

STEVE UMCULO



THE JOURNEY BEGINS









SELF

SUSTAINING

ORIGINAL

MUSICIAN

SELF

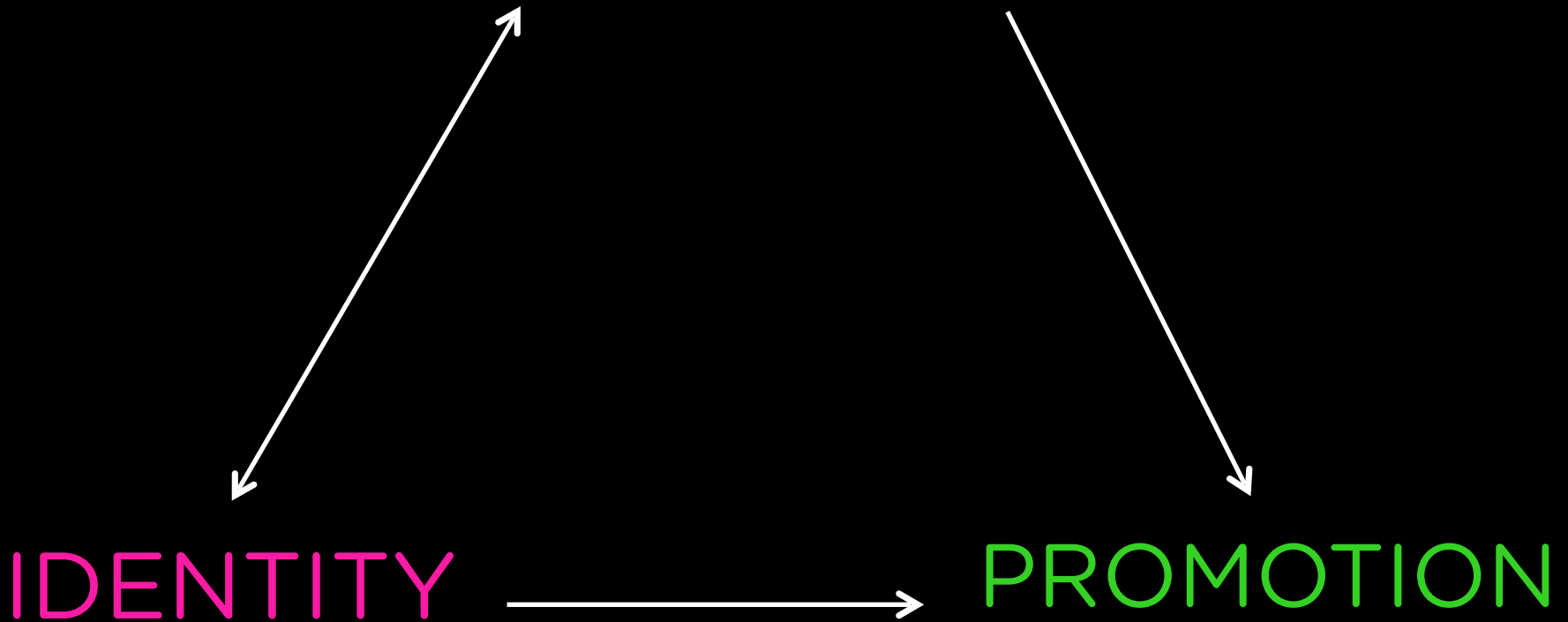
SUSTAINING

ORIGINAL

MUSICIAN

WHAT DO WE NEED?

MUSIC



MUSIC

DEFINE THE SOUND

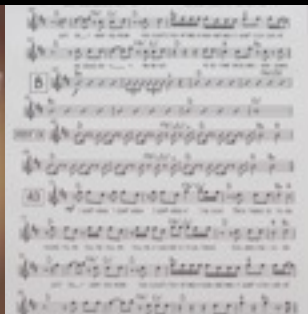
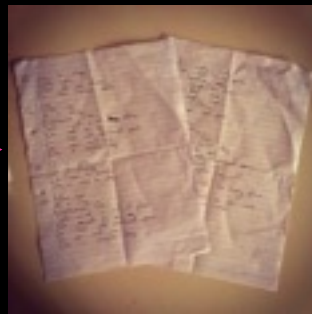
FIRST IMPRESSIONS?

GROOVY UPBEAT FUN
LIVELY HAPPY
RHYTHMIC ENERGETIC

“Steve Umculo’s music pays tribute to the tasty harmonies of folk-rock and groovy rhythms of Africa.”

MUSIC

CREATIVE PROCESS



MUSIC

SONGWRITING

1ST ATTEMPT

16 SEPTEMBER 2016

“LORD HELP US” PHASE

2ND ATTEMPT

22 SEPTEMBER 2016

“YEAH, OKAY” PHASE

BAND RUN

10 OCTOBER 2016

“GETTING THERE” PHASE

FINAL RECORDING

1 JUNE 2017

“NOW WE’RE TALKING” PHASE

smarturl.it/SUAnswer

IDENTITY

Why “Steve Umculo”?

~~Stephen Haiden~~

What does Steve Umculo mean?

“Umculo”
Xhosa/Zulu
=
Music



Un culo
Spanish
=



IDENTITY

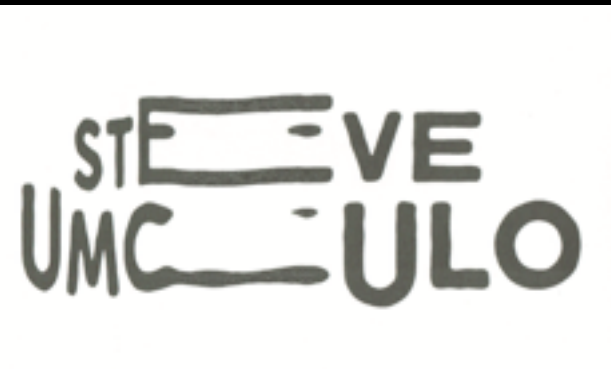
Who is

STEVE
UMCULO

?

