



HBLURSTUDIO

COVER ART

POSTERS

MERCHANDISING





Welcome to HBLRStudio, where creativity meets the rhythm of your brand.

I'm Han, the founder and a passionate designer specializing in the vibrant and creative world of music and events and clothing brands. I've had the pleasure of collaborating with industry giants like Sony Music, SiriusXM, and Ultra Records.

As a musician myself, I understand the pulse of the music industry and bring that unique perspective to every project.

At HBLRStudio, we blend creativity with professionalism to deliver exceptional results. We understand the unique challenges of the music and event industry and are dedicated to helping labels, music agencies, musicians, venues, and festivals stand out. Our approach is collaborative, ensuring that your vision is at the forefront of every project.

Han,
Founder and CEO

CLIENT LIST



SONY MUSIC

ULTRAMUSIC



SERVICES



At HBLRStudio, we offer a wide and interconnected range of services tailored for artists and professionals in the music and entertainment industry.

MUSIC INDUSTRY

- Album Cover Design
- Merchandise
- Motion Design
- Spotify Canvas
- Lyric Videos
- Marketing and Promotional Support
- Posters
- Digital Mockups

ENTERTAINMENT INDUSTRY

- Poster design
- Motion Design
- Merchandise
- Marketing and Promotional Support
- Digital Mockups

CASE STUDY #1

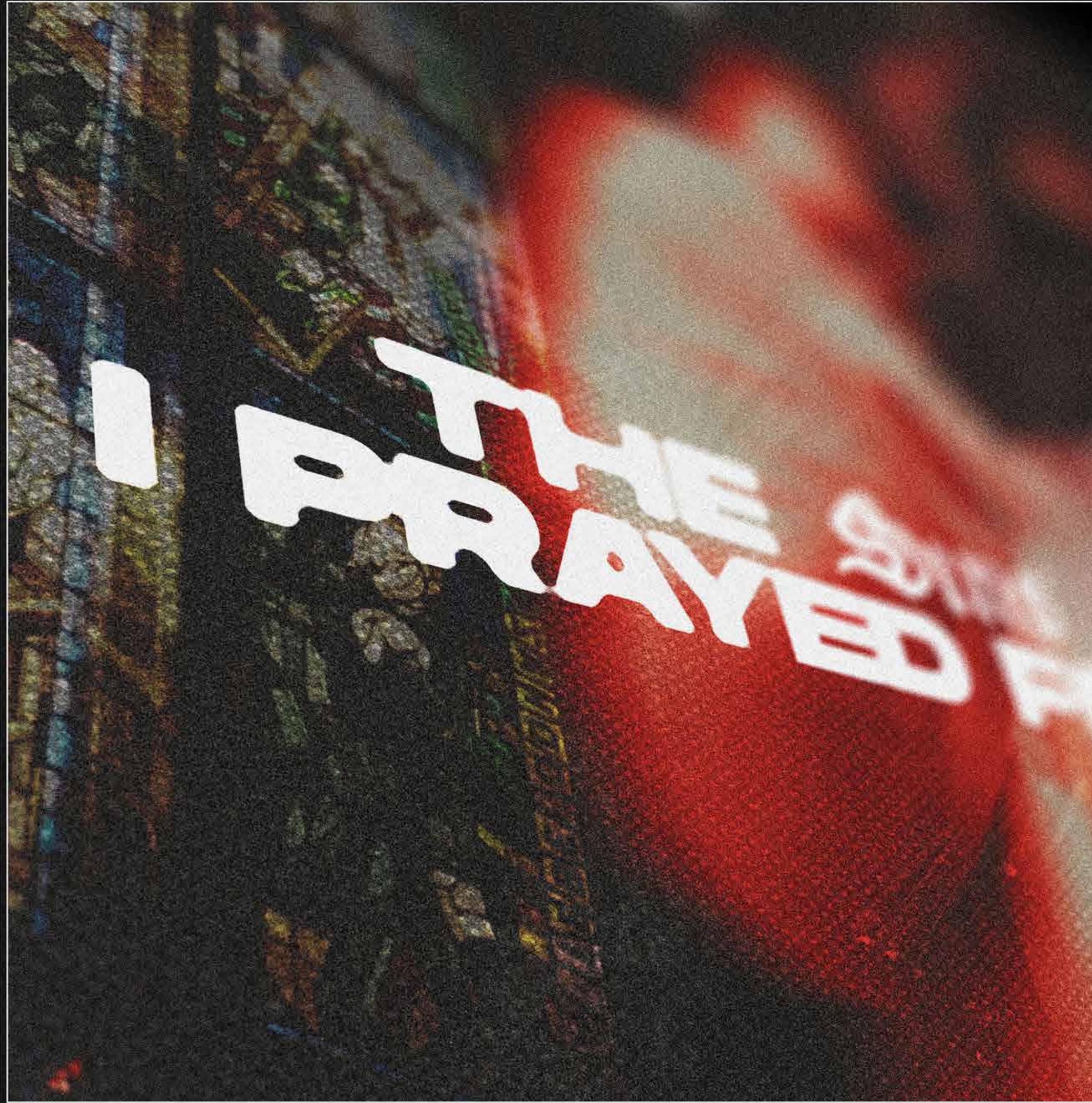
DESIGNING COVER ART AND VISUALS FOR AN ALBUM RELEASE.

We were commissioned by a new up and coming Hip/hop artist to create a full package of visuals for this new album called "THE SINS I PRAYED FOR" which includes front and back cover arts, merchandising for his fans as well as visuals that can be used to promote the release on social media

We discussed the theme of his album, the story he wanted to tell, and the overall vibe he was aiming for during a Zoom call with the artist. He provided us with a mood board featuring examples of cover art that aligned with the style he envisioned.

The project is a rap/hip-hop album that delves into strong religious themes, addressing the guilt and sins the artist experienced during a significant period of his life while also exploring the theme of redemption.

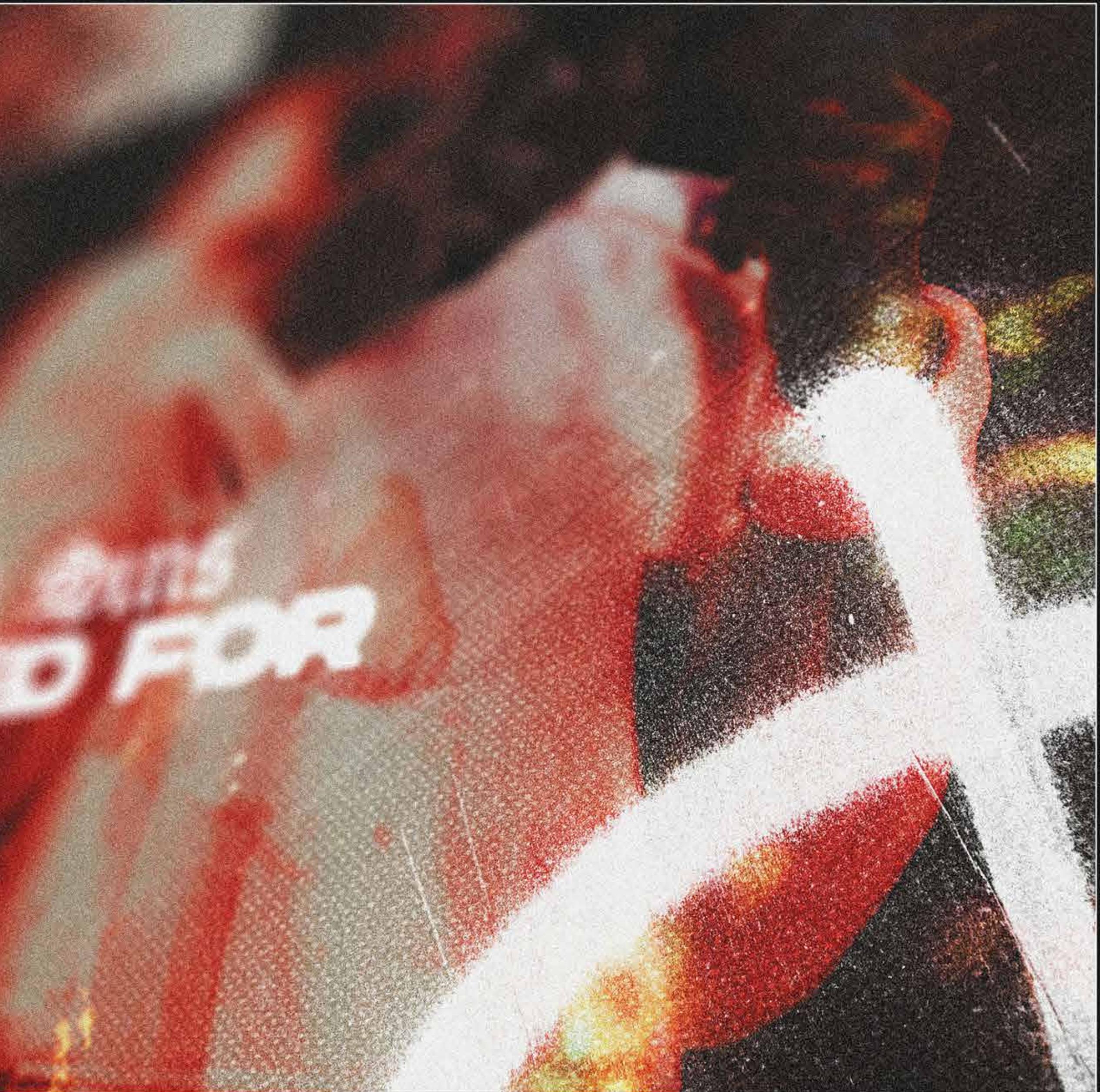




To reflect the dark vibe the client aimed for, we selected a black and red color scheme. Additionally, we incorporated stained glass elements commonly found in churches to align with the religious theme.

As the focal point, we feature the artist's image, slightly blurred to maintain a mystical atmosphere.

Since it's a rap album, we also incorporated graffiti on both the front and back covers, creating a connection between the two sides for a cohesive look.



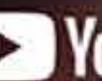


After the front and back covers were approved, we proceeded to create the designs for the merchandise.



The final step was to create digital assets, such as banners and 'Out Now' videos, to promote the project on social media and various platforms.



 Spotify  Apple Music  YouTube

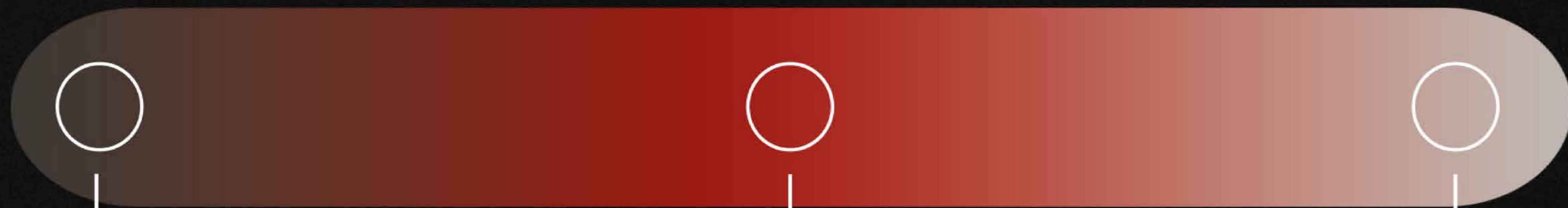
OUT NOW
OUT NOW
OUT NOW



OUT NOW

 Spotify  Apple Music  YouTube

Here, you can see the color spectrum used throughout this project.



DARK BROWN
#3E3933

CARDINAL BROWN
#A4221A

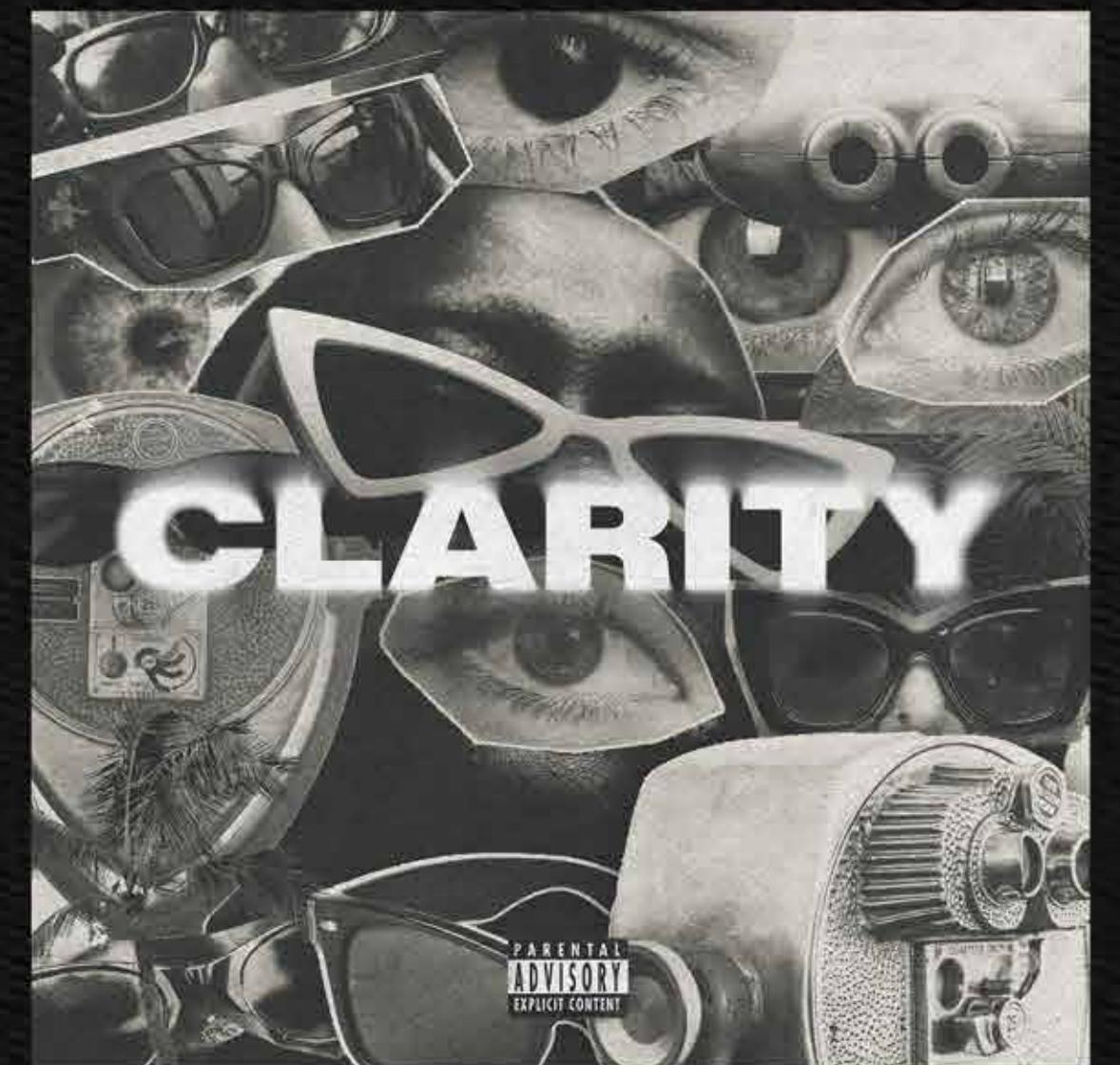
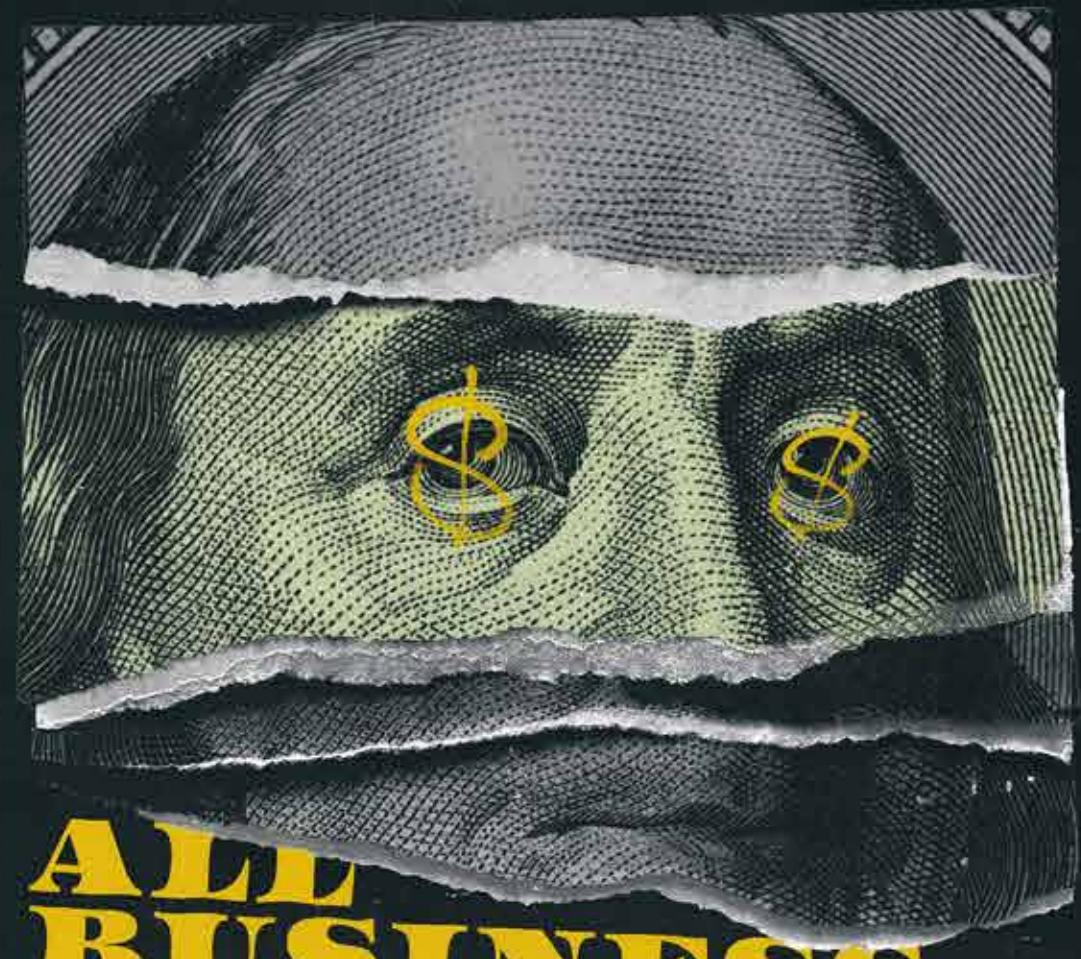
DARK GREY
#COBBB7

