

BRIEF GRAPHIC DESIGN

DIGITAL ARTWORK (Spotify) FOR SOA'S EP "Influences"

The EP

It is a 4-song EP. The songs mix French and English and are very jazz groove (with organ, trumpet, back vocals and rap). They are inspired by a vintage groovy jazz style. The artwork needs to be modern but rooted in vintage.

Name of the band: SOA & Friends

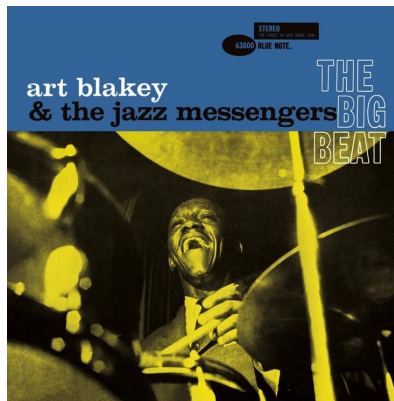
Name of the EP: Influences

Brief for the artwork

IMPORTANT: this is digital artwork, so I only need single-sided artwork!!

Take inspiration in the layout from old jazz albums from Verve or *Blue Note* labels (see *images below*) especially how they use the banner at the top to write the text + name of label.

See moodboard on Pinterest : <https://pin.it/4HCkfbY>



Elements to add

1. Text

SOA & friends

feat.

Thompson Egbo-Egbo Trio

& Alexis Baro

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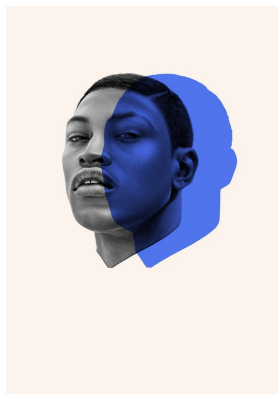
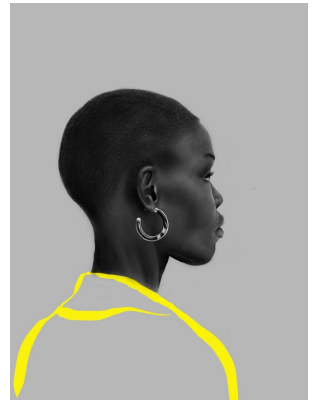
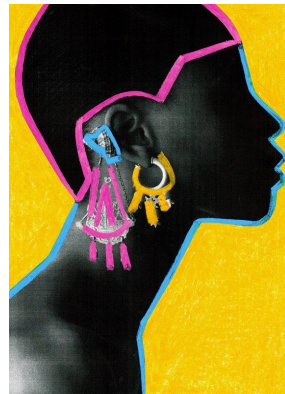
We had already developed an identity for SOA & friends (see below). We could reuse the way it was previously written in order to save time. The colors can change though!



2. Photo with a twist

A B&W silhouette pic will be provided and to that one, I'd love some colorful playful elements added to it.

Here are some examples of styles I like:



3. Logo (if possible!)

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That EP has been financed by the *Conseil des Arts de l'Ontario* (see download links and guides on how to use the logo) :

<https://www.arts.on.ca/programmes-de-subvention/renseignements-generaux/documents/logo-et-remerciements?lang=fr-ca>

<https://www.arts.on.ca/grants/general-granting-information/documents/logo-and-acknowledgment?lang=en-ca>)

Idea : on older jazz album covers, the logo of the label is always in the banner at the top (Verve ou Blue Note), maybe that logo could be treated as a label logo. This is optional but if it works, that's be great.

Tech specs

Here are the tech specs for a Spotify artwork :

Make sure your images meet these requirements:

- Accepted formats (in order of preference): TIFF, PNG, or JPEG. **Note:** The format should also use lossless encoding.
- Highest resolution available.
- At least 640px width or height.
- 1:1 aspect ratio for cover art.
- Do not upscale images.
- To guarantee ingestion, all images should be encoded with an sRGB color space with 24 bits per pixel and color profiles applied directly.

Note: Embedded color profiles and orientation metadata are not supported.