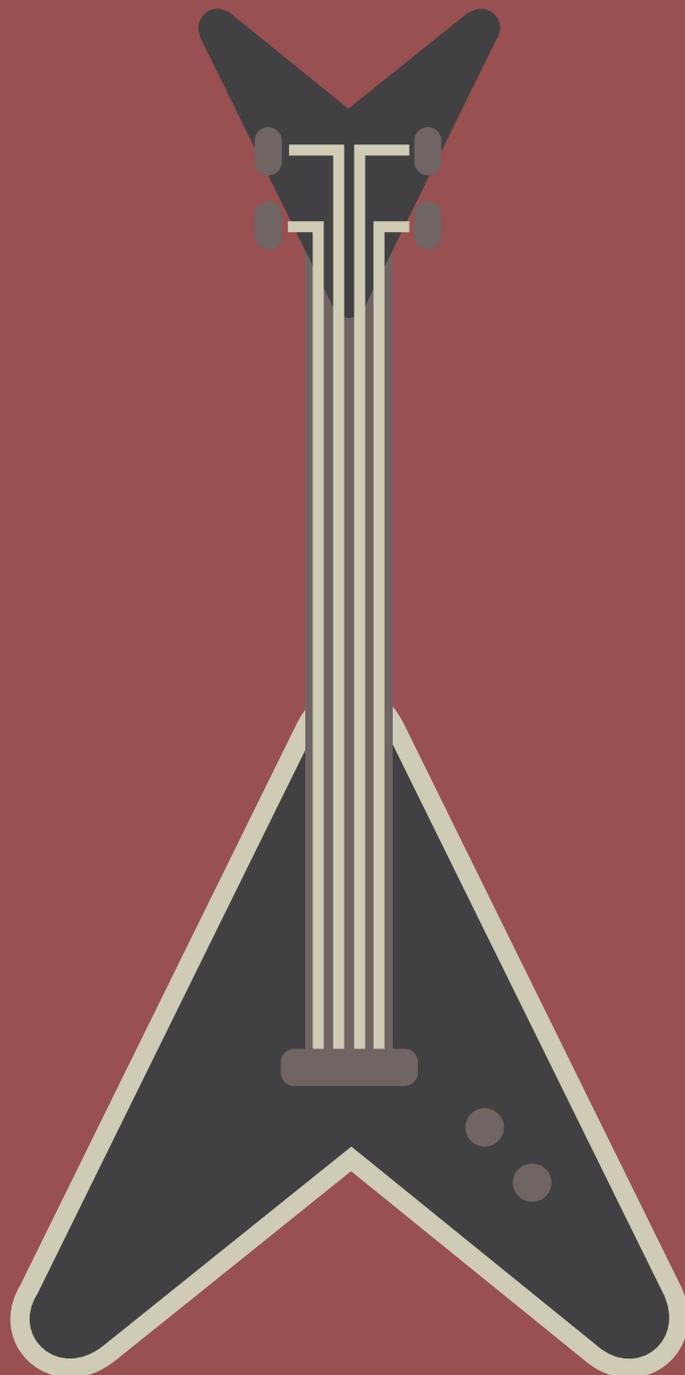


STAND OUT!

BE HEARD!



MODERN ARTISTE

STAND OUT!

B E H E A R D !

Create A Brand That Will Stand Out,

If you want to make the maximum impact with your music and start-up brand on the internet, then it is not enough to have a social media account a soundcloud and a OK website. Rather, you need to make sure that there is a brand behind that social media account and behind your blog and website. - Something that ties all of your posts and all of your comments together under a single banner and something that people will feel is more than the sum of its parts...

But a brand doesn't just mean your logo. In order to have a real brand that brings fans, you need to know what it is that makes you something special. It can be your songs, your image and personal style. Then you cultivate gaining exposure for that image, style and genre of music that you are creating. This is just a start.

What Is Your Brand?

So if a brand isn't just a logo, then what is it?

Well, the obvious thing that a brand also needs is a name that has memorability. Your band needs a name, style and image that is unique. This name is so special the likelihood is also this brand will also be your website name and based around your style, logo and overall branding for all your social media accounts... Having a brand like this for your website is one of the best things you can do right away to start getting attention for your craft, audio and video works for your business.

A good brand is far more successful these days, from a users perspective when your brand is more memorable to the eye due to the speed of the quick look information overload of today.

STAND OUT!

B E H E A R D !

Make A Statement,

You also need a visual language. Once you've created your style, you will also have to choose some colors and other marketable images that will relate to your music and new brand that you are creating and tweaking. These beginning tasks will form the basis of your new brand. Now you need to take those colors, style and images and new songs then work them into everything else you do. If your logo is red, your website and your social media pages need red accents. You see where I am going.

Your Mission To Visibility Stand For Something?

What more, is that you need to create a mission for your brand. This is in fact what should come first and in many ways, it is the most important step. Essentially, a mission of visibility is a mission to place yourself in position to be known for what you bring to the table with your brand statement. It says what your business is about, what you do and why you do it. This is your goal, your vision and your commitment to your self and your audience. From here, you then have a more inspiring vision that you can use in order to design or inform your graphic designer towards your other marketing options. Your choice of logo, name and other personal imaging to establish your style. Now YOU stand for something. And when that is the case, people can stand behind you. As The Modern Artiste - The New Media Is YOU!