

SCOTTYCHAMS — ASSET INDEX

WHAT'S INSIDE THE MEDIA KIT

Use this as the master checklist for the download folder. Keep only the strongest public-facing assets in the main folders. Put extras, full exports, and admin files in Additional Assets.

Core press assets

Asset	Suggested file name	Use
One-sheet PDF	Scottychams_If_I_Wasnt_Me_One_Sheet.pdf	Use this first for quick overview.
Press release PDF/DOCX	Scottychams_If_I_Wasnt_Me_Press_Release.pdf / .docx	Send to blogs, local media, newsletters, and curators.
Artist photos	3–5 high-res press selects	Prioritize clean portrait, album-era image, and one horizontal/banner-friendly image.
Album cover	If I Wasnt Me - Album Cover - High Res.png	Use for articles, previews, thumbnails, and announcements.
Private listening link	https://soundcloud.com/scottychams/sets/if-i-wasnt-me	Primary preview link before release.
Contact and links	Scottychams_Contact_and_Links.pdf	Use when sending assets externally.

Album assets

Asset	Suggested file name	Use
Track list image	Track List.png	Public-facing album overview.
Tracklist + metadata sheet	Scottychams_Tracklist_and_Album_Metadata.pdf	Use for writers and curators who want song context.
Quote graphics	Quote Post 1, related album graphics	Use for social sharing or creator references.
Album visuals	If I Wasn't Me era images	Use selectively; do not overload the main folder.

Brand assets

Asset	Suggested file name	Use
Wordmark/logo files	Workmark logo png.png; Logo png.png	Use on press graphics and media pages.
Logo setup	Logo setup.png	Use as quick visual reference for placement/usage.
Colour palette	Colour Palette.png	Use for design consistency.
Brand guidelines	Scottychams Brand Guidelines.pdf/.docx	Detailed rules for tone, visuals, colours, logo usage, and platform style.

Admin / optional assets

Asset	Suggested file name	Use
Basic discography EPK	Scottychams_Basic_Discography_EPK.pdf	Good for press and curators.
Full discography CSV	Scottychams_Complete.csv	Optional; keep in Additional Assets/Admin, not the main press

		path.
UPC / ISRC data	Detailed metadata file or album index	Not needed by most media; useful for distributors, radio, licensing, and admin.