



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



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

The background features a central black rectangular area. Above and below this area are horizontal strips of torn, layered paper. The top strip includes a piece with a silver, metallic texture and a red, star-like shape. The bottom strip shows a mix of red, brown, and grey textures, resembling paint splatters or layered paper. The overall aesthetic is raw and artistic.

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.

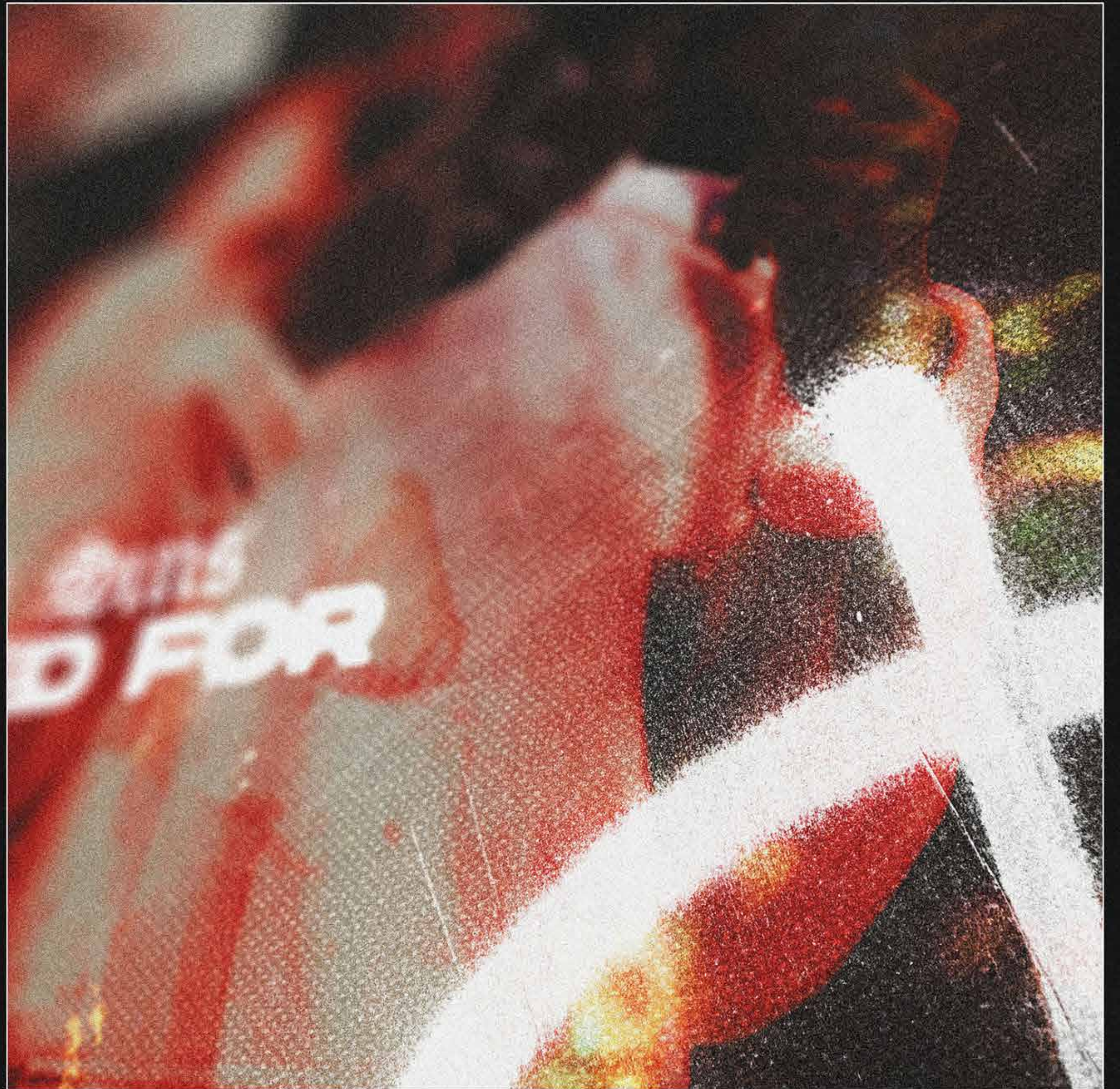
The project is a rap/hip-hop album that delves into strong religious themes, addressing the guilt and sins the artist experienced during a significant period of his life while also exploring the theme of redemption.





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.





THE Sins I PRAYED FOR

1
2
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12

CHAPTER 24

STUCK

SINSATIONAL

GOD BLESS YOU SKIT

UNHOLY TRINITY

EYE OF THE STORM

ONE OF A KIND

LOVE/ LEAVE INTERLUDE

DON'T HATE ME

HOLD TIGHT

ELEMENT

GHETTO GOSPEL

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  Music  YouTube

OUT NOW
OUT NOW
OUT NOW



OUT NOW

 Spotify  Music  YouTube

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

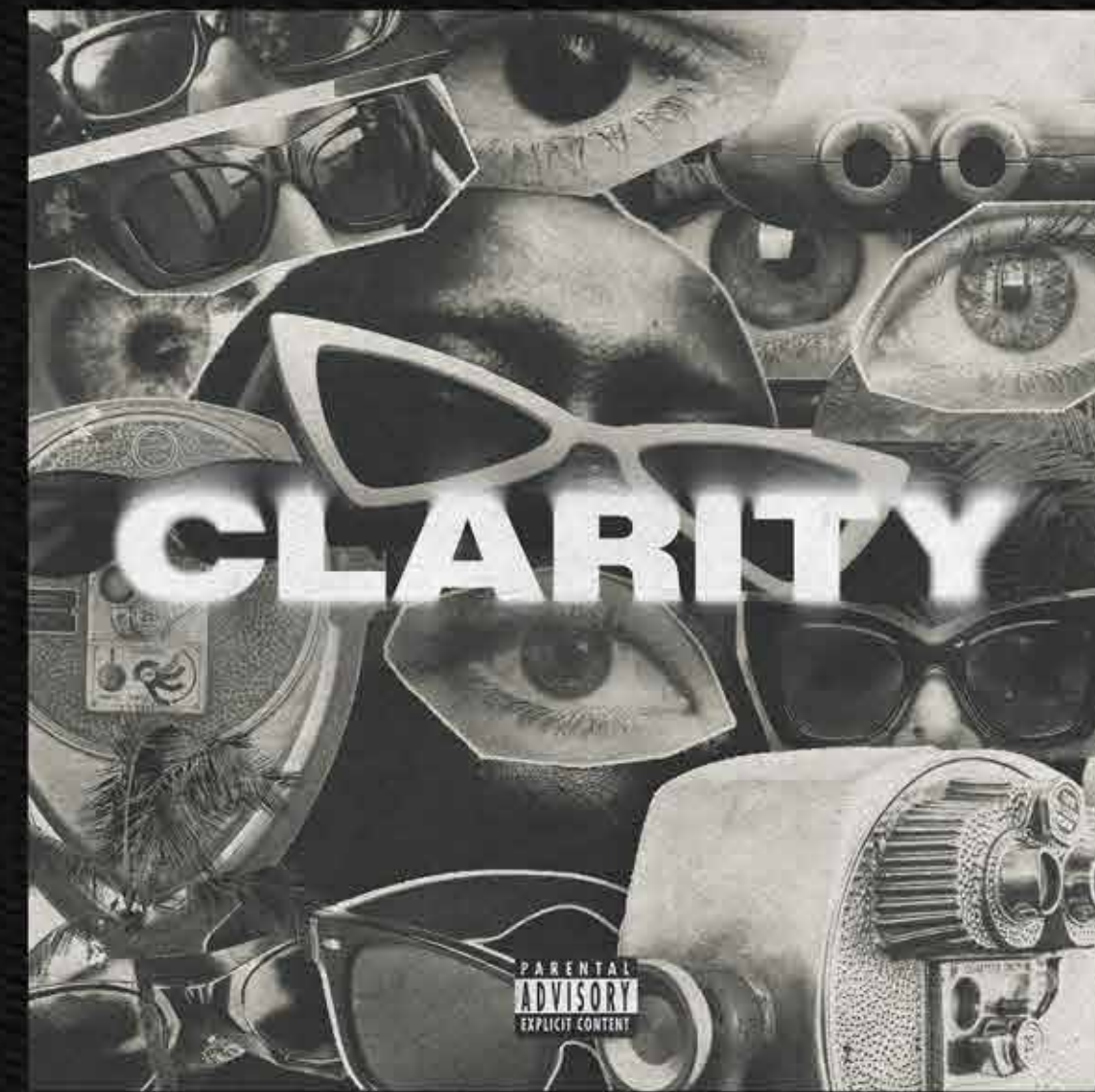
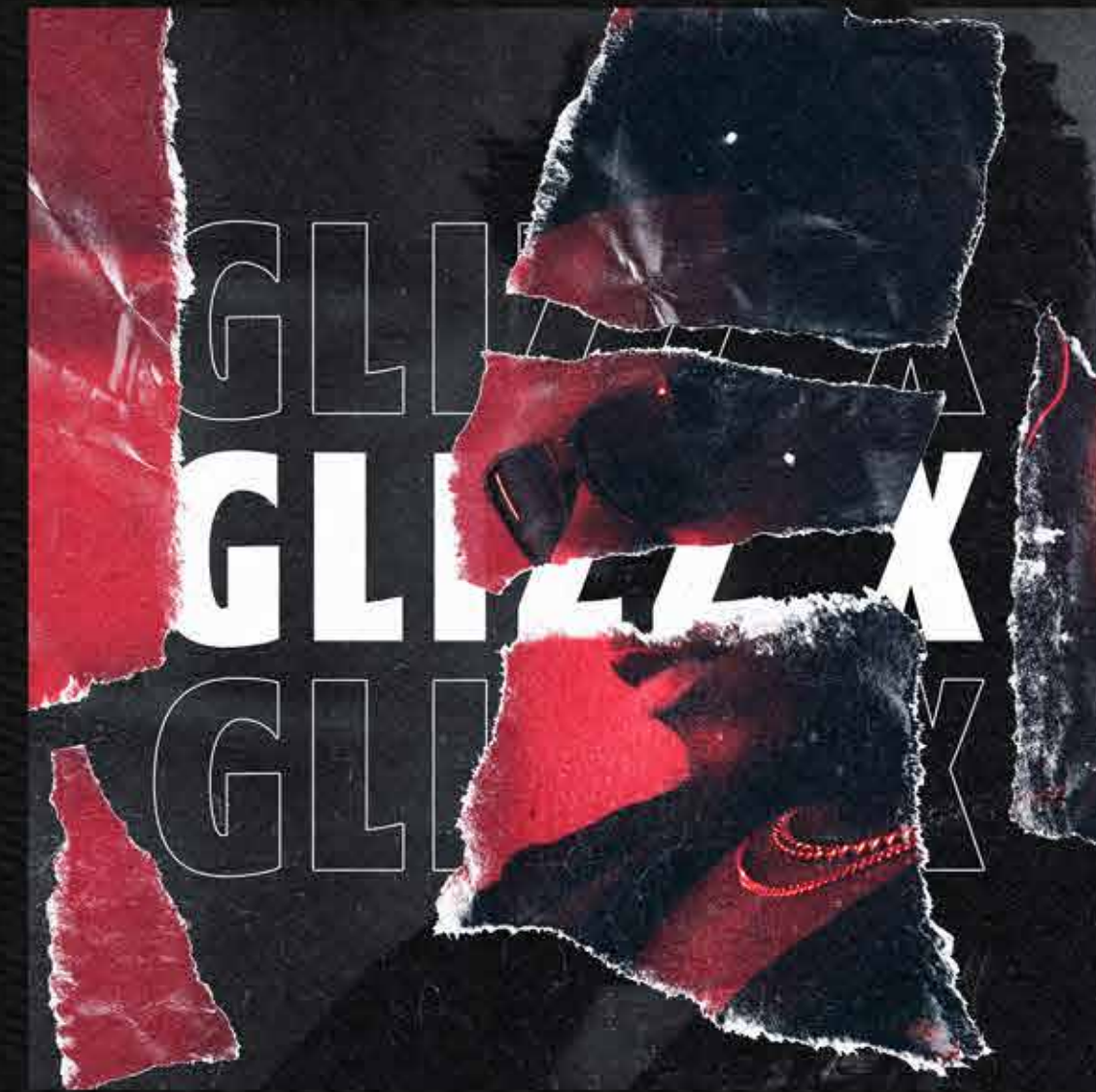
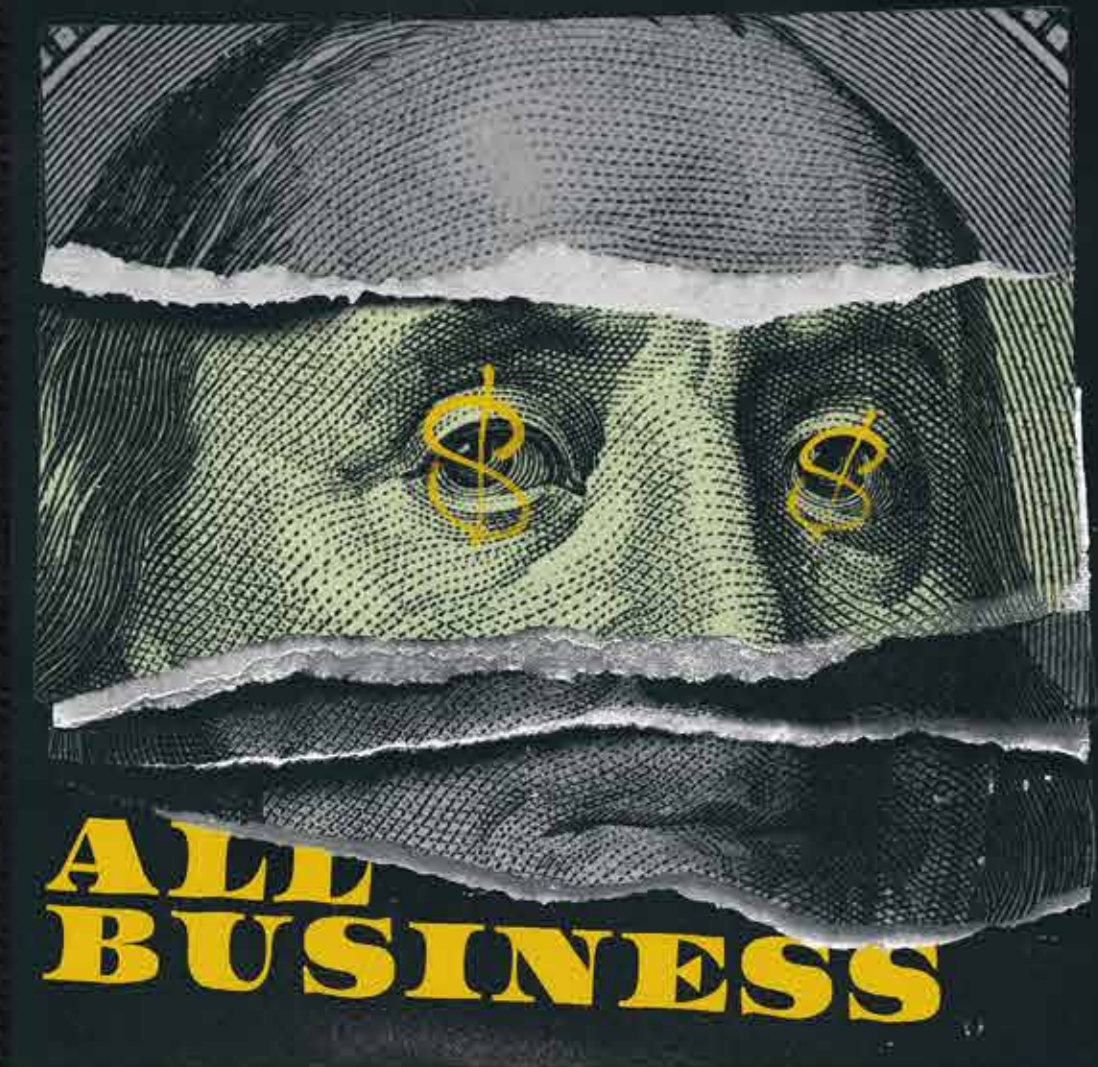


