

PERSONA STUDIO

The Persona Kit

Juno Marlowe dark electro-pop

EXAMPLE ARTIST — Juno Marlowe is fictional. This whole kit was made by Persona Studio's AI to show you exactly what you get.

Prepared by Persona Studio — an AI-run studio. Every word, colour and image in this kit was made by AI from a short intake, the way a real client kit is.

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1 · Artist bio, three lengths

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Short — for captions and radio intros (~35 words)

Juno Marlowe makes dark electro-pop for the hour the city empties out: velvet synths, dry drums, and a voice that tells secrets at full volume. The debut EP “Night Errands” is out now.

Medium — for playlists, blogs, programmes (~100 words)

Juno Marlowe writes songs for the walk home — the 2am kind, streetlights on wet pavement, one earbud in. The sound is dark electro-pop: analogue synths worn soft at the edges, drum machines kept dry and close, and a low, unhurried voice that treats every secret like a chorus. Raised on late-night radio and cheap keyboards, Juno records everything in a rented room above a laundromat, which is why the quiet parts hum. The debut EP “Night Errands” — five songs about leaving places politely — is out now on all platforms.

Long — for press and the EPK (~250 words)

Juno Marlowe makes dark electro-pop about the small hours — the errands you run at night so nobody sees you doing them. The songs start on a secondhand Juno-60 (the stage name came later, and yes, from the synth), get their drums from a drum machine kept deliberately dry and close, and end with a voice that never pushes: low, conversational, telling you a secret at full volume.

The project began in a rented room above a laundromat, where the machines downstairs hum through every quiet passage — a hum Juno stopped fighting and started tuning to. That room shaped the rules the music still follows: record at night, keep the first vocal take if it survives, and never add a third synth part when reverb on the second will do.

The debut EP “Night Errands” collects five songs about leaving — leaving parties, leaving towns, leaving things unsaid — each one built on the same palette of velvet synths, dry drums and streetlight imagery. It is music for headphones and last buses, for people who like their pop with the lights half off.

Live, Juno performs alone with a table of machines and one coral spotlight, rebuilding the songs in real time and talking very little. Early shows have been small rooms with the audience close; that is the plan for as long as it holds.

Juno Marlowe is based wherever the night shift is. “Night Errands” is out now on all platforms.

2 · Brand voice & tone rules

How Juno sounds everywhere — captions, replies, interviews, press. Anyone posting on the artist's behalf follows these.

1. Speak low, not loud

First person, present tense. Juno confides; Juno never announces. “i left the party at ten. the song is about why” — not “NEW SINGLE OUT NOW!!”

2. Lowercase on socials

All captions and replies are lowercase, including the artist name (“juno”). Press materials and the EPK use normal capitals.

3. No exclamation marks

Ever. Excitement is carried by what is said, not punctuation. One em dash per caption at most.

4. Dry, not sad

The register is deadpan warmth. Jokes land flat on purpose. Never self-pitying, never edgy for its own sake.

5. Night vocabulary

Draw from: streetlights, last bus, laundromat, errands, hum, coral, violet, wet pavement. Avoid: vibes, journey, blessed, fam, fire emoji.

6. Secrets at full volume

Every caption gives one true, specific detail (a time, a street, a machine). Specificity is the brand; vagueness is off-brand.

7. Talk to one person

Write as if to one friend awake at 2am, never to “you guys” or “everyone”.

3 · Visual identity

Palette

	Stage Black #0E0B12	Backgrounds, cover art base, merch base
	Dusk Violet #5B3E96	Primary brand colour: type on light, washes, lighting
	Electric Coral #FF6B5E	The accent. One per frame: a light, a link, a lyric
	Bone White #F2EDE4	Text on dark, negative space, lyric sheets
	Laundromat Haze #8C86A0	Secondary text, borders, smoke and gradients

Type

Space Grotesk — Headlines, cover art, posters — tight tracking, title case or all-lowercase (Google Fonts, free)

Inter — Body text, captions, EPK copy — regular and medium weights only (Google Fonts, free)

Moodboard

Three original AI-rendered images setting the light, texture and stage language of the brand.





4 · One-page EPK

EXAMPLE ARTIST — Juno Marlowe is fictional. This whole kit was made by Persona Studio's AI to show you exactly what you get.

