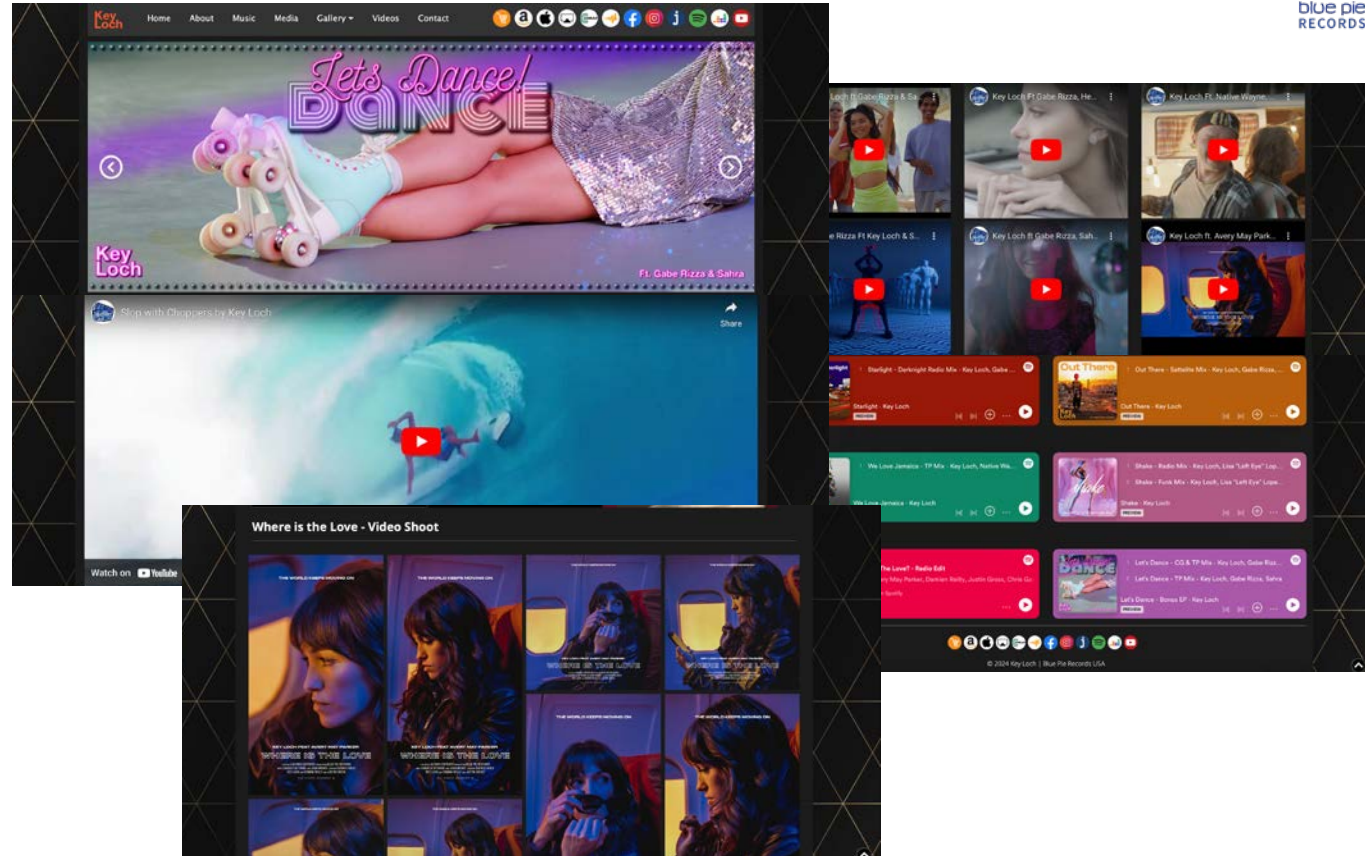
- Prior to initiating the artist's branding process, thorough research should be conducted to grasp their context, history, and musical genre.
- Seek out references for logos from artists within the same industry and musical genre.
- The logo design should be simple yet captivating, and it should stand out among competitors.
- It's essential to have both a colored version and a black-and-white version.
- Lastly, compile the logo kit for each version in the following formats: 3000x3000 px, 1500x1500 px, 1000x1000 px, all in a JPG version and PNG with a transparent background version.