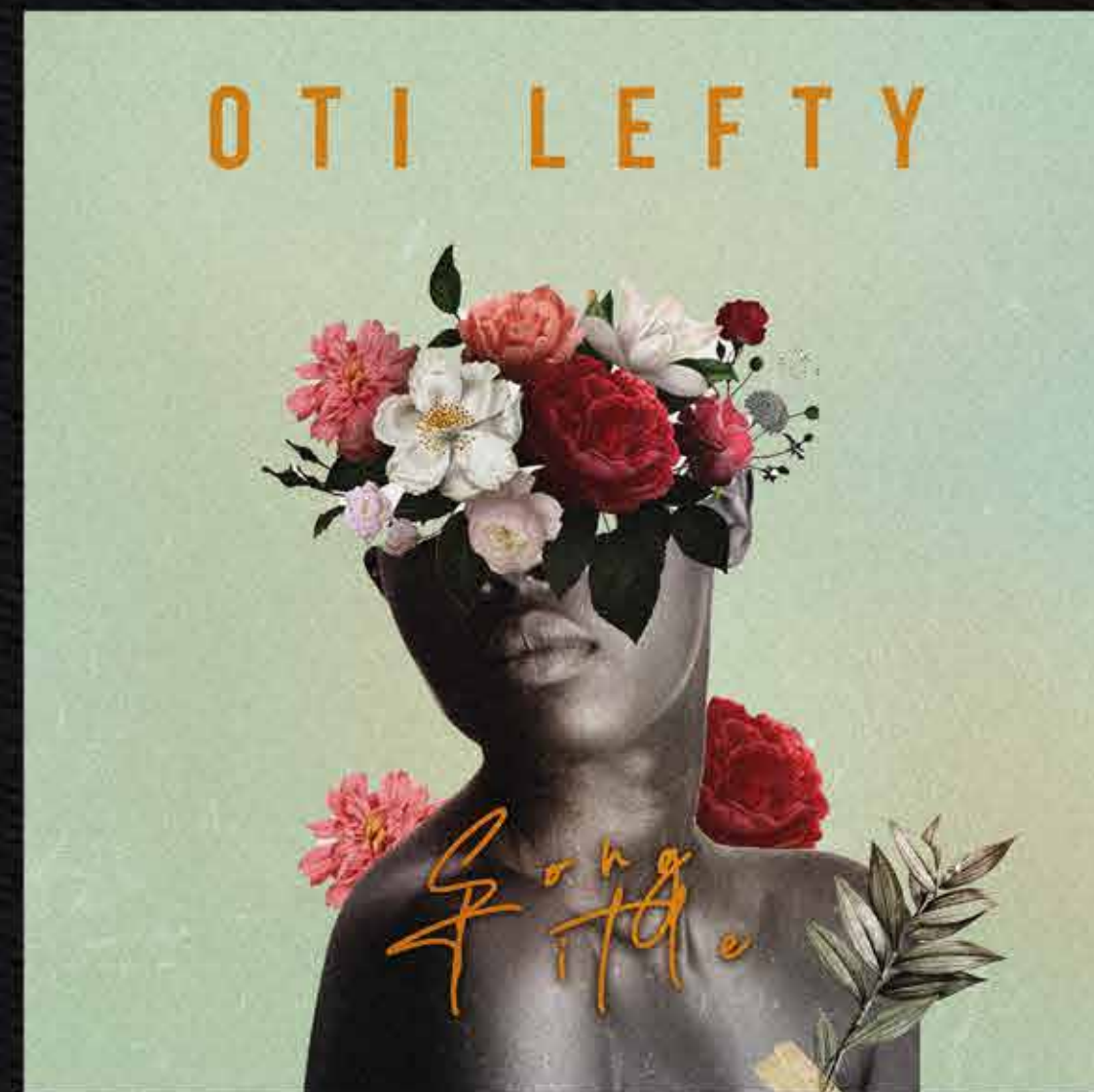
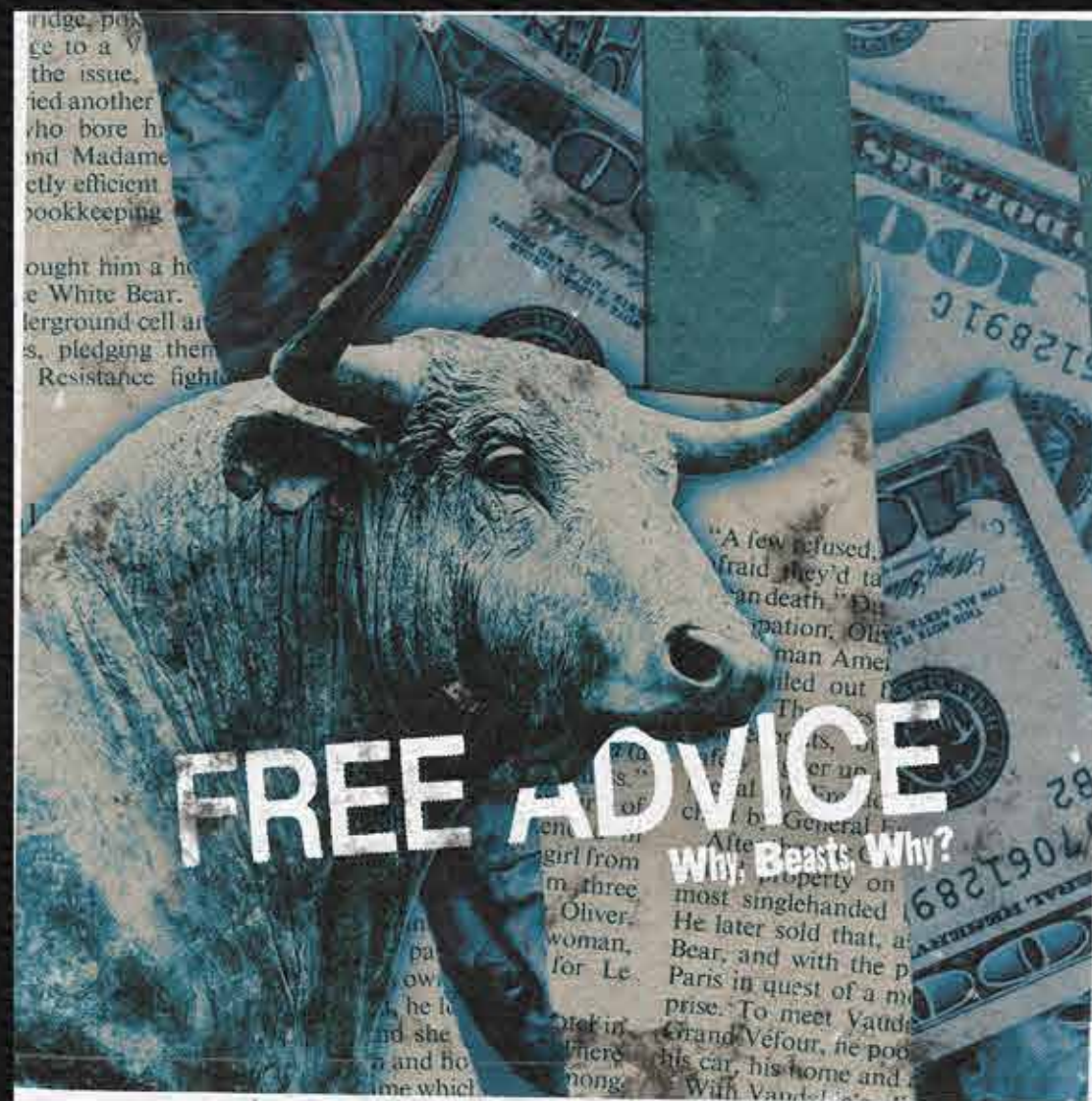
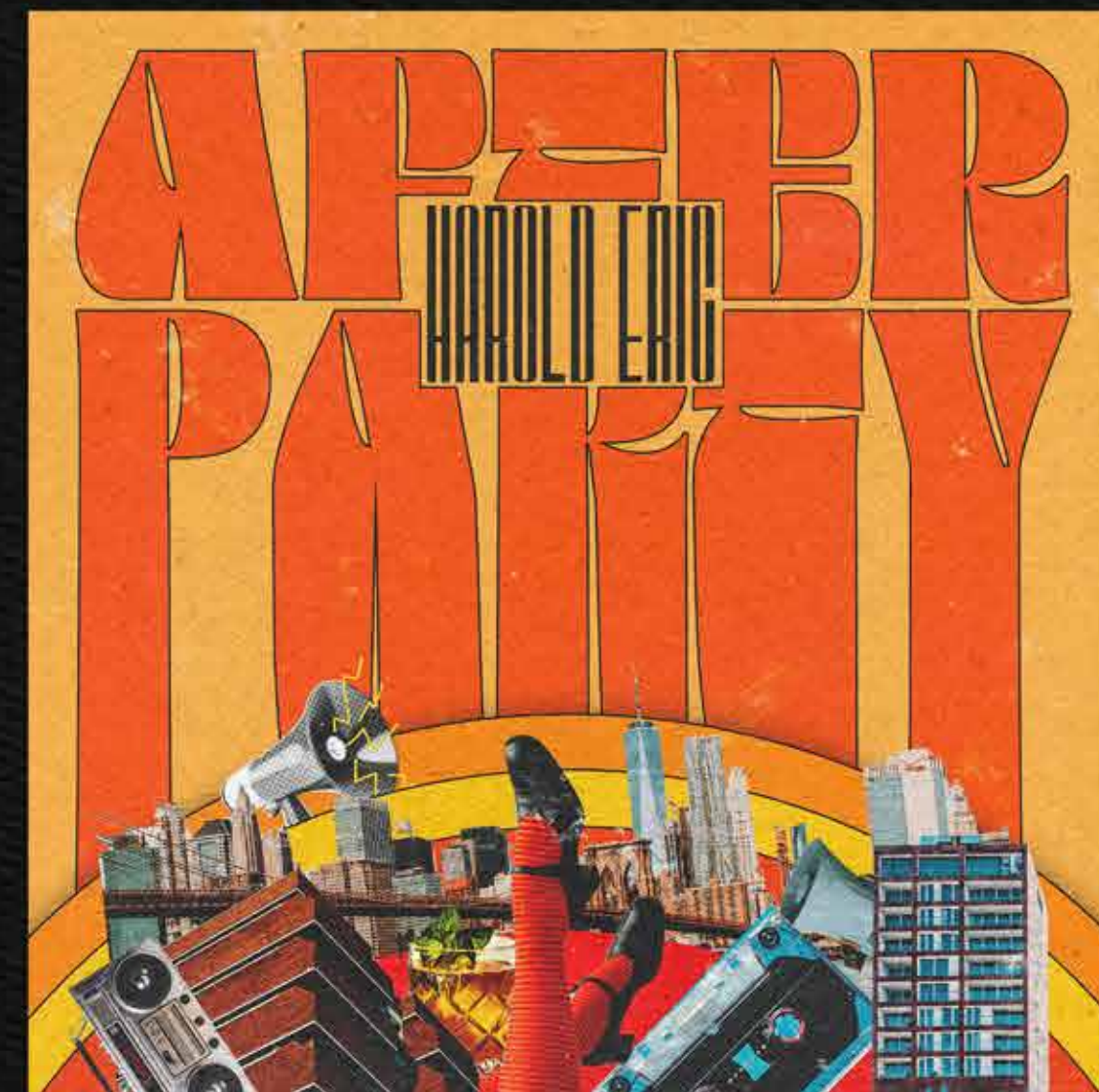
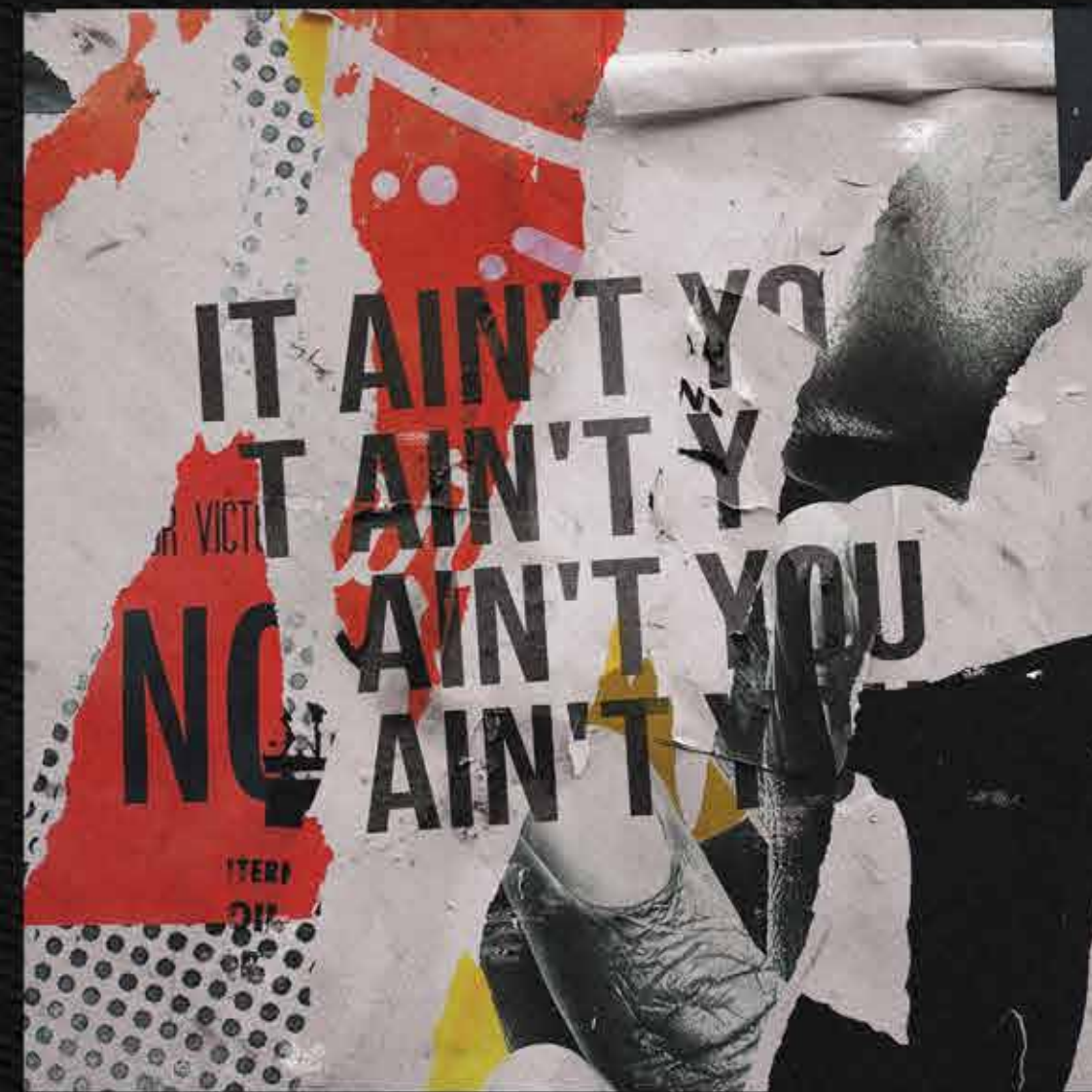
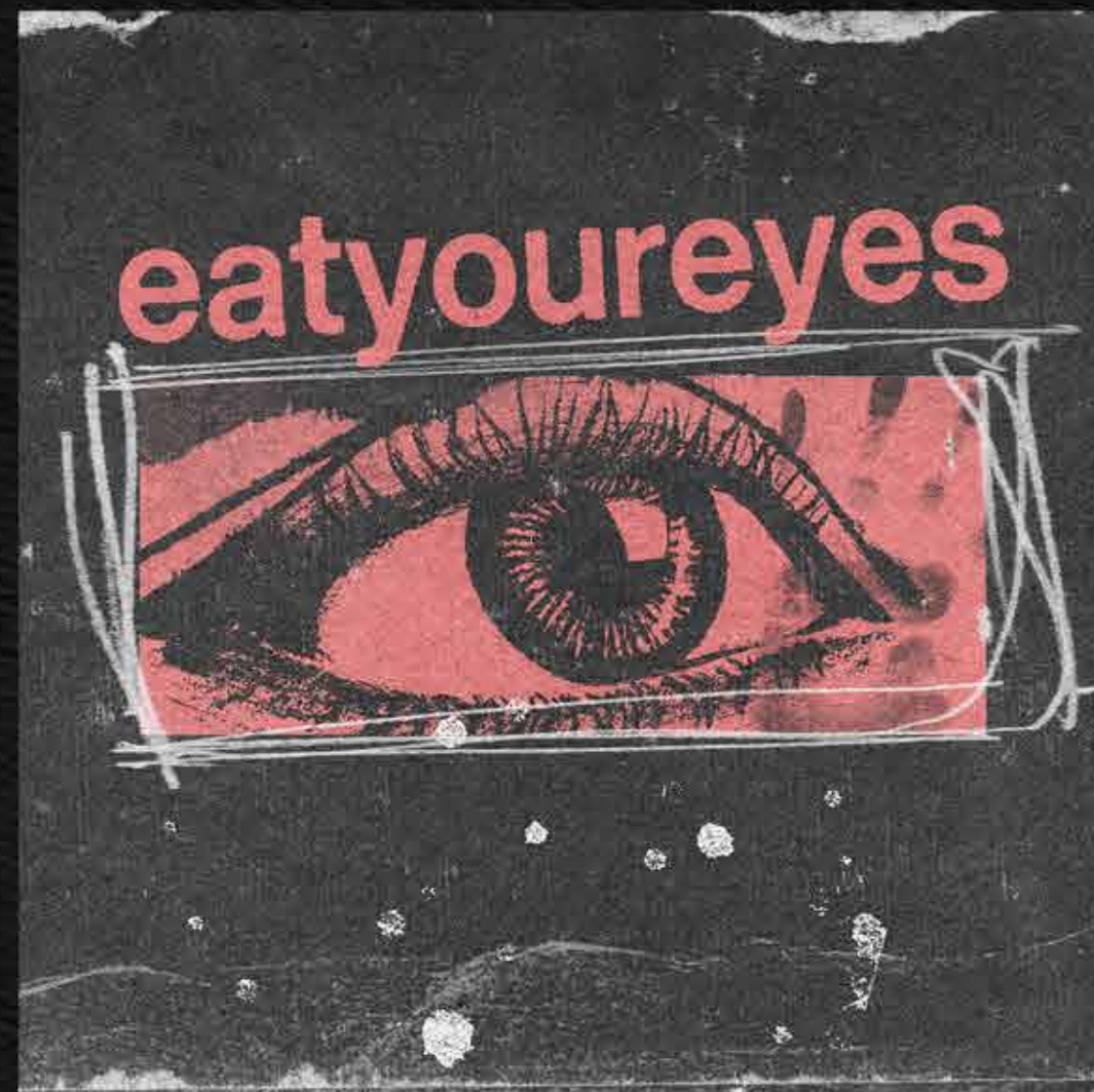
THE Sins
I PRAYED FOR