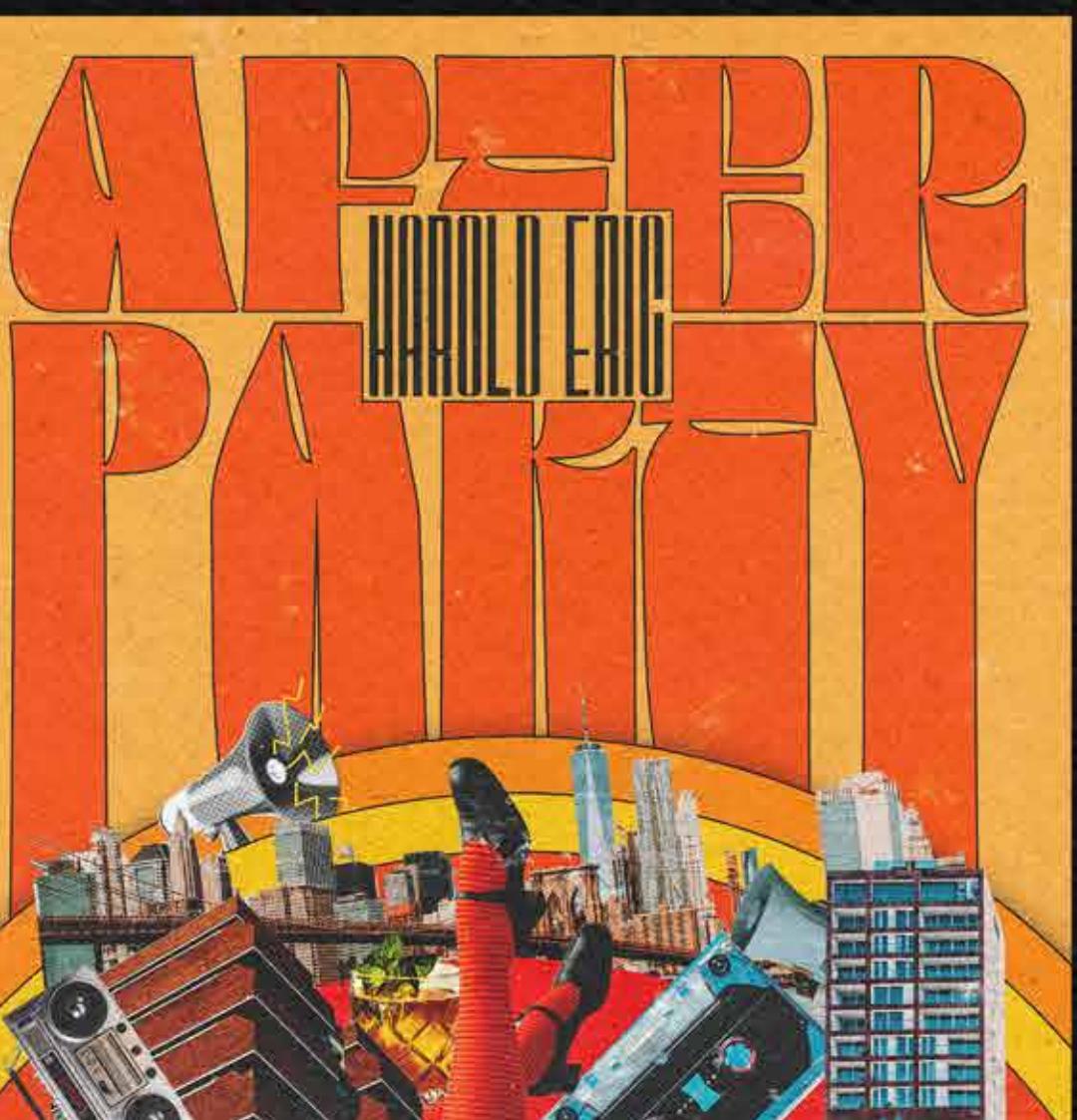
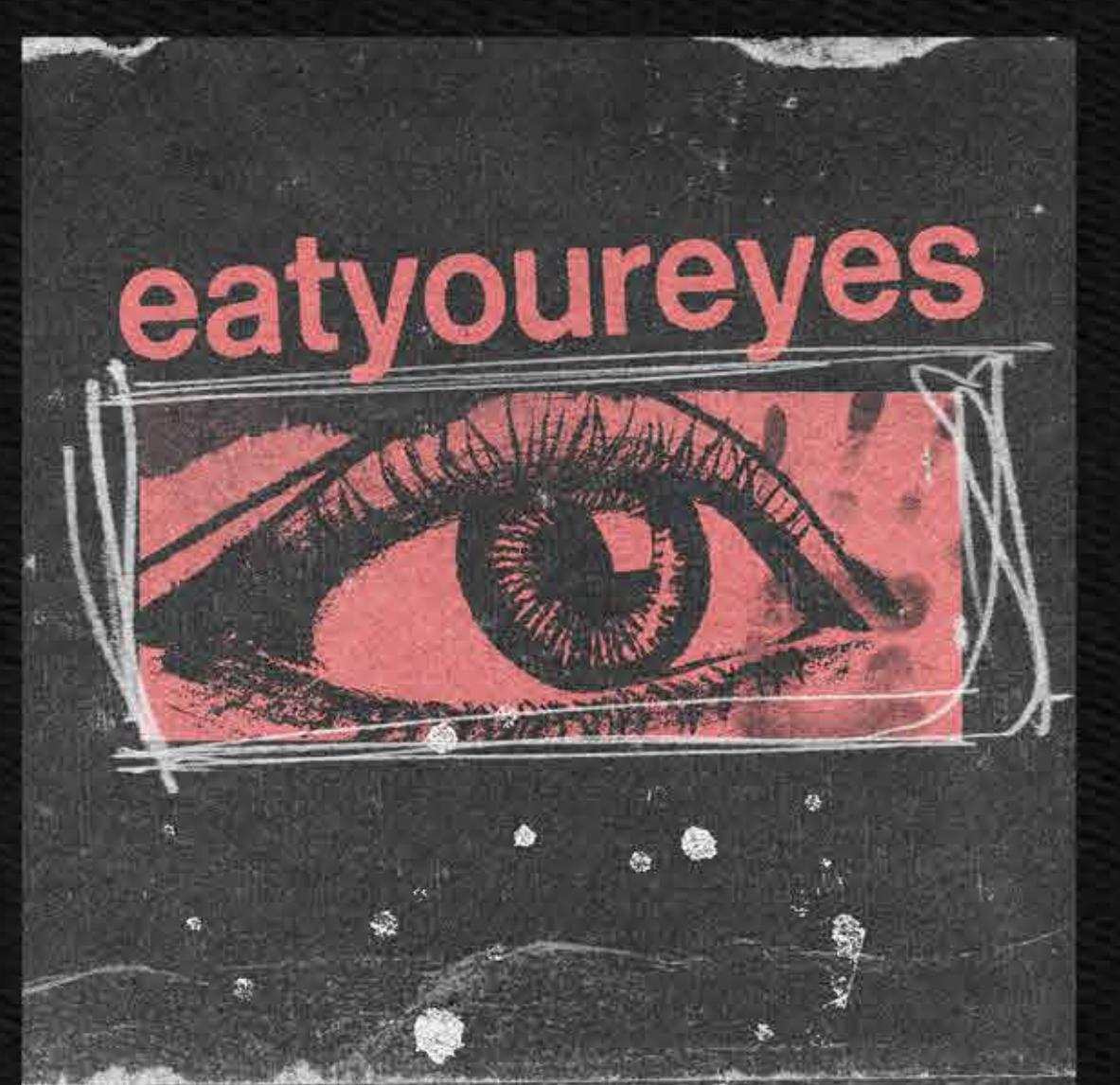
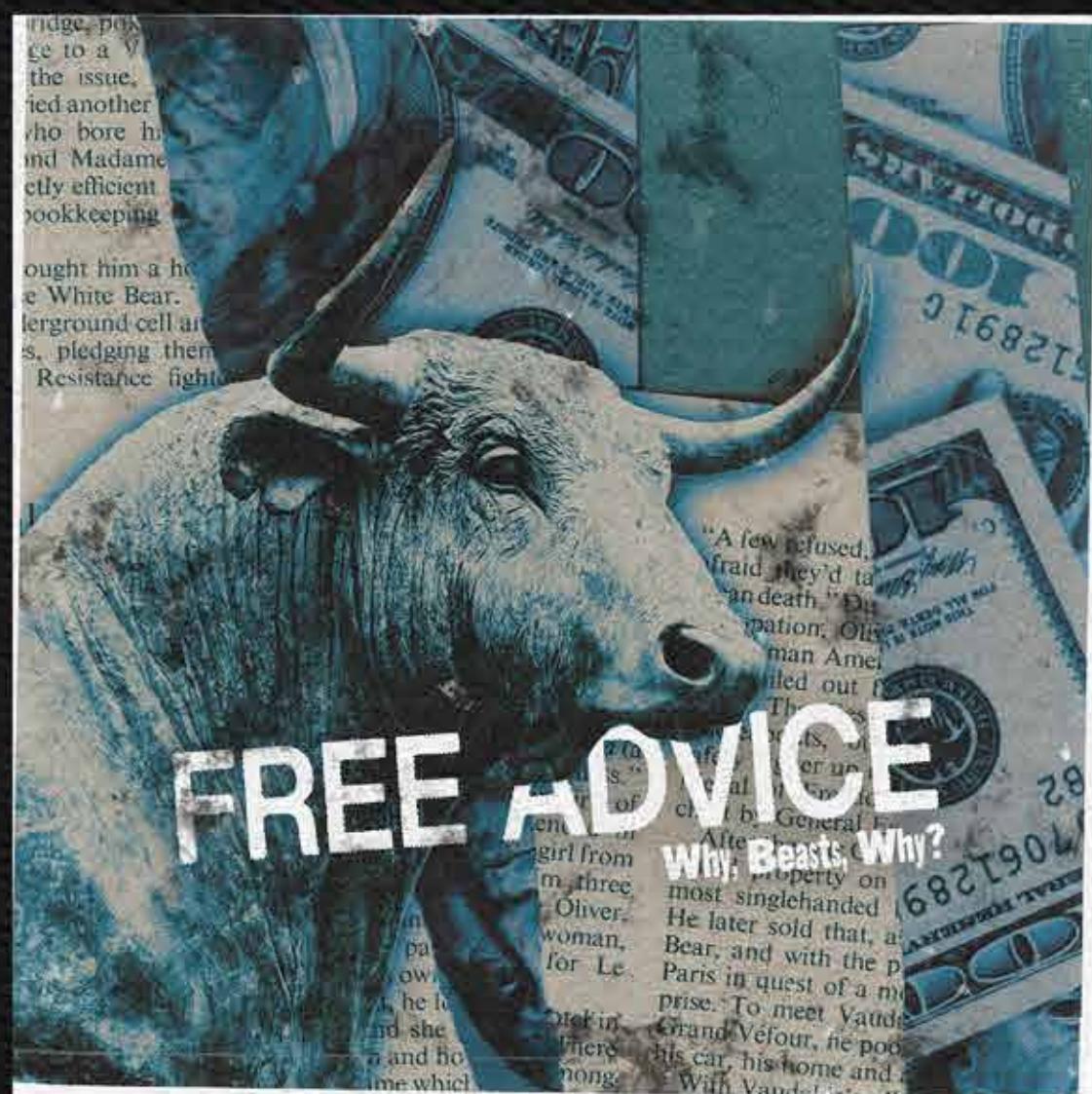
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**THE SINS
I PRAYED FOR**

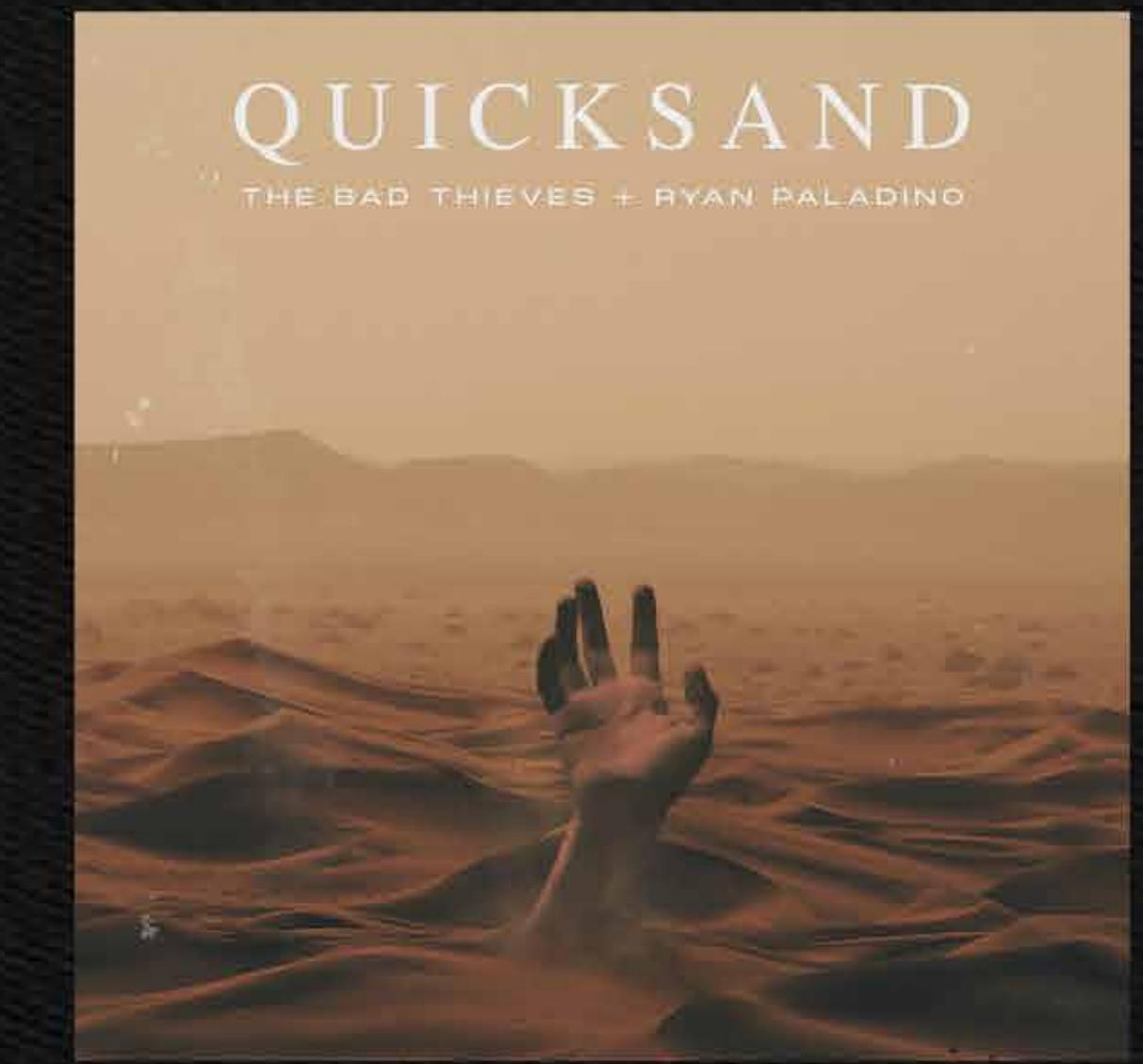
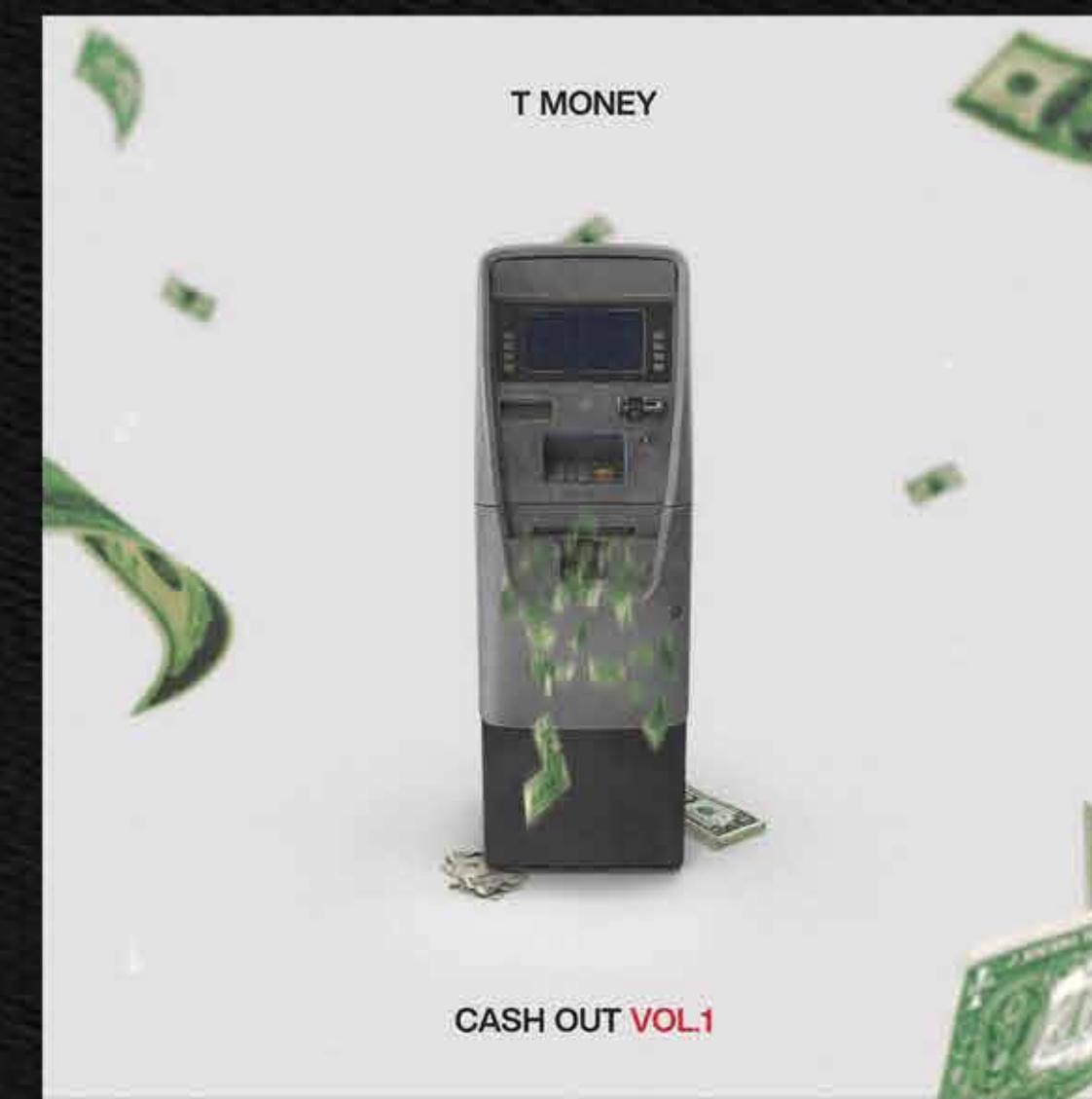
PORTFOLIO HIGHLIGHTS

