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Case Study | Key Loch



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.

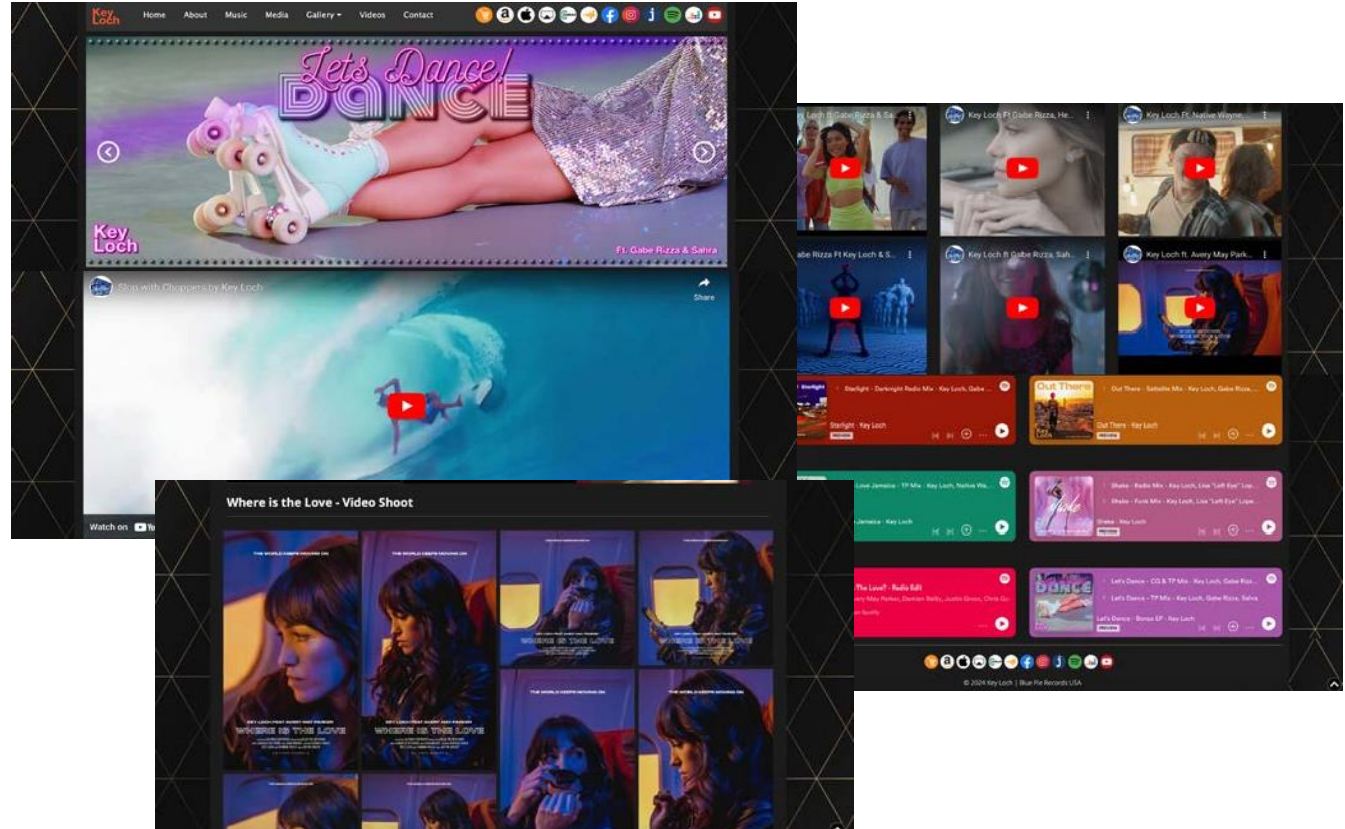


- ❑ Prior to initiating the artist's branding process, thorough research should be conducted to grasp their context, history, and musical genre.
- ❑ Seek out references for logos from artists within the same industry and musical genre.
- ❑ The logo design should be simple yet captivating, and it should 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