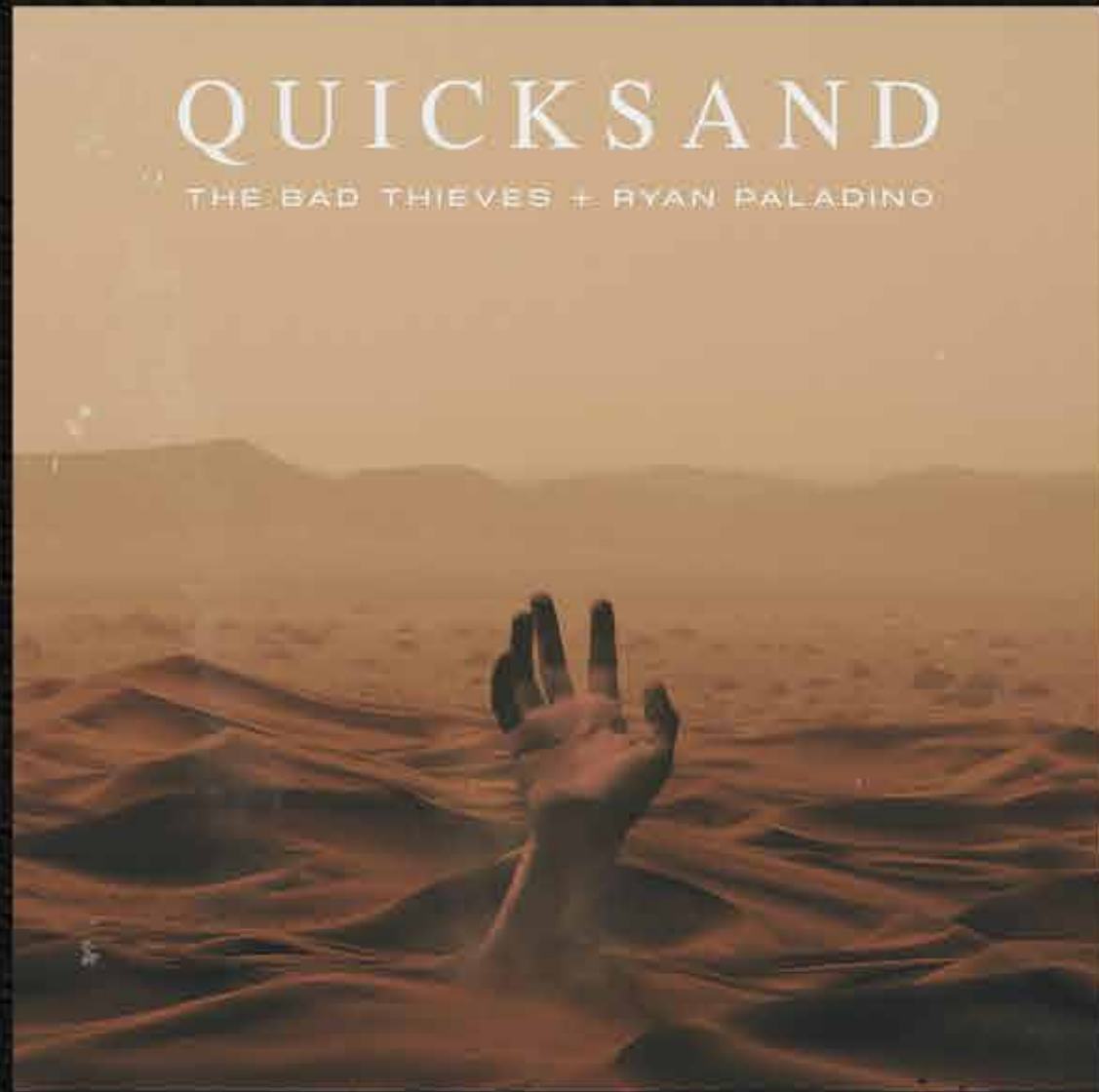
PORTFOLIO HIGHLIGHTS

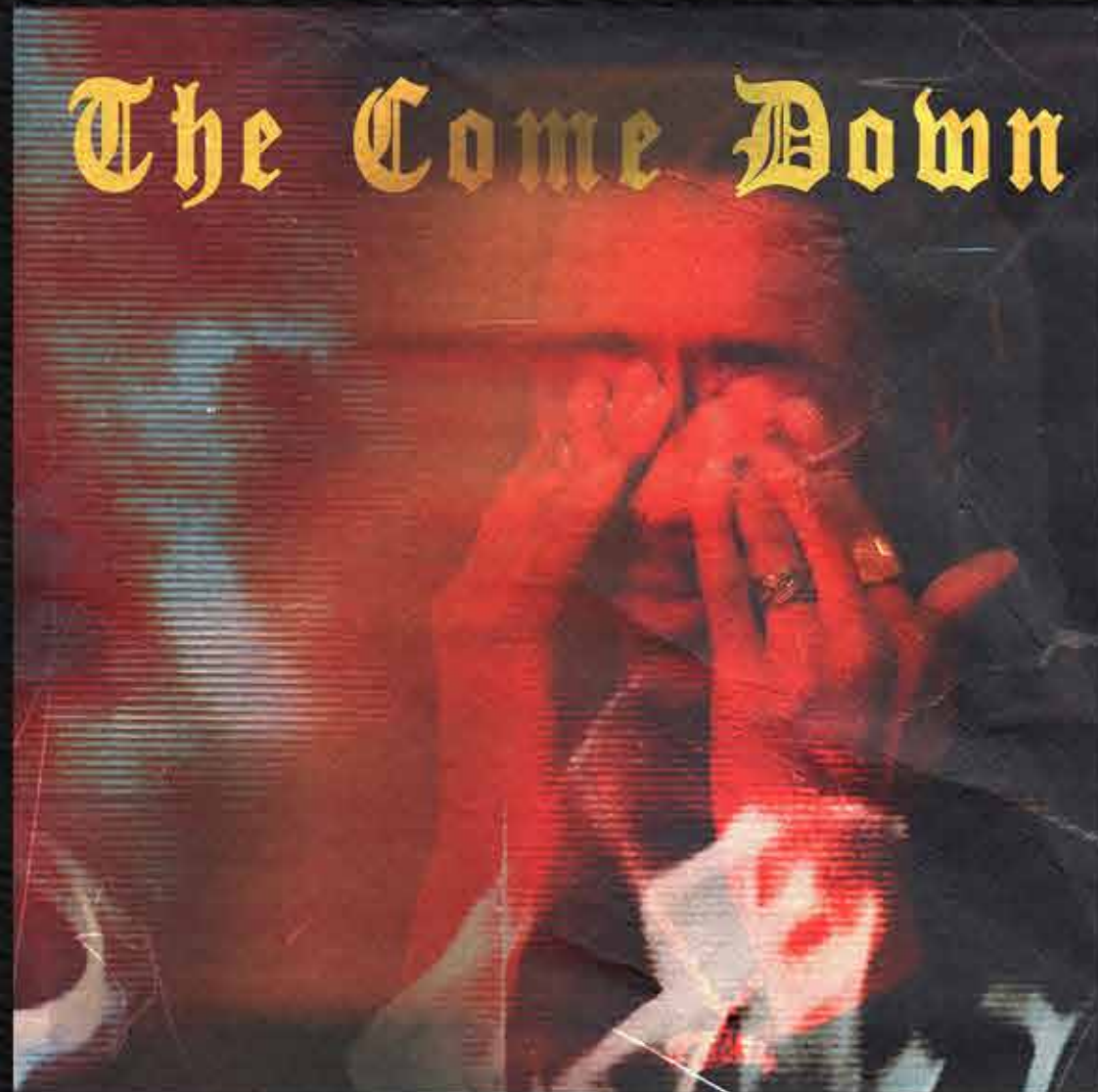
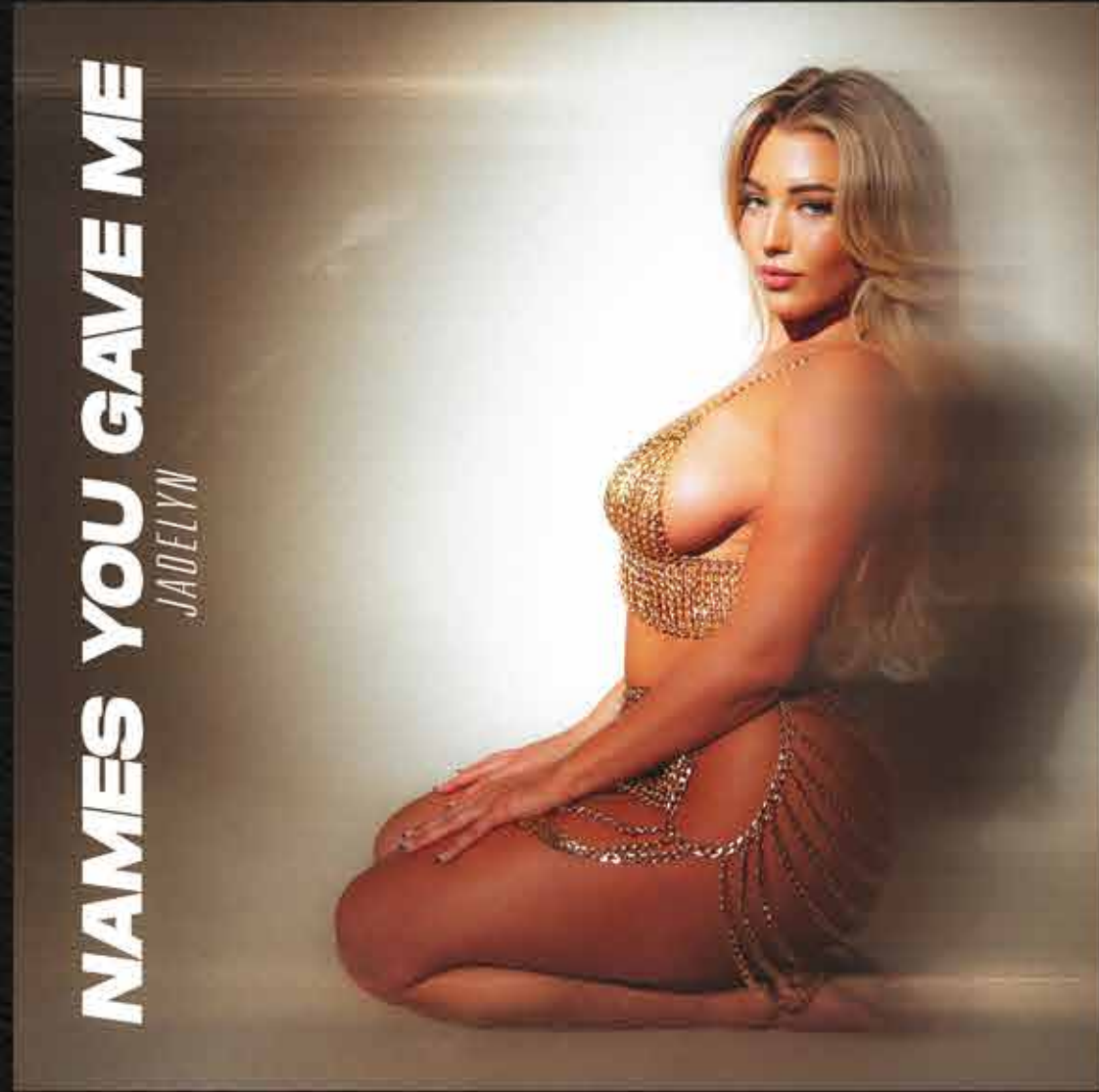


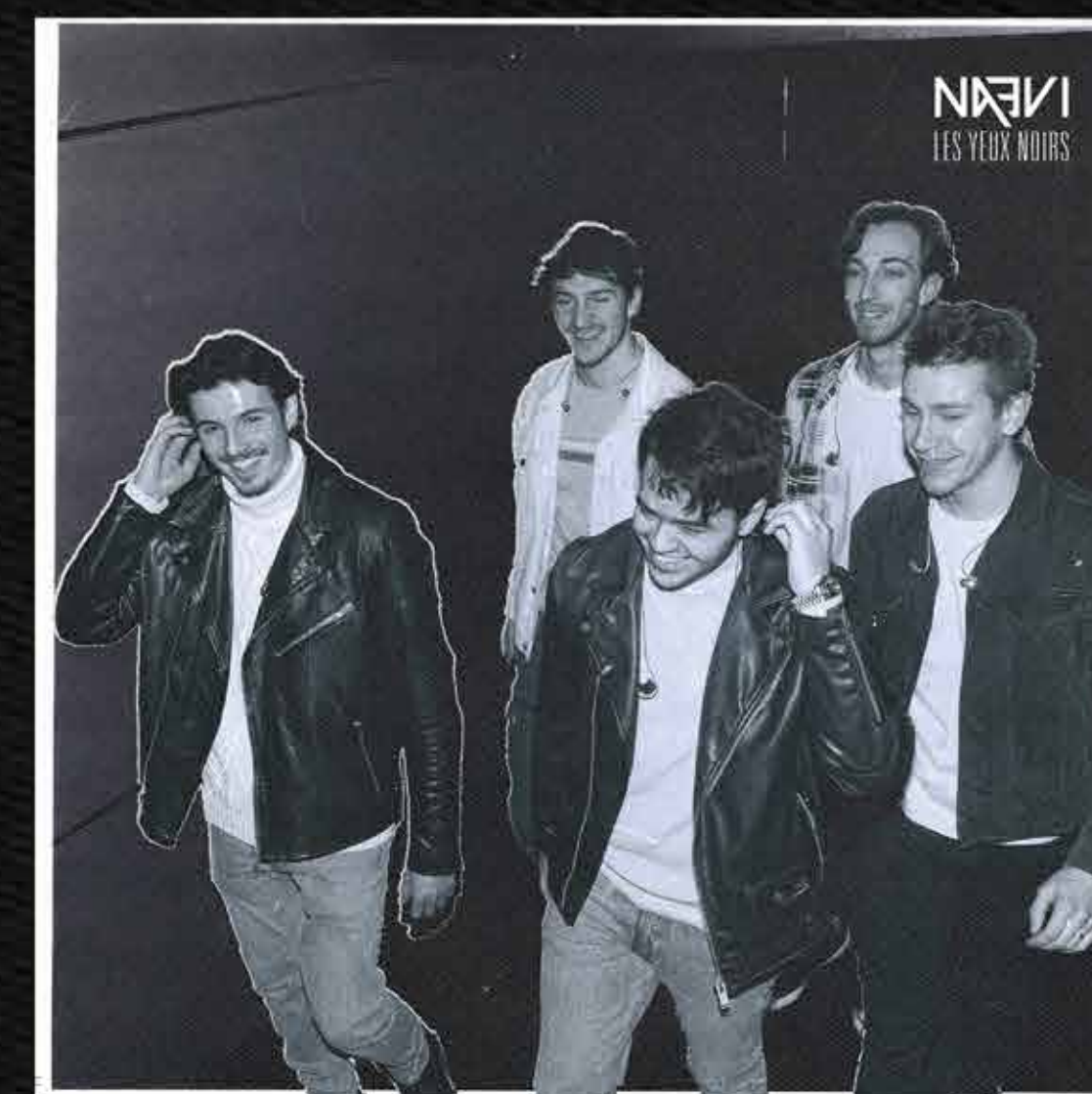
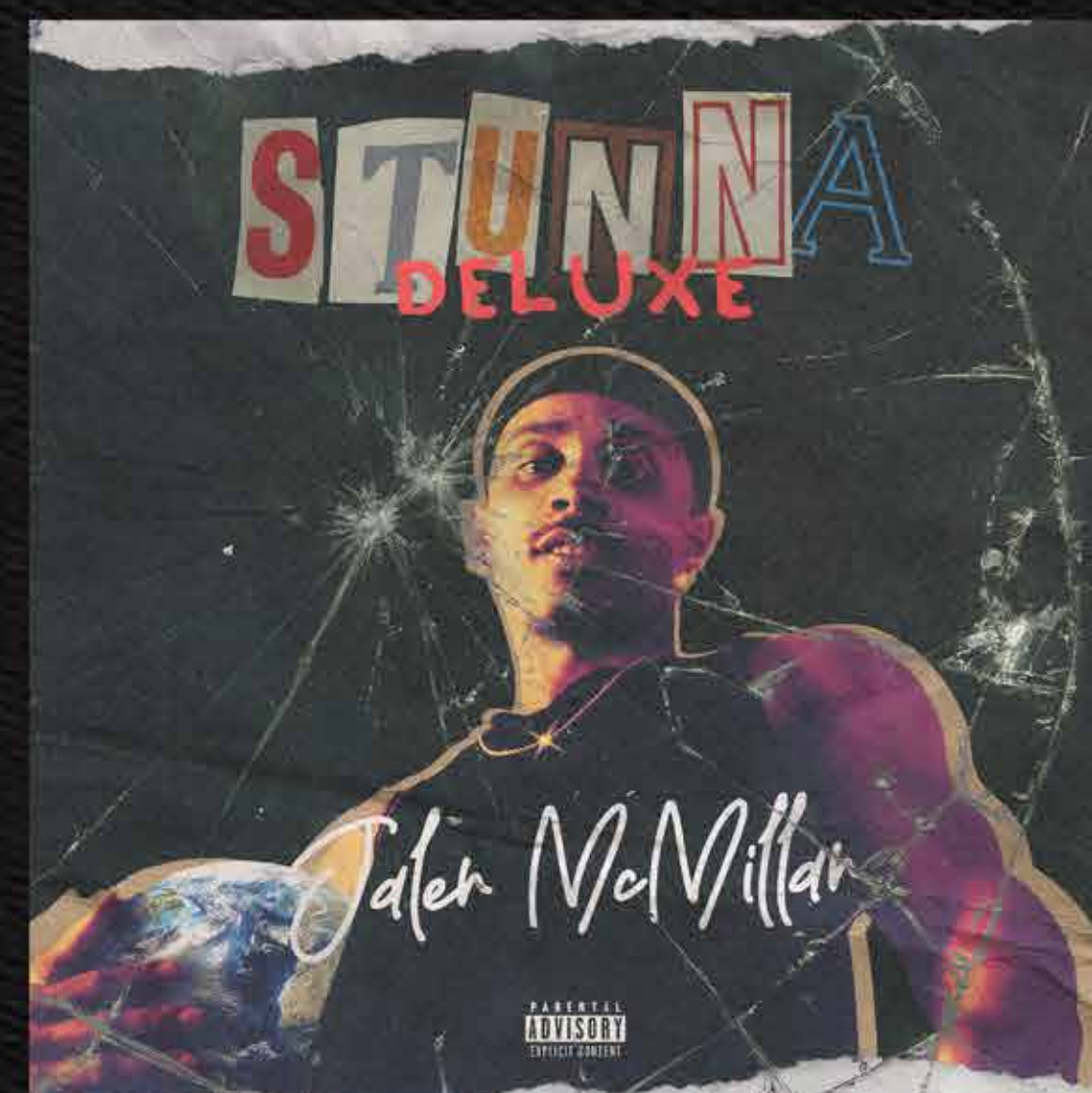
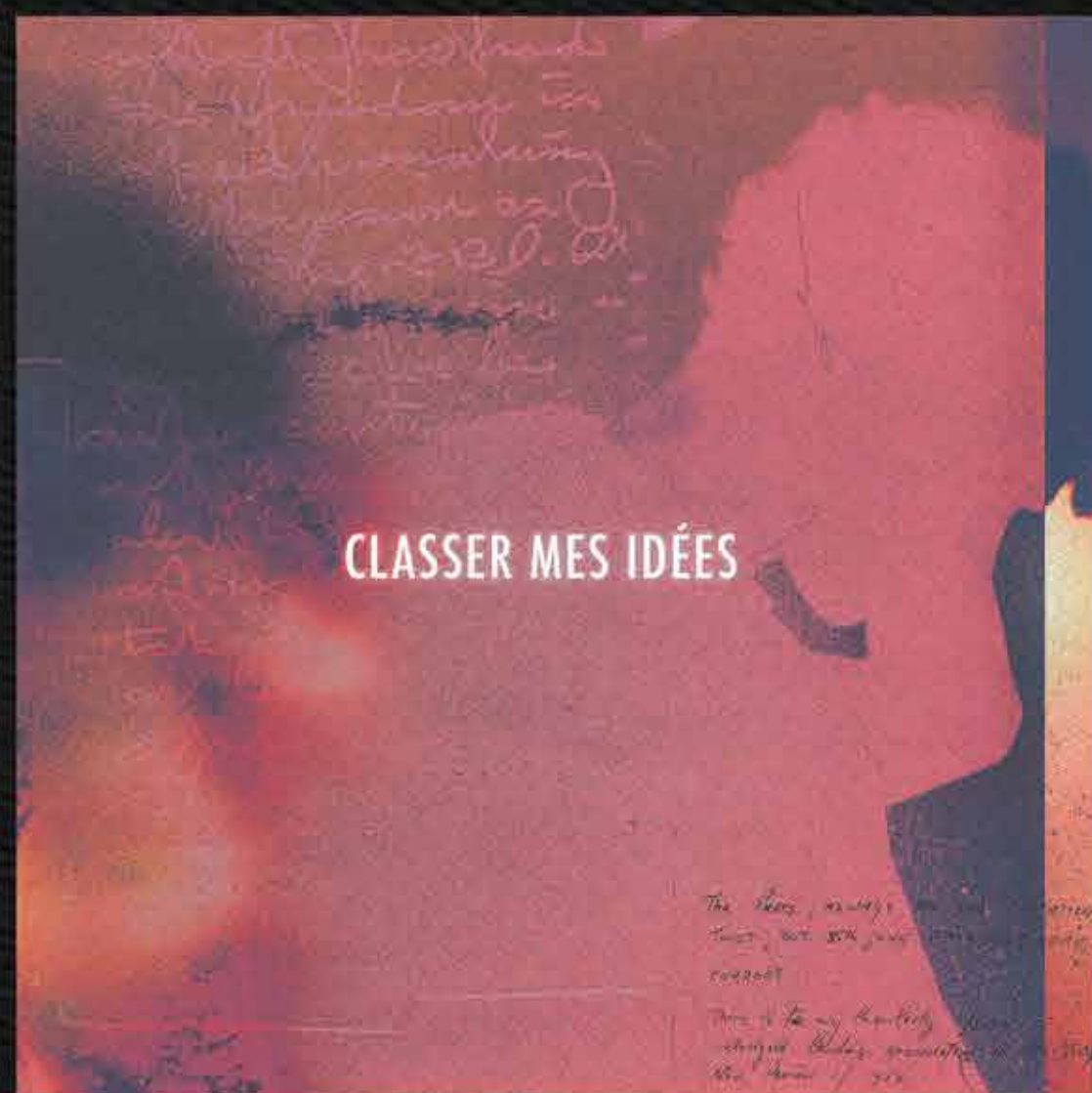
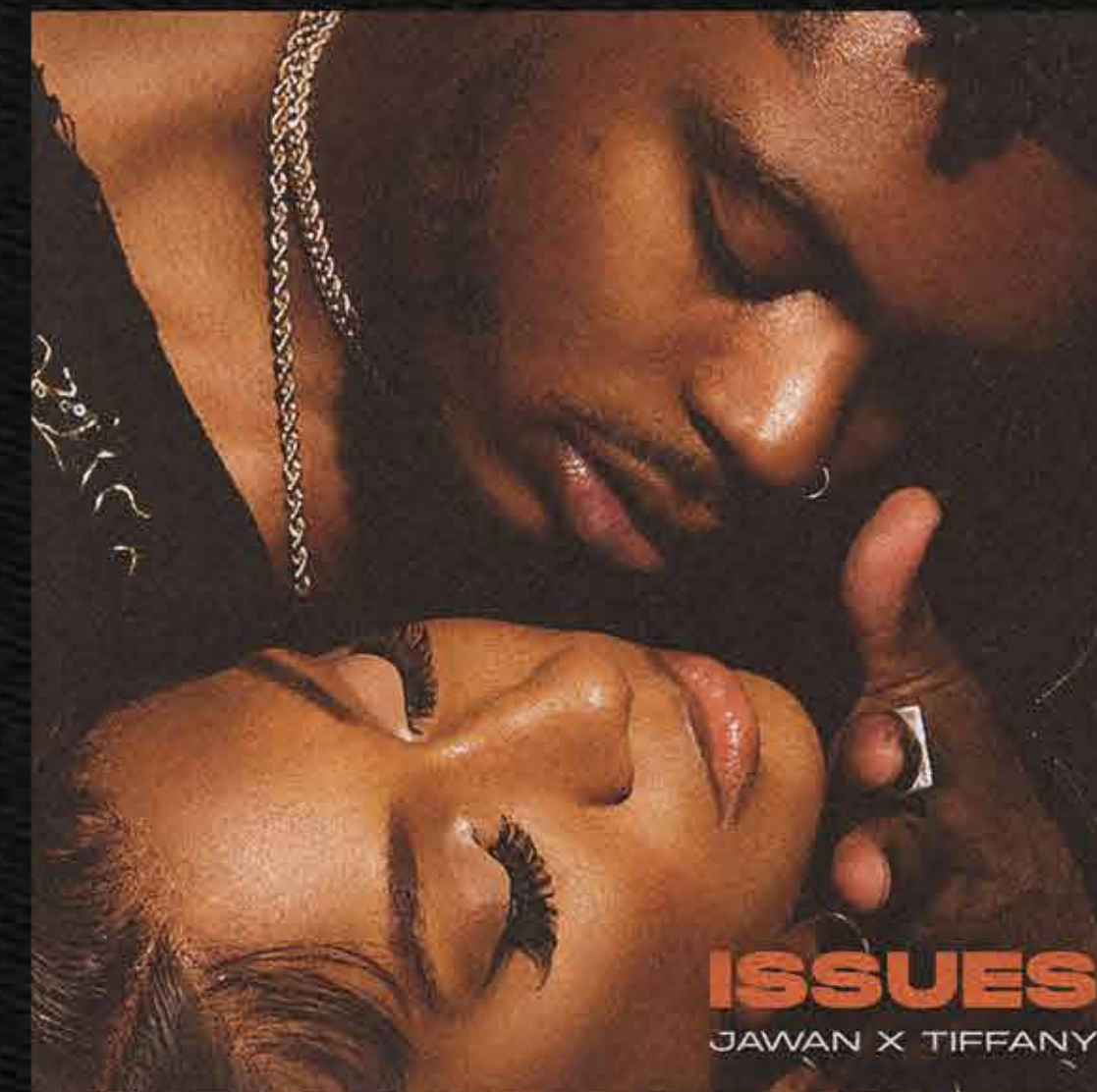
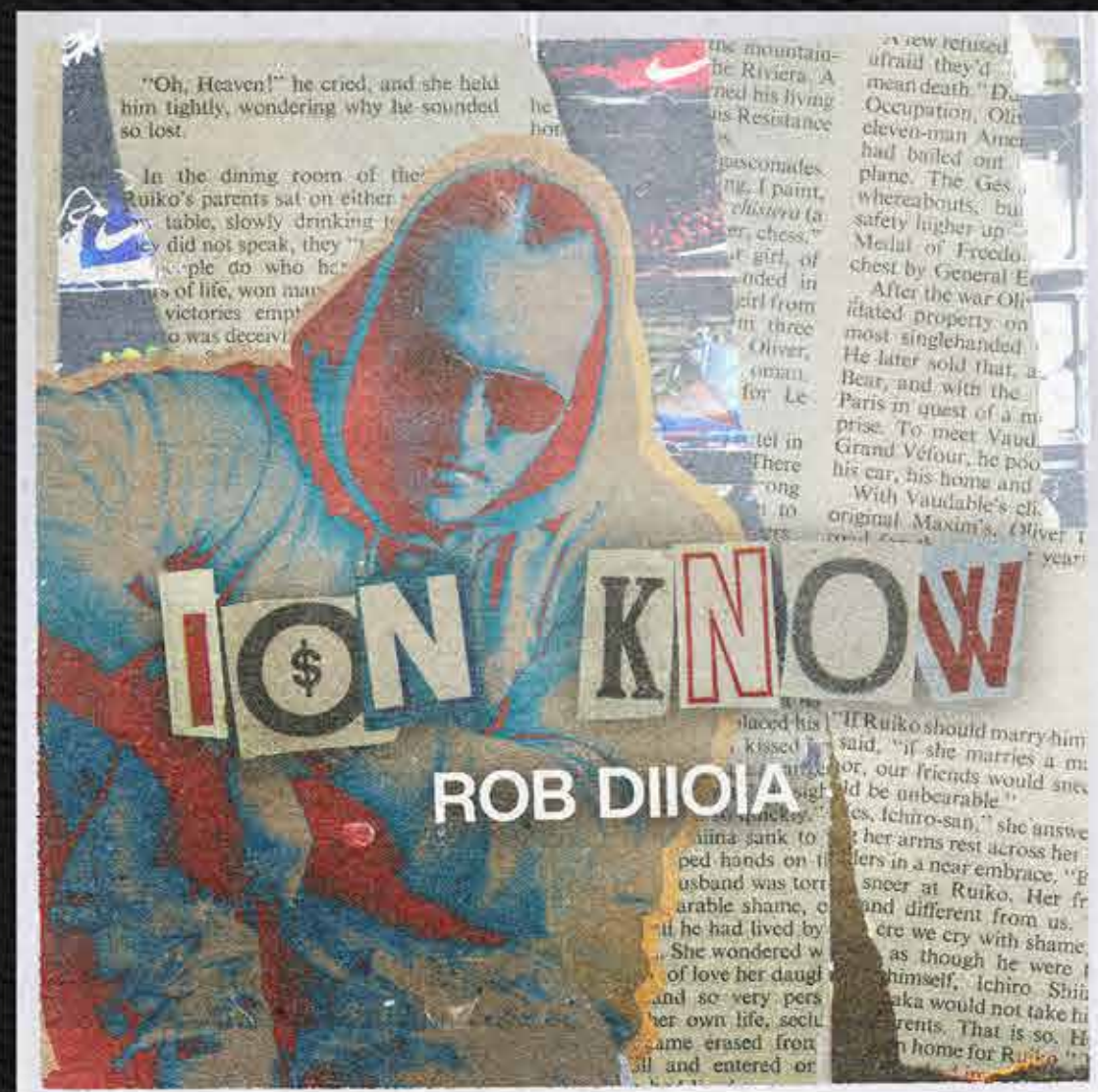
We have a diverse portfolio showcasing our ability to work across various genres and create designs in different styles, which will be presented in the following slides.