Website Design



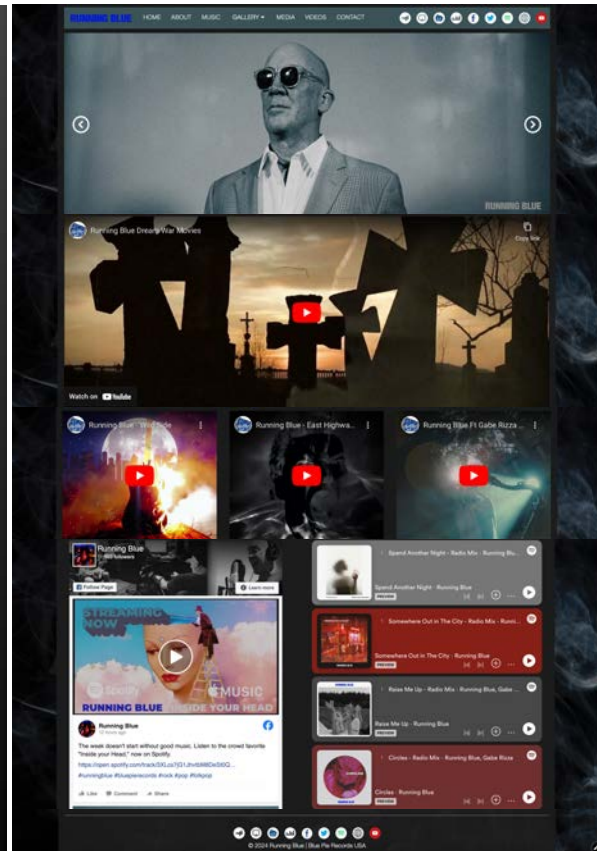
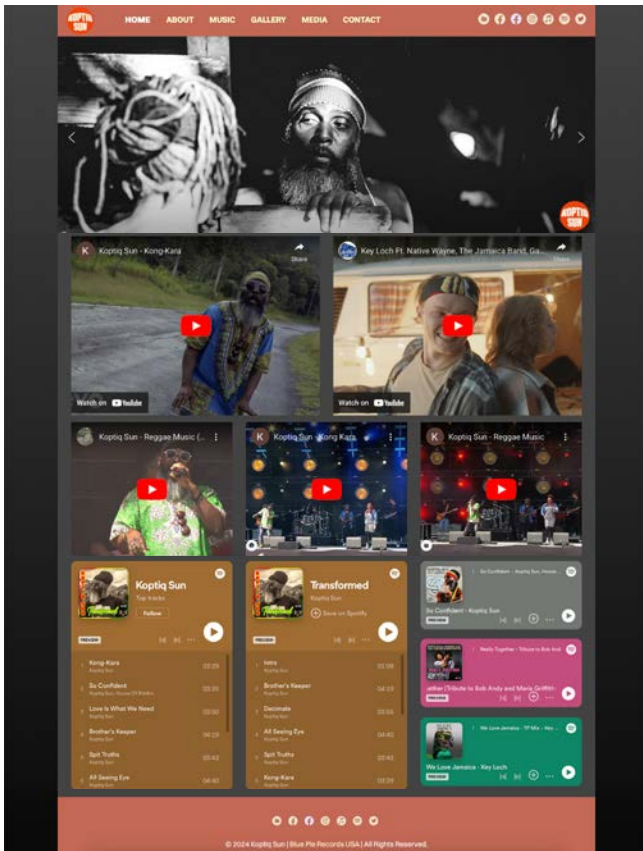
- We create artists' websites using the same template by default (unless a different design is requested beforehand).
- The website's structure will remain consistent. However, modifications can be made to the header design, background image, color palette, typography, and footer design.
- The pages themselves will retain their layout, though the content will be tailored to reflect each individual artist's information.
- You'll take charge of designing the artist's website, ensuring that all essential information about the artist is prominently featured



