



A NARRATIVE BRAND STUDIO FOR ARTISTS

Echo Room

Every artist has rooms.
Rooms still ring.

THE IDEA

We are the room. The artist is the sound.

An echo is a sound that comes back to you changed by the room it crossed. That is not a metaphor — it is the physics an artist already lives in. A song written on a porch in open air is a different song in a stairwell that answers back in a third of a second. The room does the changing.

Most artist websites flatten that: one template, the same motion whether the music is patient or urgent. Echo Room does the opposite. We sit with an artist until they can name their rooms, we measure how long each one rings, and we build a site that moves differently in each. What we sell is that interview. Everything after it is a fixed cost we already paid.

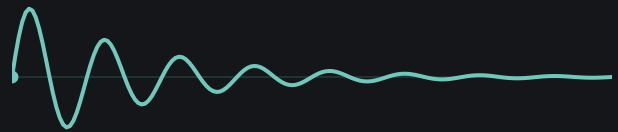
WHAT "MEASURED" MEANS



RT60 2.80s · motion 720ms

An open room

The sound leaves and does not come back. Motion settles slowly.



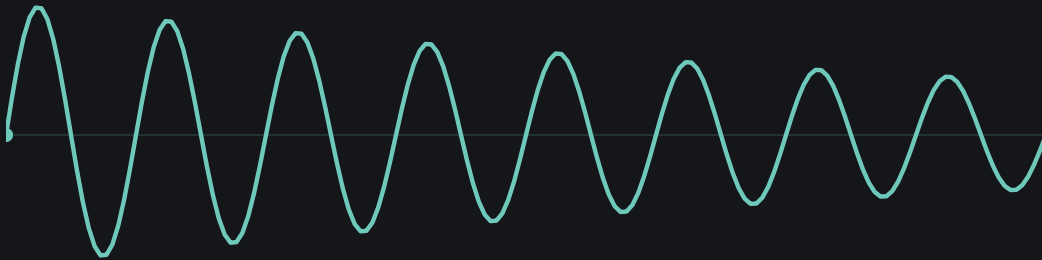
RT60 0.35s · motion 240ms

A tight room

The room answers before you finish. Motion arrives and stops.

An impulse response.

Strike a room once and its energy decays as a ringing, fading waveform. The reach is set by RT60, so a long room rings across the whole width and a tight room dies at the strike. The mark is drawn from physics, not by hand — the deliberate inverse of a hand-drawn artist signature. It is a logo, an explanatory diagram, and the one signature motion, all at once.



DO

- Inline it, so `currentColor` resolves.
- Let RT60 set its reach — the mark is a measurement.
- Give it room. One mark per surface.

DON'T

- Reference it as an image where color can't inherit.
- Stretch, rotate, or box it in.
- Pair it with a second competing mark.

A treated room, and one chromatic voice.

Neutral by design — the color belongs to the artist, not the studio. The one voice is verdigris, the color of a rung bell aged by time. Every ratio is computed against WCAG 2.1, not estimated.



chamber

#14161A · AAA

slate

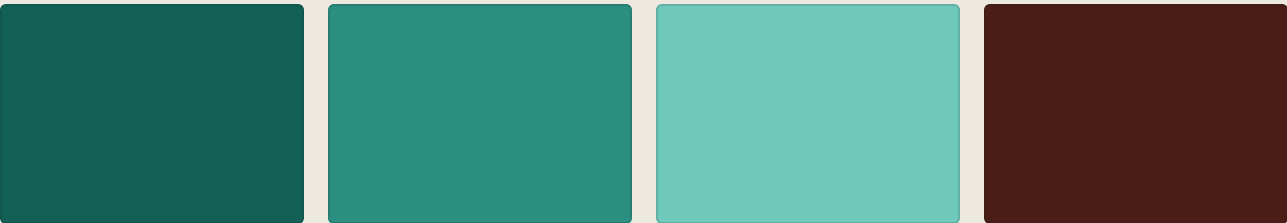
#242832 · AAA

plaster

#EDE9E1 · AAA

paper

#F7F4EE · AAA



signal-deep

#136055 · text on light

signal

#2A8E80 · mark · ring

signal-lume

#6FC9BA · text on dark

the artist's

only in a case study

PAIRING	RATIO	GRADE
bone on chamber	14.51:1	AAA
ink on plaster	14.24:1	AAA
signal-lume on chamber	9.26:1	AAA
signal-deep on plaster	6.12:1	AA
signal focus ring (all four surfaces)	≥ 3.29:1	AA · non-text

The verdigris trap: signal cannot carry body text (best 3.29:1 on light). Use signal-deep on light, signal-lume on dark. A link in raw signal is a bug.

04

TYPOGRAPHY

Three voices.

DISPLAY · FRAUNCES

Rooms still ring

An optical serif, drawn-with-an-instrument. Headlines only.

BODY · RADLEY

The OFL serif shared with the artist sites we build — the family tie that says “same studio.”

INSTRUMENT · IBM PLEX MONO

RT60 2.80s · MOTION 720MS

The register in which measurements are spoken. Labels, readouts, buttons.

VOICE

- Replace the adjective with the measurement.
- Sentences end on the noun. No exclamation marks. Never all-lowercase.
- Credibility stated once, then dropped. The fact is the flex.

THE ENGAGEMENT

One studio, one artist at a time.

What you get

- A living, bespoke artist site
- A brand book you own, regenerated with one command
- A CMS you and your manager control
- A press kit built for a supervisor with four minutes

The model

One repository and one content project per artist. No multi-tenancy, no lock-in. You own the result outright — code, content, brand book, domain.

\$5–15_k

PER ENGAGEMENT · USD

THE PROOF

thelasmusic.com is a complete, live artist site built on this method — and it is our co-founder's own. We built it before we offered the method to anyone else. Skin in the game beats a testimonial.



Start a conversation

Addison Cage · hello@echoroom.studio · echoroom.studio