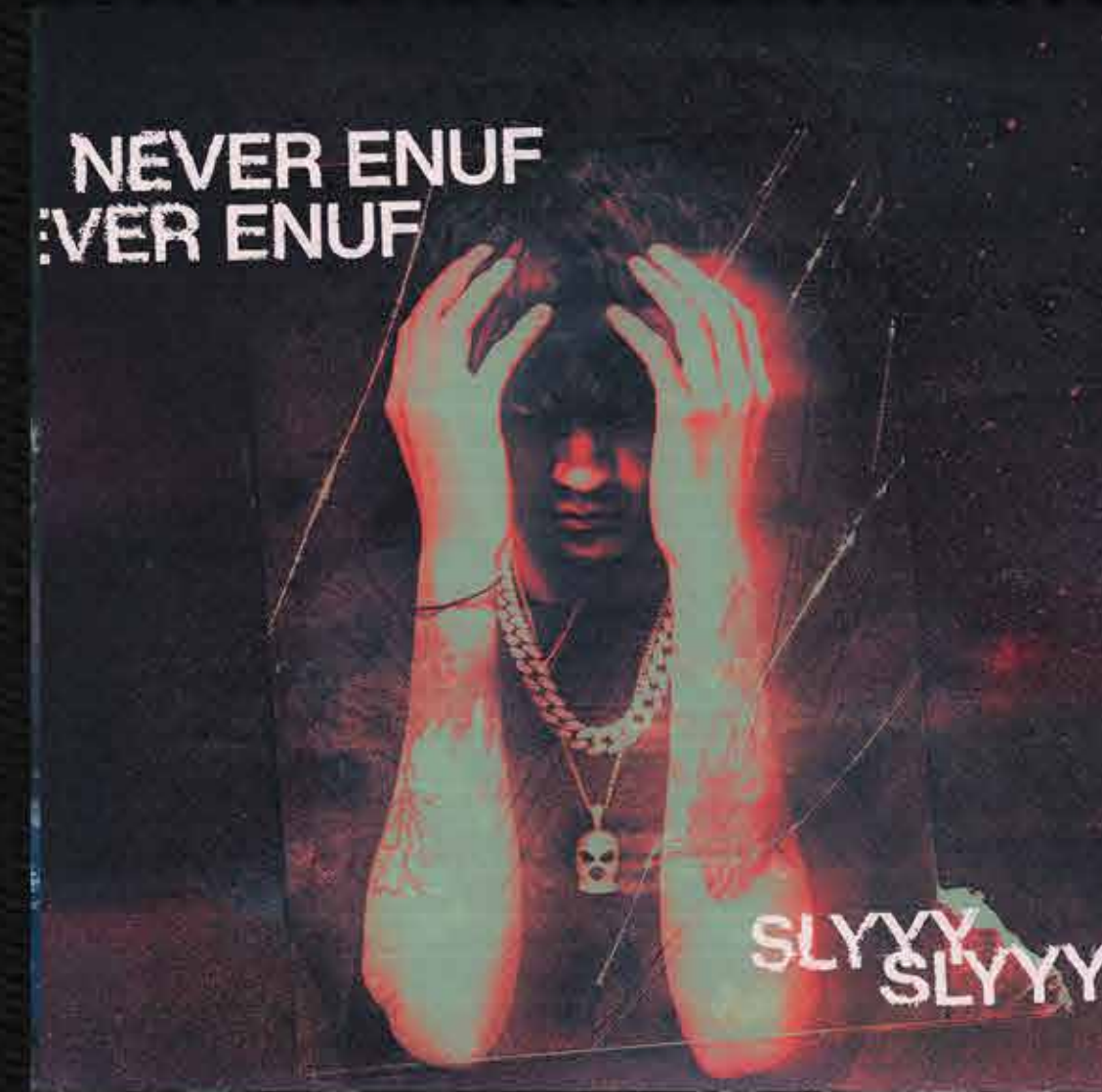
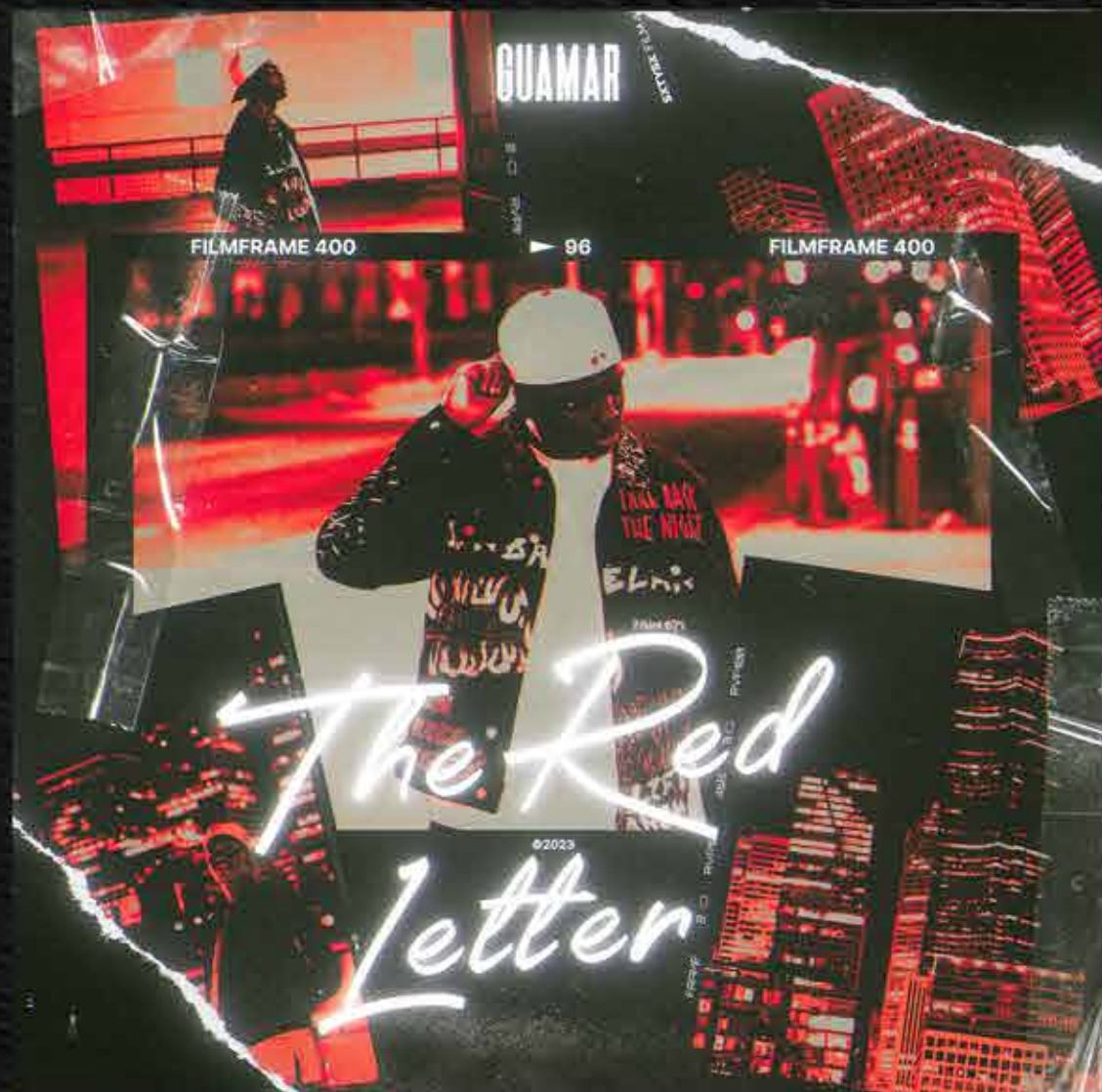
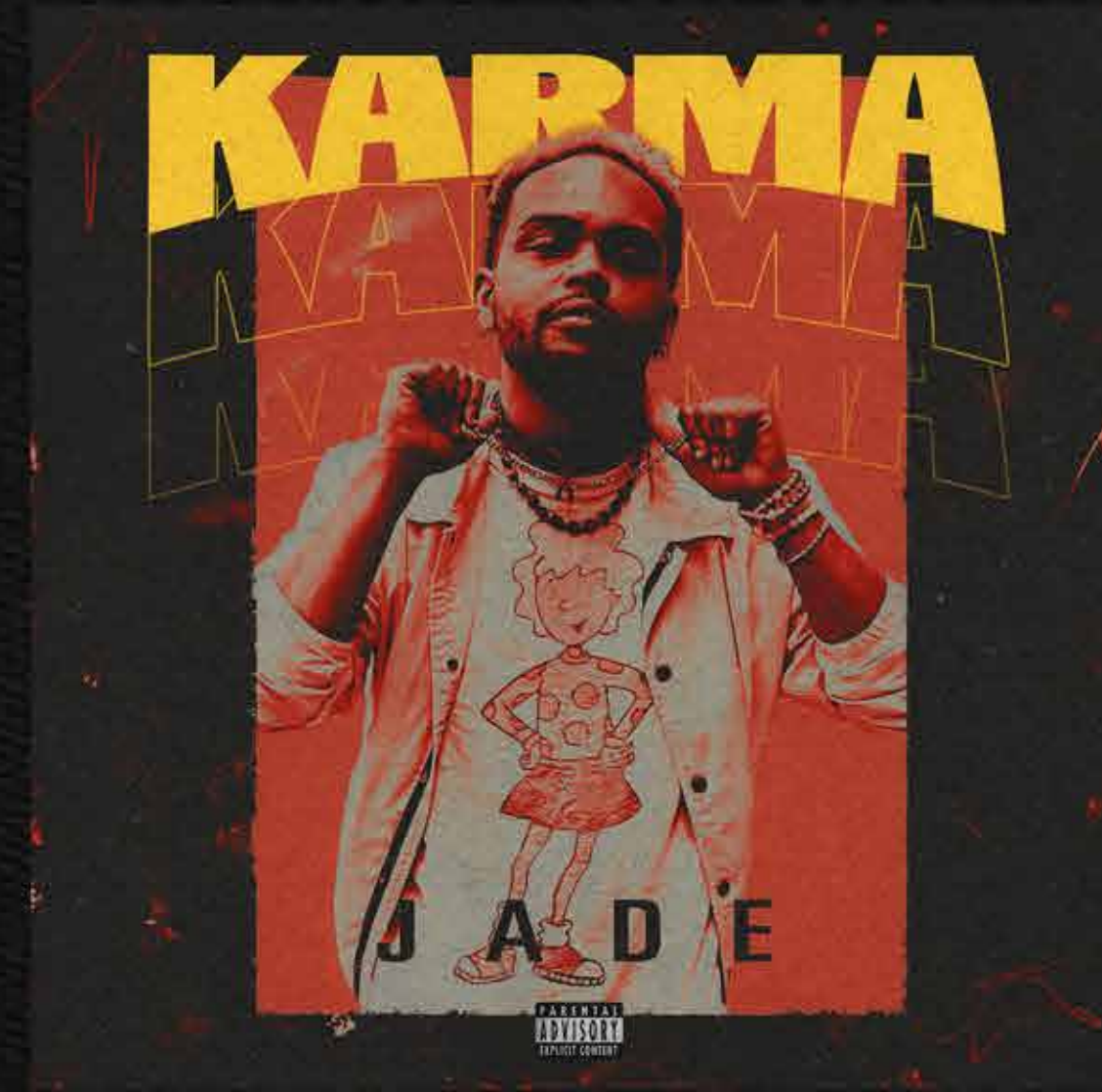
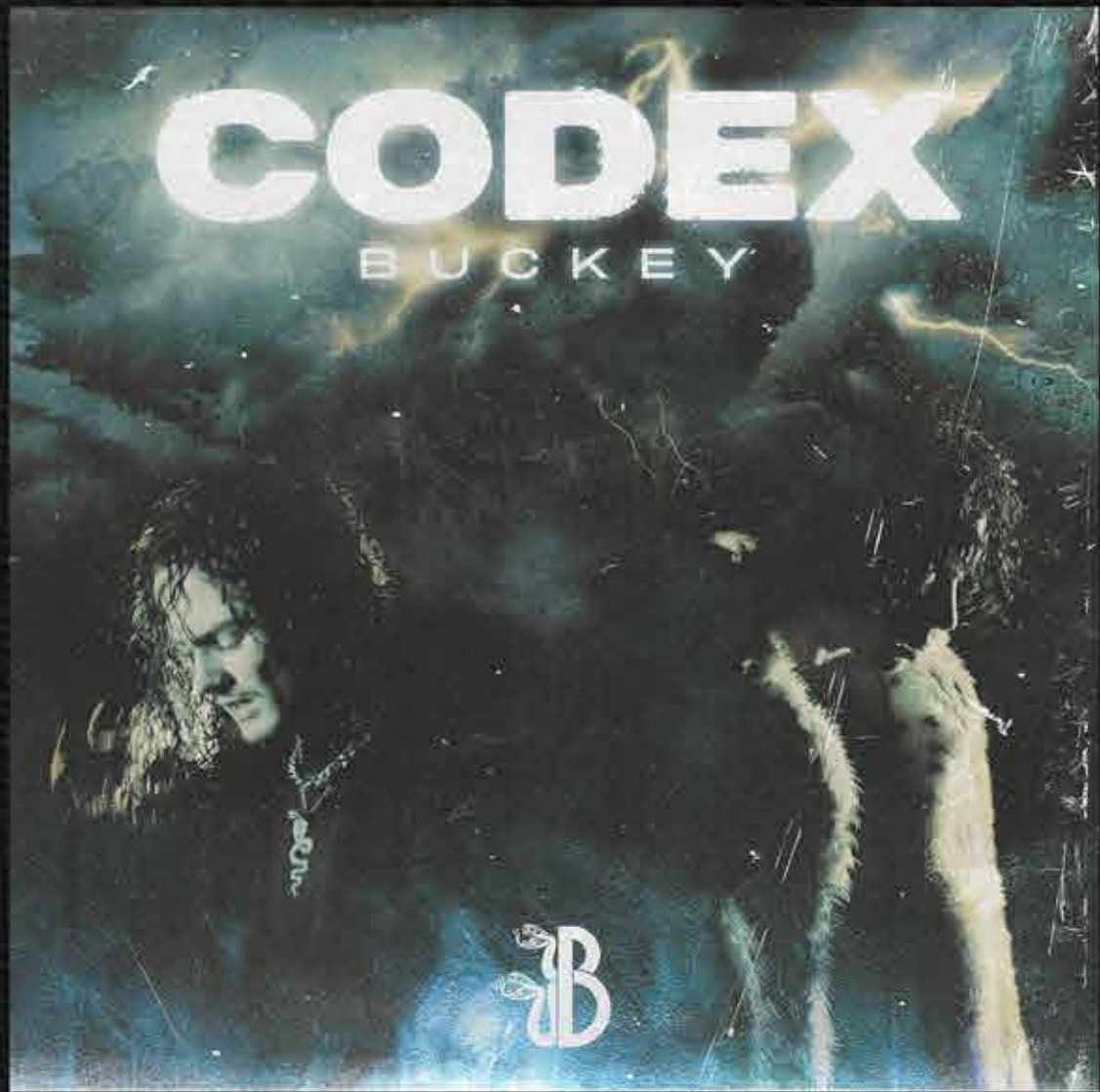