Website Design | Other Artist Examples

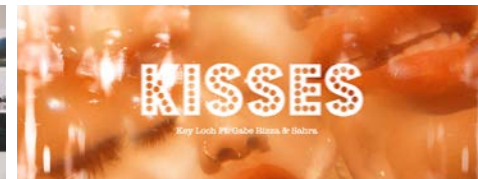


- You can explore the variety of artist website examples we have available.
- Some examples are:
 1. www.daveevansrocks.net
 2. www.down3r.com
 3. www.drortandoowoh.com
 4. www.gaberizza.com
 5. [/www.heavenozrock.com](http://www.heavenozrock.com)
 6. www.keyloch.com
 7. www.koptiqsun.com
 8. www.leeconway.net
 9. www.lokustluciano.com
 10. www.missycrissy.com
 11. www.petersfarmkids.com
 12. www.runningblue.net
 13. www.tinytimlunapark.com



Website Banners

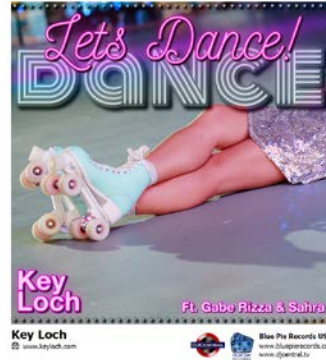
- You'll be responsible for creating banners for the website, using the best images of the artist (previously curated and improved).
- Additionally, you'll need to design banners featuring the artist's albums.
- It's crucial that when launching a new album, its banner design is also prepared for the release.
- The format for the artist's website banners is: 1200x450 px at 300 DPI.



Comp Cards

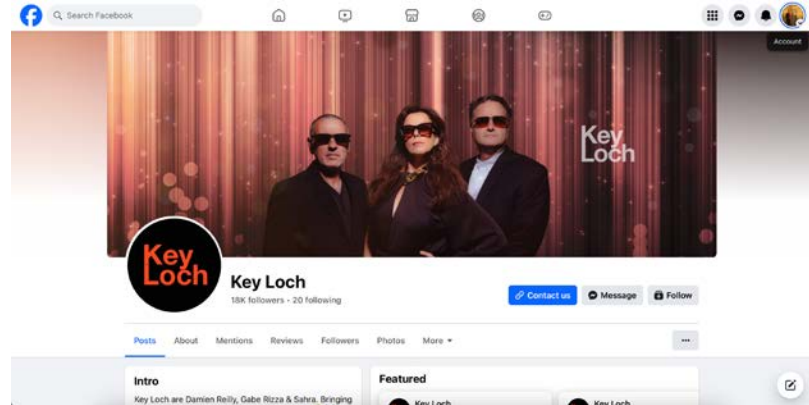
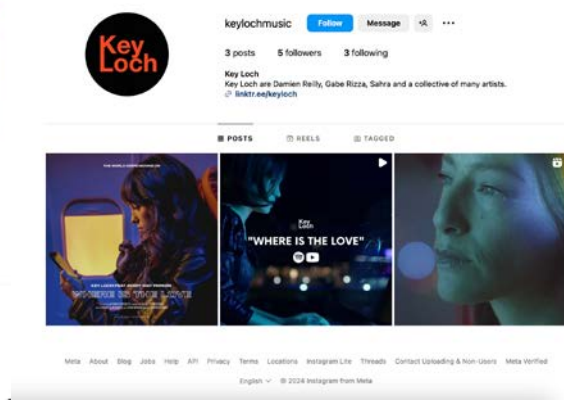
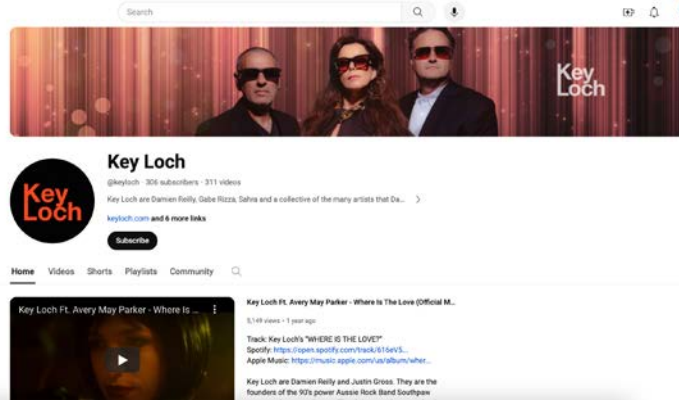
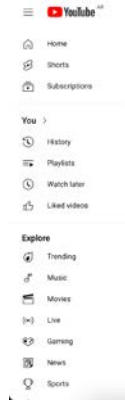