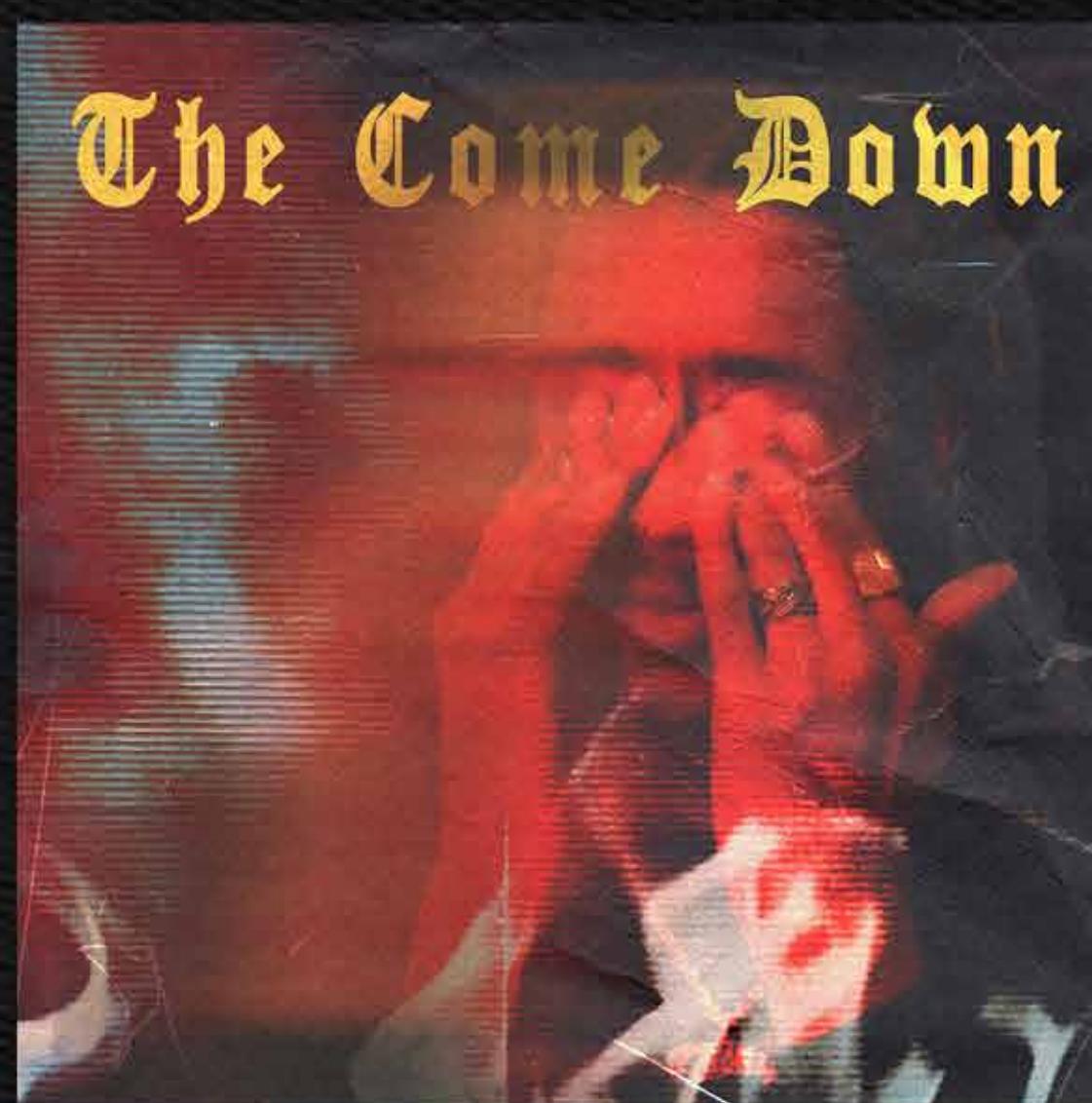
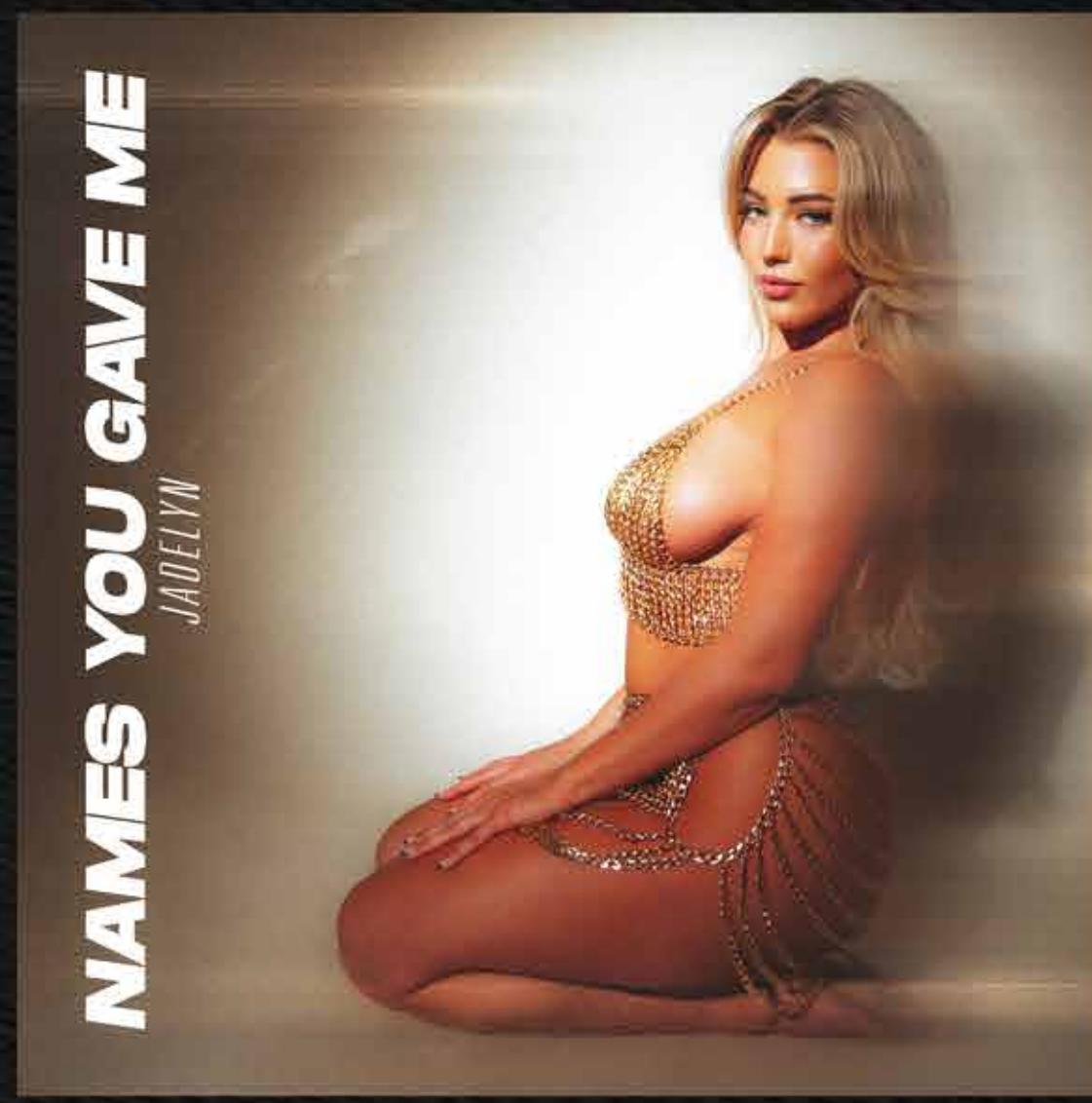
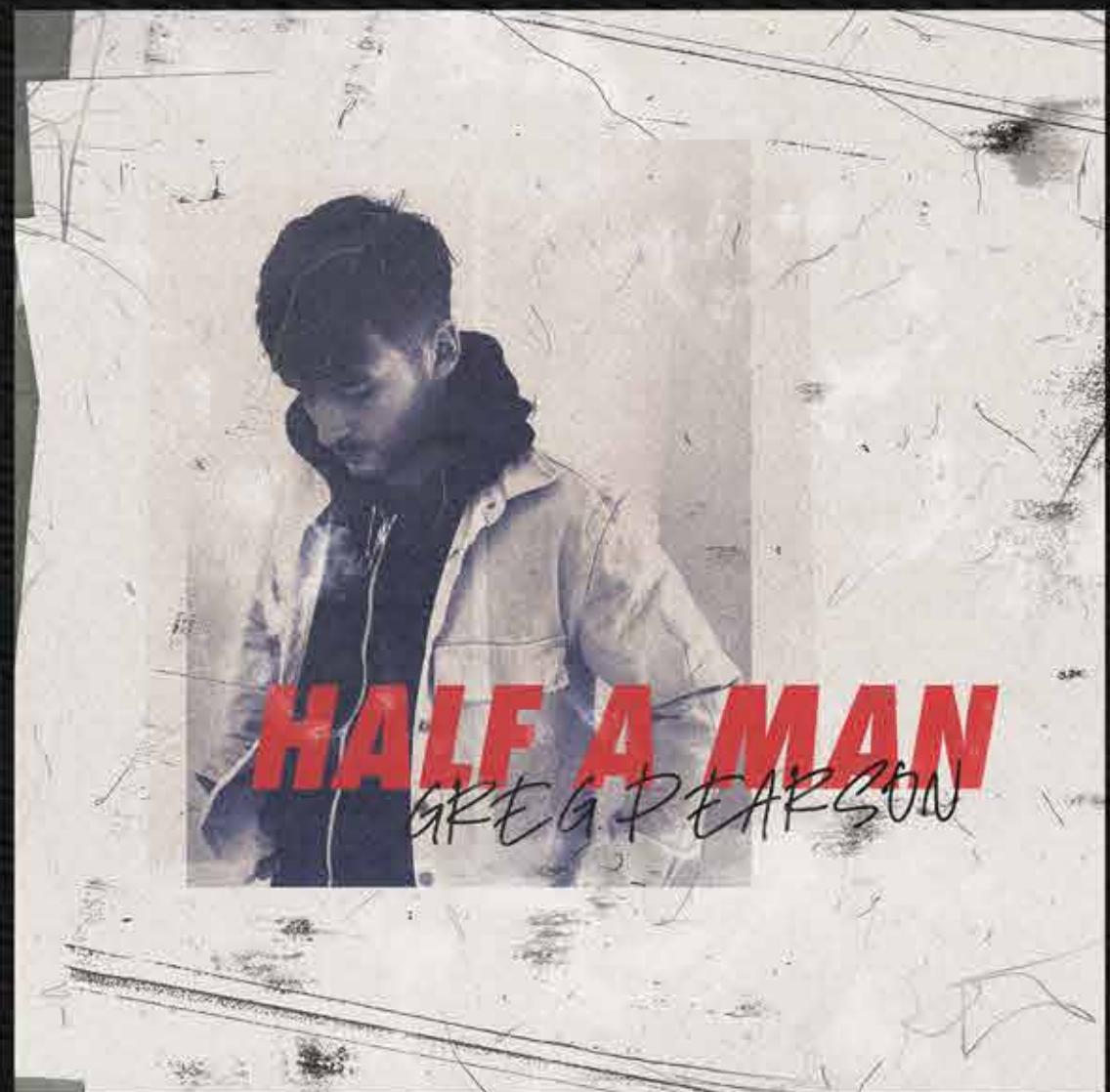


