

INTRODUCTION

Sculptr Sounds will be a platform for musicians and producers to share samples and sounds that they've created.

What sets Sculptr Sounds apart from its competitors will be its accessibility - other platforms don't just let anyone upload their own samples, they limit it to the artists with the most social influence and proven skill. They also charge for memberships. As a free service, we will be allowing every producer worldwide access to the tools they need for their productions .

WHAT WE'LL NEED

We have nothing designed for Sculptr Sounds yet. Here's what we think we will need, at the very least:

- (Ideally, someone who can design the UI throughout development)
- A recognizable logo or icon
- A set of fonts that work particularly well with the logo/icon (to be used on the site)
- A general color scheme that can be incorporated throughout the entire platform
- In the future, we will need to design logos and buttons for each main feature on the website:
 - E.g. a 'play' button for auditioning samples
 - E.g. a 'download' button for downloading samples
 - E.g. an 'upload' button for uploading files
 - etc

HOW IT SHOULD FEEL

The main theme with our business model is that we are literally "sculpting" the sound of music producers. The market is so overwhelmingly saturated with new sounds and samples for artists to use, that it actually makes music production *more* difficult. Beginning producers find themselves struggling to build a cohesive soundscape.

Our overall mission is to focus on helping artists select the right samples, as well as helping them blend the samples into their productions in various ways (we will be developing software tools in the future that serve this purpose).

We want the branding to feel like this! It should evoke a sense of organization or “sculpting” - the act of ‘reeling in’ the chaotic world into something cohesive and structured.

As a music technology platform, it should also look creative/unique, but it should not abandon professionalism. Here are a few references:

DESIGN REFERENCES

[SPICE](#) -

This is currently the leading sample market in the industry, and will be our biggest competitor.

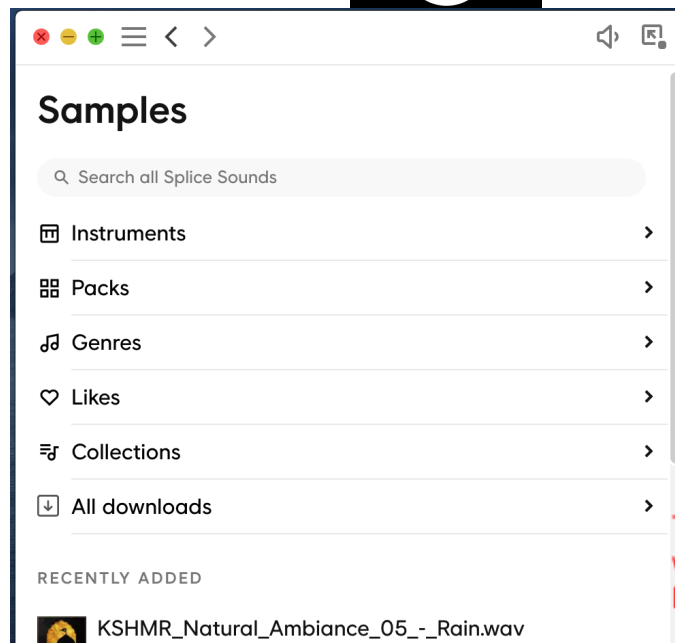
Their branding is pretty on point. We want something that has a similar effect and looks sleek, professional, but creative.



This is their original logo, which they later rebranded to the one on the left

This is their computer software. Take note of the sleek and simple logos, the fonts they're using, and the simplicity of it all.

Note how it's optimized for workflow.



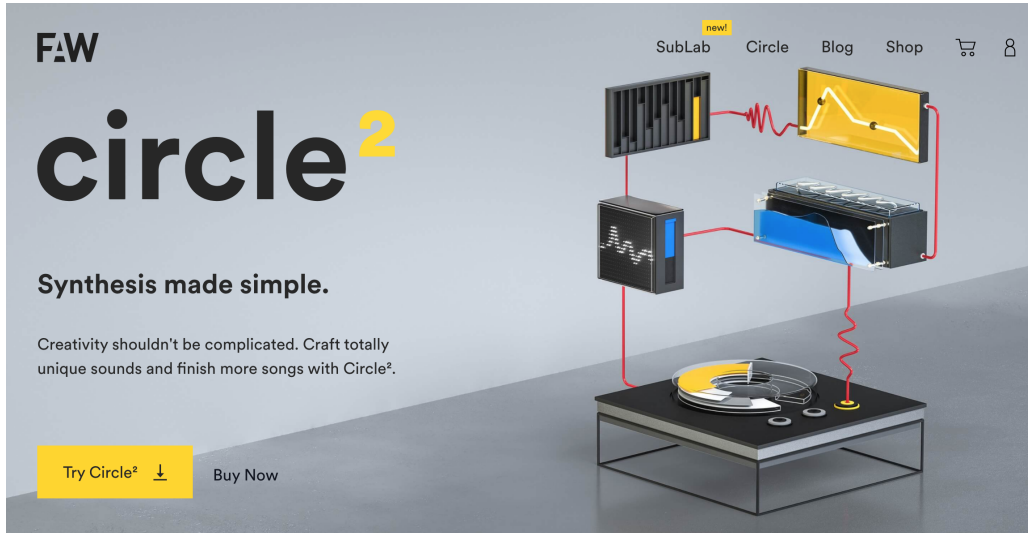
This is how it looks on their website when you are actively browsing for sounds

Pack	Time	Waveform	Filename	Key	BPM	Actions
	0:24		KSHMR_Natural_Ambiance_05_-_Rain.wav oneshot fx atmospheres edm ambience kshmr ra			♡ ✓
	2:22		BRS_Birds_Crickets_Costa_Rica_Calm_2.wav oneshot fx cinematic ambience forest tropical bir			♡ ↓
	2:01		OceanWaves_BW.61066.wav oneshot fx cinematic ambience outdoor ocean w			♡ ✓
	0:13		KSHMR_Ambiance_04_-_Rumble.aif oneshot fx edm ambience kshmr			♡ ↓

FUTURE AUDIO WORKSHOP -

This is a music software company. They develop and sell virtual instruments for music production.

They bring a very similar sleek and creative approach to their branding, but they are an example of how this can be done with a bit more color than what Splice uses.



The landing page for one of their products on their website

This is one of their plugin instruments.

Just to reference the stylistic choices they've made.



OUTPUT -

Output is another virtual instrument company, and they recently started making physical products like studio desks and speakers.

The cool thing about Output is that their branding and products are so clearly “modern” and innovative. That’s a big thing that Sculpttr should have - it should feel like the most modern tool for a musician, so that everyone will want it.

Their designs are also very sleek and pleasing to the eye



All of the windows below are from separate Output instruments/products.

Each one has a unique logo and stylistic theme, all of which are good references for this project