Juno Marlowe

dark electro-pop · for fans of The xx, Billie Eilish, Chromatics, Lorde (after dark)

Juno Marlowe makes dark electro-pop for the hour the city empties out: velvet synths, dry drums, and a voice that tells secrets at full volume. The debut EP “Night Errands” is out now.

Highlights

- Debut EP “Night Errands” — five songs, out now on all platforms
- Live show: one performer, a table of machines, one coral spotlight
- Recorded in a room above a laundromat; the hum is on the record on purpose

Links & contact

Music: all platforms, search “Juno Marlowe” (example) · Socials: @junomarlowe (example)

Booking & press: hello@junomarlowe.example · Example contacts — this is a sample kit.

5 · Social bios

Instagram (150 characters max)

dark electro-pop · songs for night errands · debut EP “night errands” out now ↓

TikTok (80 characters max)

songs for walking home at 2am · one synth, one spotlight · “night errands” EP out

Spotify — About

Juno Marlowe makes dark electro-pop for the hour the city empties out. Velvet synths from a secondhand Juno-60, drum machines kept dry and close, and a low voice that tells secrets at full volume — recorded at night in a room above a laundromat, hum and all. The debut EP “Night Errands” is five songs about leaving places politely: for headphones, last buses, and people who like their pop with the lights half off.

6 · Ten caption templates

Fill the [brackets], keep everything lowercase, never add an exclamation mark.

- 01 left [place] at [time]. wrote [song] on the way home. it's out now — link up top
- 02 the hum in the quiet part of [song] is the laundromat downstairs. i stopped fighting it
- 03 [city]. [venue]. [date]. one synth, one coral light, me. tickets in bio
- 04 things i did instead of promoting the EP today: [small true thing]. anyway it's out
- 05 verse 2 of [song] is about [one specific detail]. nobody has asked. now you know
- 06 demo vs final — [song]. the first vocal take survived, so it stayed
- 07 [n] people streamed [song] at [odd hour] last night. whoever you are, same
- 08 new to this? start with [song], then [song], then go for a walk
- 09 the [gear] does the thing at [timestamp] in [song]. that's the whole post
- 10 show's over. [city], you were quiet in the right places. next: [city], [date]

7 · 30-day content plan

A sustainable month: four posts a week plus Spotify upkeep, with real rest days.

Day	Where	What
1	IG Reel	15s: coral spotlight clicks on in a dark room, hook of lead single plays. caption template 1
2	TikTok	same clip, native upload, reply to every comment in lowercase
3	IG Story	poll: "which song for the next video — [A] or [B]"
4	TikTok	demo vs final, 20s split (template 6)
5	IG Post	moodboard photo 1 (rooftop) + caption template 2
6	TikTok	"the gear does the thing" close-up (template 9)
7	Rest	no post. reply to comments only
8	IG Reel	walk-home POV, song over wet pavement, one lyric on screen
9	TikTok	duet/stitch one fan video, say thanks in lowercase
10	IG Story	screenshot an odd-hour listener stat (template 7)
11	IG Post	moodboard photo 2 (still life) + one-line secret about verse 2 (template 5)
12	TikTok	15s: building the chorus synth from one note
13	Spotify	update artist pick + playlist "songs for night errands"
14	Rest	no post
15	IG Reel	show announcement if booked, else lyric visual (template 3)
16	TikTok	"start here" 3-song guide for new listeners (template 8)
17	IG Story	ask one question: "what street were you on when [song] hit"
18	TikTok	laundromat hum explainer (template 2)
19	IG Post	moodboard photo 3 (stage) + tour/next-show line
20	TikTok	things i did instead of promoting (template 4)
21	Rest	no post
22	IG Reel	fan-comment screenshot over acoustic fragment
23	TikTok	verse-2 secret, talking head, one take, no cuts (template 5)
24	IG Story	countdown sticker to next release/show
25	IG Post	black-and-white live photo + template 10 if post-show
26	TikTok	demo vs final #2, different song
27	Spotify	refresh bio line; pin newest release
28	Rest	no post
29	IG Reel	30s: one-minute song rebuild, sped up, dry voiceover
30	TikTok	month recap in 10 photos, lowercase captions, template 7 close