ChatGPT

<!-- COMMA.records Research Document

This document collects the latest feedback and requirements for the COMMA.records project. It includes updates to the colour palette and guidance for refocusing the website around individual artist landing pages. All information is synthesised from the site and blog as of October 2025 and incorporates the user's notes. -->

COMMA.records Research Notes

1 Updated Colour Palette

The primary colours for the project have been refined to **121212** (dark) and **FDFDFD** (off-white). These two tones should underpin the site's design, providing high contrast and a minimalist foundation. Secondary colours and accent hues (cool grey, electric blue, violet/purple and soft beige) remain similar to those outlined in the initial brand guide, but they should always play a supporting role. The dark tone `#121212` should be used for backgrounds and hero sections, while the light tone `#FDFDFD` is ideal for text and areas requiring visual relief.

2 Artist-Centred Website Structure

To place artists at the heart of the website, each artist must have a dedicated landing page, and the home page must guide visitors toward exploring these pages. Recommendations:

2.1 Home Page

1. **Hero Section:** A full-screen area using the dark colour with a succinct tagline, engaging visual (video or photo) and a clear call-to-action button. This sets the tone and encourages exploration.
2. **Featured Artists Carousel:** Display several artists with large thumbnails, names and a short descriptor. Each card should link directly to the artist's page. This visual element reinforces that the brand is built around its roster.
3. **Latest Releases & Events:** Summarise new music and upcoming shows using release artwork and event details. Use language reflecting the brand's tone—descriptive, emotive and progressive [1] [2].
4. **Apparel & Products:** Feature a minimalist grid of key merch items, emphasising their quality and practicality [3] [4].
5. **Mission Summary & Blog Highlights:** Provide a brief explanation of COMMA.'s mission and recent news posts, inviting readers to delve deeper into the blog for event recaps and release notes [5] [6].

2.2 Artist Landing Pages

Each artist page should be structured to convey the artist's identity and facilitate engagement:

1. **Hero Banner:** A large banner image or artwork with the artist's name overlayed.

2. **Biography:** A concise narrative describing the artist's sound and influences. Tone should be evocative and align with existing blog descriptions [1] .
3. **Discography:** A list of releases with artwork, release dates and links to streaming platforms.
4. **Upcoming Shows:** Present upcoming performances with dates and venues, inviting fans to attend.
5. **Media Gallery:** Curate photos and videos capturing live moments and studio work. High-contrast black-and-white photography with occasional colour is encouraged [7] .
6. **Contact/Booking:** Provide details for press, booking and collaborations.

3 Section Customisation Plan

Because the new site must be bespoke, existing sections in the codebase should be adapted. The following high-level plan outlines how to convert or replace default sections (for instance, in a Shopify theme or similar CMS) without writing code here:

1. **Custom Hero Section:** Build a section that accepts a media input (image or video) and overlay text. Configure colours using the updated palette.
2. **Artists Carousel:** Create a section that loops through artist entries (stored as metaobjects or a collection) and generates clickable cards.
3. **Dynamic Release/Event Lists:** Adapt existing product or blog sections to pull in release and event data, displaying them with artwork and dates.
4. **Artist Template:** Develop a page template composed of modular sections (hero, biography, discography, shows, gallery, contact) that can be populated via the CMS.
5. **Global Settings:** Update theme settings to store the new colours (121212 and FDFDFD) and typography choices so they can be reused throughout the site.
6. **Remove Unused Blocks:** Identify default sections (e.g. generic testimonials) that don't serve the artist-centred narrative and either remove or repurpose them.

These notes are intended for internal use as RESEARCH.md. They should inform design and development decisions without including any implementation code. For more detailed voice, tone and imagery guidelines, refer to the primary brand guide.

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[1] DECO 5000 – B With U | Underzone Release – COMMA.store
https://commarecords.com/blogs/comma-records/deco-5000-b-with-u

[2] [6] COMMA. Summer 2025 Recap | Oslo Progressive House & Trance – COMMA.store
https://commarecords.com/blogs/comma-records/comma-summer-2025-recap-from-musikkfest-to-findings-festival-and-beyond

[3] COMMA.cap | Classic Cotton Cap with Adjustable Fit – COMMA.store
https://commarecords.com/products/comma-cap

[4] COMMA.blanket | Ultra-Soft Velveteen Throw – COMMA.store
https://commarecords.com/products/comma-blanket

[5] About COMMA.store | Minimalist Lifestyle Brand, Management and Label
https://commarecords.com/pages/about

[7] Gallery | Visual Archive by COMMA.store
https://commarecords.com/pages/gallery