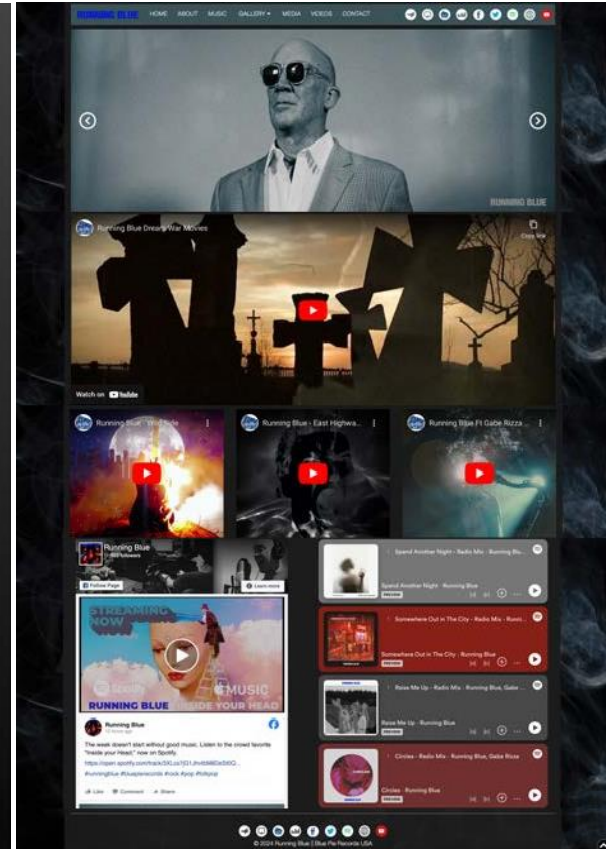
- ❑ We create artists' websites using the same template by default (unless a different design is requested beforehand).
- ❑ The website's structure will remain consistent. However, modifications can be made to the header design, background image, color palette, typography, and footer design.
- ❑ The 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



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.dr Orlandooh.com
4. www.gaberizza.com
5. www.heavenzrock.com
6. www.keyloch.com
7. www.koptiqsun.com
8. www.leeconway.net
9. www.lokustluciano.com
10. www.missycriissy.com
11. www.petersfarmkids.com
12. www.runningblue.net
13. www.tinytimlunapark.com



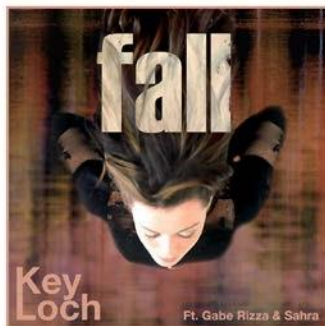
Website Banners

- ❑ 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.

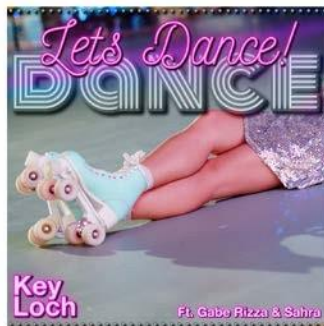


Comp Cards

- ❑ 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.



