

# Introducing Fifth Mode Management

How 89f and Fifth Mode Management started from the beginning

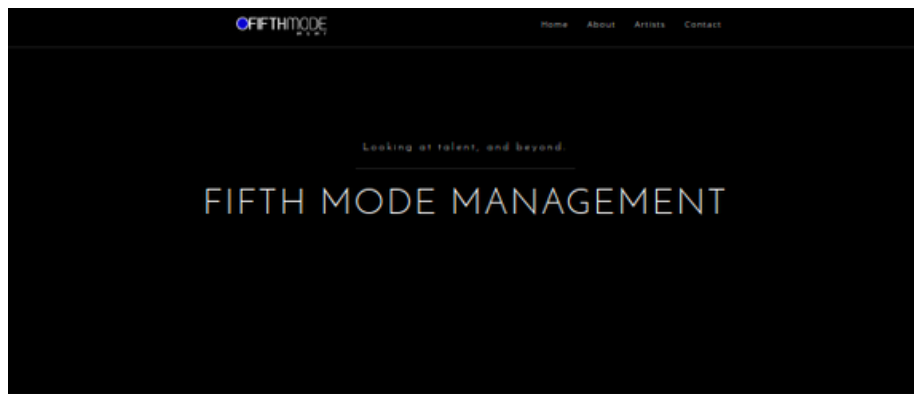
## Task

Develop a concept for a new kind of artist management company and create a website that is closely aligned with its core demographic.

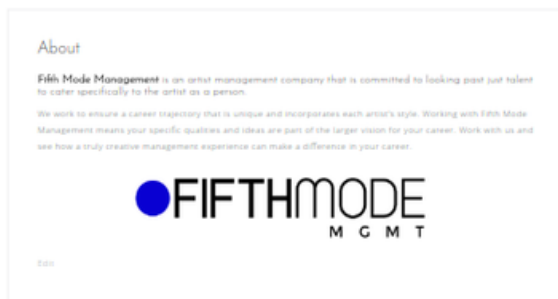
## Strategy

89faction was tasked with creating a brand guide and developing a website for new artist management company Fifth Mode Management.

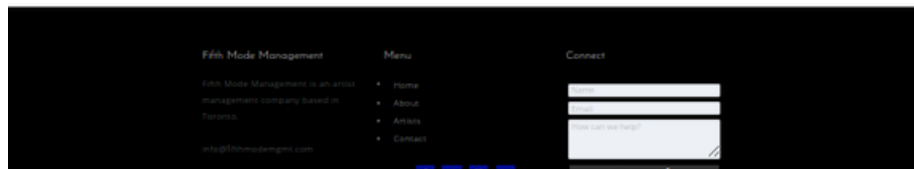
The Fifth Mode Management website boasts a professional, business layout and fully responsive design. Each section on the website is housed on separate pages. The artist section is presented as a portfolio, highlighting each artist once the user clicks on the picture.



As a brand, Fifth Mode Management wanted to maintain a sleek, professional presence. This is an artist management company that is dedicated to profiling emerging artists and building their careers from the bottom up. This aspect was taken into heavy consideration for its logo and website colours.



The official colours chosen were royal blue, black, and white. These colours are exclusively represented in the website. The fonts are sans-serif and portray a chic, classy feel.



Strategy. Planning. Execution.

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