- You'll also be responsible for creating the artist's Comp Cards.
- Ideally, each artist will have a minimum of 8 Comp Cards.
- Each Comp Card should include: the artist's name, their website, logos, and websites of the record labels.
- The format for the Comp Cards is: 963x970 px at 300 DPI.



Social Media | Artist Accounts

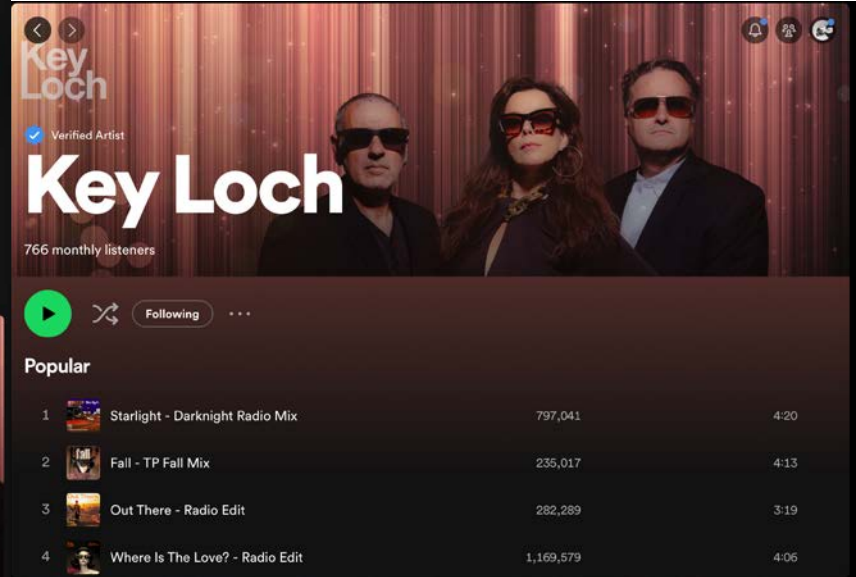
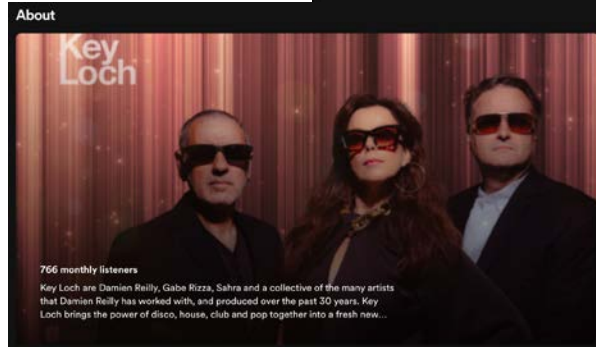
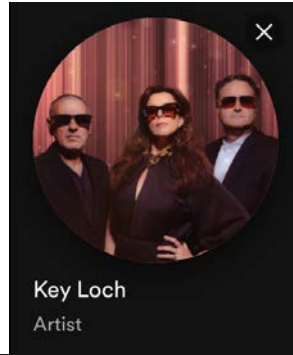
- You'll be tasked with creating profile pictures and banners for the artist's social media accounts.
- Ensuring cohesion across all social media platforms is crucial; the branding should be consistently clear.
- The social media platforms to cover include: Facebook, Twitter, Instagram, and YouTube.
- Formats will vary depending on the platform's requirements.



