



JOSHUA
Curran
BRAND BOOK

JOSHUA CURRAN



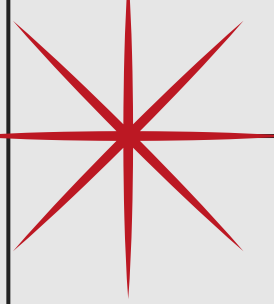


Joshua Curran is a dynamic Czech-Irish singer-songwriter and multi-instrumentalist, who has always had a burning passion for music. From an early age, Joshua's love for creating and performing has fueled his journey into the alternative rock scene.

With infectious hooks and a gritty, rock sound, Joshua's music takes inspiration from the likes of The Kooks, Inhaler, and Arctic Monkeys. His debut single, *Star Tonight*, packs that influence into every beat, while his follow-up, *Ninety Five*, carves out a sound that's unmistakably his own—evolving without ever straying far from his roots.

As he gears up to unleash a lineup of bold new tracks, Joshua dropped his debut album, *Can We Still Dance*, in July 2024. It's just the beginning. Keep your ears open and your eyes peeled—big things are coming. Follow Joshua on his socials for the latest music drops, insider updates, and behind-the-scenes stories.

Introduction



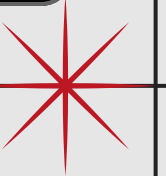
Brand Story

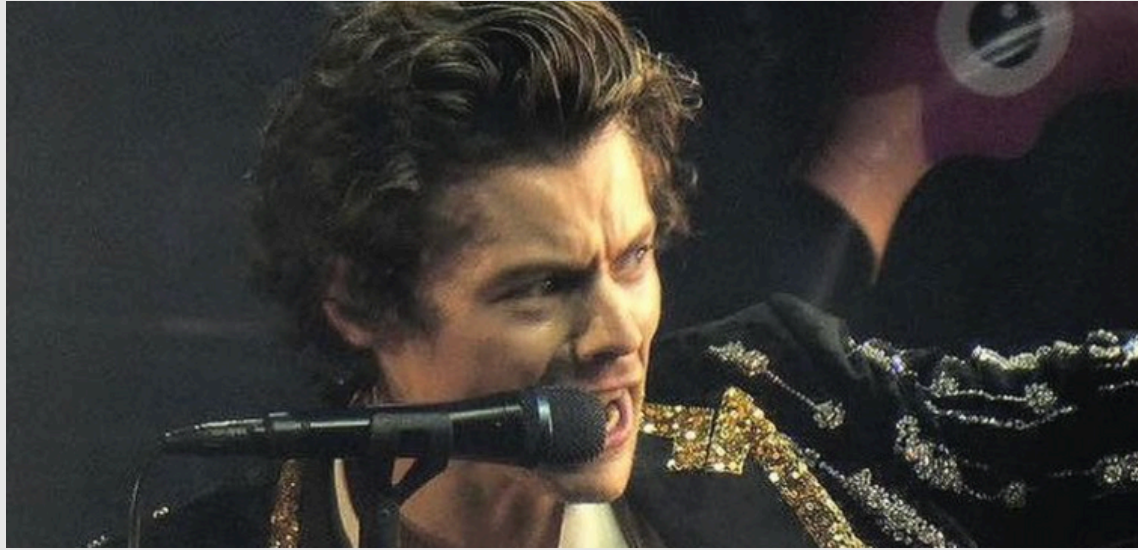
Joshua Curran's journey began with a deep-rooted passion for music that has guided him since day one. From playing in small venues to taking center stage, his evolution into a Czech-Irish alternative rock artist has been marked by authenticity and an unstoppable drive to create.

Key Milestones and Achievements

Joshua has already made a name for himself with some impressive achievements in the live music scene. He rocked the stage at the renowned festivals like Metronome (June 22, 2024), Colors of Ostrava (July 17, 2024), capturing the audience's attention with his powerful performance. What sets Joshua apart is his ability to sell out concerts entirely on his own, without any external backing or support—just pure talent, hard work, and the loyalty of his ever-growing fan base.

