

ARTIST & LABEL ONBOARDING

Sound World Onboarding — what to prepare.

A short guide to the assets we need to build your Sound World — and, just as importantly, what stays yours. Send us a song and the raw materials around it; we render it into a world that lives at your address.

A built, playable world for a single release — original music, art-directed visuals, and a direct line to the fans you own.

WHAT WE'RE BUILDING

Four things ship in every base world.

- Original music or soundtrack, rendered as the world's spine
- Release branding
- An immersive visual atmosphere tuned to the track
- A landing page / campaign asset you can share anywhere

WHY IT MATTERS

This is a trajectory move, not a web page.

A release is usually a link. It surfaces in a feed, earns a scroll, and is gone — and the attention it pulled belongs to the platform, not to you.

A Sound World is a destination. It turns a passing listen into a fan with somewhere to stand, and it puts that fan on ground you own instead of rented feed space. That difference compounds: every release adds to a world that grows under your name, rather than dissolving into an algorithm that has already moved on.

It also changes how the industry reads you. Bookers, labels, sync supervisors, brands, and press size up an artist by the world they can stand up. A song asks people to listen. A world gives them a reason to stay — and gives the people who decide your reach a reason to bet on you.

The split lands in your favor.

We build this on a clear, deliberate split — designed so the value you create stays yours.

- **You keep your masters and your publishing.** Full stop. We don't take the recording or touch the composition.
- **While we build, you grant us limited licensing access** to the materials we need — the song, the artwork, the footage — for one purpose only: to engineer and stand up your world. Scoped, temporary, build-only.
- **We engineer and own the platform.** The Sound Worlds engine and the infrastructure that makes an experience like this possible is the part that stays ours — it's what lets us stand up a world no template could.
- **On the launch you approve, the world becomes solely yours** — your property, part of your IP, living at your address under your name. The limited license has done its job; the environment is now yours to own and grow.
- **Our only keep is the credit** — the quiet studio mark that says this environment was engineered by ALO, the way a building carries its architect. We make it shine; you own the light.

We never claim your catalog, your fans, or your world.

01 The music

- **Preferred:** the mixed *and mastered* track — WAV or AIFF, 24-bit, 44.1 kHz or higher.
- **Also fine:** a 320 kbps MP3 if that's what you've got. One file per track.
- We need the *actual audio*, not just a streaming link — we analyze the waveform to sync the visuals to your beat.
- Not releasing the full master yet? Send a private full-length reference and tell us the launch mode: *full stream*, a *30–60s preview*, or *watermarked*.
- Stems are *not* required for the web world — only for a later XR / game / stem extension.

02 The release facts

Artist / act name (as it should appear) · track title(s) & numbers · producer(s) and key credits · release type (single / EP / album / campaign) · release date or "TBD" · genre & mood in a few words · BPM and key if you know them.

03 Rights confirmation

The one thing we can't build without. Confirm that:

- You own or control the **master recording** for this use (or the label does).
- You own or control the **composition / publishing** — or you're supplying the song and lyrics with clearance.
- Any **samples, interpolations, or features are cleared**.
- You grant ALO **limited, build-scoped licensing access** to the recording and artwork — released back to you on the launch you approve.
- Your public posture: *inquiry-only* (default), or *open to license* for sync / film / game.

04 One conversion goal

What should a visitor actually *do*? Pick the primary one — stream, save, pre-save, follow, book, license, or buy — and we design the entire world to lead there. One clear goal beats five competing buttons.

05 Brand assets you already have

Logo / wordmark — vector (SVG, AI, EPS) if possible, or a transparent PNG · any existing palette, fonts, or brand guide · cover art / single artwork at the highest resolution you have.

06 Photography and footage

- **Artist photography — real, high-resolution images (4K where possible).** This is the one place we don't substitute: your face is your brand, so a real artist gets their own real imagery, never generated stand-ins.
- Music video, BTS, or visualizer footage at source quality (ProRes / high-bitrate) — we cut it into muted 6–20s atmosphere loops.
- No photography yet? Tell us — we art-direct the visual world for you and flag anything that genuinely needs a shoot.

07 References and direction (optional, but gold)

3–8 images, clips, or links that *feel* like the song — a moodboard, another artist's visual, a film still, a single color. Tell us what to chase, and just as usefully, what to avoid.

08 Lyrics — cleared fragments only

We show artist-approved lyric fragments in a reading panel, never a full lyric sheet unless you confirm the rights. Mark which lines are cleared to go public.

09 The world in your words

Two to four sentences: what the song is about, the feeling, and the one thing a fan should walk away holding. This becomes the world's voice — so it sounds like you, not like us.

10 Release and social links

Spotify, Apple Music, YouTube, your pre-save, and your socials — so every path in the world leads somewhere live.

11 Merch and offers (Campaign World)

Merch, a drop, tickets, or a fan offer? Send names, details, prices, and links, and we weave them into the atmosphere instead of bolting on a store.

REFERENCE

What scales, and how to send it.

PACKAGE	WHAT YOU SEND	
Single World	Tiers 1–2 for one track — the flagship unit.	
EP / Album World	Tier 1 per track + one shared visual direction; each track becomes its own chapter.	
Campaign World	All three tiers, with release, merch, and press paths woven in.	
MetaWorld / XR	Everything above, plus (when scoped) stems, 3D, and spatial assets — a separate, quoted follow-on.	

ASSET	PREFERRED	ALSO FINE
Audio	WAV / AIFF · 24-bit · ≥44.1 kHz (mastered)	MP3 320 kbps
Cover art	≥3000 × 3000 px	≥1600 px
Artist photography	Real photography · 4K+	≥1920 px
Logo	Vector — SVG / AI / EPS	Transparent PNG
Video / footage	ProRes or high-bitrate H.264 · 1080p+	Any clean 1080p
References	A links list or a shared folder	—

How to send it — and what happens next.

- Drop everything in **one shared folder** — Google Drive, Dropbox, or WeTransfer.
- Or start the intake at **aloDesignPros.com** → **Start** → "**Build my Sound World**" and we'll open a private channel for the files.
- **Don't have it all?** Send what you have — the music, rights confirmation, and one goal is enough to begin.

01 Send the signal. You share the assets above.

02 Lock the world rule. We define the world's emotional behavior, scope, deliverables, and license posture together.

03 Build the lean bundle. The page, an embeddable player, the manifest, tokens, your approved visuals, and the inquiry path.

04 Launch and extend. Go live with analytics, then decide whether the world grows into an EP / Album, a Campaign, or a MetaWorld / XR expansion.

Timeline and pricing are handled by commission, in your proposal — not on this sheet, because they depend on the release, the scope, and how far you want the world to go.

ALO Design Pros

Your music deserves a world, not a web page.

Embrace Your Vision