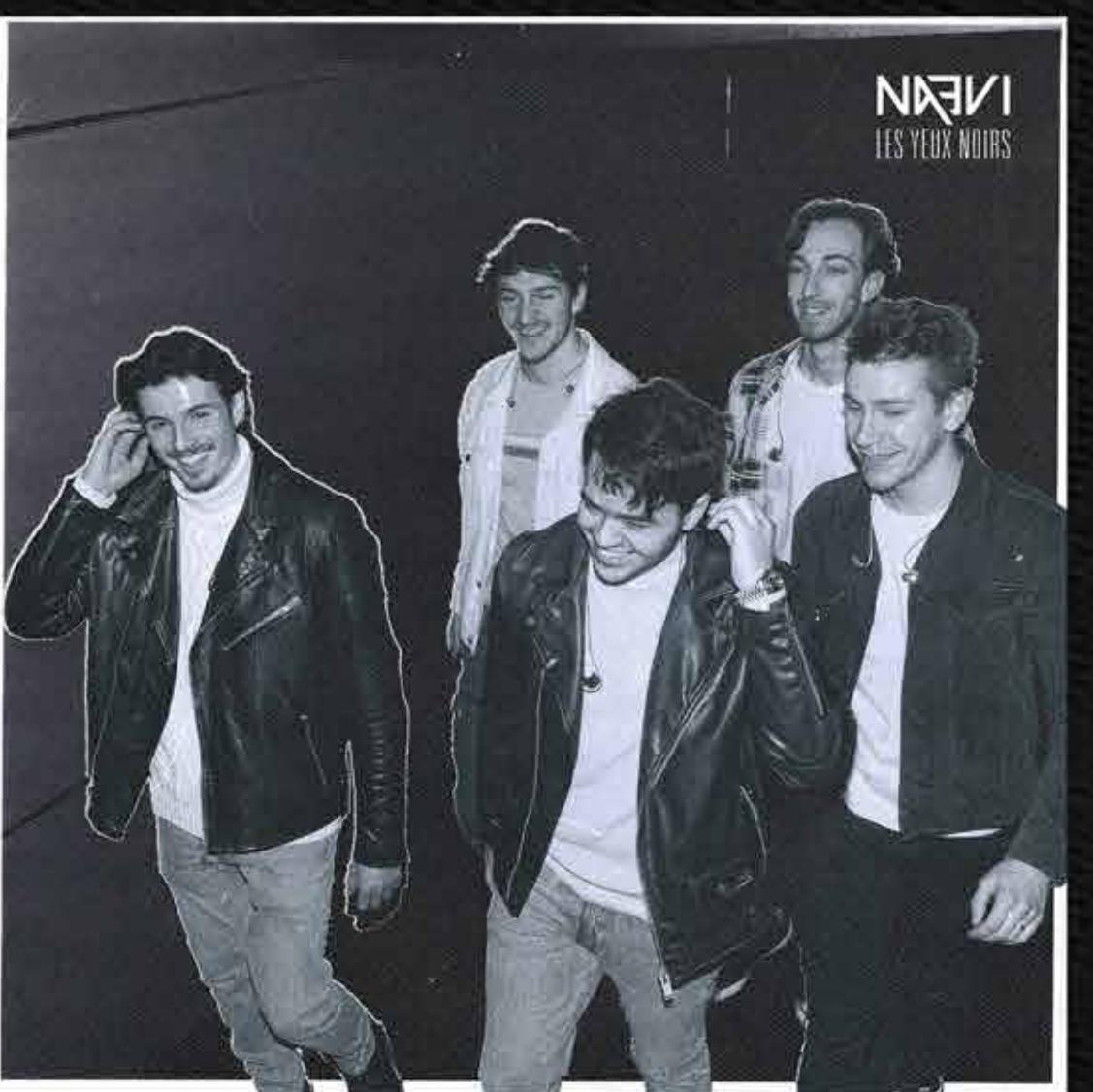
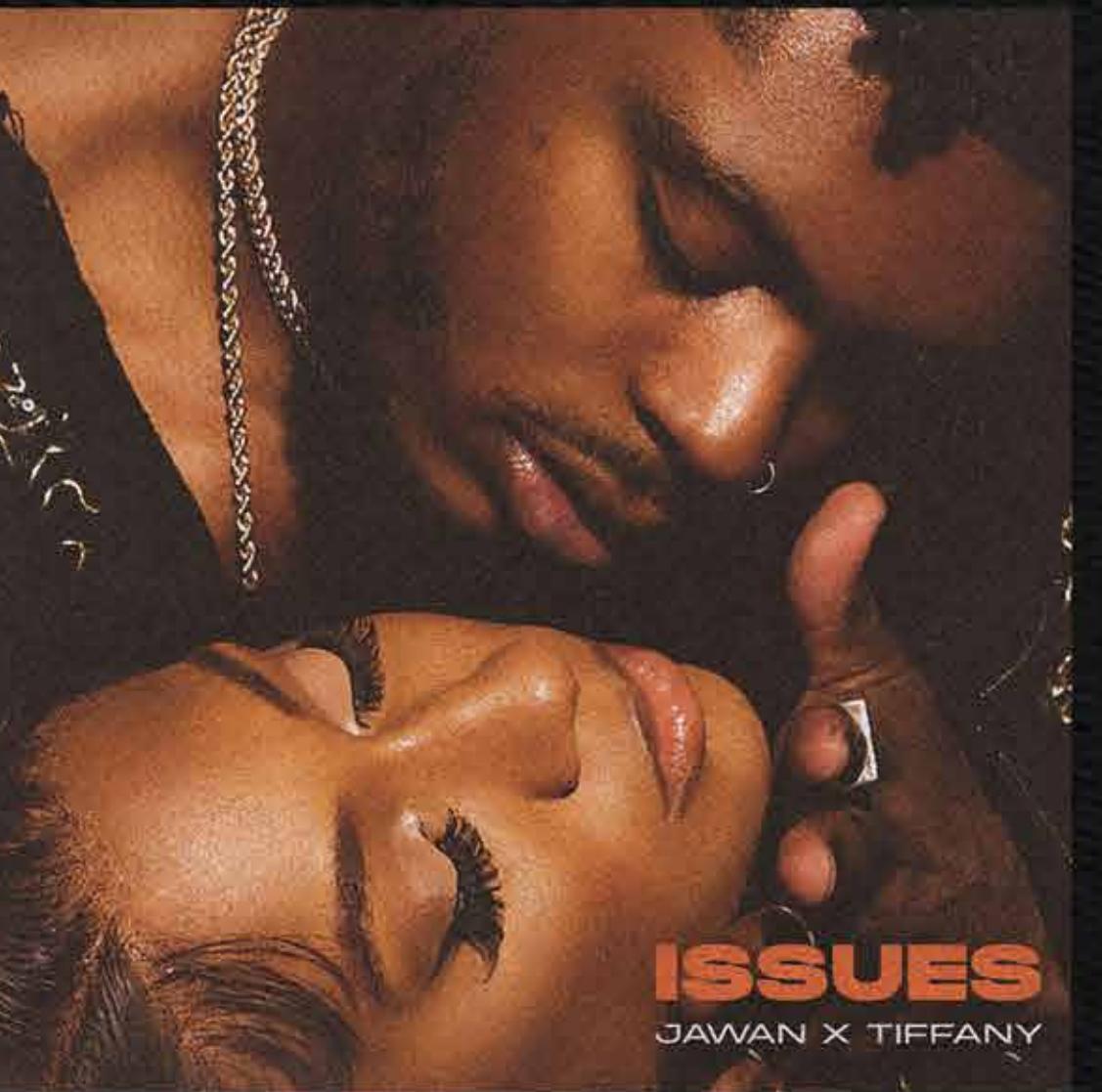
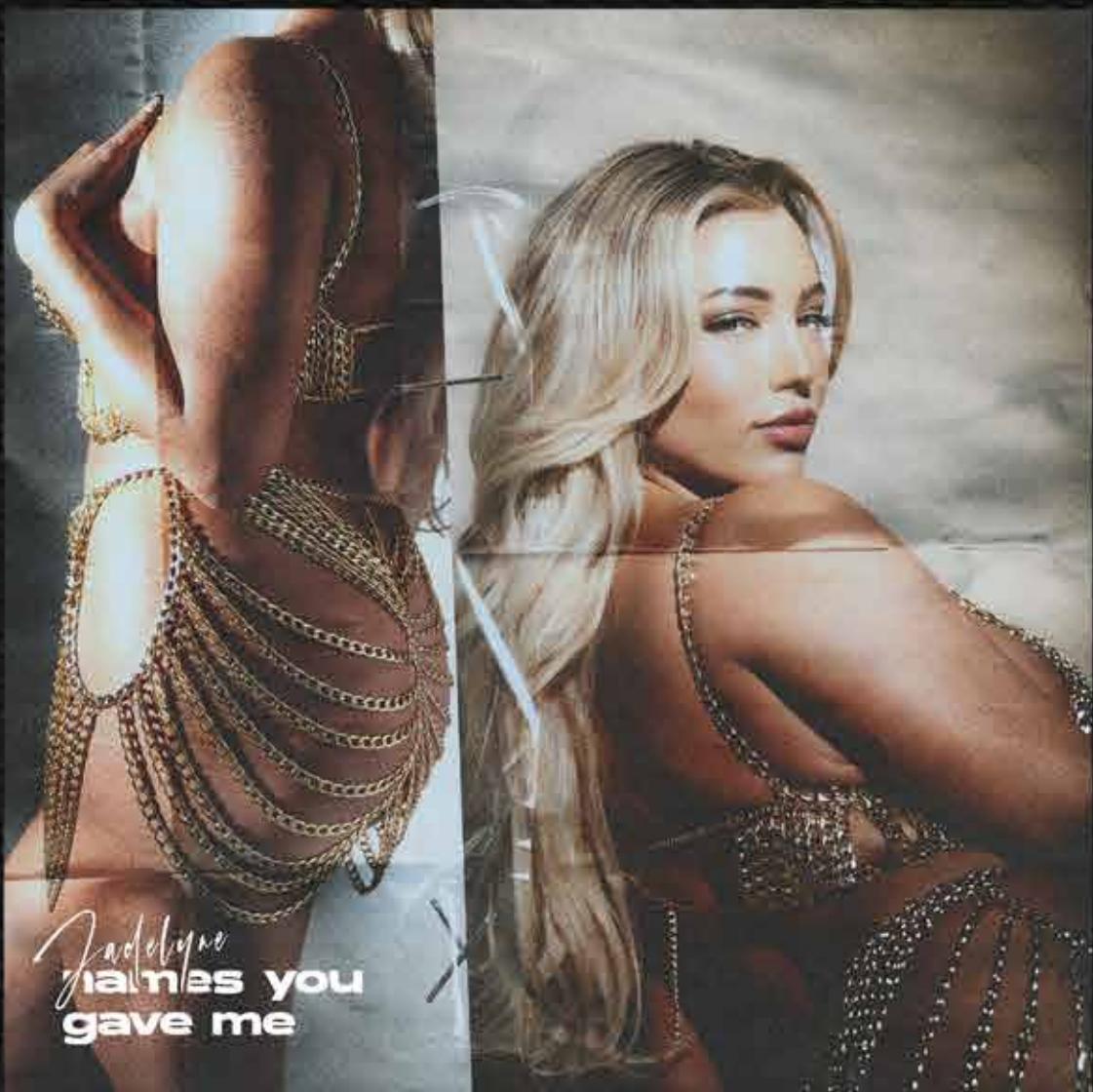
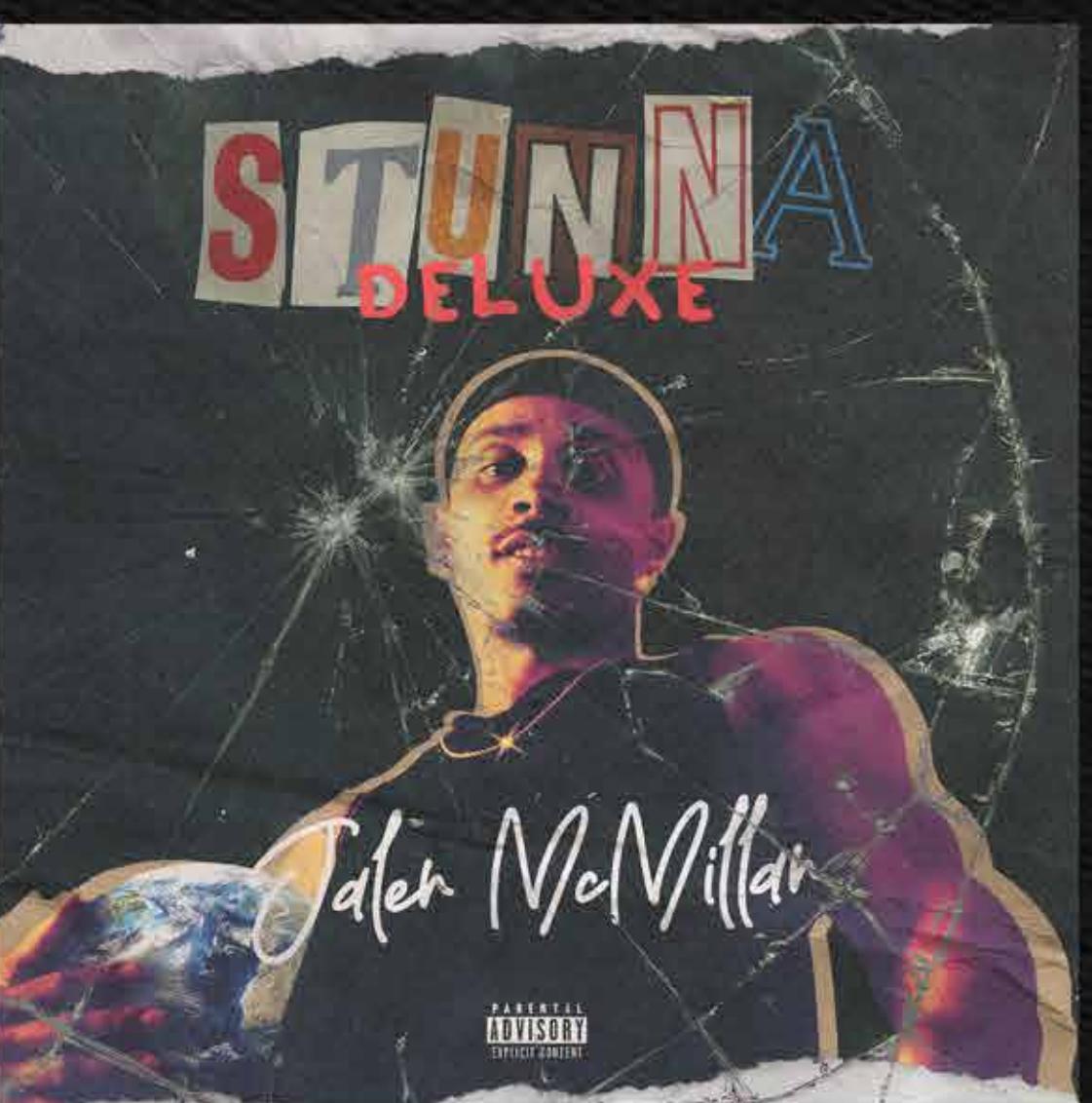
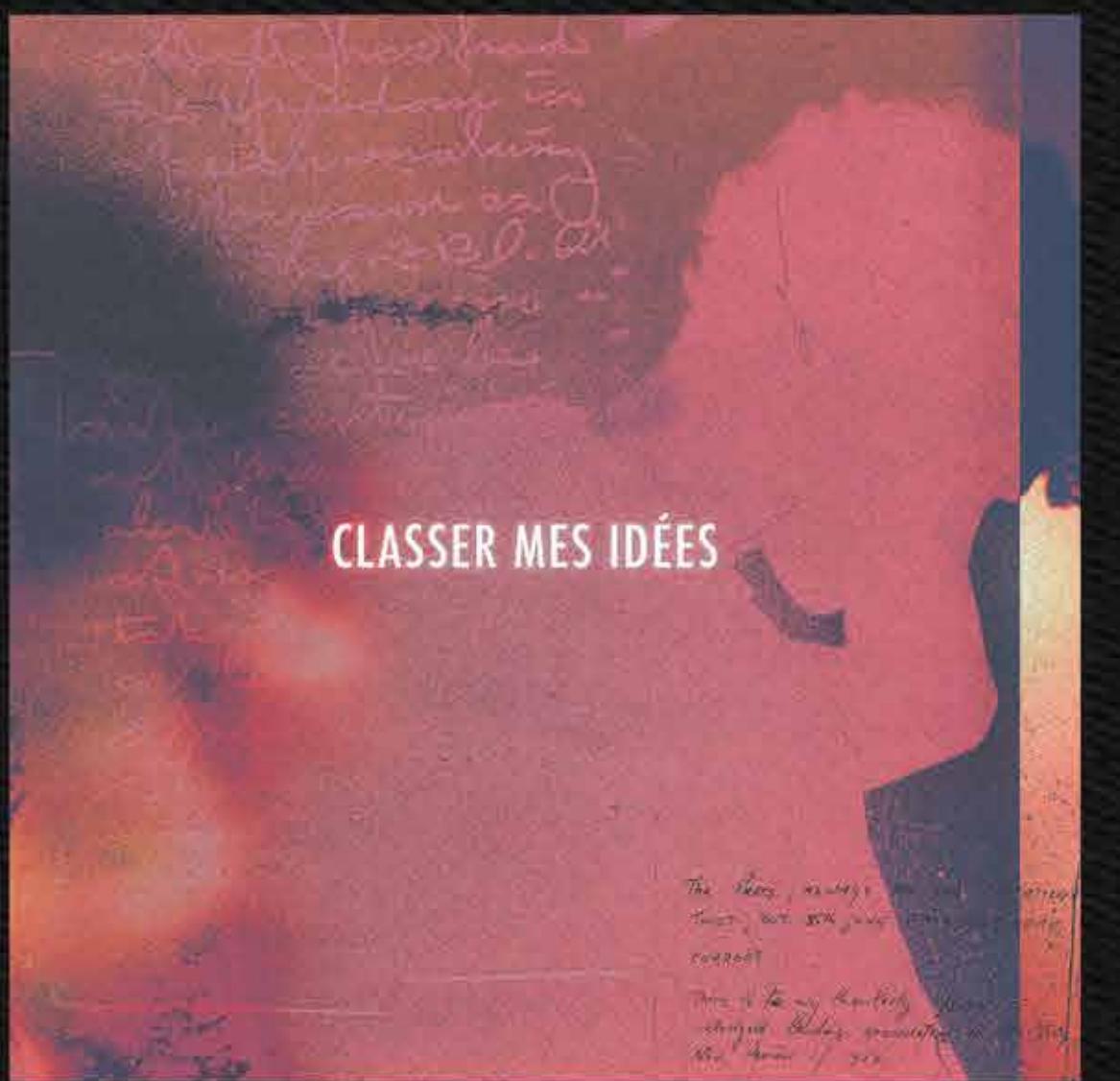
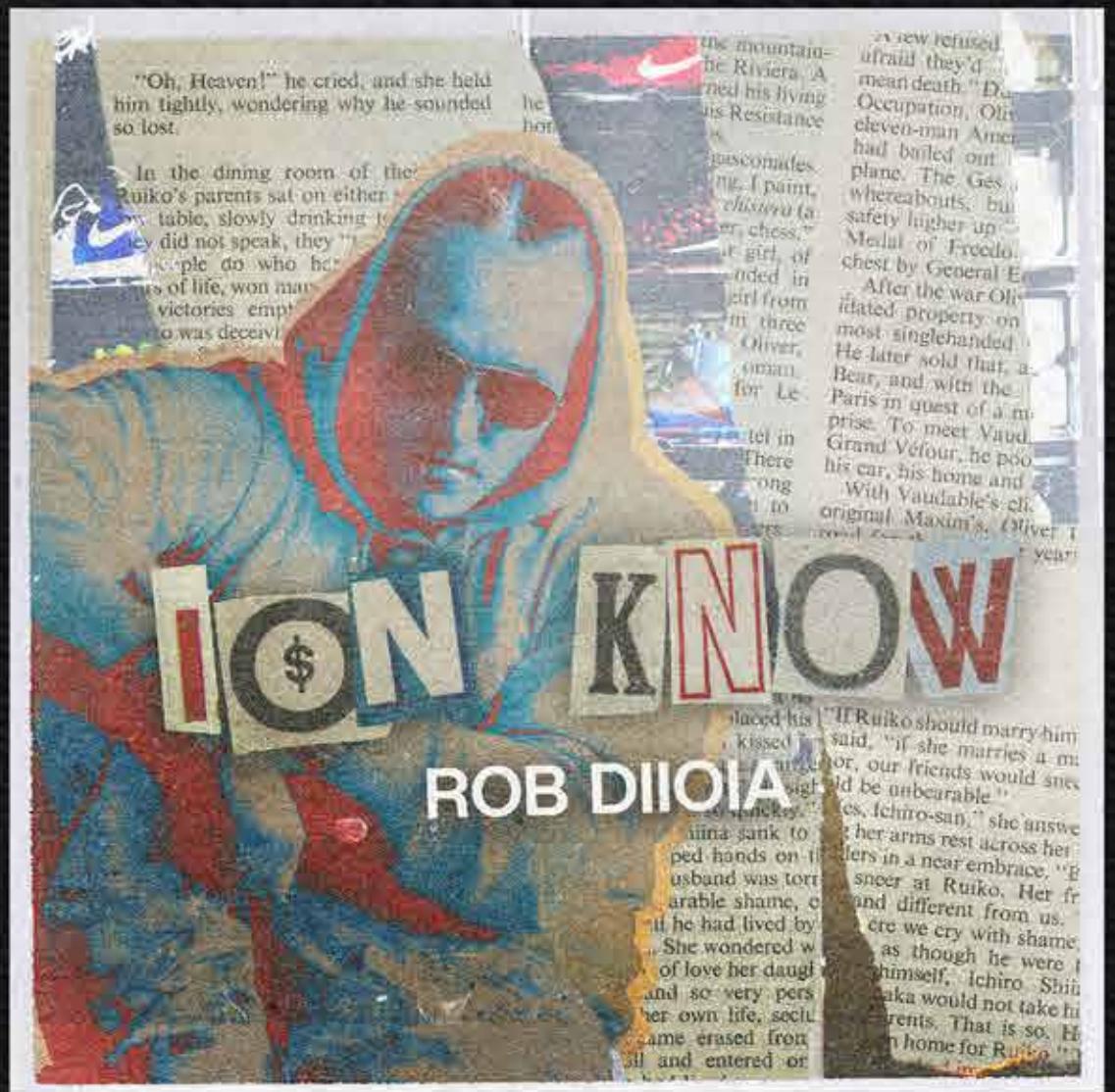
We have a diverse portfolio showcasing our ability to work across various genres and create designs in different styles, which will be presented in the following slides.