This early success speaks to his potential to reach even greater heights in the music industry.





Core Values

- Authenticity: True to himself, both on and off stage.
- Independence: Committed to creative freedom and self-expression.
- Connection: Building real bonds with fans through his music.
- Relatability: Sharing personal stories that resonate deeply.



Brand Personality

Voice and Tone

Joshua Curran's voice is genuine, passionate, and unfiltered, with a sense of raw intensity that draws people in. He keeps a certain distance, maintaining an enigmatic edge that sets him apart from the crowd. His tone is honest and raw, reflecting both his Czech-Irish roots and the diverse influences that shape his sound, challenging listeners to engage with his music on a deeper level.



Audience profile



Audience Profile

Target Audience Demographics

- Primarily young adults aged 18-35
- Diverse gender representation (men and women)
- Located mainly in urban areas with access to live music and cultural events
- Music enthusiasts actively seeking new artists and genres
- Frequent attendees of music festivals and concerts



Psychographics

Interests&Values

- Passionate about music, art, and culture
- Enjoy attending live events and discovering new artists
- Engaged with fashion, social activism, and current trends
- Emphasis on authenticity, self-expression, and individuality
- Appreciation for artists who share personal stories and relatable experiences
- Interest in social issues and cultural movements that resonate with their beliefs



Lifestyle

- Active and dynamic, balancing work, social engagements, and creative pursuits
- Enjoy exploring new places through travel and local adventures
- Engage with social media to connect with artists and fellow fans
- Thrive on community and shared experiences, fostering loyalty to musicians who embody their values



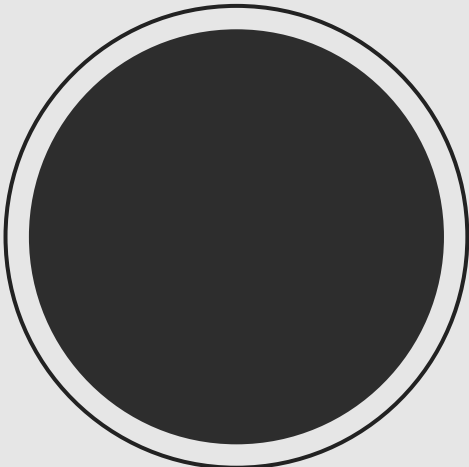
Visual Identity

The vibe of Joshua Curran's brand is raw, bold, and unapologetically authentic. It blends the gritty edge of alternative rock with a modern twist, capturing both intensity and vulnerability. His music and visual identity reflect a sense of untamed energy and creative independence, challenging conventions while maintaining a magnetic aura that invites listeners to connect with his story on a deeper level. This brand stands out for its powerful presence and unfiltered emotion, creating an experience that resonates long after the last note fades.

