



**Design for CD, DVD & Vinyl packaging /  
leaflets / banners / tickets / branding /  
social media / websites**

**Thank you for choosing Birnam for your design requirements.**  
*Make the most of our imagination.*



HERE AT BIRNAM, we have amassed many years of experience in producing eye catching design for a variety of clients in the UK, throughout Europe and further afield. Our aim is to produce a final product which will fully meet, and hopefully exceed, your expectations.

In order to enhance the design process, and to help us work together to achieve these goals, we offer this short guide.

### Type of packaging

You can view some of our packaging options at our website:

[www.birnamcd.com/cd-packaging/](http://www.birnamcd.com/cd-packaging/)

[www.birnamcd.com/dvd-packaging/](http://www.birnamcd.com/dvd-packaging/)

[www.birnamcd.com/vinyl-packaging/](http://www.birnamcd.com/vinyl-packaging/)

## First things first...

Your CD, DVD or Vinyl artwork should include:

- **Title of album**
- **Name of band / artist and any band logo**
- **Catalogue Number**

The catalogue number is usually printed on the spines, back panel and disc.

- **Label name and logo (if applicable)**

- **Barcode**

As part of the design bundle we will supply and place a UPC barcode which is accepted worldwide.

- **Publishing and copyright information**

We use a standard copyright and publishing notice which will we will add to your packaging and label. The notice reads:

© 2015 Artist/record company name. ® 2015 Artist/record company name.  
All rights of the producer and of the owner of the recorded work reserved. Unauthorised copying,  
public performance, broadcasting, hiring or rental of this recording is prohibited.

- **Contact details – website / social media**

- **Credits & thanks such as recording, production, design etc.**

Check out some CDs, DVDs or vinyl to see if you are missing anything obvious.

- **Track timings**

These generally appear on the outer back of the packaging for easy access by presenters playing your music on air.

## Let's talk...

We'll hold an initial consultation (by telephone or in person) to establish your design brief. The design brief provides us with a baseline to work from so it is helpful if you consider the following before we talk:

### **Schedule**

What is your timescale? Do you have a target completion date?

### **Music genre and target audience**

The scope for any design is wide ranging but it is helpful if we know how you describe your music and who your target audience is.

### **Overall style / look**

Is there a particular theme or a specific colour you would like to use? Should the title of the album be reflected in the design? Do you have any thoughts about the front cover and how the rest of the packaging will relate to it? Are there any fonts / typefaces you would be keen for us to use?

### **Available materials / images**

Are you supplying any photographs / images / logos which you would like us to include within the design? If your album is sponsored or funded, are there any logos which have to be included?

### **Text**

Do you have an introductory paragraph, background information, track details, composer details?

### **Layout**

Do you have any thoughts on where you wish us to place images, photographs and text?

## Here's what we'll need...

In order for us to progress the design without delay, please supply us with the text in digital format – including sleeve notes, titles, composers, acknowledgements, recording / photography credits etc., all of which should be thoroughly proof read before being submitted. It is important that we receive all your text at the outset to avoid substantial re-designing. We are happy to work with text supplied as hard copy but be aware that this will eat into the design time allocated.

The time allocated for design / layout depends on the packaging involved. For example, a 6 panel digipak with a 16 page booklet will require more time than a 4 panel digipak with no booklet.

## Moving on...

We will produce a draft design according to the agreed brief. At this stage the artwork should only require minor adjustments which we will be happy to undertake as required.

We hope you find this guide helpful and please don't hesitate to get in touch at any stage before or during the design process.  
Our direct design telephone number is **01350 727 159**.

### Our design package includes the following at no extra cost:

- A 12-digit **UPC barcode number and graphic, which is accepted worldwide.**
- 50 full-colour posters featuring your front cover and white space for overprinting. Minor alterations are available, just let us know what you would like done.
- A member of our team at Birnam will complete and submit your MCPS AP2 application for CD and Vinyl products. This does not include the licence fee – MCPS will invoice you directly if any royalties are applicable.
- Print and web resolution jpegs of your front cover to use as you see fit.

**Thank you again for choosing Birnam – your design partners.**