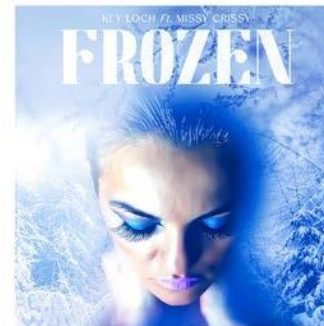
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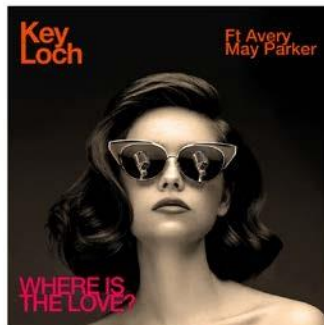
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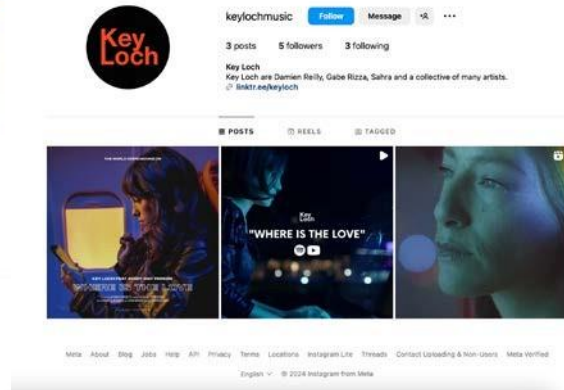
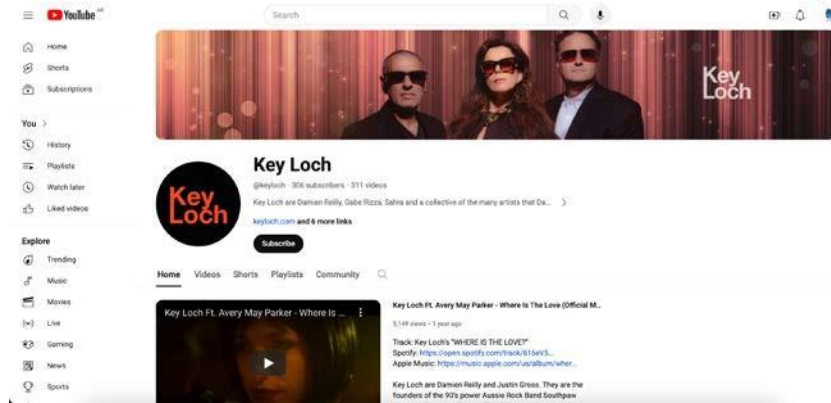
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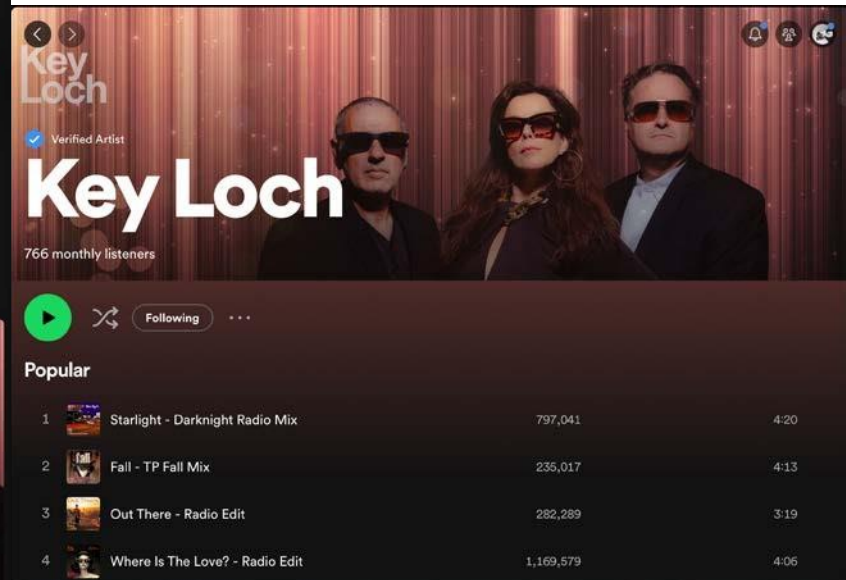
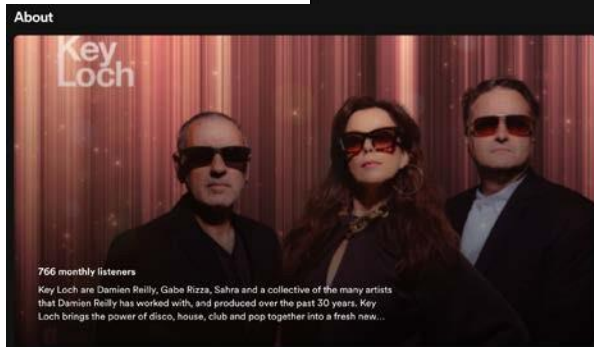
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Social Media | Artist Accounts

- ❑ 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.