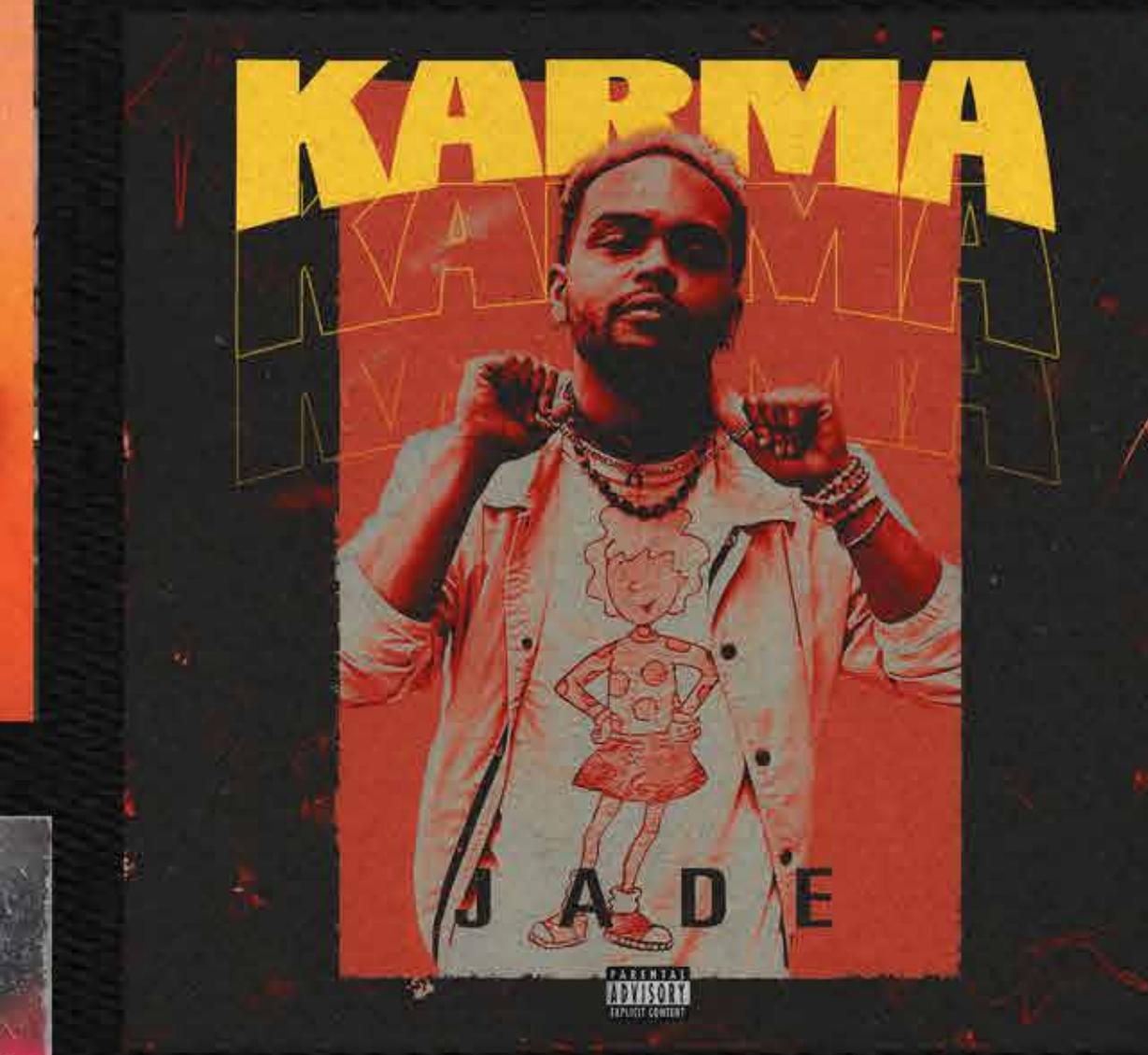
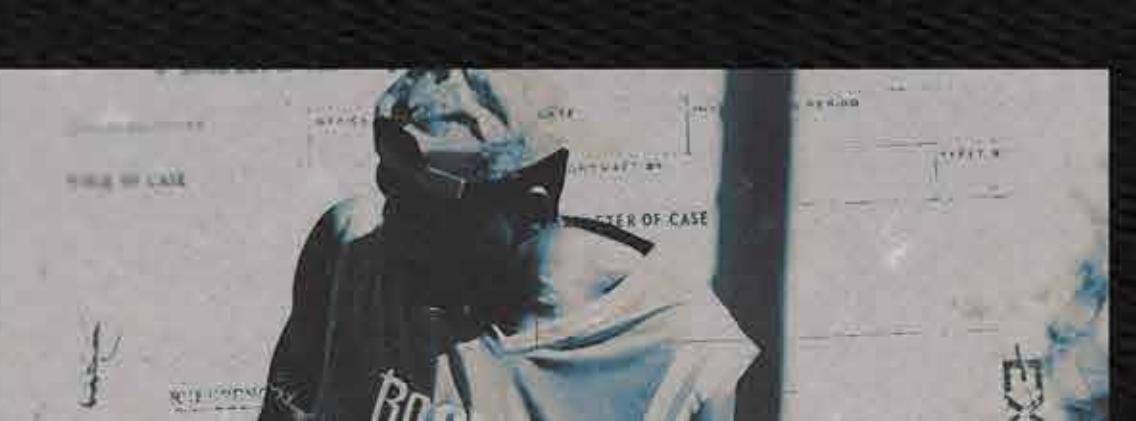
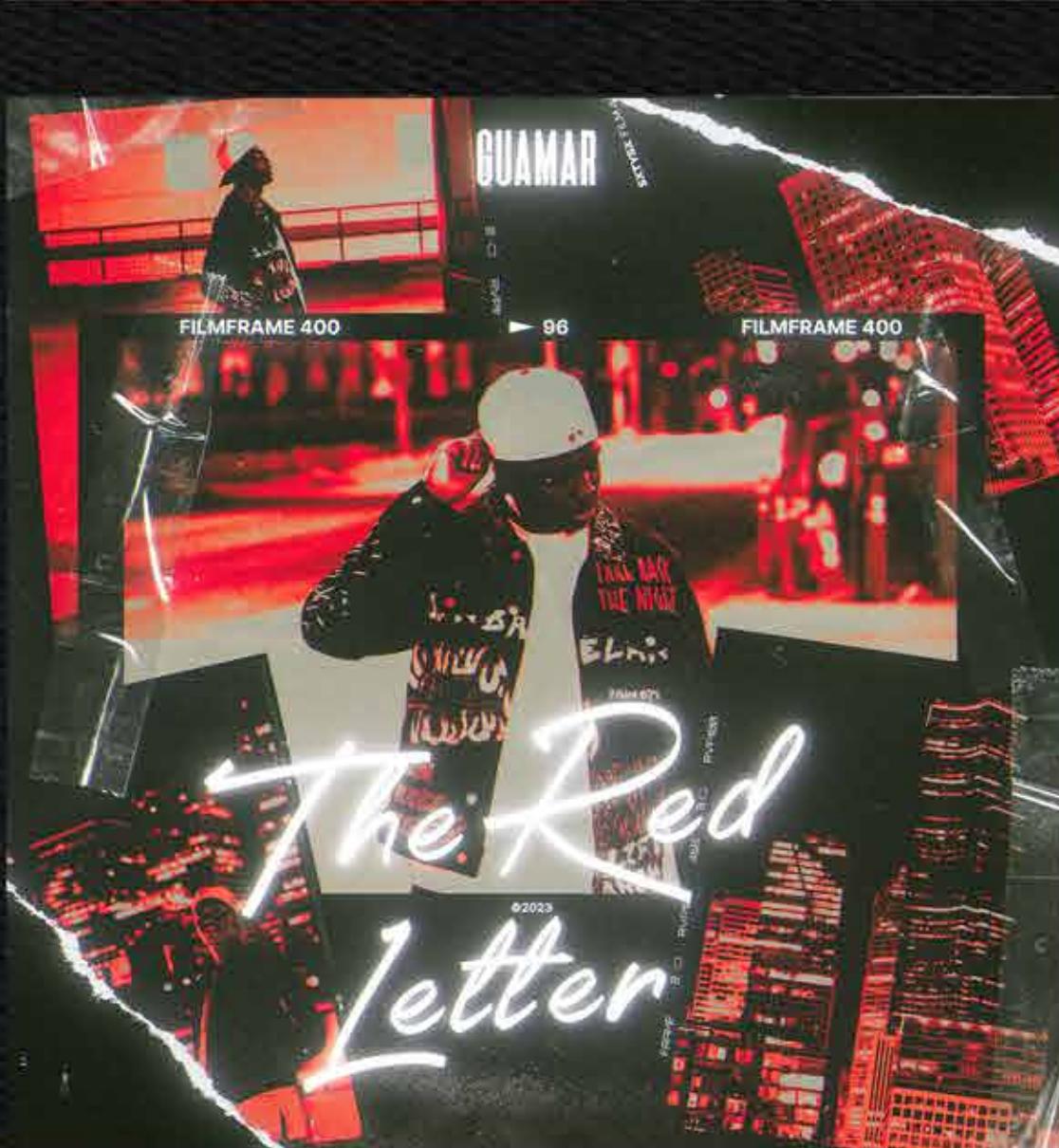
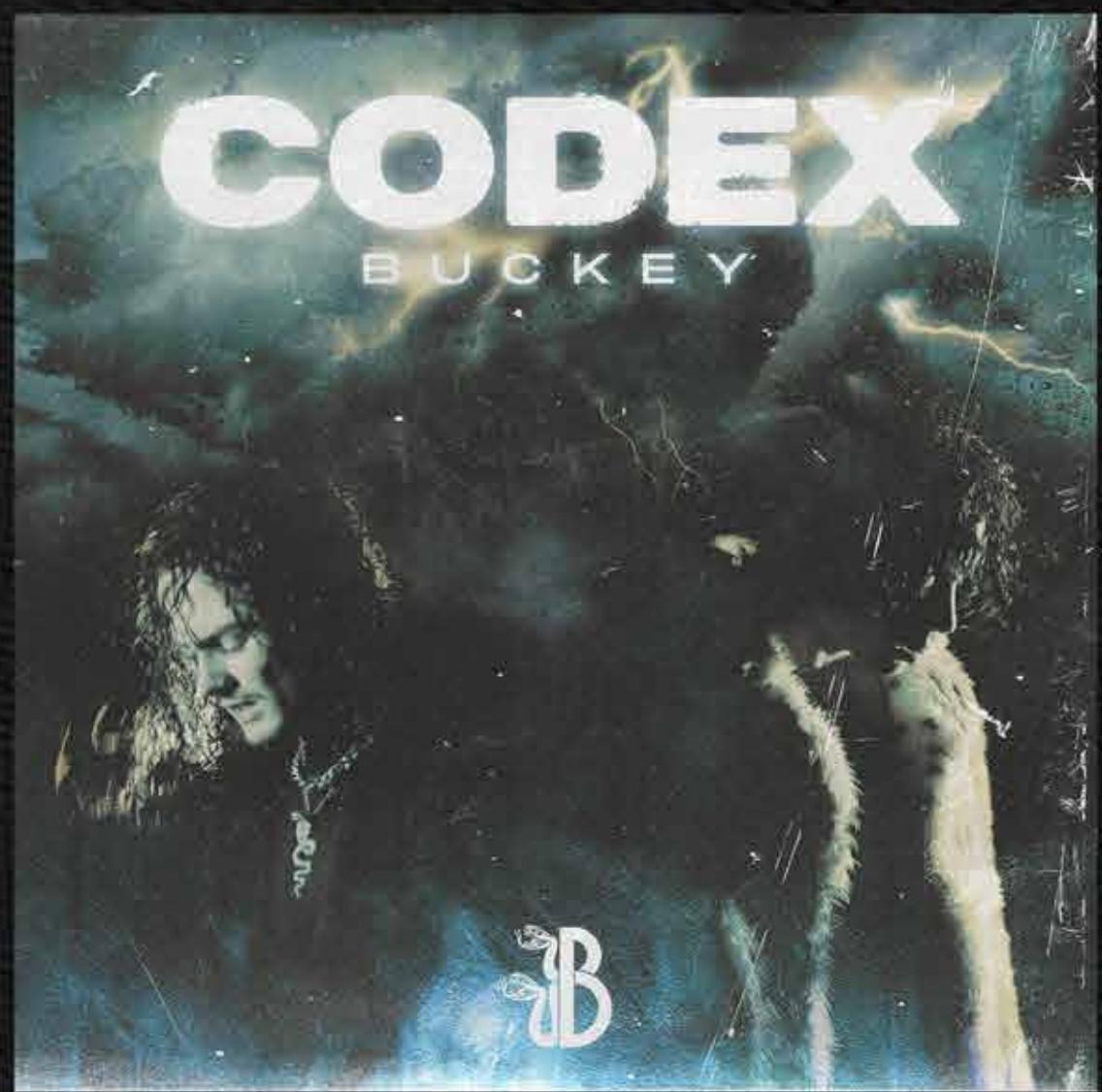


