

Wilting Flesh Records Artist Guidance Document

Welcome to Wilting Flesh Records. This document serves as a collaborative guide, setting the minimum standards for quality, aesthetic alignment, and professionalism expected from every artist on our roster. Our mission is to elevate the dark electronic scene by promoting authenticity, deep artistry, and transparent support.

1. The Wilting Flesh Aesthetic & Philosophy (The Vibe)

Wilting Flesh is built on the pillars of **Dread, Decay, and Somber Beauty**. While we champion the DIY spirit, we demand high conceptual integrity and flawless execution.

1.1. Branding and Logo Usage

The Label's brand is an extension of the Artist's work. We require careful adherence to branding guidelines:

Official Releases: The official **Wilting Flesh Records** logo must be prominently and professionally displayed on all release artwork, liner notes, and digital banners associated with the Masters.

WFR Logo Use: Artists will be provided with high-resolution, approved versions of the WFR logo. **The logo must not be distorted, recolored, or obscured** without prior written consent from the Label.

Live/Promotional Materials: For personal show flyers or external collaborations, the artist may use their personal branding alongside the WFR logo (if the show is WFR-affiliated), provided the overall aesthetic remains congruent with the Label's established vibe.

Genres & Inclusions:

We focus primarily on **Witch House, Hardwave, Trashwave, Witch Wave**, and adjacent Dark Electronic/Ambient styles. We are actively looking for music that explores:

Grit & Heaviness: True to the "flesh" of our name, we seek raw, distorted, or heavily atmospheric production in Trashwave and Hardwave.

Dread & Depth: Music that evokes genuine emotional response, be it deep melancholic ambient textures or palpable feelings of anxiety and horror.

Stylistic Cohesion: Your project should center around a distinct theme (e.g., occultism, industrial dread, cybernetic melancholy, ethereal sadness) and your music, visuals, and online presence should align with that concept.

Explicit Creative Exclusions:

We are committed to originality and pushing the genre forward. Submissions that fall into the following categories will be immediately rejected during the Quality Check:

Clones: We will reject unoriginal derivative works that attempt to replicate the exact sound of highly popular but creatively stagnant artists (e.g., direct Crystal Castles, Pastel Ghost, or generic synth-pop imitations).

Low-Effort Concepts: Music or visual work that lacks thematic depth, clear production intent, or a demonstrable dedication to the craft.

AI-Generated Masters: Masters that rely solely on generative AI for composition or mixing will be considered a violation of the commitment to original authorship and may lead to rejection of the Masters and/or termination of the Recording Agreement.

2. Quality Control and Technical Specifications (The Sound)

Every Master Recording delivered must meet commercial distribution standards. This ensures your music sounds professional across all streaming platforms and sound systems, from club PAs to phone speakers.

2.1. Physical vs. Digital Masters

If a release is planned for physical formats (e.g., CD, Vinyl), the Artist is responsible for delivering **two distinct master versions** that adhere to the specifications below:

Digital Master: Optimized for streaming services (LUFS-limited).

Physical Master: Optimized for physical playback and manufacturing (CD/Vinyl).

2.2. Release Delivery and Metadata

All Masters and corresponding data must be delivered via an approved file transfer service (e.g., Dropbox, Google Drive, WeTransfer).

Metadata Requirement: The Artist must deliver a comprehensive **Metadata Spreadsheet** with the Masters. This spreadsheet must include the final track names (with any special characters), composers, lyricists, publishing information, track duration, and clear ISRC/UPC codes if applicable. **Inaccurate or incomplete metadata will result in delays.**

File Naming: Files must be named clearly:

01_TrackName_WFR_DigitalMaster.wav or

01_TrackName_WFR_CDMaster.wav.

Mastering Requirements (The Technical Spec Sheet)

The Artist must submit a **Mastering/Technical Specification Sheet** with every Master.

Requirement	Digital Master (Streaming)	Physical Master (CD)	Notes on Acceptance
File Format	Uncompressed WAV or AIFF	Uncompressed WAV or AIFF	16-bit or 24-bit preferred. NO MP3s.
Sample Rate	44.1 kHz (Standard) or 48 kHz	44.1 kHz (Standard) or 48 kHz	Standard CD quality or higher.
Headroom	True Peak Max: - 1.0 dBFS	True Peak Max: -0.3 dBFS	MANDATORY. Tighter headroom for physical media prevents clipping during pressing/replication.