Social Media | Spotify Kit

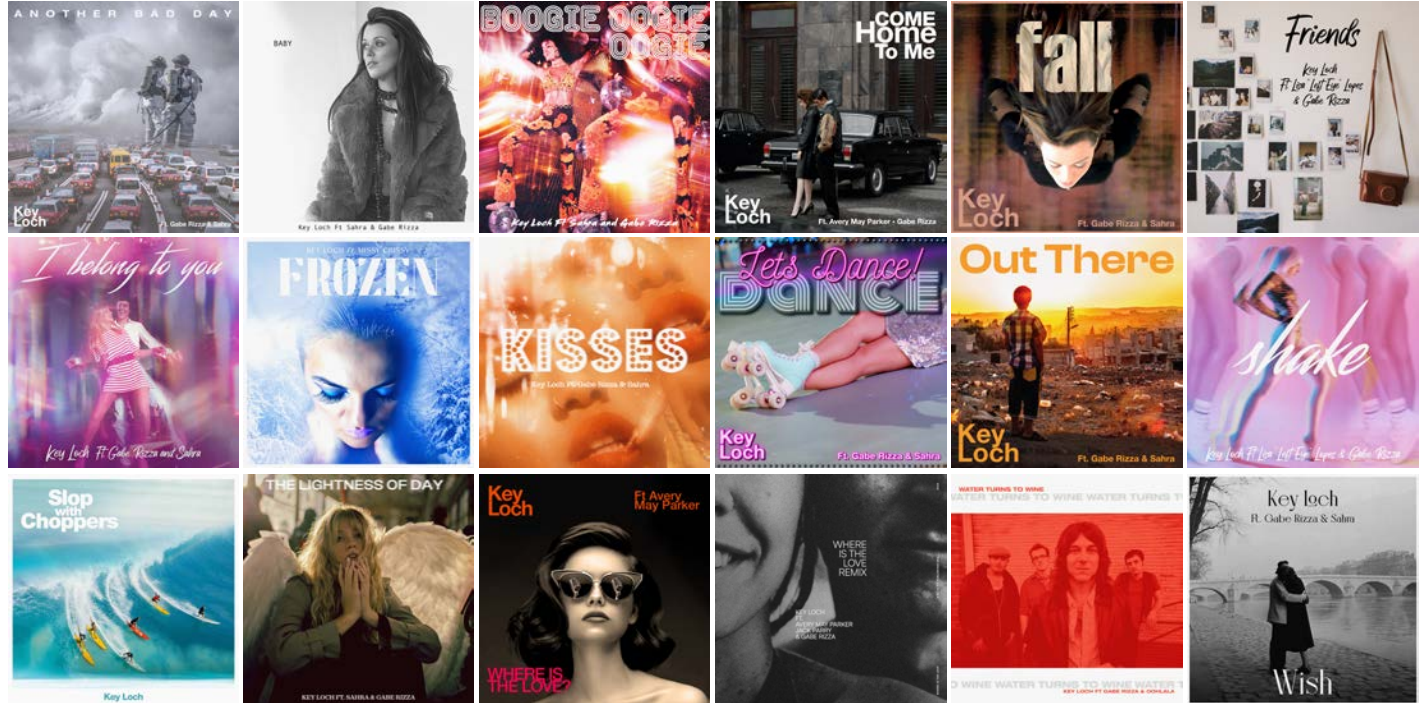


- You'll need to put together the Spotify Kit for the artist.
- This kit comprises the profile picture, header, and about images.
- Consistent branding is essential throughout the entire project.
- The required formats are: Profile picture 750x750 px, Header 2660x1140 px, About images 1156x642 px