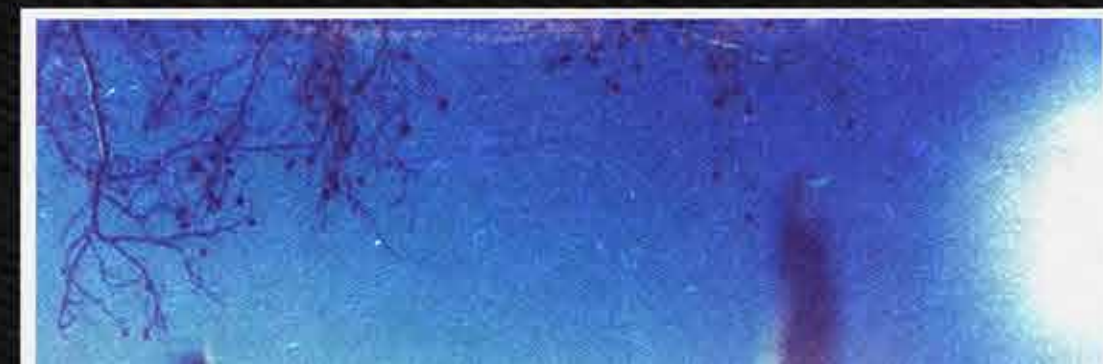
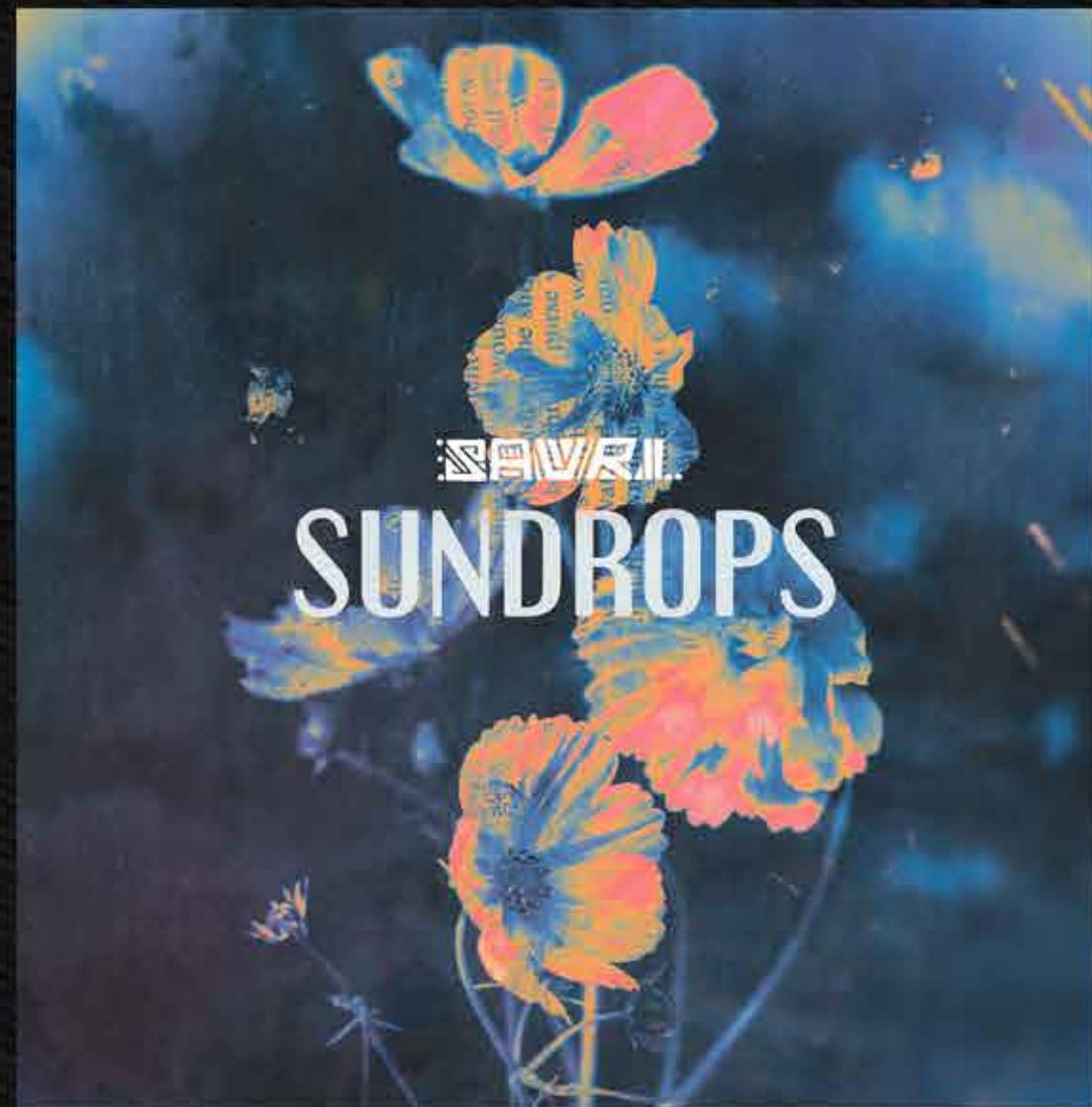
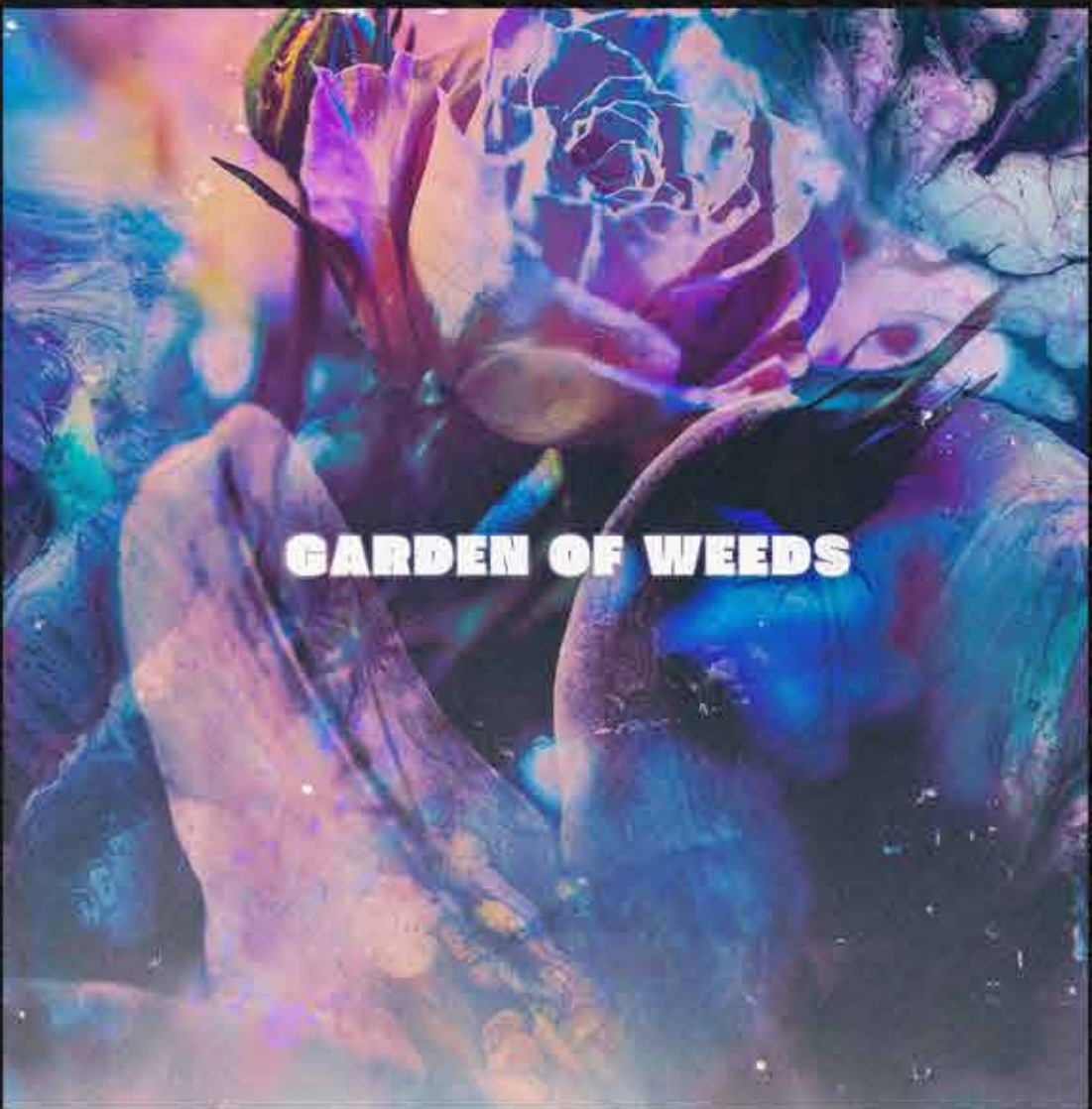
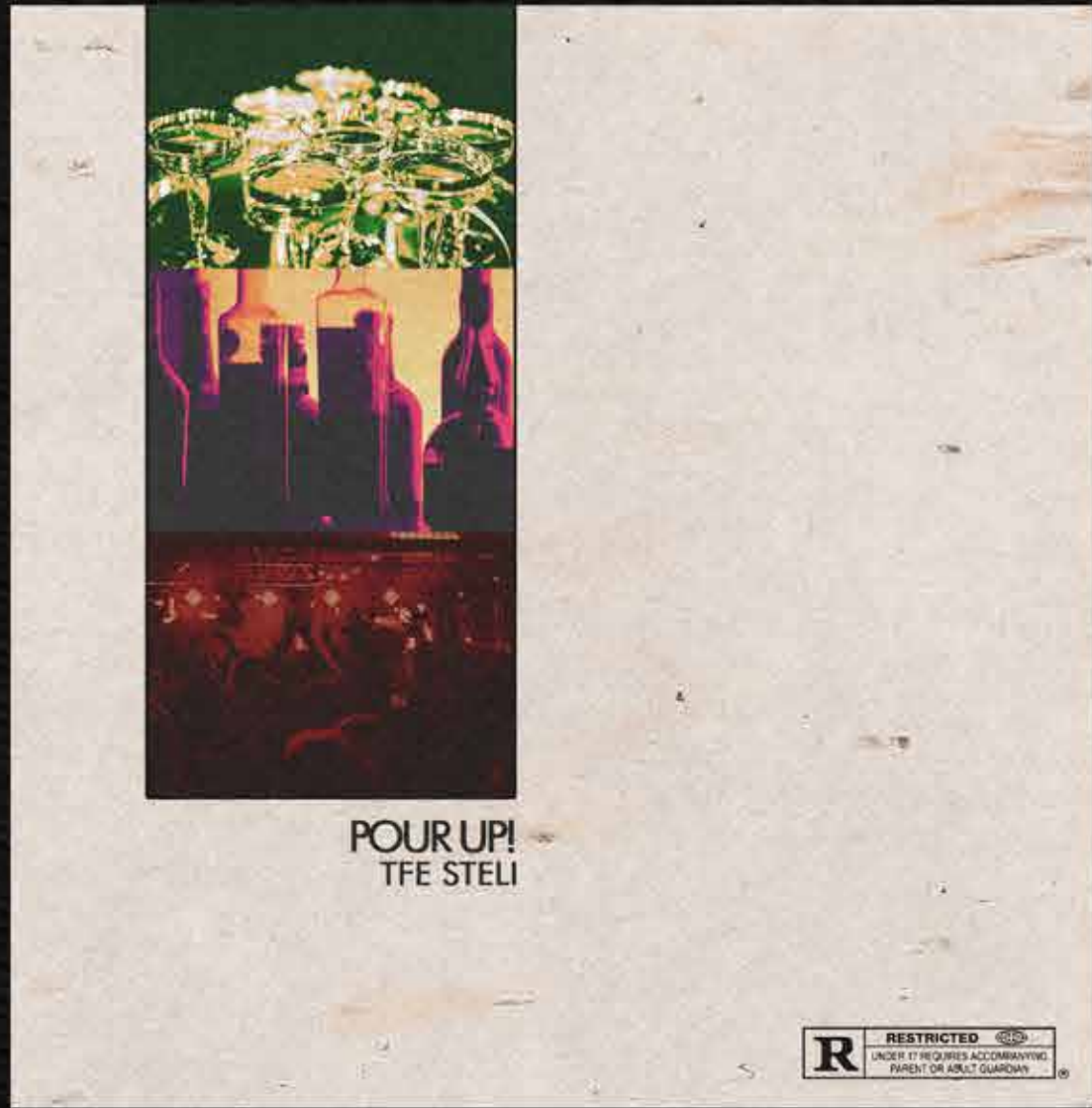
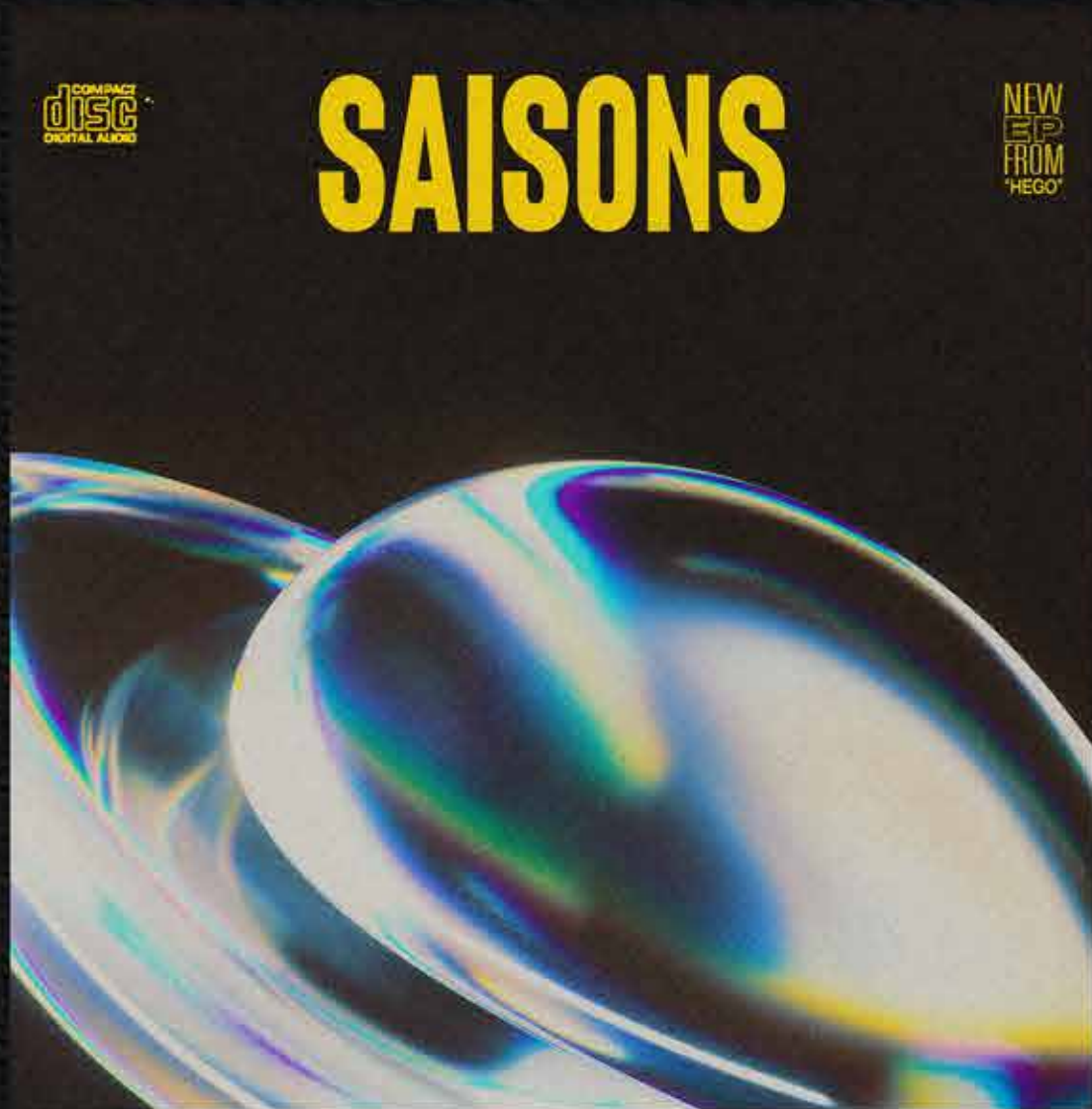