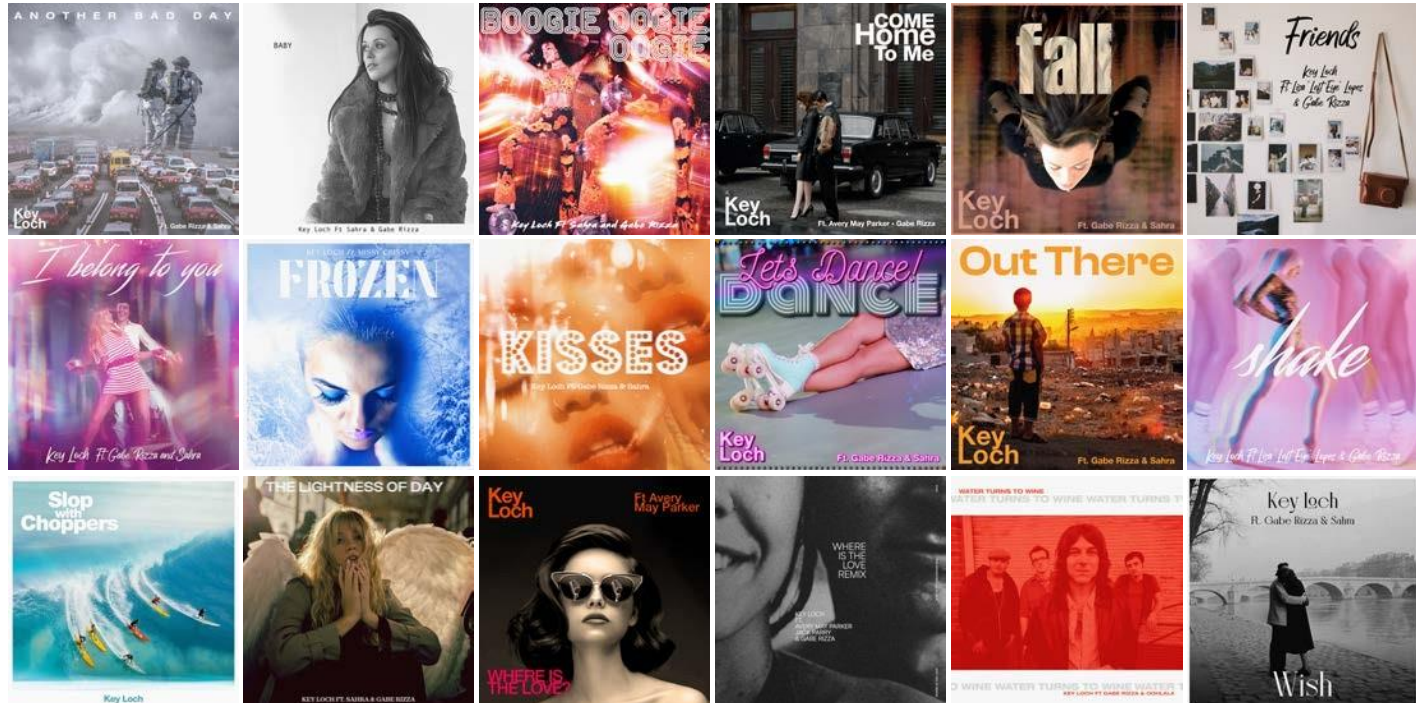


- ❑ You'll need to put together the Spotify Kit for the artist.
- ❑ This kit comprises the profile picture, header, and about images.
- ❑ Consistent branding is essential throughout the entire project.
- ❑ The required formats are: Profile picture 750x750 px, Header 2660x1140 px, About images 1156x642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



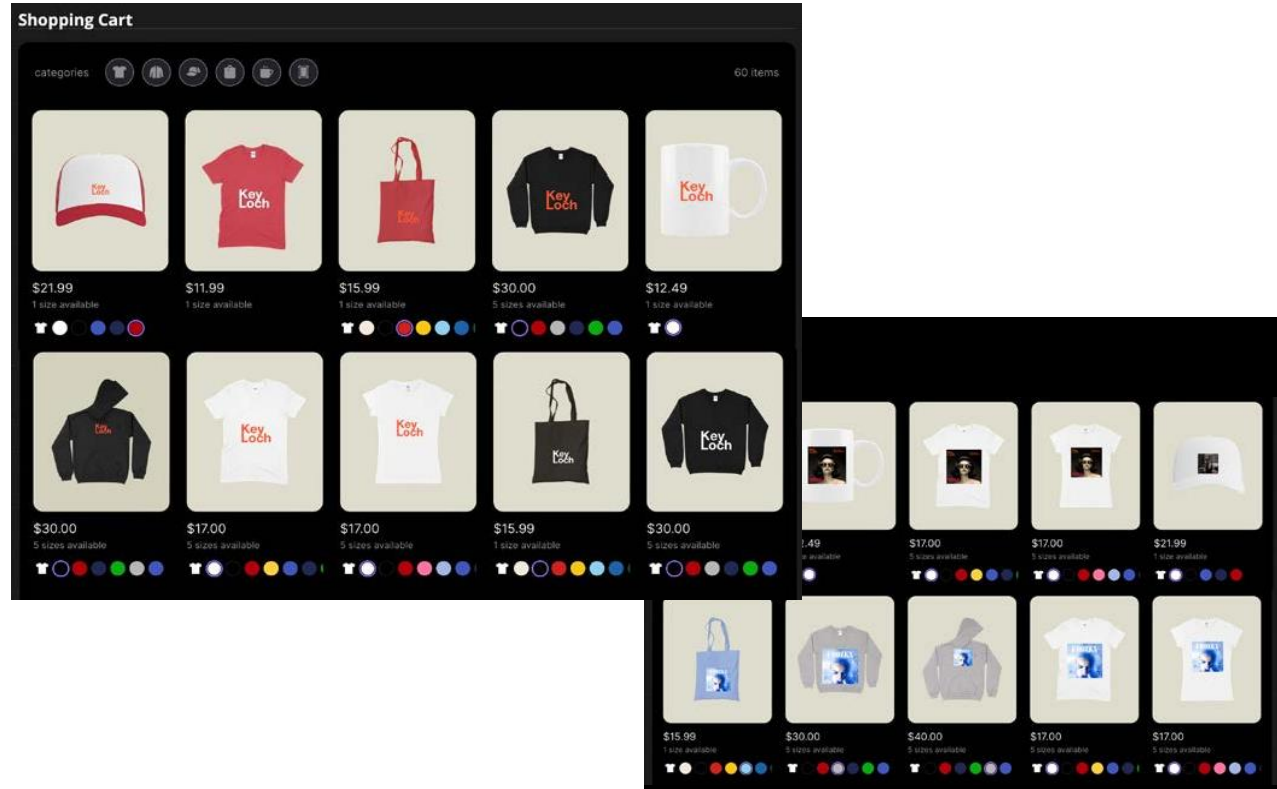
Cover Artwork

- ❑ 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.



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