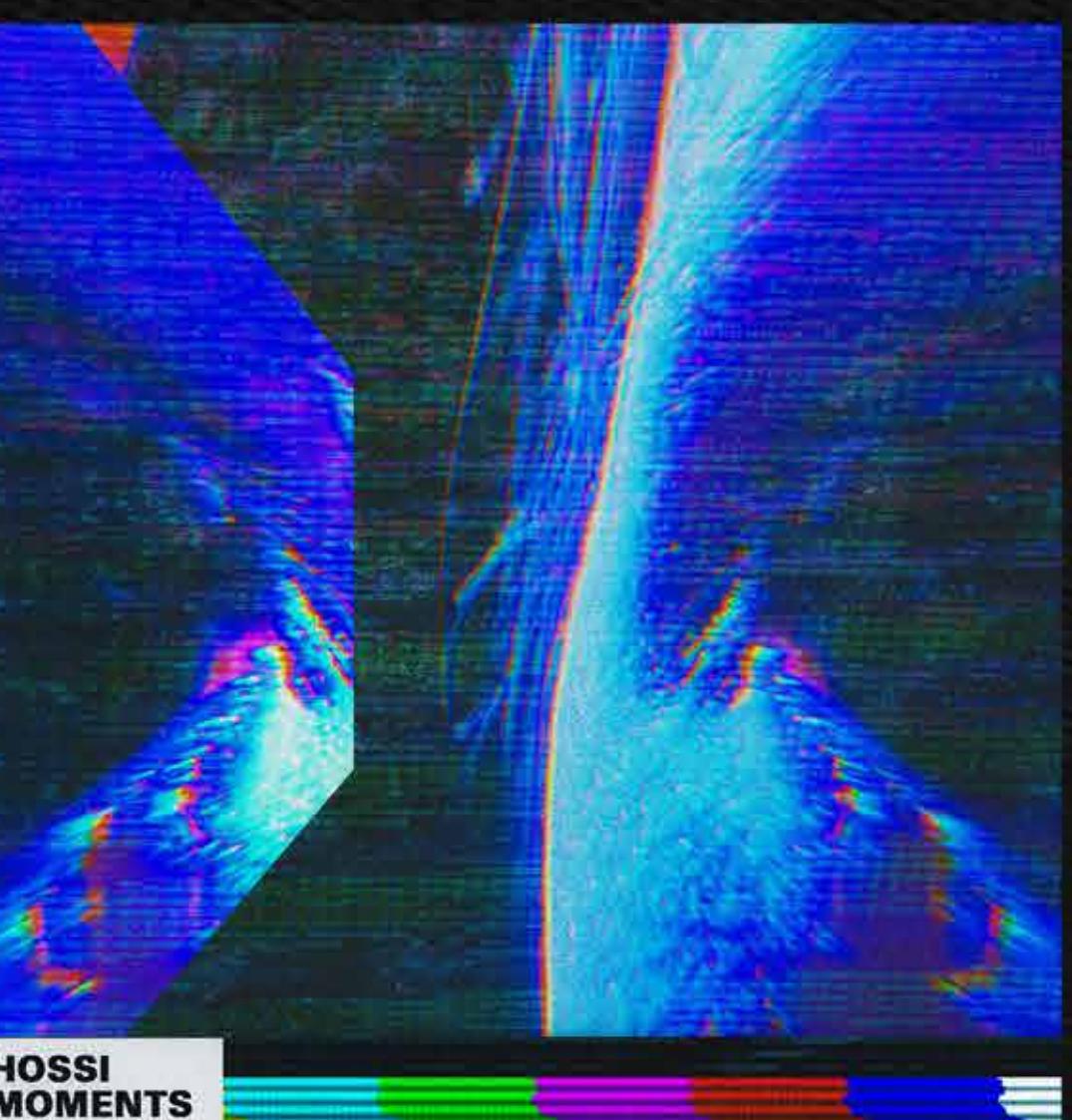
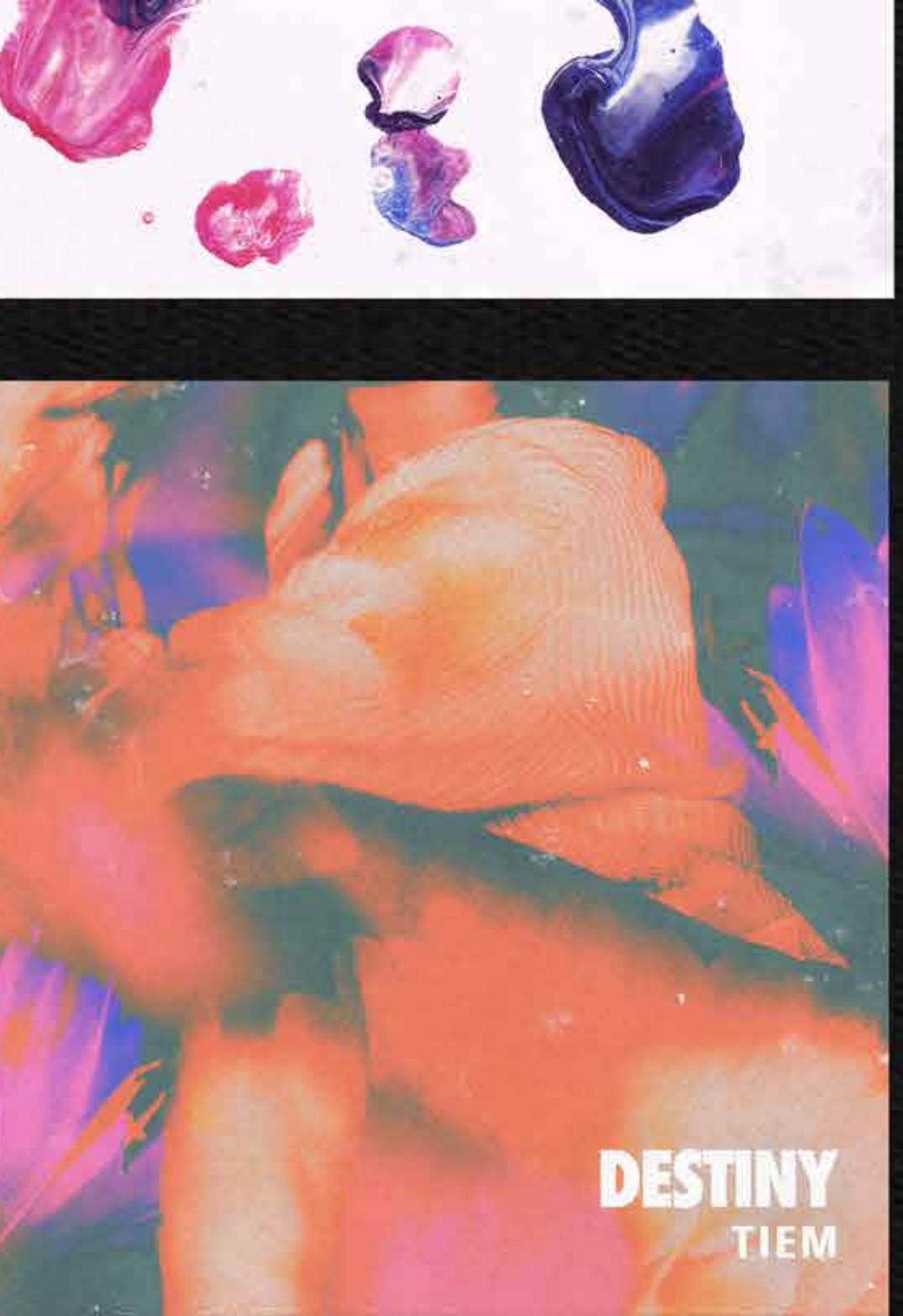
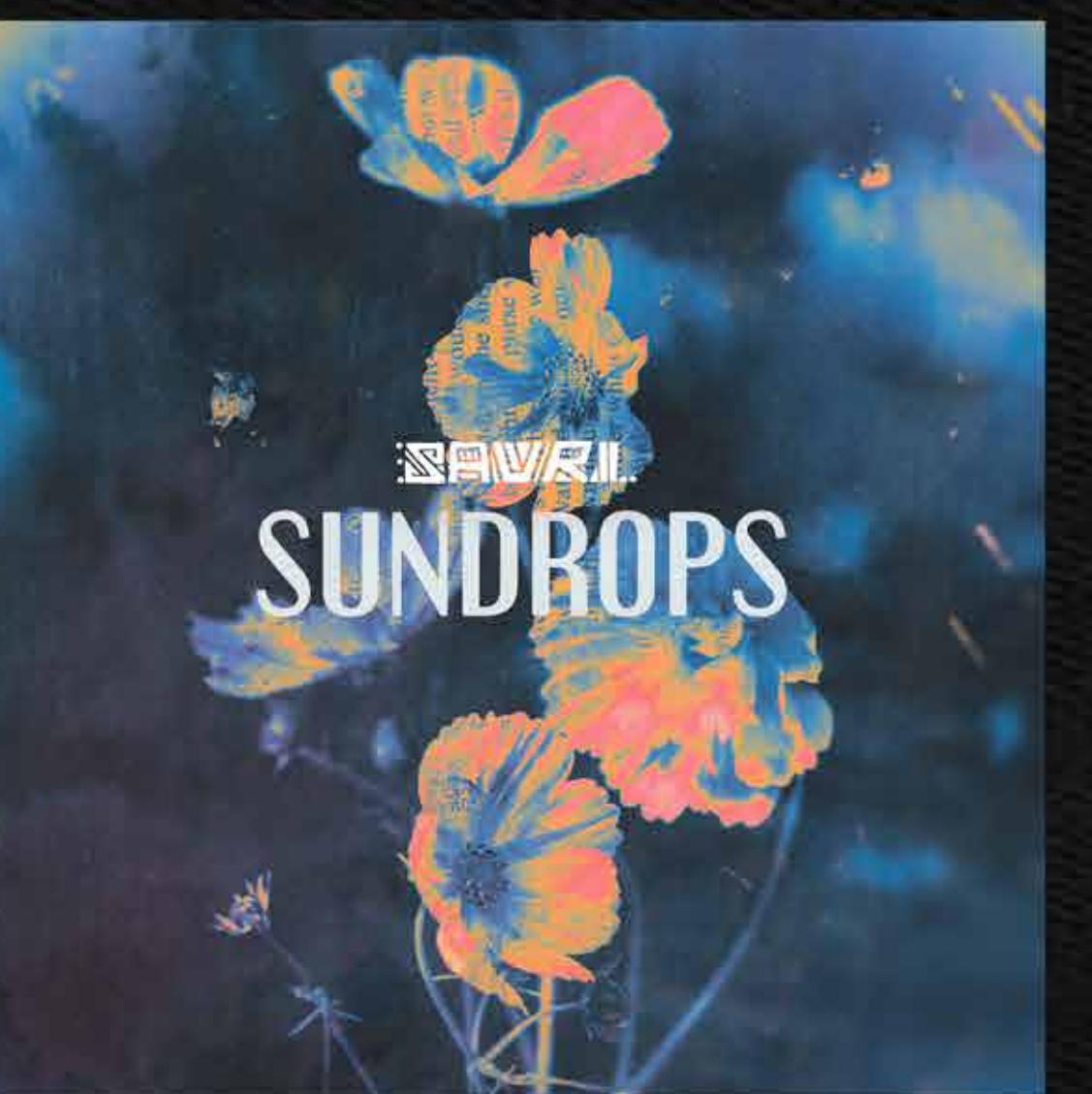
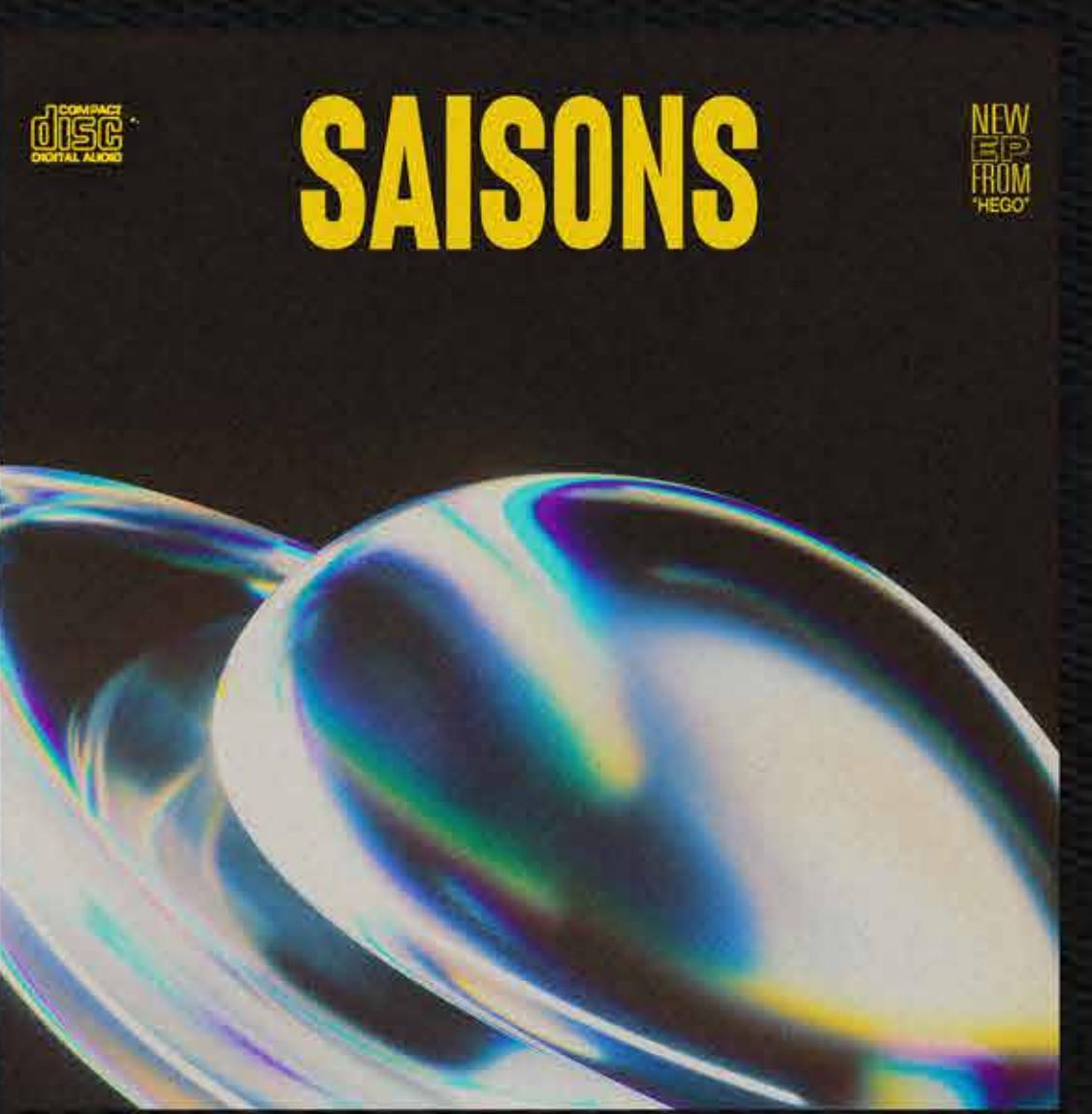
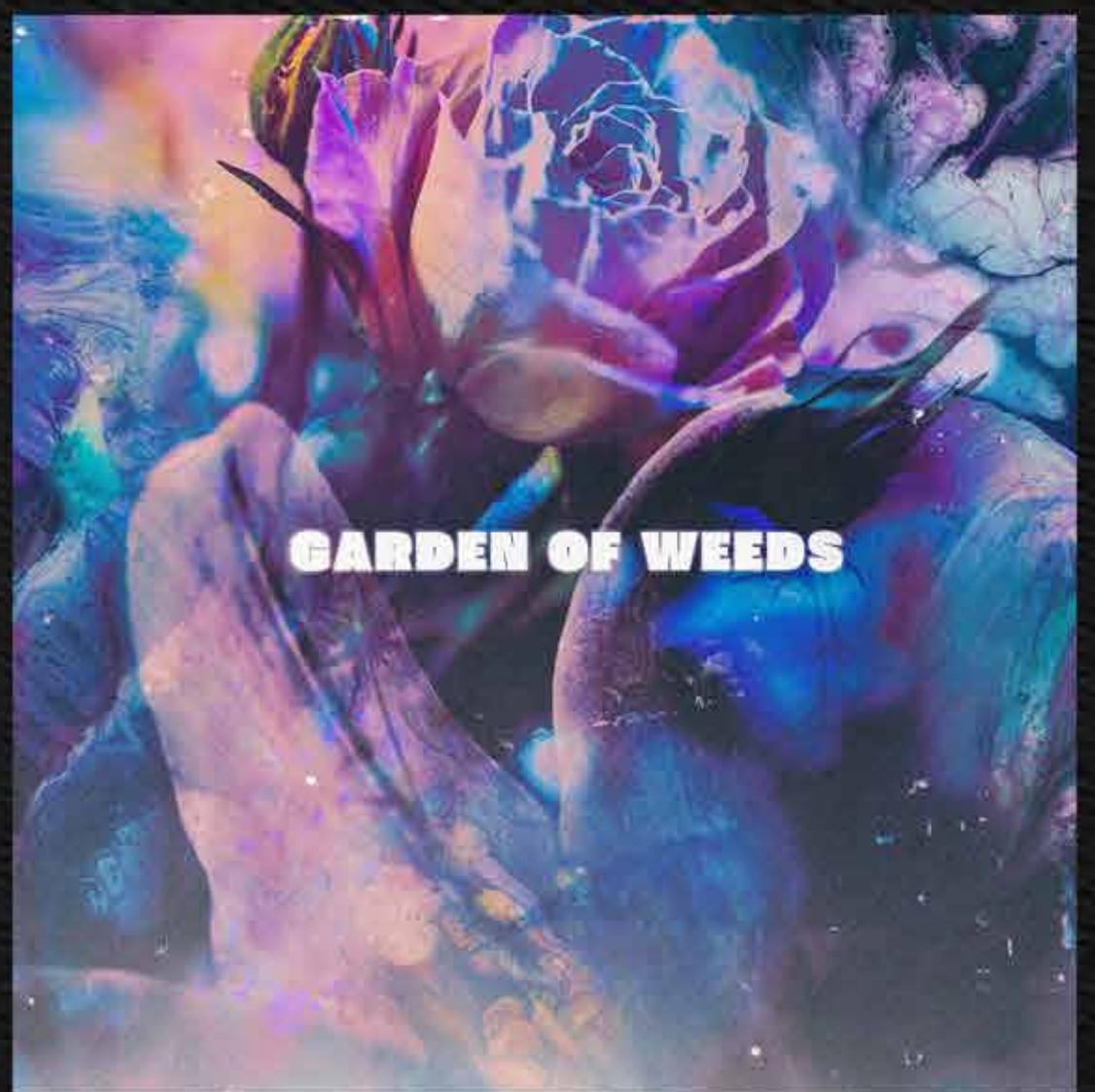


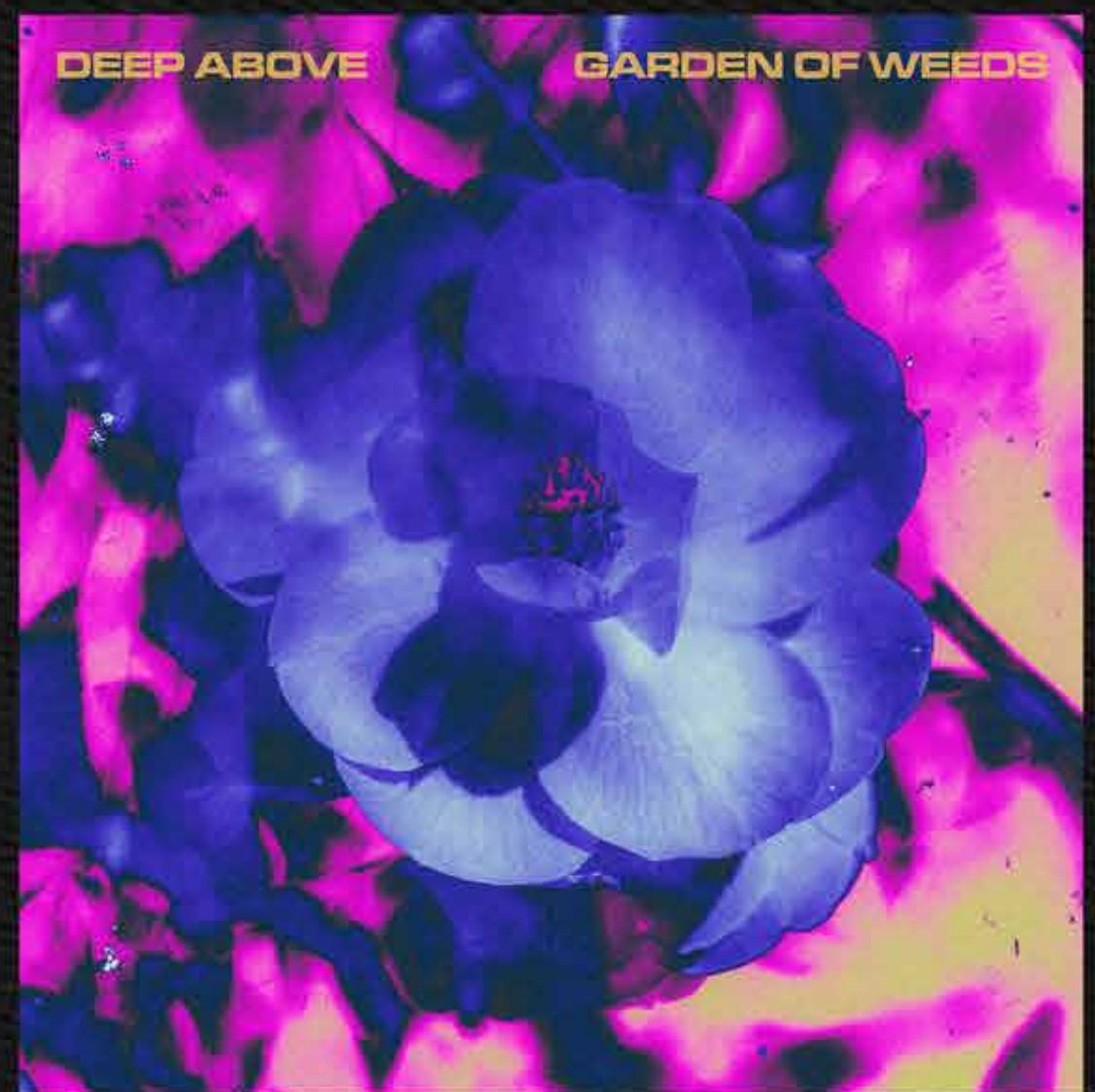
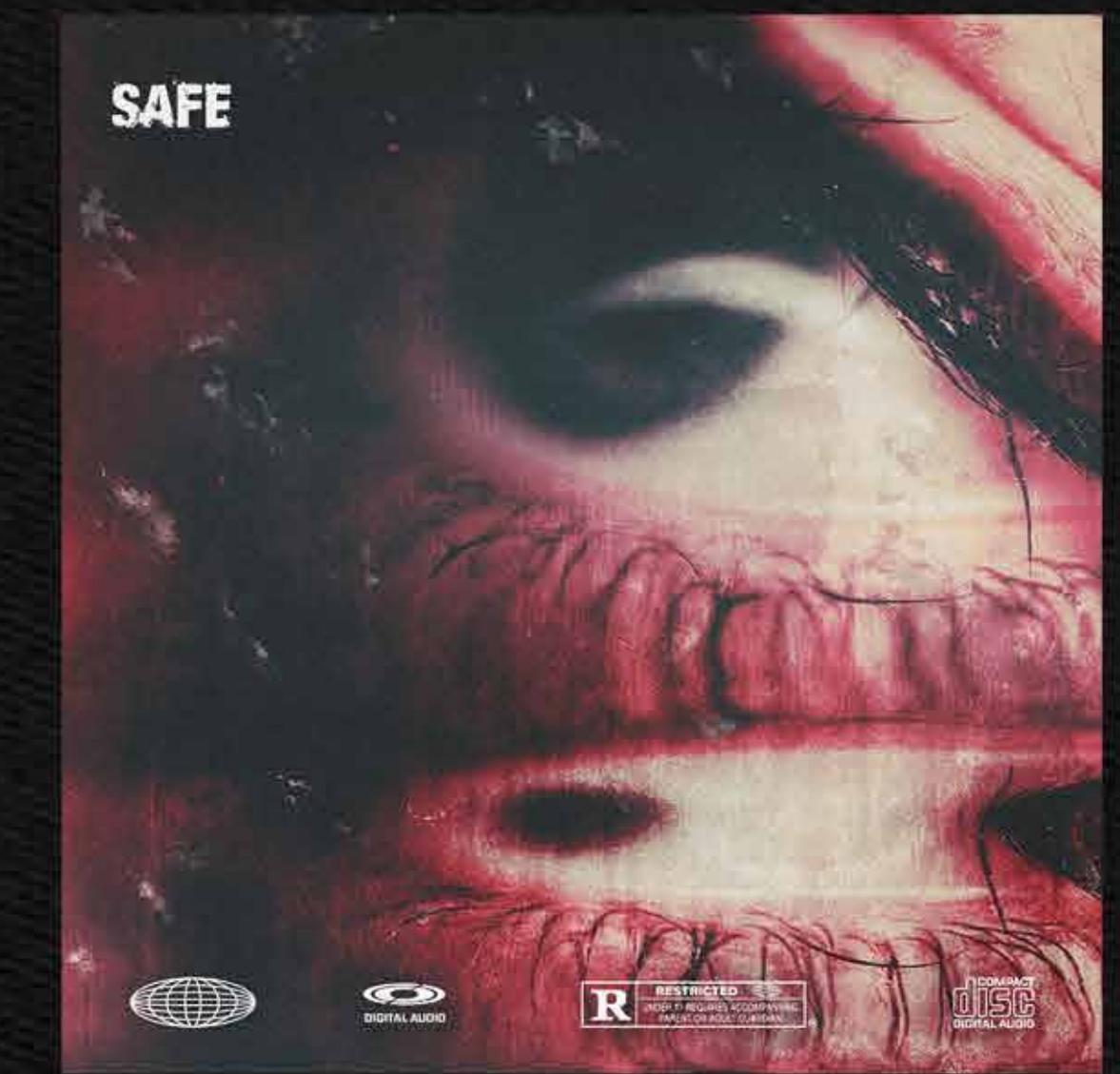
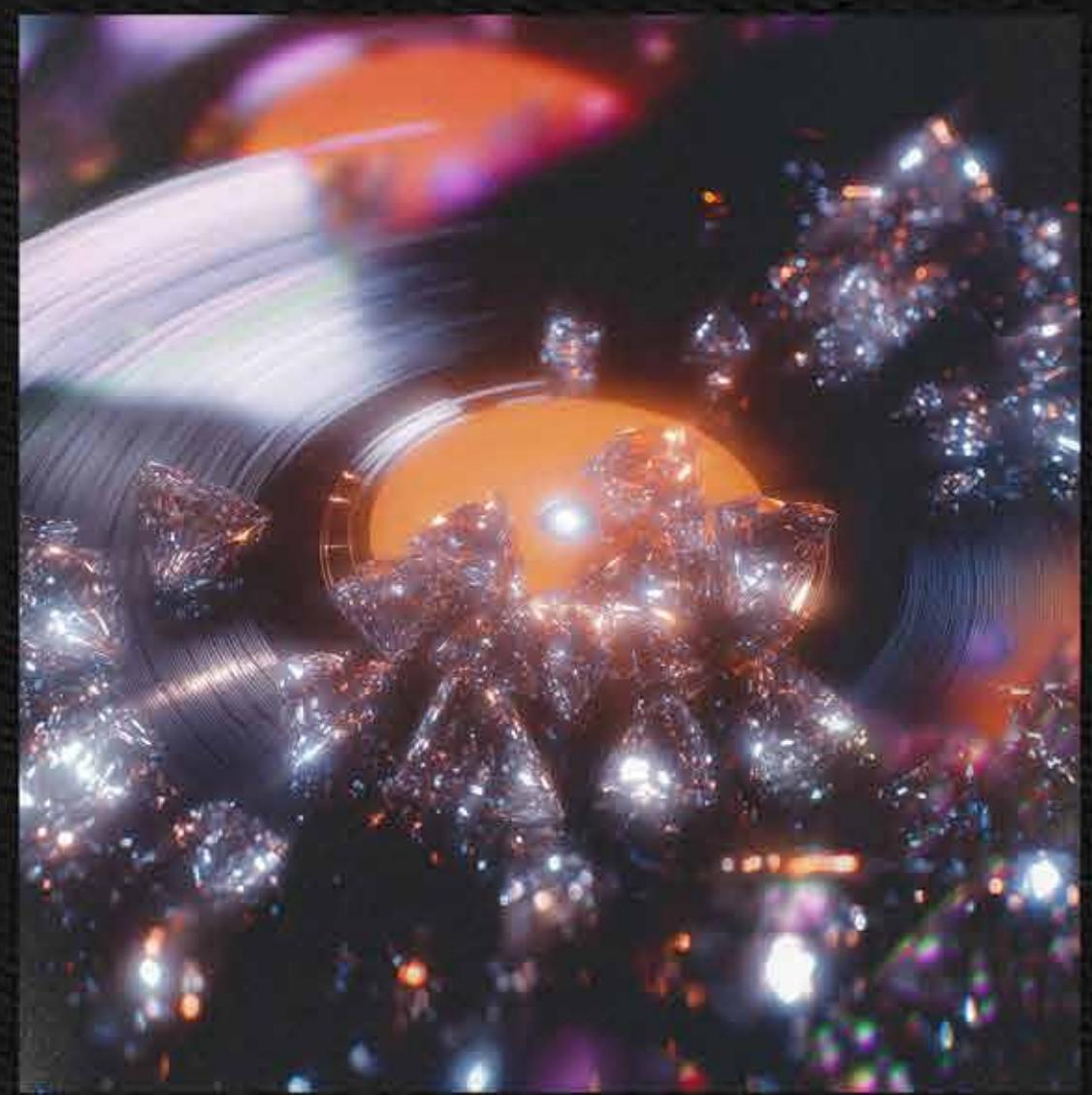