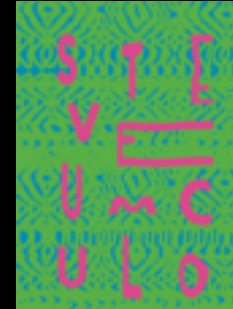
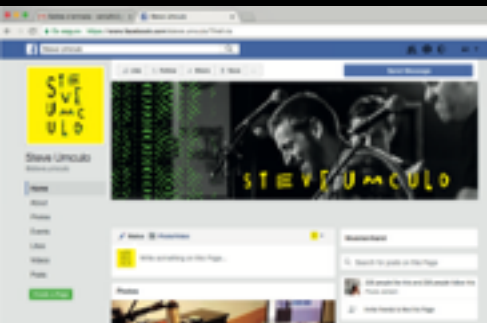
IDENTITY

LOGO



IDENTITY

BRANDING

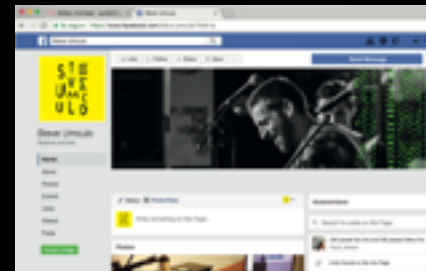


IDENTITY

FINAL BRANDING



primarios		secundarios	
	Pantone 801C C 96% M 10% Y 10% K 0% R 0% G 152% B 206% HEX #0097d1		Pantone 806C C 0% M 80% Y 0% K 0% R 200% G 63% B 180% HEX #f36a2
	Pantone 809C C 0% M 65% Y 91% K 0% R 255% G 233% B 99% HEX #f6b000		Pantone 802C C 67% M 0% Y 99% K 0% R 60% G 203% B 46% HEX #3e642e
			Pantone Black C 0% M 0% Y 0% K 100% R 29% G 29% B 27% HEX #1a1a1a



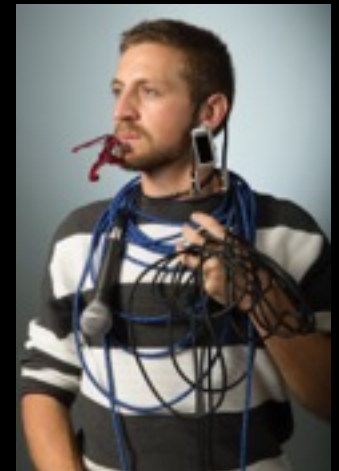
PROMOTION

LIVE PERFORMANCE



PROMOTION

PHOTOS



PROMOTION

VISUALS

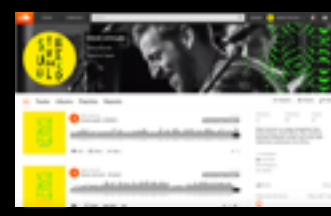
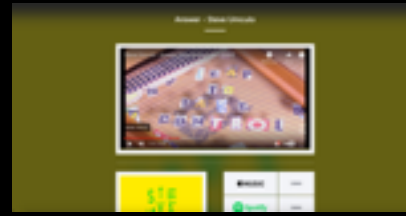
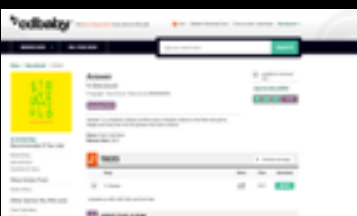


PROMOTION

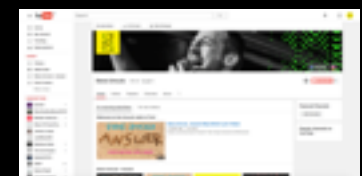
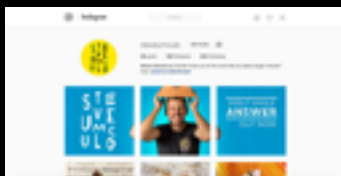
RADIO



DOWNLOAD/STREAM

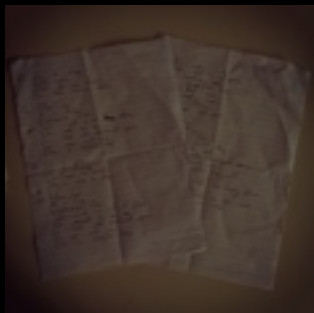


SOCIAL MEDIA



WHAT I HAVE

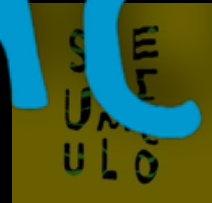
A BADASS PORTFOLIO



STEVE



UMCULO



SELF

SUSTAINING

ORIGINAL

MUSICIAN

THE ROAD AHEAD

GIG!

A LOT!

ONLINE COURSE:
MAKING MONEY IN MUSIC

PUBLISHING

RECORD DEAL

DIGITAL DISTRIBUTION

FESTIVALS

SONGWRITING

TOUR

SPONSORSHIPS

INVESTORS

ONLINE MONETISATION

SYNCH

CROWDFUNDING

LICENSING

BUILD A TEAM

MANAGER

LIVE AGENT

LAWYER

PROMOTER

PUBLISHER

RECORD LABEL

SYNCH AGENT

PUBLICIST

THE GRAND FINALE

THANK YOU!