Integrated Loudness	Target: -14 LUFS (Integrated)	TBD	-14 LUFS is for streaming normalization. The Physical Master loudness will be determined based on the medium and will be discussed with the Label.
Final Mix Check	(Applies to both)	(Applies to both)	We will reject Masters that exhibit amateur mixing errors.
Trashwave Exception:	(Applies to both)	(Applies to both)	If distortion is the goal, ensure it is achieved creatively (e.g., saturation plugins) rather than by simple limiting/clipping the master bus.

Label Mixing/Mastering Support

If a Master fails the Quality Check (Section 2.3.c in the Agreement), the Label will:

Provide detailed, constructive feedback within **ten (10) business days**.

If the issue is fixable by the Artist, we will allow a re-submission period.

If the issue requires professional intervention and the Artist lacks the resources, the Label **may offer mixing/mastering services at a pre-agreed, fair fee** (recoupable only from that specific release's Gross Revenue).

3. Visual Identity & Artwork (The Look)

Artwork is the first impression. It must reflect the quality and theme of the music.

Resolution: Minimum **3000 x 3000 pixels** (required by most distributors).

Format: High-quality PNG or JPEG.

Thematic Alignment (2.3.e): The artwork must clearly align with the aesthetic of **Wiltling Flesh Records** and the specific concept of the EP. While we welcome somber and beautiful designs, any art that is visually jarring, deliberately low-resolution, or conceptually disconnected will be rejected.

AI Artwork Policy: The use of generative **AI artwork is permitted but not preferred**. If AI tools are used, the Artist must disclose the usage and ensure the

final image has been significantly edited, refined, or augmented by the Artist to meet the required thematic alignment and conceptual depth.

No Low-Effort Submissions: Do not submit generic, stock images, or quick filters. Dedication to the visual presentation is mandatory.

4. Professionalism and Activity (The Commitment)

The Label commits to a minimum of **2-4 scheduled posts per week** for promotion, and we expect the Artist to reciprocate this commitment.

4.1. Code of Conduct

Every Artist on Wilting Flesh Records is a representative of the Label. The following behavior is expected and non-negotiable:

Zero Tolerance for Threats/Harassment: Online threats, cyberbullying, harassment, or direct attacks targeting other artists, labels, industry professionals, or fans **will not be tolerated** and will result in immediate disciplinary action, up to and including **termination of the Recording Agreement**.

Political Expression vs. Label Brand: The Label respects and encourages the Artist's freedom of expression on their **personal channels** and through their art. However:

The **Wilting Flesh Records** brand must remain artistically focused and **politically neutral**.

Artists must not use official Label branding (logo, name, social channels) to explicitly endorse specific political parties, candidates, or highly partisan movements.

Political arguments or divisive political discussion **are strictly prohibited** in official Label group chats (e.g., Discord or Telegram).

Professional Communication: Maintain professional, respectful, and courteous communication across all Label-related interactions.

4.2. Collaboration and Growth

Wilting Flesh Records champions community over competition. Artists are actively encouraged to collaborate as a core component of professional growth.

Internal Collaborations: We encourage Artists on the WFR roster to connect, collaborate on tracks, and explore co-production. **Internal collaboration fosters creative growth and strengthens the WFR community.** The Label will provide dedicated communication channels to facilitate these projects.

External Collaborations: Working with artists outside of the Label is highly encouraged. **External collaborations are an ideal way to cross-pollinate audiences and expand the Label's visibility.** All collaborations with non-WFR artists must be communicated to the Label for proper rights, splits, and distribution coordination before final release.

4.3. Activity and Live Capability

Promotional Asset Requirement (4.3.1): The Artist is required to supply the Label with a current, high-resolution **Press Kit (EPK)** including professional press photos, a short biography (under 150 words), and a long-form biography (under 500 words) for use in scheduled promotional posts. These assets must be kept up-to-date.

Active Promotion (4.4): Artists must actively share all official label announcements, release dates, and promotional material across their personal and artist social media channels. Promotion should be consistent before, during, and shortly after the release window.

Communication (4.5): We promise to provide timely feedback (Section 2.3.c) and transparent accounting (Section 3.7). We expect artists to be equally prompt and professional in their communication regarding project delivery, metadata, and promotional coordination.

Live Capability (4.6): Maintaining the ability to perform live is a requirement. This ensures we can support you through showcases, pop-up events, and tours. If an Artist cannot perform live for an extended period, they must notify the Label immediately.