CASE STUDY #2

DESIGNING FOR A CLOTHING BRAND

We partnered with the clothing brand DSCNCTD to create designs that align with their core values—creativity, self-love, and bold confidence. These designs are tailored to appeal to their audience, primarily young adults in the music and entertainment industry, who have a strong affinity for streetwear.

The brand already had a clear vision for this collection; focusing on mythology as the central theme, while ensuring it appealed to their existing customer base and target audience.

EMERGE FROM THE SHADOWS LIKE A GRIFFIN
BREAKING THROUGH STORMY CLOUDS, AND LET
YOUR BRILLIANCE ILLUMINATE THE SKIES

We collaborated with the brand to curate imagery and symbolism from Roman and Greek mythology. The final selections resonated with the client's values and were well-received.

22 MAR 6 1958



KODAK PORT

KODAK PORTRA 400

43

The imagery of the first design centered around Cupid, the Roman god of love, paired with a modern Blackletter typeface.





EMERGE FROM THE SHADOWS LIKE A GRIFFIN
BREAKING THROUGH STORMY CLOUDS, AND LET
YOUR BRILLIANCE ILLUMINATE THE SKIES



For the second design, we chose the image of a griffin from Greek mythology, symbolizing freedom. Additionally, we incorporated a phrase that reflects confidence to stay aligned with the brand's values.

In the following slides, we will showcase the results of our collaboration with DSCNCTD, of which we are proud, resulting in a unique collection that remains true to the client's brand and their established customer base.



SELENE



EMERGE FROM THE SHADOWS LIKE A GRIFFIN
BREAKING THROUGH STORMY CLOUDS, AND LET
YOUR BRILLIANCE ILLUMINATE THE SKIES

PORTFOLIO HIGHLIGHTS



A selection of standout merch and apparel designs we've created will be featured in the next slides.



CASE STUDY #3

DESIGNING A POSTER AND PROMOTIONAL VISUALS FOR A FESTIVAL



Make Out Music Festival approached HBLRStudio with the goal of creating a full visual identity that captured the essence of the festival and its lineup

The festival is known for featuring underground and DIY bands that resonate with a younger audience.

The visuals needed to reflect this, while also capturing an edgy and energetic vibe.

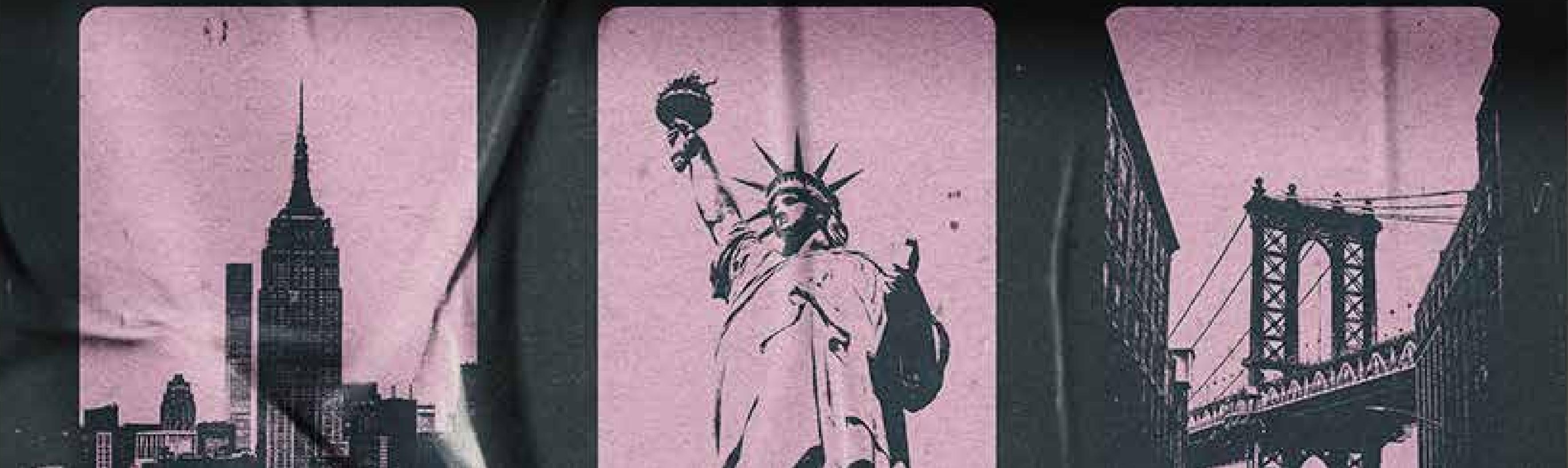




Our approach to the poster design centered on showcasing the lineup in a bold and energetic font, appealing to both the artists and their fans. The imagery of New York City was incorporated to reflect the festival's location.

The color palette consists of two contrasting colors, pink and black, chosen to convey the vibrant energy we aimed to express through the design.

LIVE AT
Make Out Music
THURS JULY 18



After finalizing the poster design, we delivered additional wristband and ticket designs, as well as promotional assets for use both in promoting the festival and during the event itself.