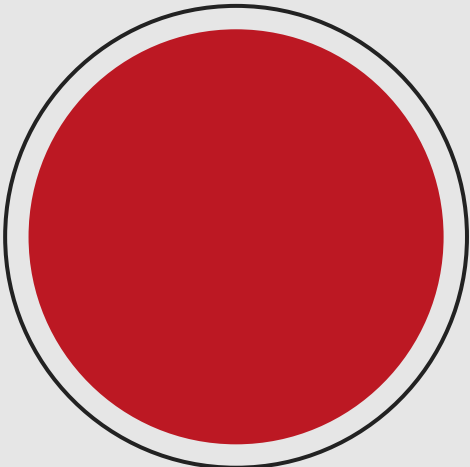
Logo



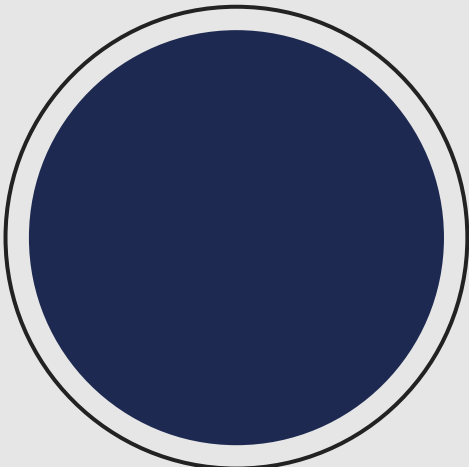
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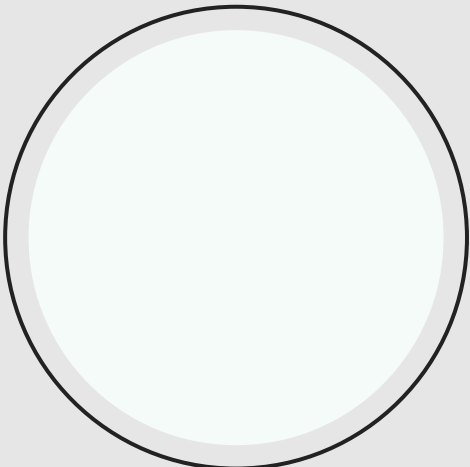
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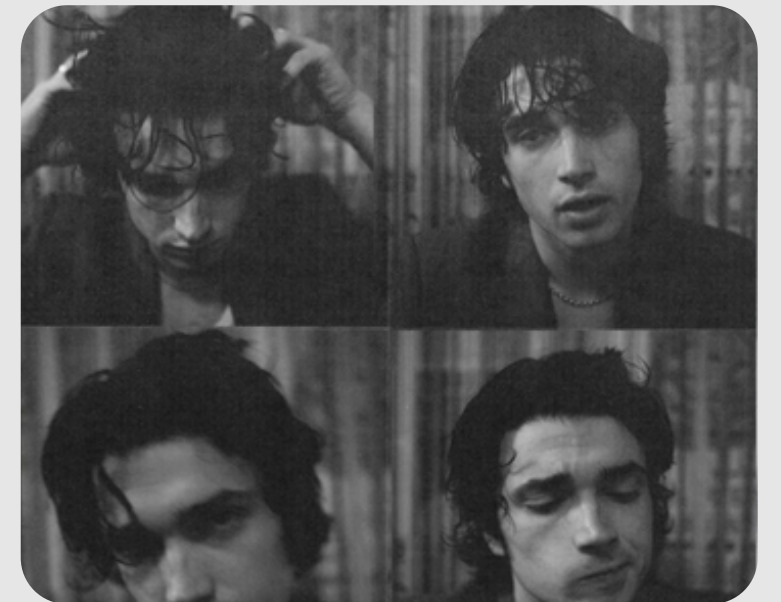


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Imagery Style





Album/Single Artwork Guidelines

The artwork for Joshua Curran’s albums and singles should embody a cohesive visual identity that reflects his raw and bold brand. This includes utilizing the established color palette, to create a unified aesthetic across all releases. The imagery should align with the emotional intensity of his music, featuring dynamic compositions, textured elements, and striking photography that capture the essence of alternative rock. Maintaining consistency in style not only strengthens brand recognition but also enhances the overall listening experience for fans.





Content Strategy



Vlogs/Photos
from studio
sessions



Sharing personal
stories and
stories behind
the songs



BTS of
photoshoots and
rehearsals



Showcasing
Joshua's
songwriting
process



Focusing on
consistency

Merchandise Branding



At Joshua Curran, we believe in keeping our merchandise unique and meaningful. That's why we're excited to offer specially designed notebooks for songwriters, perfect for capturing your creative thoughts and lyrics. Alongside this, we'll be releasing postcards featuring some of Joshua's most poignant lyrics, allowing fans to share his music in a personal way. Each item is crafted with care, reflecting our commitment to creativity and authenticity—just like Joshua's music. Stay tuned for these exclusive offerings that inspire and connect!



Cultural References and Influences

Joshua Curran's sound is a vibrant blend of influences from bands like The Kooks, Inhaler, and Arctic Monkeys, fusing catchy rock melodies with heartfelt storytelling. His style reflects a mix of casual streetwear and vintage rock vibes, embodying a unique aesthetic that resonates with fans across generations.

[Reference Playlist](#)



Thank you!



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