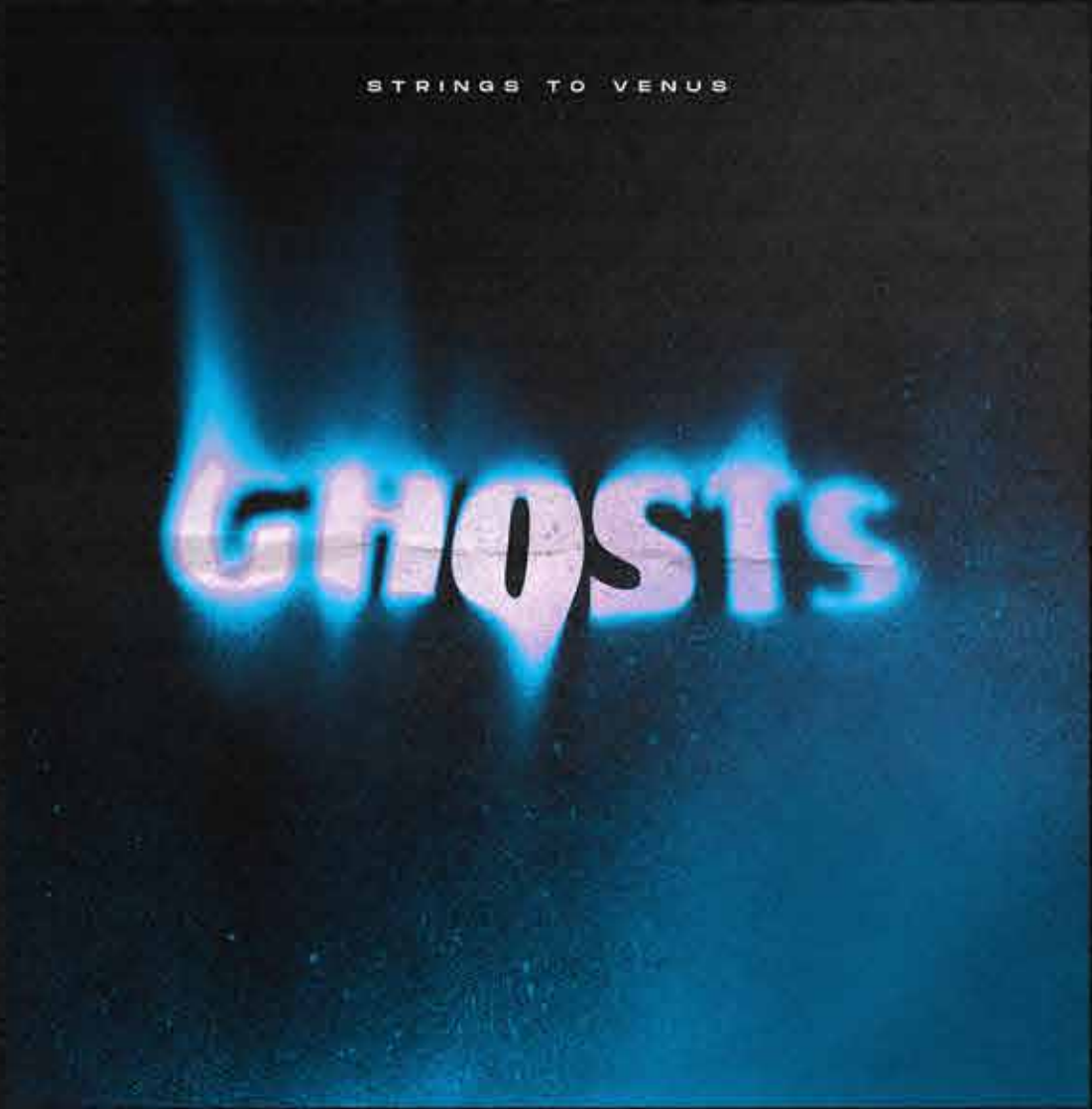
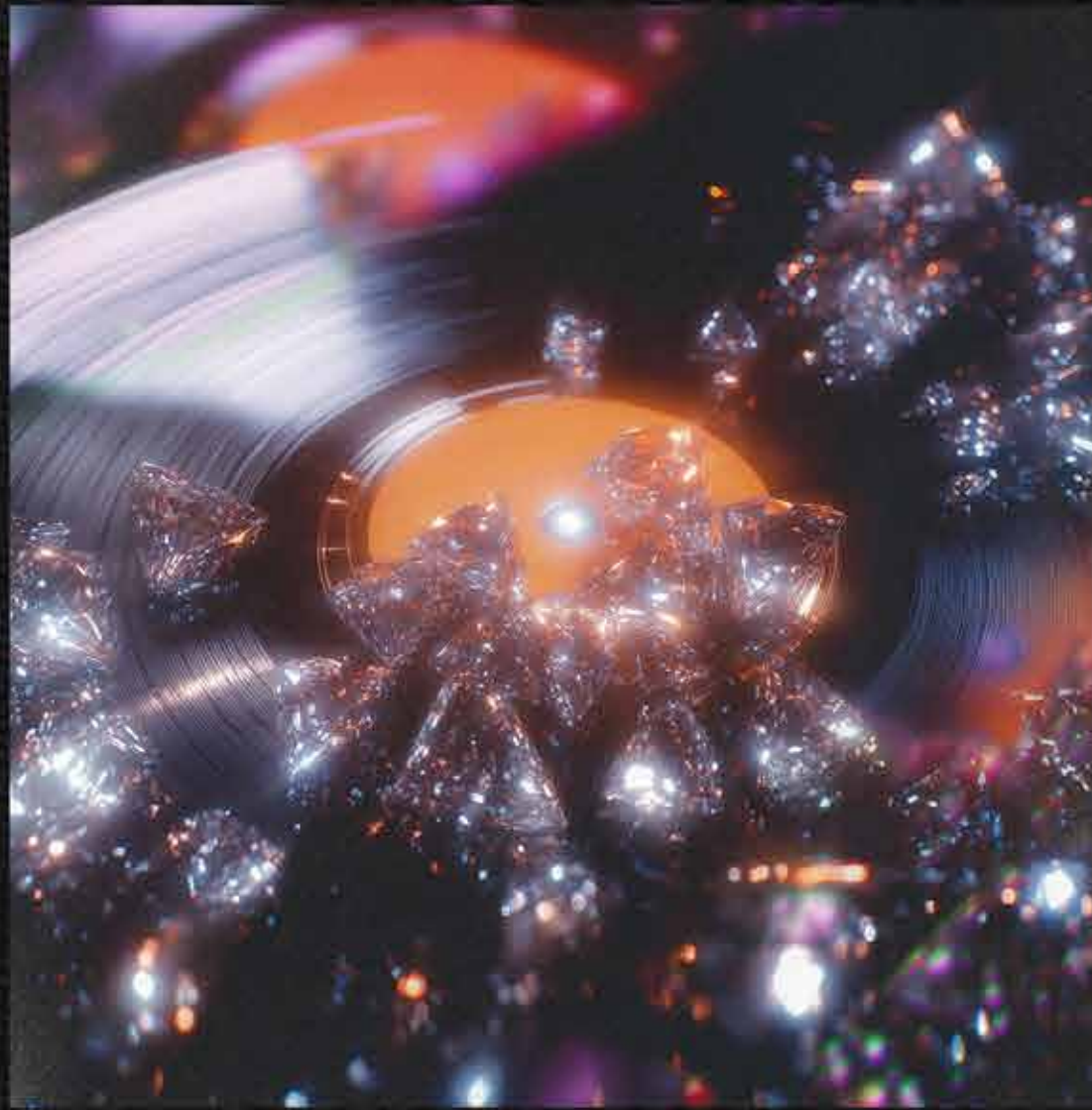








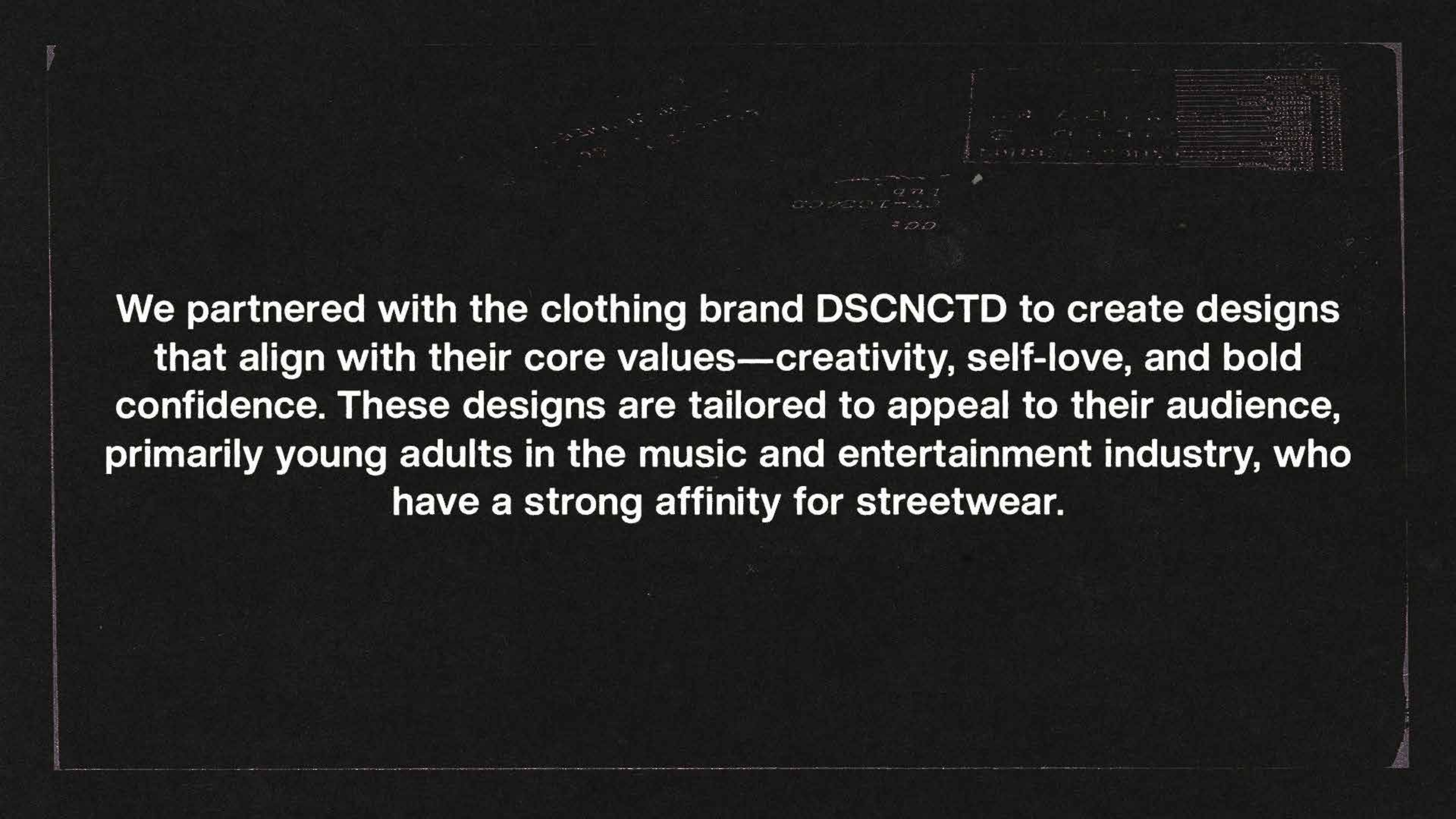




The background is a dark, textured collage. At the top, there's a horizontal strip of torn paper. Above this strip, on the left, is a small photo of a man in a dark shirt with a circular logo. To its right is a vertical strip of film with the text 'KODAK PORTRA 400'. Further right is another vertical strip with the word 'ACCOMPLISHMENT' and 'MINES' below it. On the far right, there's a yellow-toned image of a person's face and some abstract line drawings. Below the main title, there's another horizontal strip of torn paper. Below this, on the left, is a photo of a person's face in a dark, textured setting. To the right of this is a vertical strip with the text 'IN SPACES BELOW'. Further right is a vertical strip with the text 'WITH ONE YEAR OF USE'. On the far right, there's a photo of a person's face in a dark, textured setting, with the word 'PERIOD' visible above it.

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.



FILM FRAME 400

8

EMERGE
BREAKING
YOUR

8

FILM FRAME 400

8



FILM FRAME 400

8

EMERGE FROM THE SH

FILM FRAME 400

8



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

FILM FRAME 400

8

FILM FRAME 400

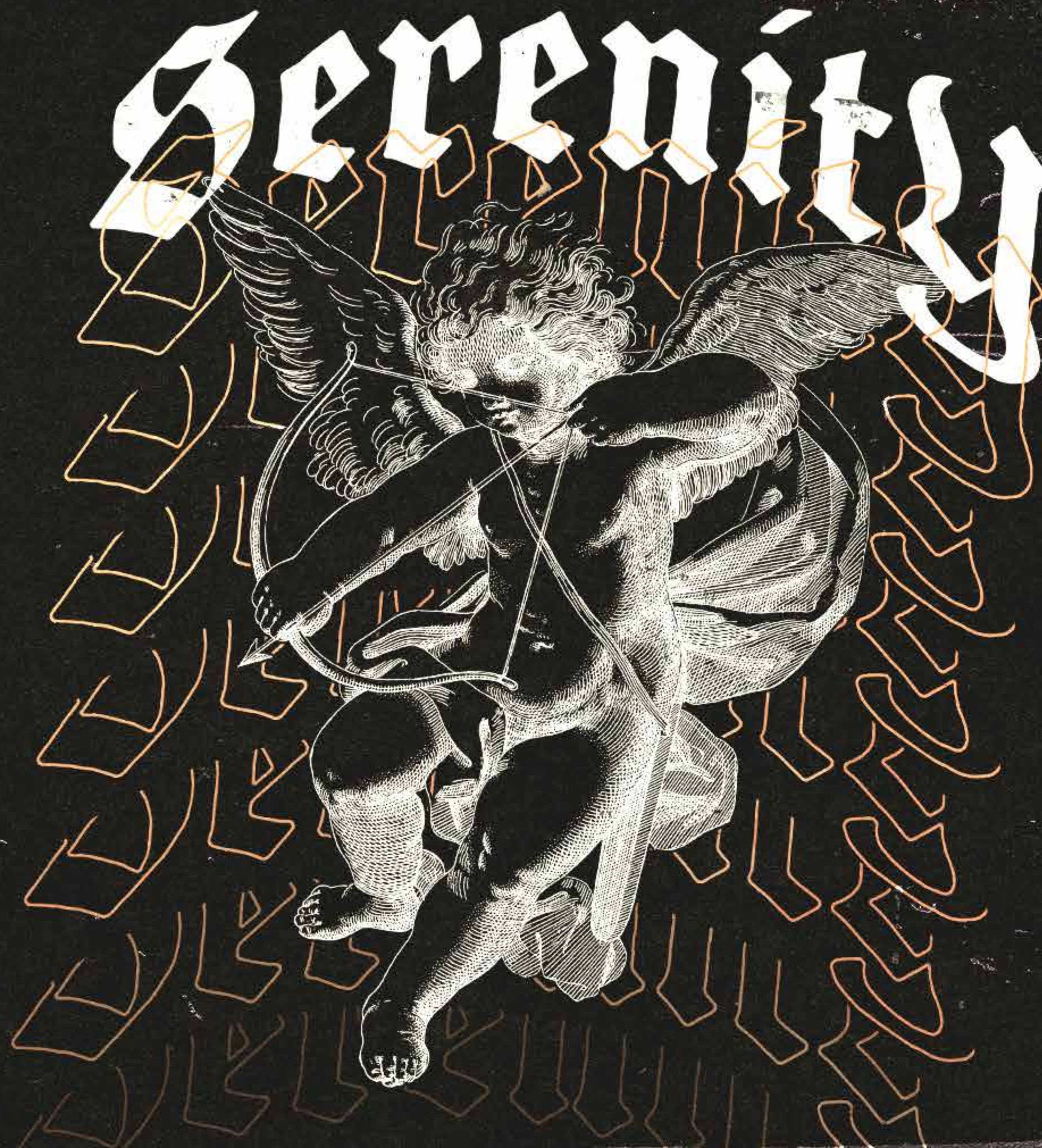
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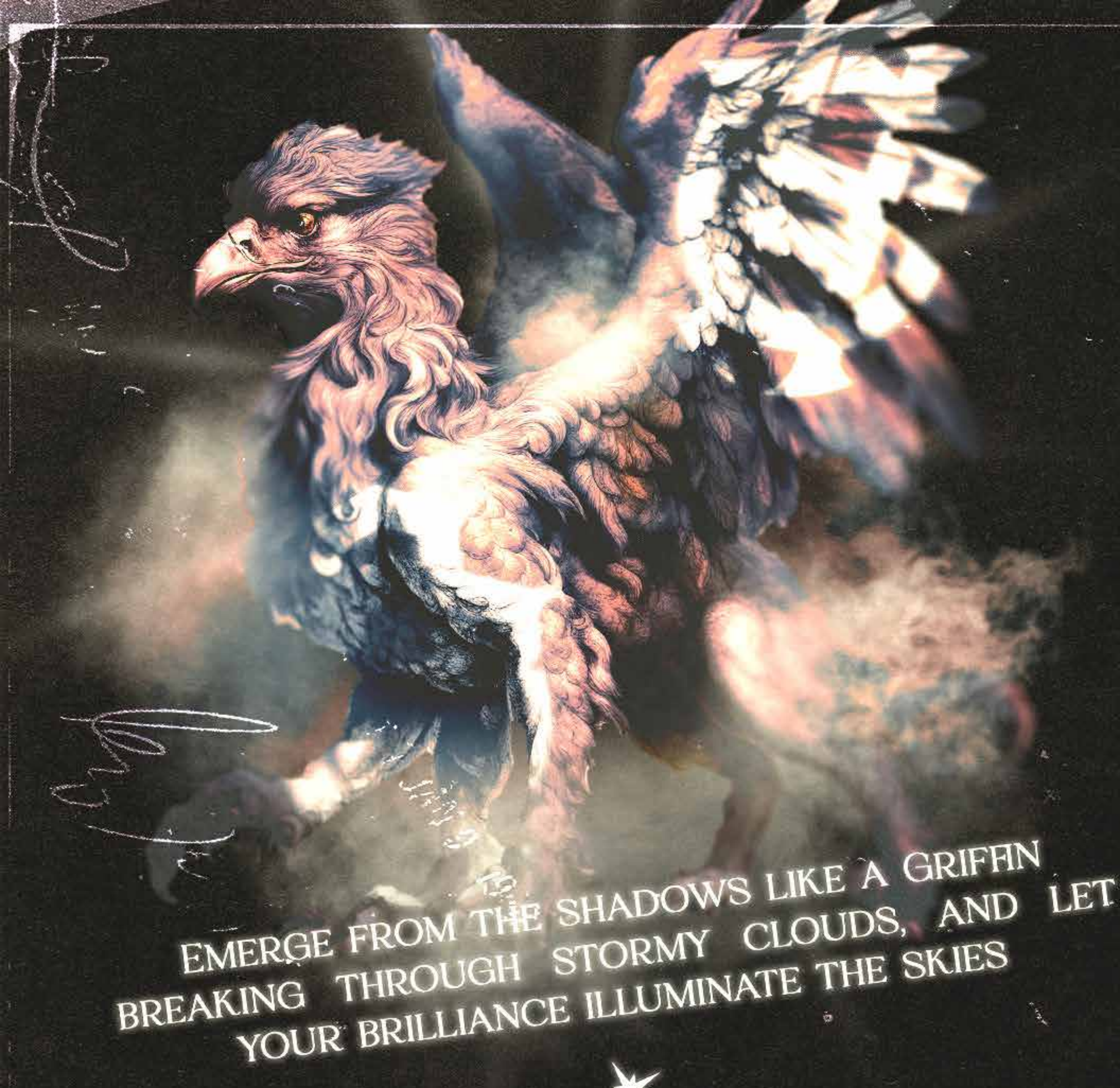
We collaborated with the brand to curate imagery and symbolism from Roman and Greek mythology. The final selections resonated with the client's values and were well-received.