Cover Artwork

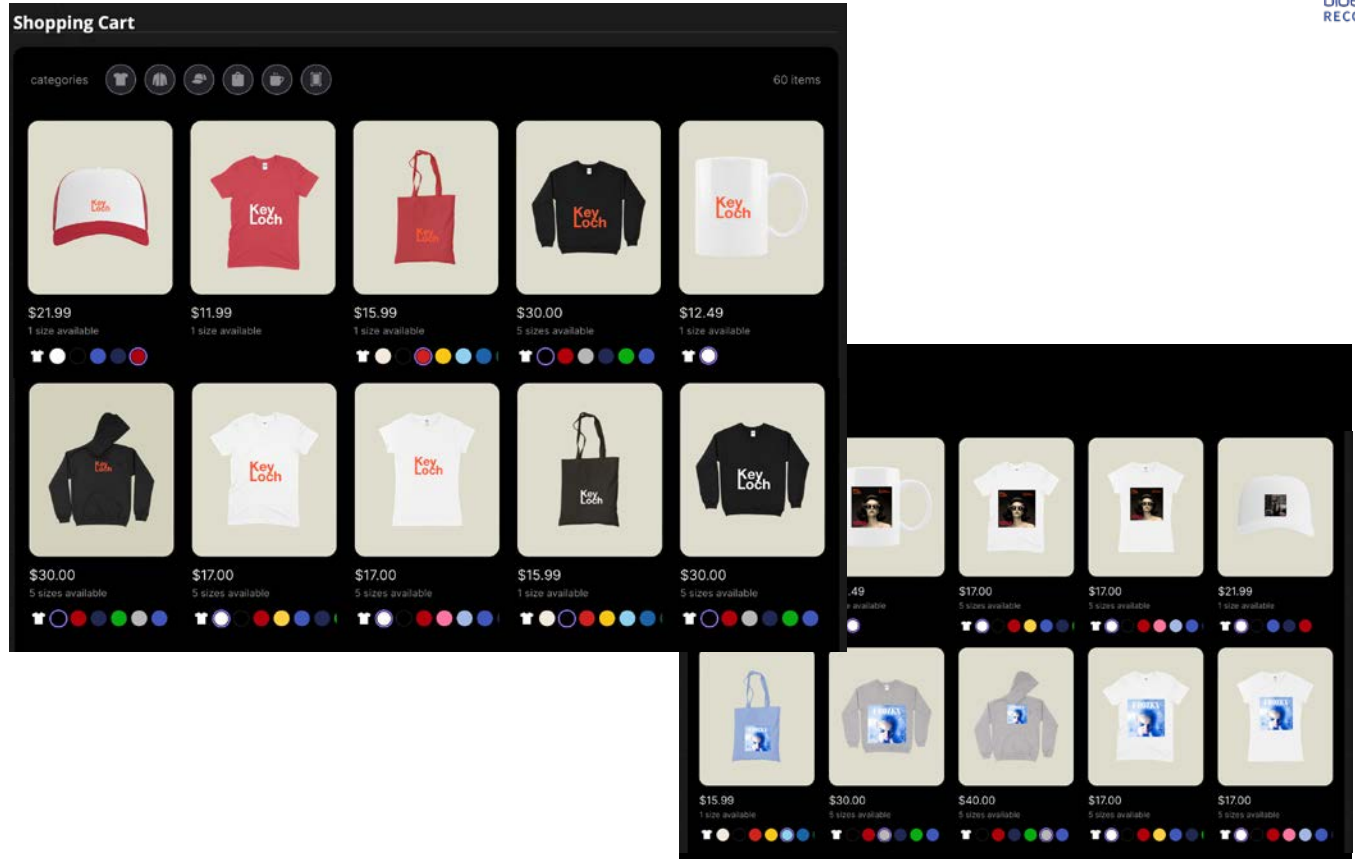
- The album cover design should reflect the artist's style and musical genre.
- It's crucial to always seek references from within the industry when designing album covers.
- The format should always be: 3000x3000 px at 300 DPI.



Merchandising



- You'll design the artist's merchandise.
- It should include their logo and album covers.
- The format should be: 1000x1000 px at 300 DPI.
- The merchandise will be available for purchase through the shopping cart on their website.





Blue Pie Records | Blue Pie Publishing | Blue Productions



Blue Pie Records Australia

Clarence House
Unit 6 No 9 Clarence Street
Moss Vale, NSW 2577
Australia
W: www.bluepierecords.com
E: sales@bluepie.com.au
P: +61 2 9310 0155
F: +61 2 9310 0166



Blue Pie Records USA

3 Germay Dr
Ste 4 – 4002
Wilmington, DE 19804
USA
P: +1 646 291 8906
F: +1 360 326 1527
Toll Free N°: +1 877 772 3711
E: sales@bluepie.com.au
W: www.bluepierecords.com