

# haven

Clara Wren

## The Architecture of Grace

Debut LP | First single: tethered | Release date: TBA

Quiet songs for rest, rescue, and eternity. A soft analog release world built around rainy windows, lamp glow, a worn book, low mixed vocals, and the promise of being held.



### GENRE

Lo fi bedroom pop, ambient synth pop.

### AUDIENCE

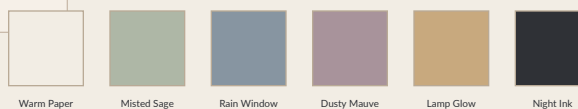
Gen Z and millennials seeking reflective, study friendly, spiritually resonant music.

### VISUAL WORLD

Rain, paper, warm lamps, quiet rooms, notebooks, and analog grain.

### LIVE EXPERIENCE

Communal living room settings with lamps, rugs, armchairs, and rest.



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# Artist Profile

*Press one sheet*

## Short Bio

Clara Wren creates music under the moniker h a v e n, blending warm analog synths, breathy low mixed vocals, soft drum machines, and ambient guitar into songs built for deep listening, study, and reflection.

## Positioning

h a v e n bridges the space between faceless lo fi playlist culture and the dedicated touring artist. The project is intentionally low profile, art focused, intimate, and built for listeners who want quiet beauty with theological depth.



### SONIC SIGNATURE

Warm analog synths, muffled drum machines, vinyl crackle, sparse chorus guitar, close breathy vocals.

### PERSONA

Mysterious, low profile, intelligent, tender, poetic, and never celebrity driven.

### STAGE WORLD

Not a spectacle. A shared room. Lamps, rugs, armchairs, and space to listen.



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# First Single

*tethered*



## tethered

First single from The Architecture of Grace

Vibe: melancholy electric piano with distant rain sounds. The track is built for quiet endurance, late night listening, and the feeling of shelter in a storm.

Meaning: a comforting track about storms. The lyrical promise is that the listener is anchored and held by a power greater than the tempest, ensuring they make it to the end of the journey.

*A quiet song for storms,  
endurance, and the strange  
mercy of being held.*

### AUDIO DIRECTION

Rain texture, electric piano, subtle pads, soft low end, and intimate vocal placement.

### PROMO MOOD

Anchored, rain soaked, intimate, comforted, steady.

### VISUAL MOTIFS

Rain glass, interior warmth, hand written notes, window light, quiet posture.

# 04

# Tracklist

*The Architecture of Grace*

01 **sixty-six**

A flawless map drawn by an author. Absolute truth as the standard for the way.

02 **gravity (falling up)**

Free fall as a chosen shadow, with rescue arriving from beyond the descent.

03 **the transaction**

A perfect substitute takes a debt not owed. Quiet awe around rescue.

04 **given**

Peace and favor received with empty hands. Nothing earned, everything grace.

05 **new pulse**

A new heart, new desires, new life. Change beyond calculation.

06 **tethered**

Storms come, but the listener is anchored and held beyond the tempest.

07 **immerse**

Dying to old life and breathing for the first time in a new one.

08 **first day**

Quiet gathering, instruction, fellowship, and communal rest.

09 **horizon lines**

A forward view of a restored home of justice and joy.

Album arc: truth, human need, rescue, grace received, new life, endurance, immersion, communal rest, and future restoration.

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# Album Artwork

*Final release asset suite*



FRONT COVER



BACK COVER



SINGLE COVER



DISCOGRAPHY



VINYL LABEL

## Artwork Notes

The primary album image centers a glowing lamp and worn closed book, translating the record title into a domestic visual metaphor: structure, shelter, illumination, and grace.

Use the 3000 by 3000 JPG files for streaming distribution. Use PNG files for design layouts, print mockups, and merch adaptations. Replace barcode, UPC, label copy, and runtime details after distribution metadata is final.

# 06

# Visual Identity

*Color, type, and voice*

## h a v e n color system



warm paper  
#F2EDE4



misted sage  
#AEB7A6



rain window  
#8795A1



dusty mauve  
#A89398



lamp glow  
#C8A97E



night ink  
#2F3136

## Typography

EB Garamond

Inter

PT Mono

## Voice Principles

Gentle, never loud. Intelligent, never shallow. Poetic, never cliché. Invitational, never performative. Grounded in hope.



### DO

Use domestic imagery, subdued color, slow pacing, precise emotional language, and soft natural light.

### AVOID

Hype copy, forced slang, generic band merch visuals, harsh lighting, or spectacle first concert framing.

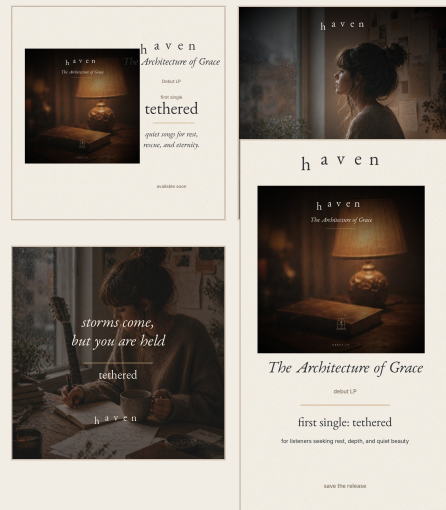
### USE CASE

Album art, social cards, streaming visuals, press PDF, merch tags, posters, and tour announcements.

07

# Press Photos

*Approved image direction*



## Photo Direction

Use soft focus, blurred 35mm grain, rain on glass, natural window light, gentle posture, notebooks, lamps, mugs, records, and domestic environments. Keep the artist centered as a quiet human presence, not a celebrity object.

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# Asset Index

*Files included in this kit*

## ALBUM ARTWORK

Front cover, back cover, single cover for tethered, vinyl label art, no type cover image, discography tracklist image.

## MEDIA KIT

Full media kit PDF, one sheet PDF, press release, EPK copy bank, metadata JSON, tracklist CSV.

## SOCIAL ASSETS

Album announcement square, tethered single square, story poster, and lyric card.

## BRAND ASSETS

Logo PNG and SVG, icon PNG and SVG, palette image, brand tokens JSON.

## PRESS PHOTOS

Rainy window portraits, doorway images, studio image, writing image, water horizon image, and album holding images.

## REFERENCE MOCKUPS

Album package layout, visual media kit overview, brand guide references, typography page, logo page, and color page.

## Required final updates before distribution

Add final release date, label name, legal copyright line, UPC, ISRCs, final audio runtimes, production credits, mastering credits, press contact, booking contact, and official website or smartlink.