61
MAR 6 1958



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



A detailed illustration of a griffin, a mythical creature with the head and wings of an eagle and the body and legs of a lion. The griffin is depicted in a dynamic, emerging pose, breaking through dark, stormy clouds. Its wings are spread wide, showing intricate feather patterns in shades of brown, orange, and white. The griffin's head is turned slightly to the left, with a sharp beak and intense eyes. The overall scene is set against a dark, atmospheric background with swirling clouds and a hint of light breaking through.

**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.**

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



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.

Selfish



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NO. 1001

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

~~2017-10-10~~

026145

[Handwritten signature]

4. 11. 1944

PORTFOLIO HIGHLIGHTS



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





CASE STUDY #3

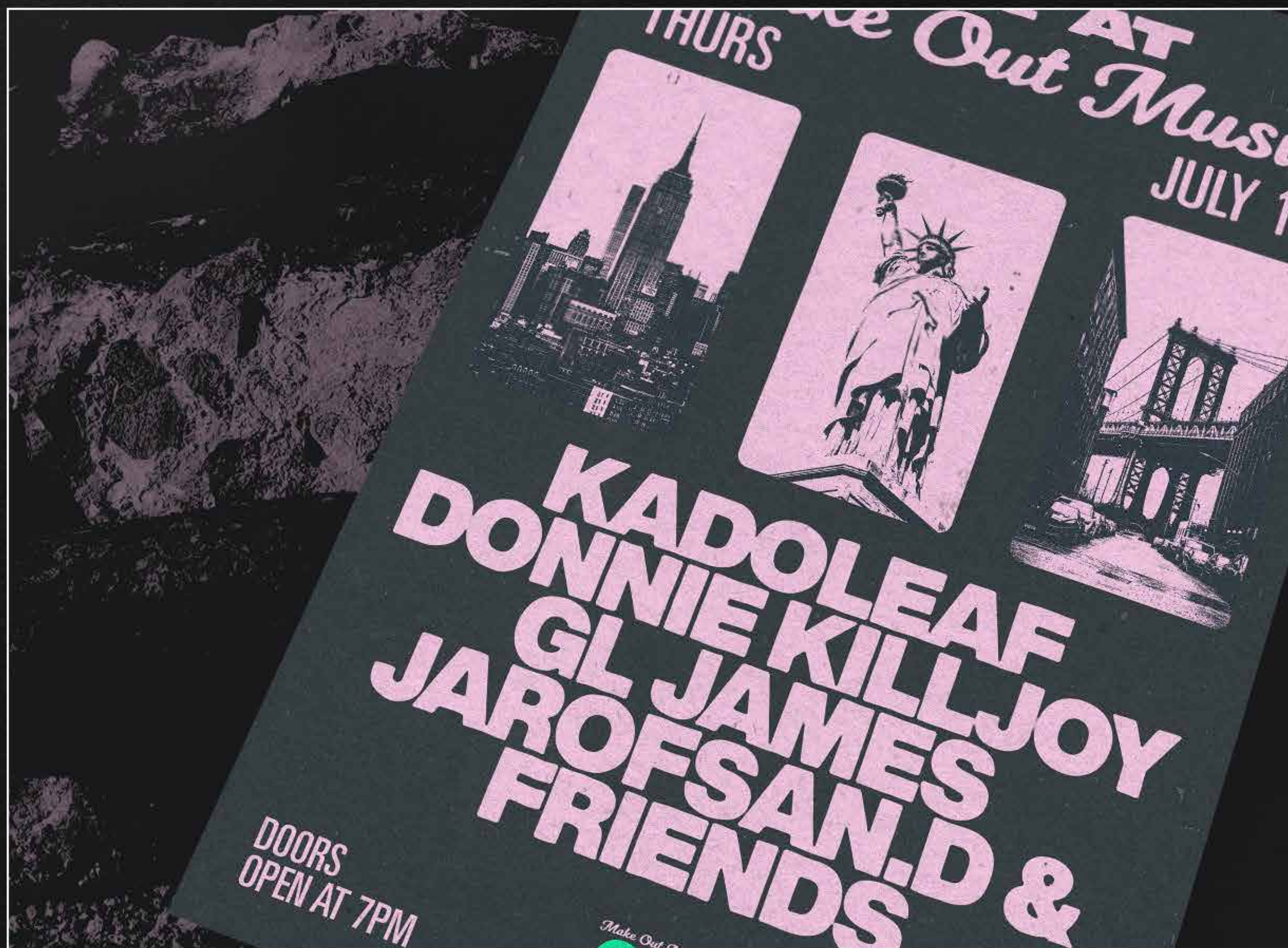
DESIGNING A POSTER AND PROMOTIONAL VISUALS FOR A FESTIVAL



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.

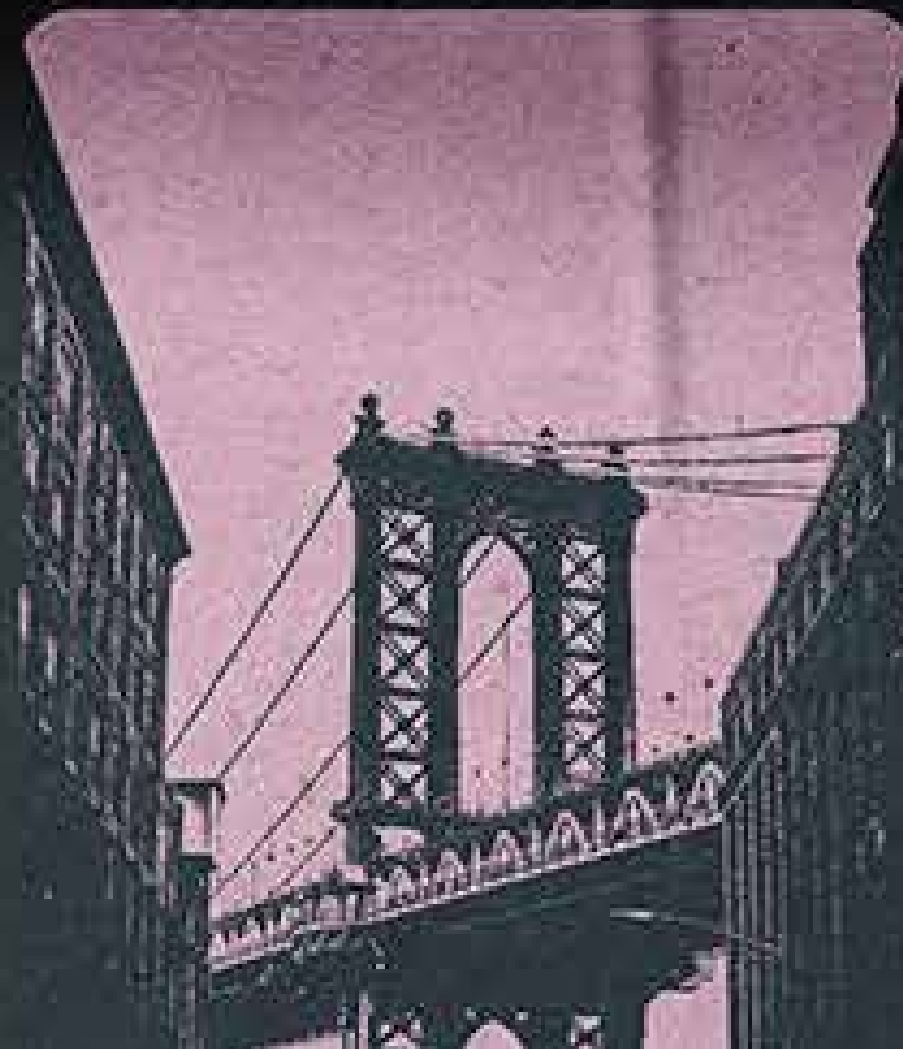
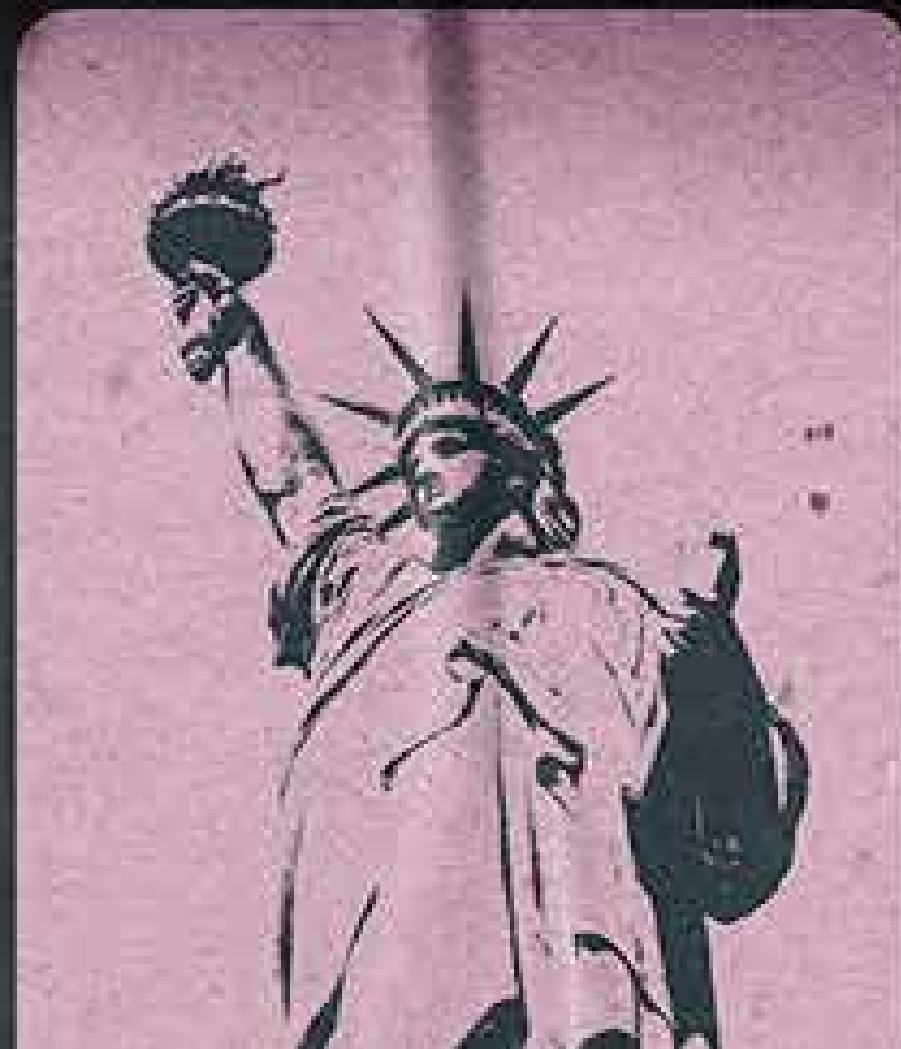
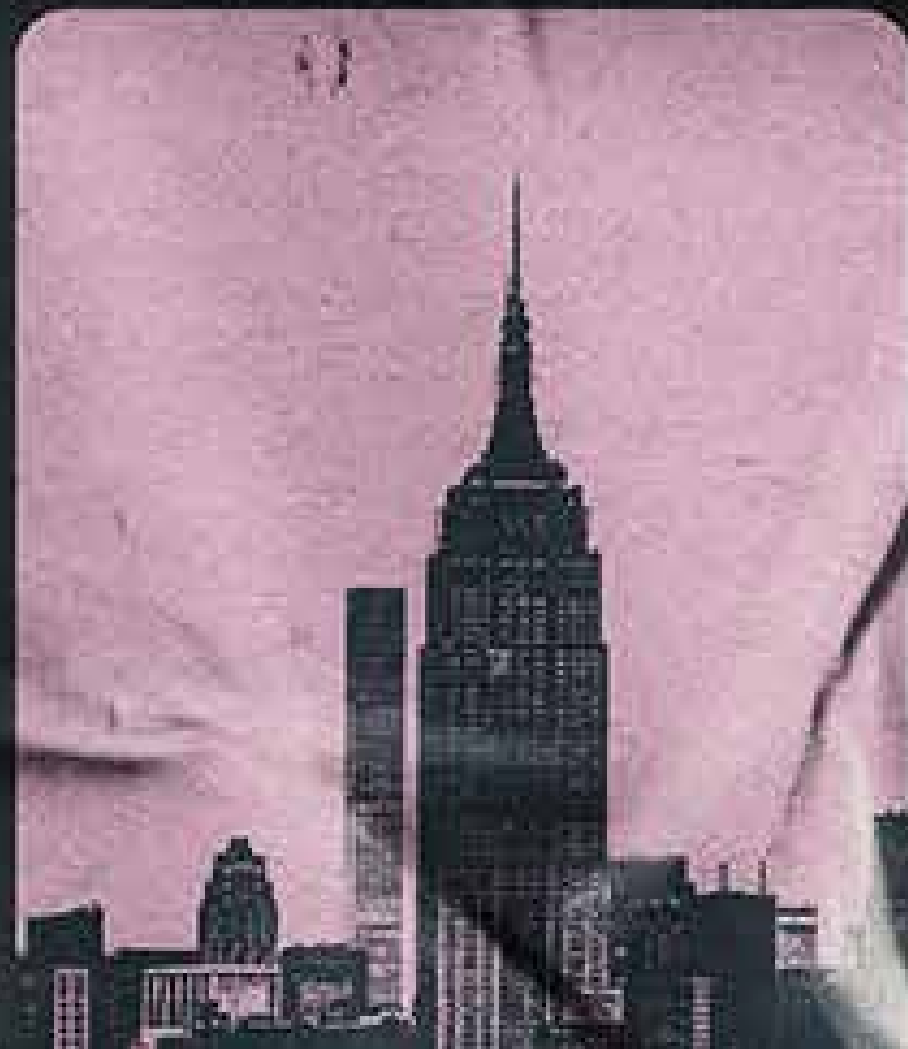




Our approach to the poster design centered on showcasing the lineup in a bold and energetic font, appealing to both the artists and their fans. The imagery of New York City was incorporated to reflect the festival's location.

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**

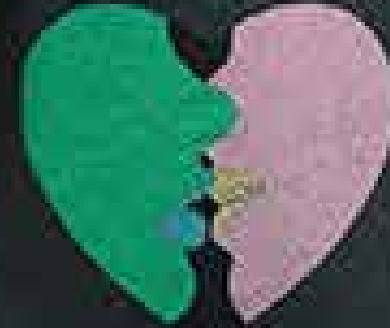


After finalizing the poster design, we delivered additional wristband and ticket designs, as well as promotional assets for use both in promoting the festival and during the event itself.