KADOLEAF
DONNE KILL JOY
GAMES AND &
JAR OF FREE

RS

Make Out Music





**MEDIA
PASS**

JULY 18



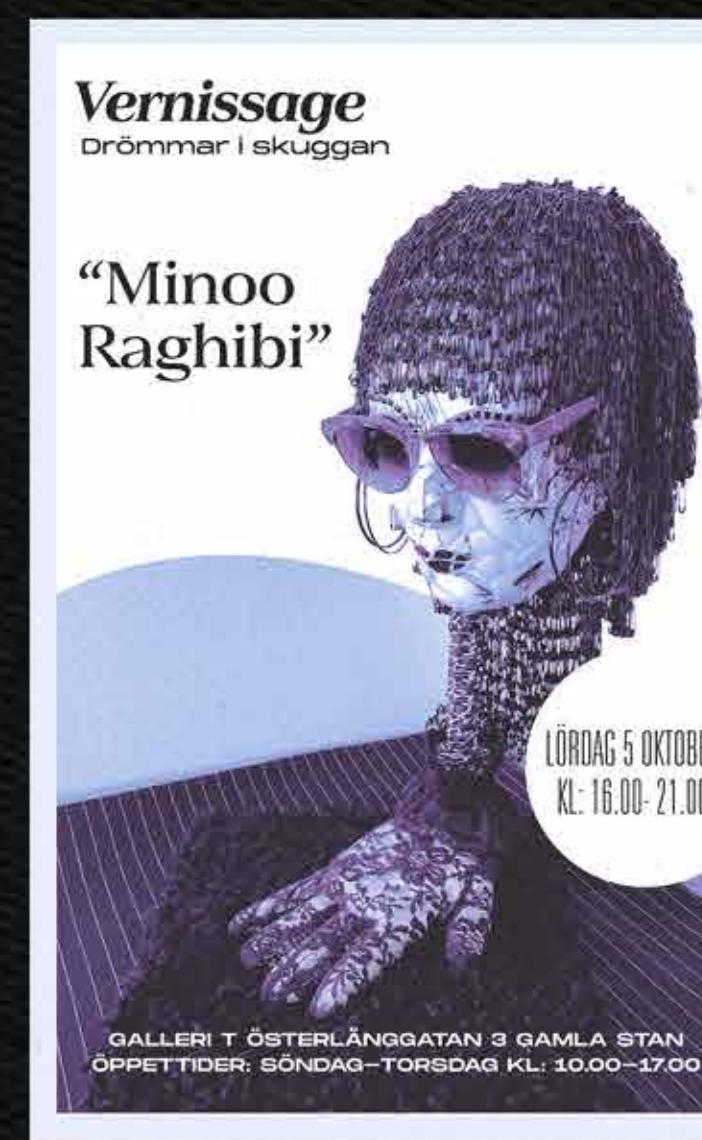
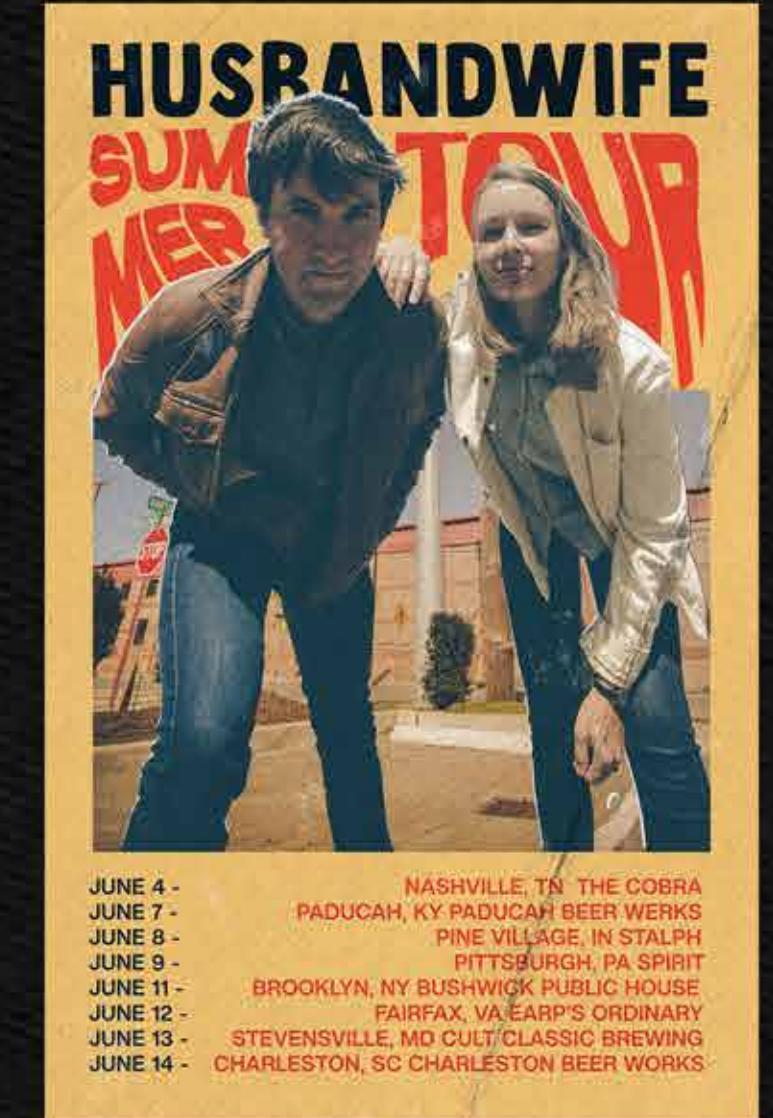
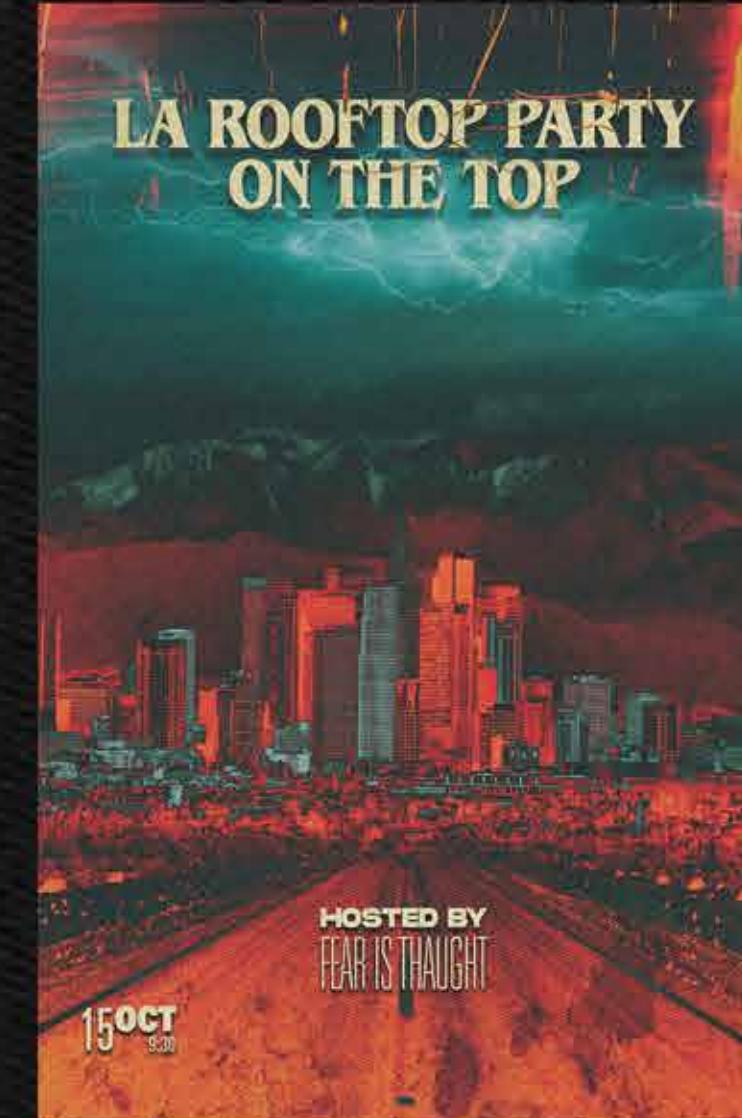
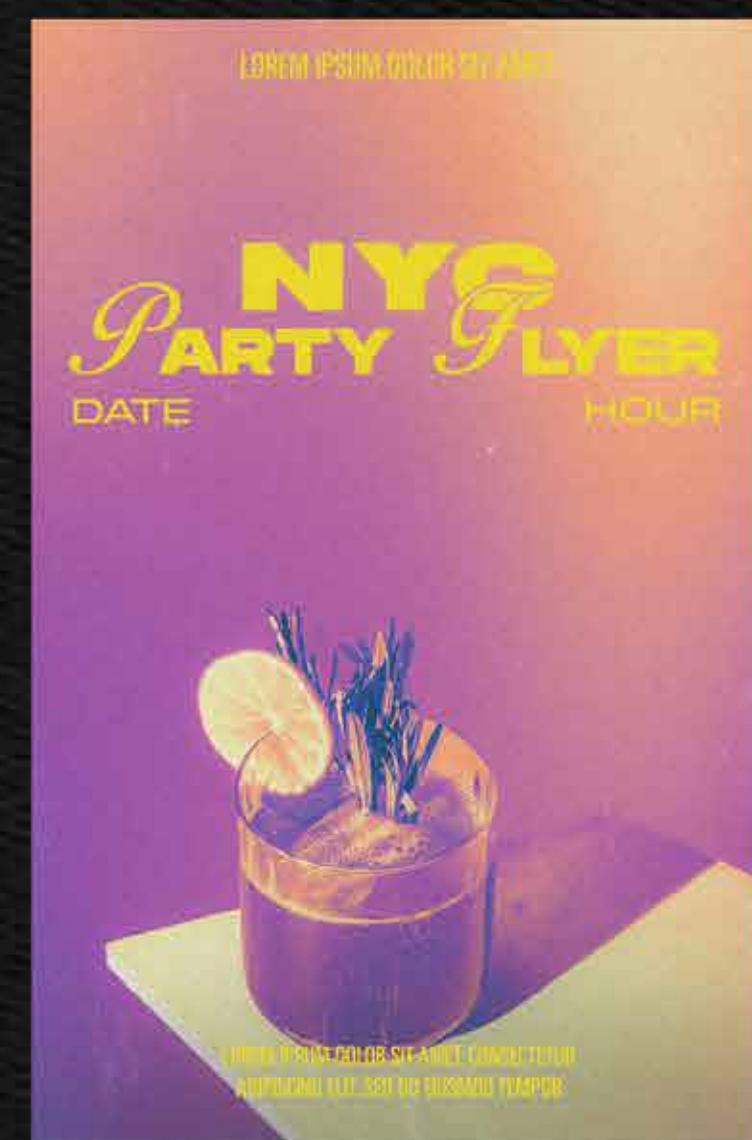
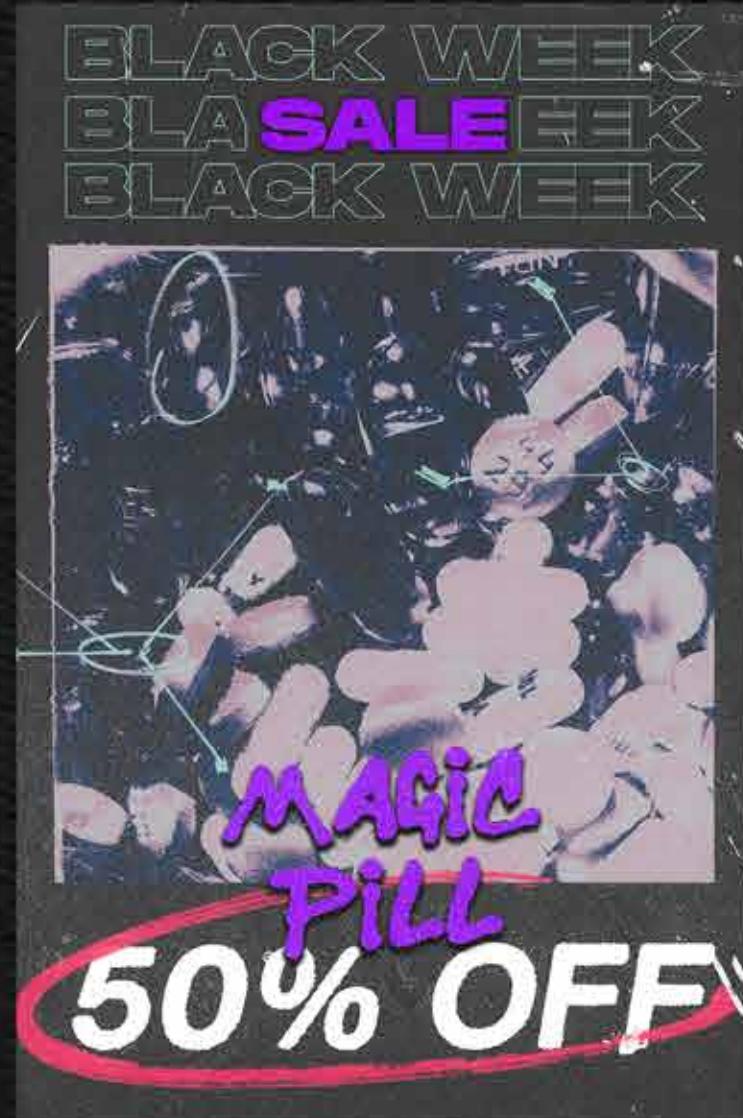
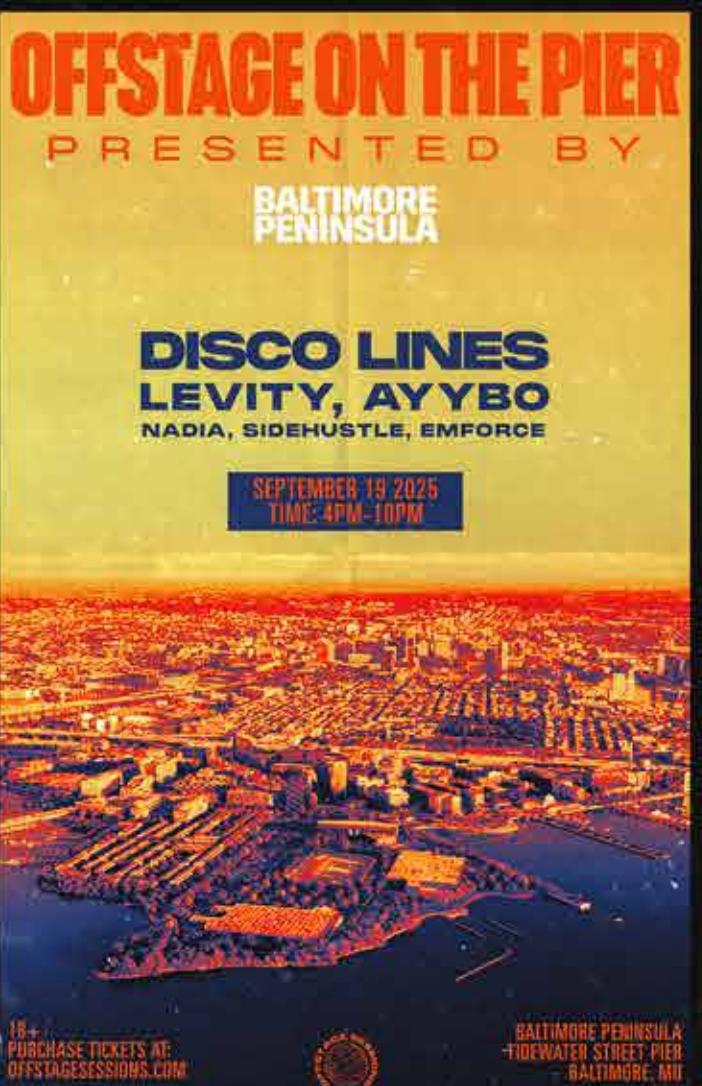
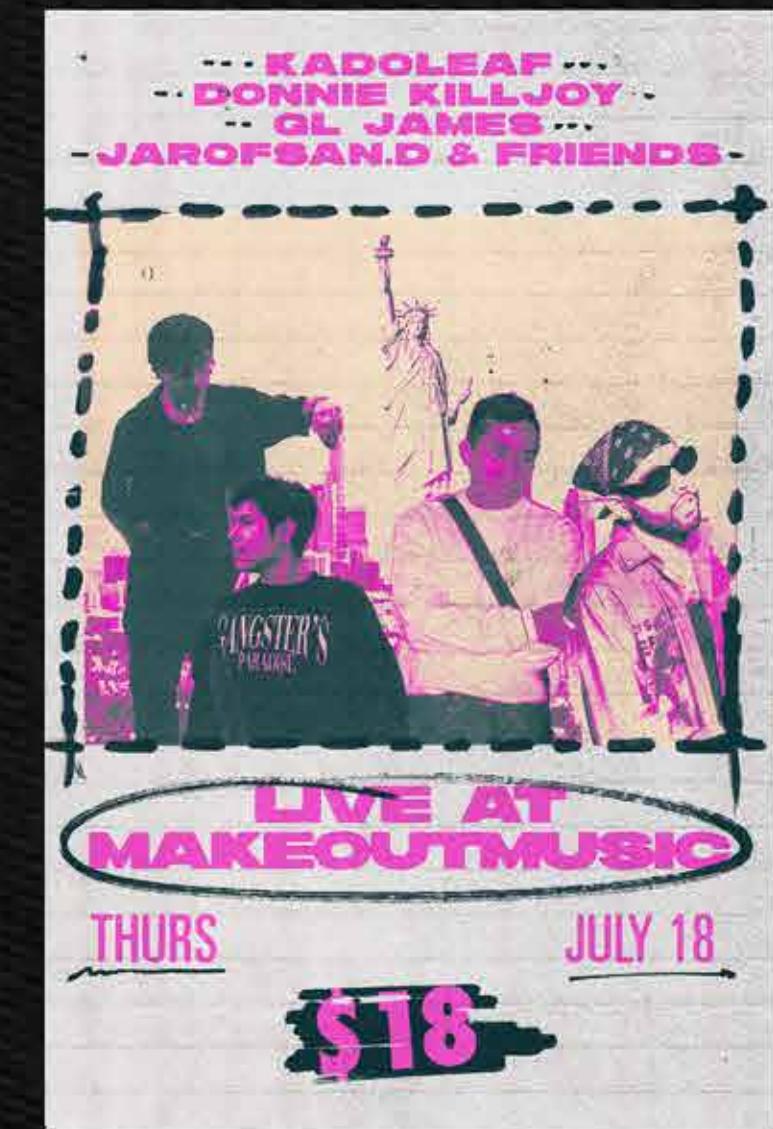
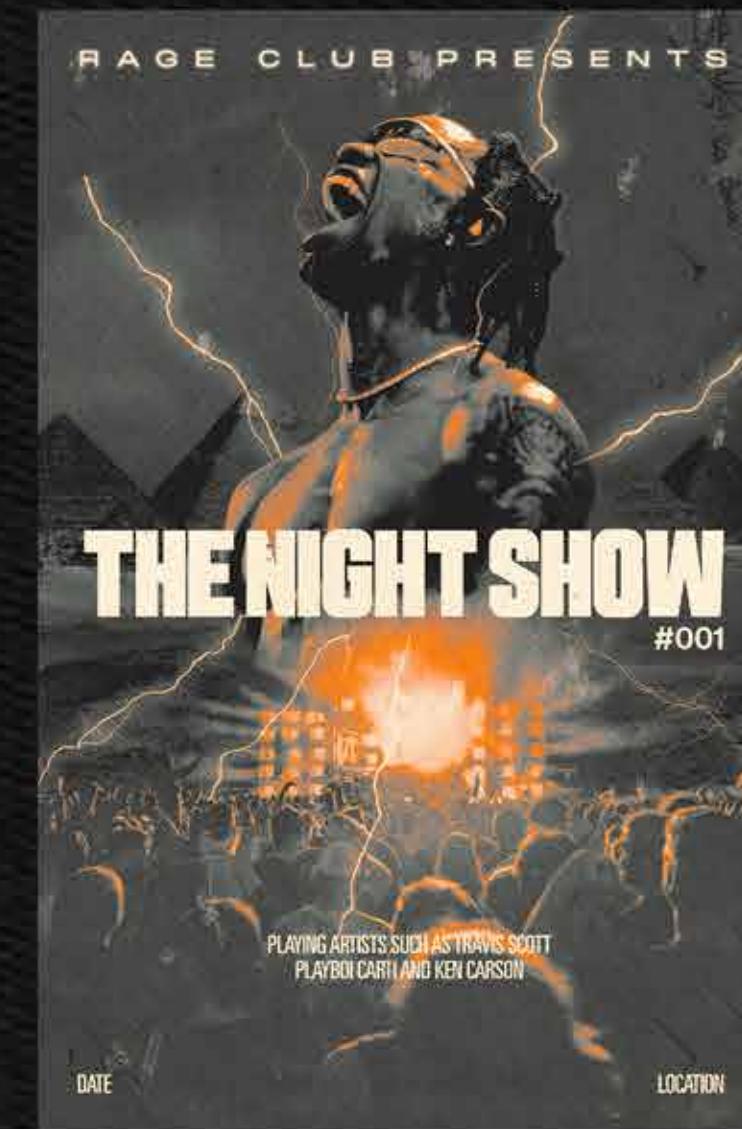
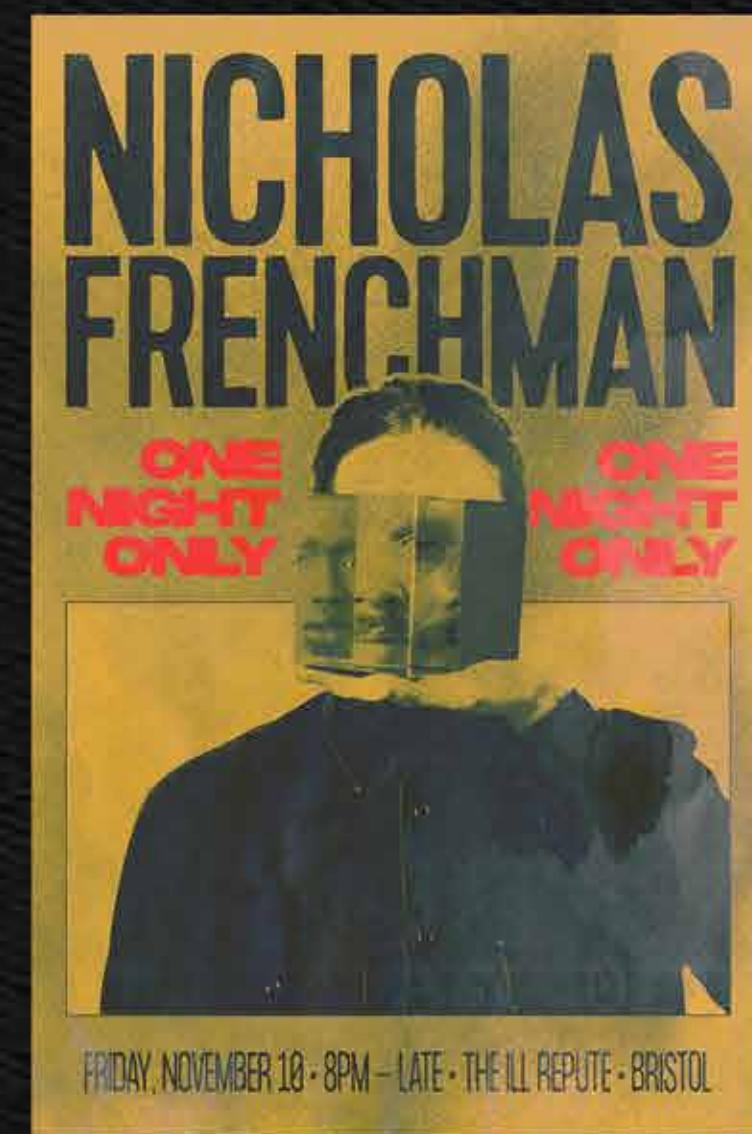
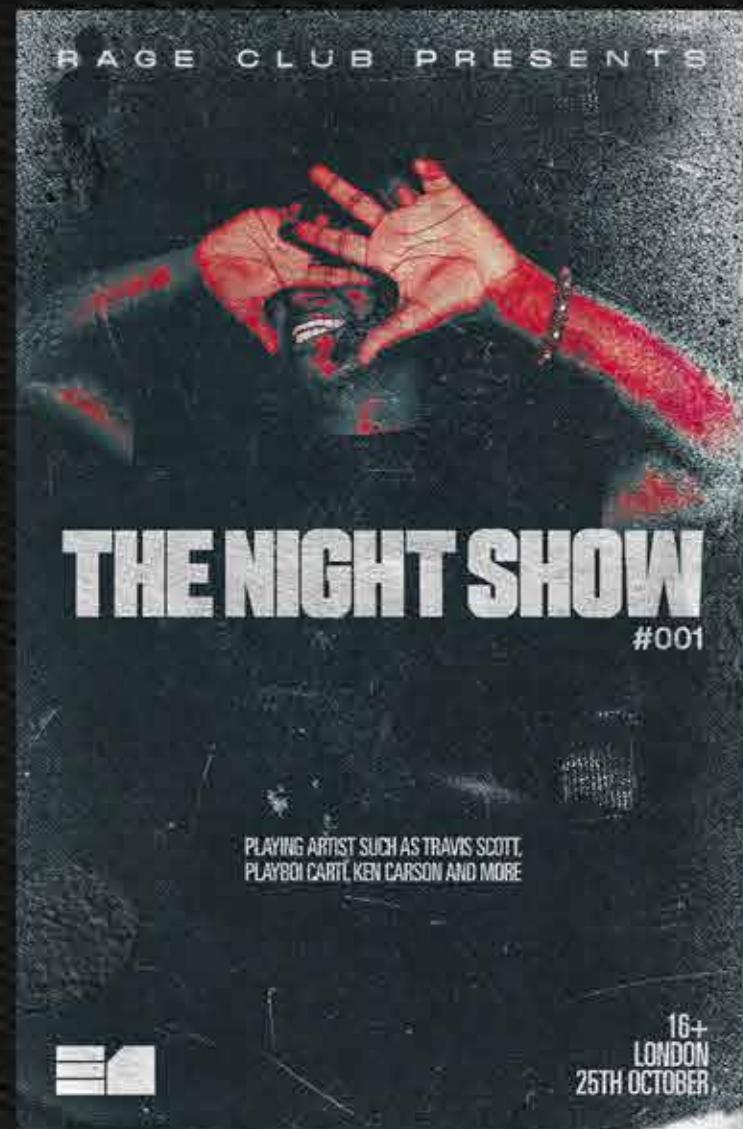


We also created merchandise designs to be sold during the festival, aimed at increasing revenue while giving fans the opportunity to proudly wear something that also serves as a souvenir.

PORTFOLIO HIGHLIGHTS



Here are more poster designs we've created over the years.



TESTIMONIALS



Han delivered an album cover that was visually stunning, creatively inspiring, and utterly professional. Working with them was a breeze, thanks to their deep understanding, proactive communication, and quick responses. Our team loves the amazing job done and highly recommends Han for going above and beyond, capturing exactly what we envisioned. We'll definitely be back for more collaboration!

MAJ_MACK
ARTIST

He exceeded my expectation. I didn't necessarily provide references but instead sent a clip of my single and told him to "catch a vibe" from it and put that to paper... that's exactly what he did. In my opinion he captured the song to a T. His communication was fantastic and he got the project done in 2 days time which I thought was amazing! Definitely ordering again.'

ACCORDIN2JORDAN
ARTIST



Thank you.