KADOLEAF
DONNIE KILLJOY
GLIMMER
JAROF WORLD &
FRIE

PS

Make Out Music



LIVE AT
Make Out Music
JULY 18
THURS

DOORS
OPEN AT 7PM



TICKETS
\$18

Make Out Music
THURS

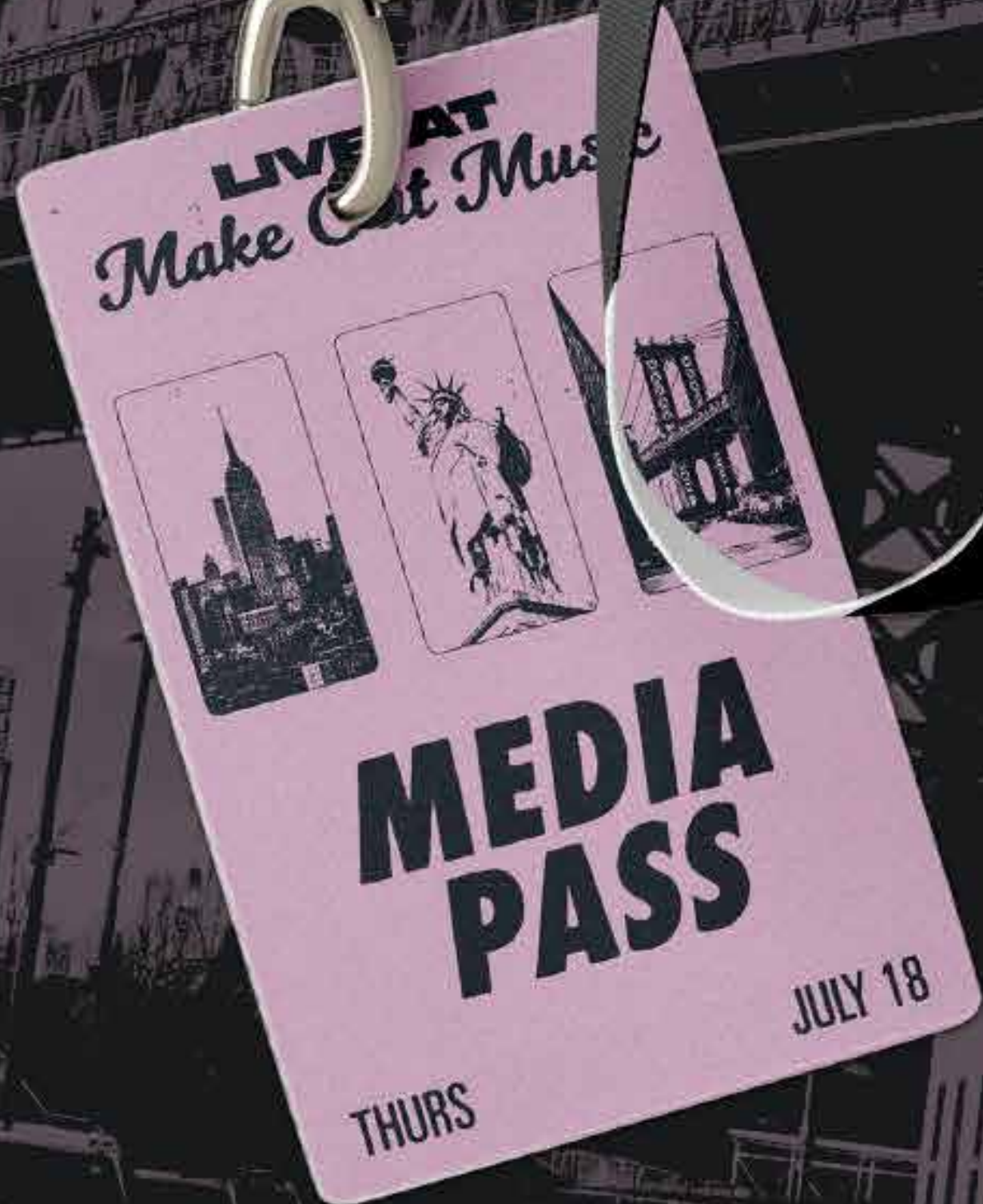
DOORS
OPEN AT 7PM



TICKETS
\$18

KAPOLLEAF
DONNIE KILLJOY
&
JAROL JAMES D &
FRIENDS

KAPOLLEAF
DONNIE KILLJOY
&
JAROL JAMES D &
FRIENDS





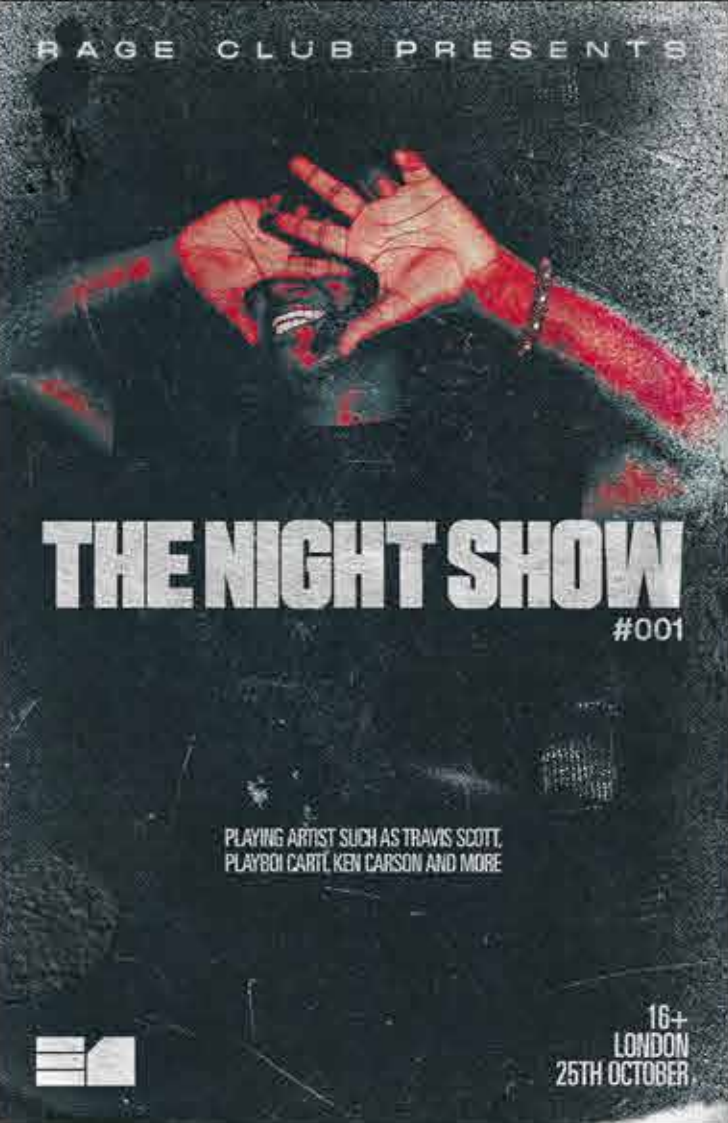
We also created merchandise designs to be sold during the festival, aimed at increasing revenue while giving fans the opportunity to proudly wear something that also serves as a souvenir.

PORTFOLIO HIGHLIGHTS



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

RAGE CLUB PRESENTS



THE NIGHT SHOW

#001

PLAYING ARTIST SUCH AS TRAVIS SCOTT,
PLAYBOI CARTI, KEN CARSON AND MORE

16+
LONDON
25TH OCTOBER

BLACK WEEK
BLA SALE WEEK
BLACK WEEK

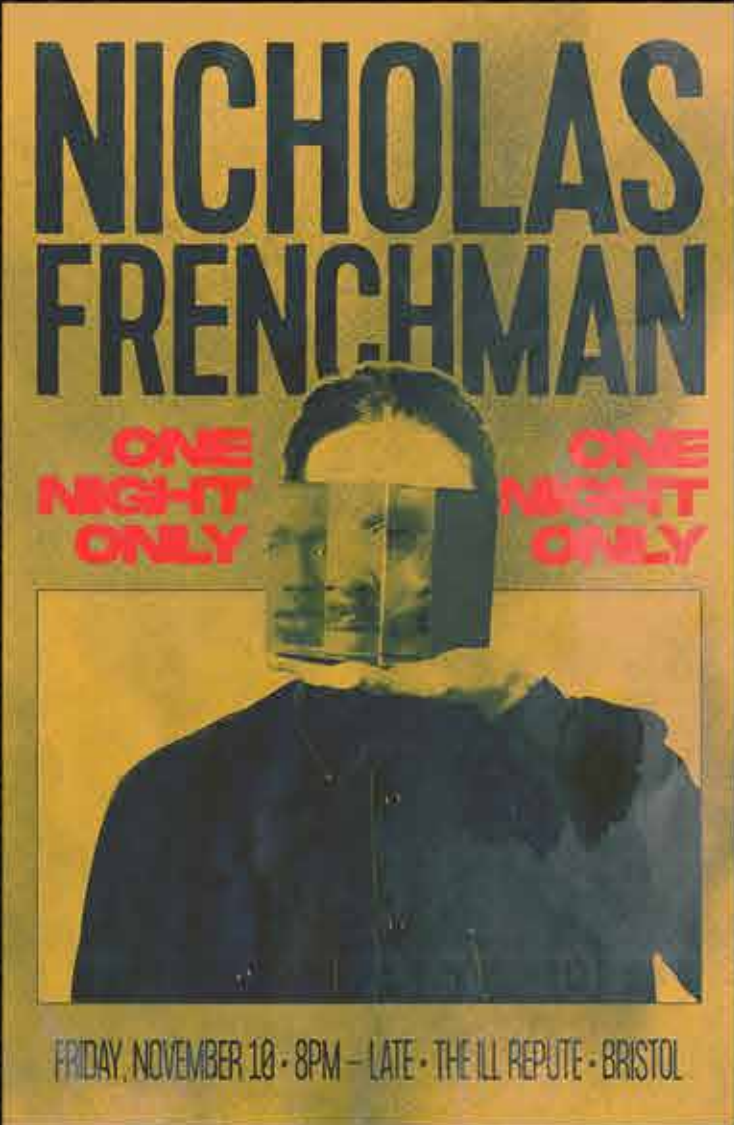


MAGIC PILL

50% OFF

NICHOLAS FRENCHMAN

ONE NIGHT ONLY

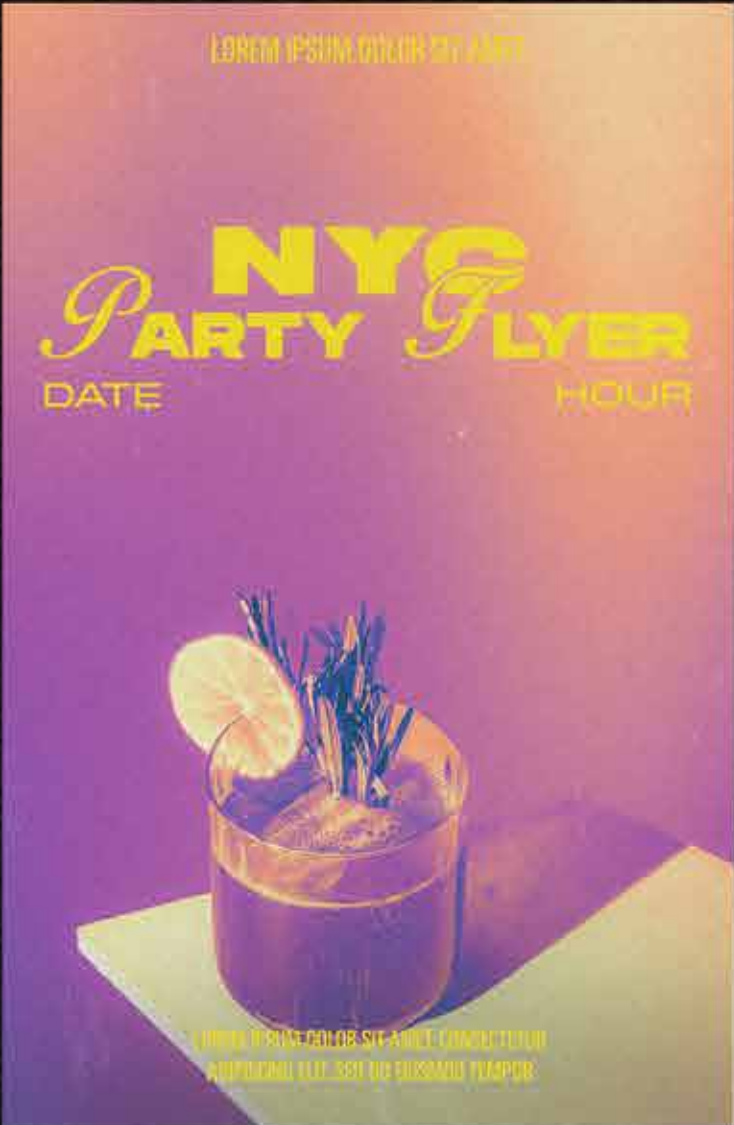


FRIDAY, NOVEMBER 10 • 8PM - LATE • THE ILL REPUTE • BRISTOL

LONDON 10PM-12AM OCTOBER 25TH PARTY

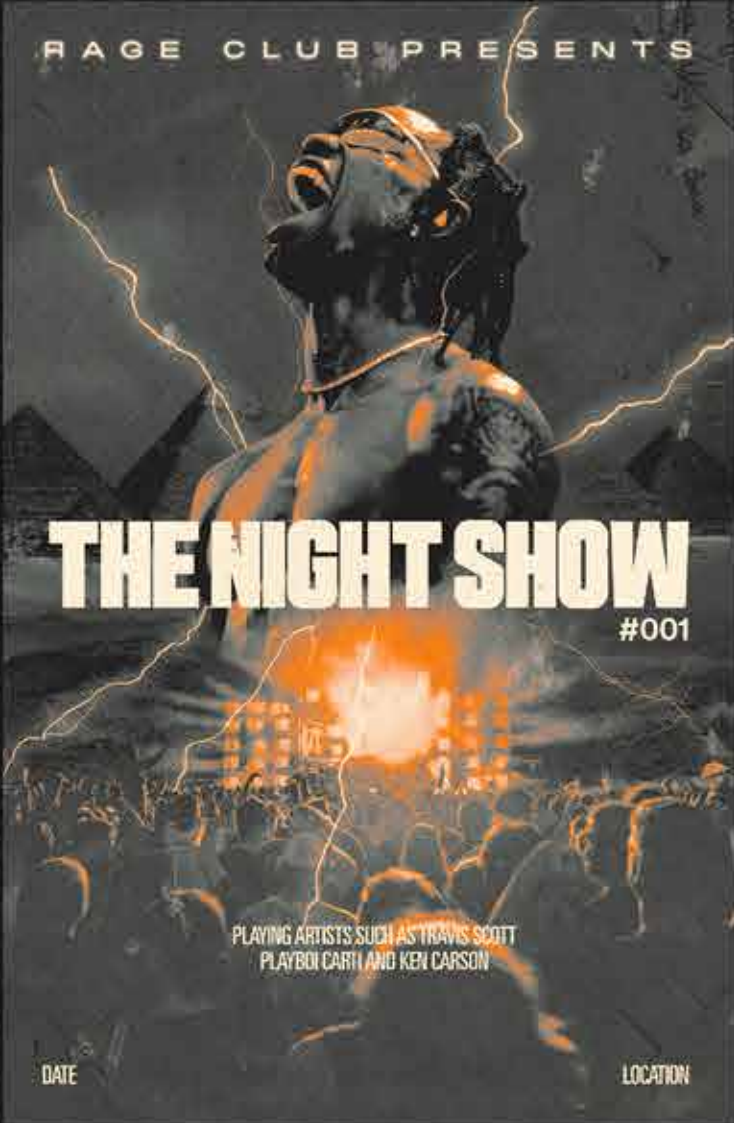
NYC PARTY FLYER

DATE HOUR



LONDON 10PM-12AM OCTOBER 25TH PARTY
ADULTS ONLY 18+ 100% NO DRUGS OR ALCOHOL

RAGE CLUB PRESENTS



THE NIGHT SHOW

#001

PLAYING ARTISTS SUCH AS TRAVIS SCOTT,
PLAYBOI CARTI AND KEN CARSON

DATE LOCATION

LA ROOFTOP PARTY ON THE TOP



HOSTED BY
FEAR IS THOUGHT

15 OCT 9PM

SAPPHIRE

Lucky Star



THE GRACE - LONDON

30TH OCTOBER 2024 DOORS 7PM

WITH SPECIAL GUEST
GLOWE

VITA DOLCE PRESENTS

A MARTI'S

MIDWAY TO MADNESS

BIRTHDAY FEST

SAVE THE DATE
JANUARY 4TH

LINEUP AND VENUE TBA
PRIVATE EVENT

--- KADOLEAF ---
--- DONNIE KILLJOY ---
--- GL JAMES ---
--- JAROF SAND & FRIENDS ---



LIVE AT MAKEOUTMUSIC

THURS JULY 18

\$18

HUSBANDWIFE

SUMMER TOUR



JUNE 4 - NASHVILLE, TN THE COBRA
JUNE 7 - PADUCAH, KY PADUCAH BEER WORKS
JUNE 8 - PINE VILLAGE, IN STALPH
JUNE 9 - PITTSBURGH, PA SPIRIT
JUNE 11 - BROOKLYN, NY BUSHWICK PUBLIC HOUSE
JUNE 12 - FAIRFAX, VA EARP'S ORDINARY
JUNE 13 - STEVENSVILLE, MD CULT CLASSIC BREWING
JUNE 14 - CHARLESTON, SC CHARLESTON BEER WORKS

OFFSTAGE ON THE PIER

PRESENTED BY

BALTIMORE PENINSULA

DISCO LINES

LEVITY, AYYBO
NADIA, SIDEHUSTLE, EMPFORCE

SEPTEMBER 19 2025
TIME: 4PM-10PM

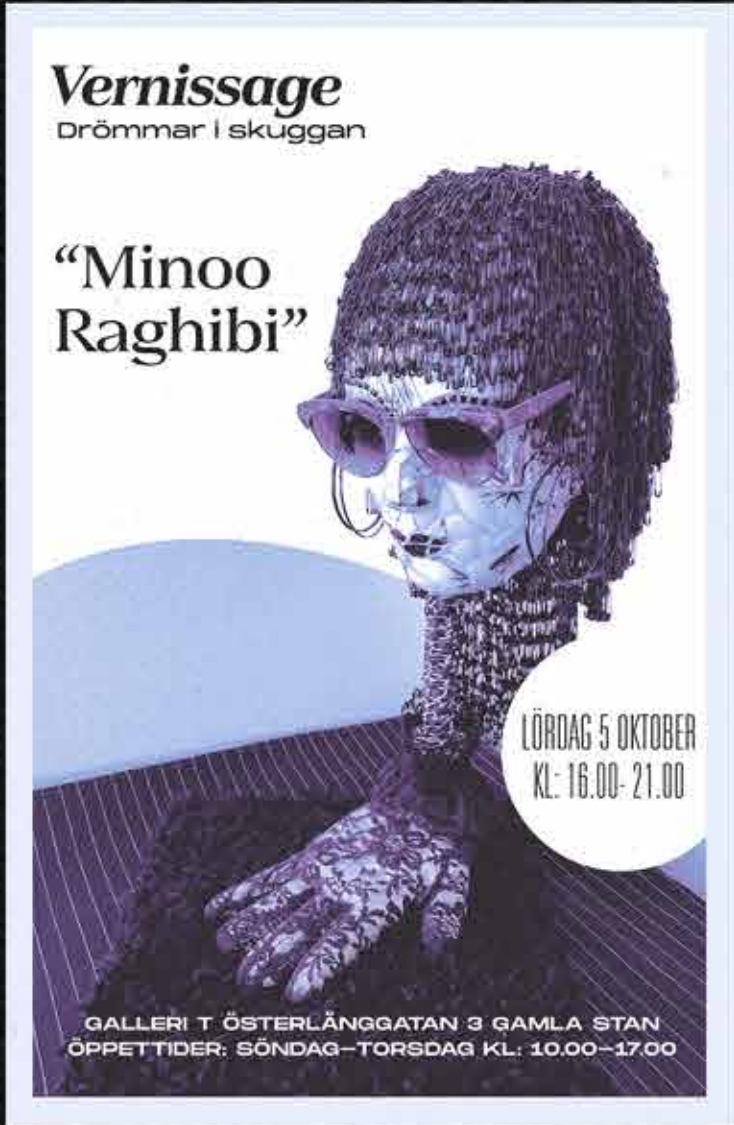


18+ PURCHASE TICKETS AT:
OFFSTAGESSESSIONS.COM

BALTIMORE PENINSULA
TIDEWATER STREET PIER
BALTIMORE, MD

Vernissage
Drömmar i skuggan

"Minoo Raghibi"



LÖRDAG 5 OKTOBER
KL: 16.00-21.00

GALLERI T ÖSTERLÄNGGATAN 3 GAMLA STAN
ÖPPETTIDER: SÖNDAG-TORSDAG KL: 10.00-17.00

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.