

JAY PLUSH

EPK WEBSITE LAYOUT GUIDE

A designer-ready blueprint for JayPlush.com

**LUXURY WITH AN EDGE.
CONFIDENCE WITHOUT PERMISSION.**

Recording Artist | Entertainer | Model | Actress | Influencer

Los Angeles California



02 WEBSITE STRATEGY

One premium scrolling EPK with clear booking and listening actions

PRIMARY GOAL

Present Jay Plush as a polished, multifaceted entertainment brand and make it effortless for media, talent buyers, casting professionals and brand partners to listen, watch, download assets and make contact.

BUILD MODEL

Use a single-page scroll experience with a sticky top navigation. Each menu item should jump smoothly to its section. Keep the main calls to action visible: Listen Now, Watch, Download EPK and Book Jay Plush.

RECOMMENDED SITE STRUCTURE

- 1 Home
- 2 About
- 3 Featured Release
- 4 Music
- 5 Career Highlights
- 6 Gallery and Press Photos
- 7 Beyond the Music
- 8 Bookings and Contact

NAVIGATION

JAY PLUSH logo at left. Home, About, Music, Highlights, Gallery and Contact at right. A gold BOOKING button anchors the far right on desktop and remains easy to reach on mobile.

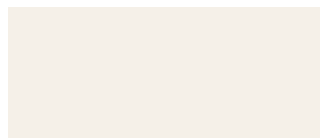
Luxury fashion editorial meets modern West Coast hip-hop

COLOR PALETTE



BLACK

#0A0A0A



WARM IVORY

#F5F0E8



METALLIC GOLD

#C6A15B



CHARCOAL

#171717



SOFT GOLD

#E3D0A5

TYPOGRAPHY

EDITORIAL SERIF

Use for major statements, release titles and select pull quotes.

IMAGE DIRECTION

Use large photography, strong crops, clean negative space and restrained gold details. Avoid crowded effects. Let the portraits and release artwork carry the page. Apply a consistent warm, high-contrast color grade where possible.

MODERN SANS SERIF

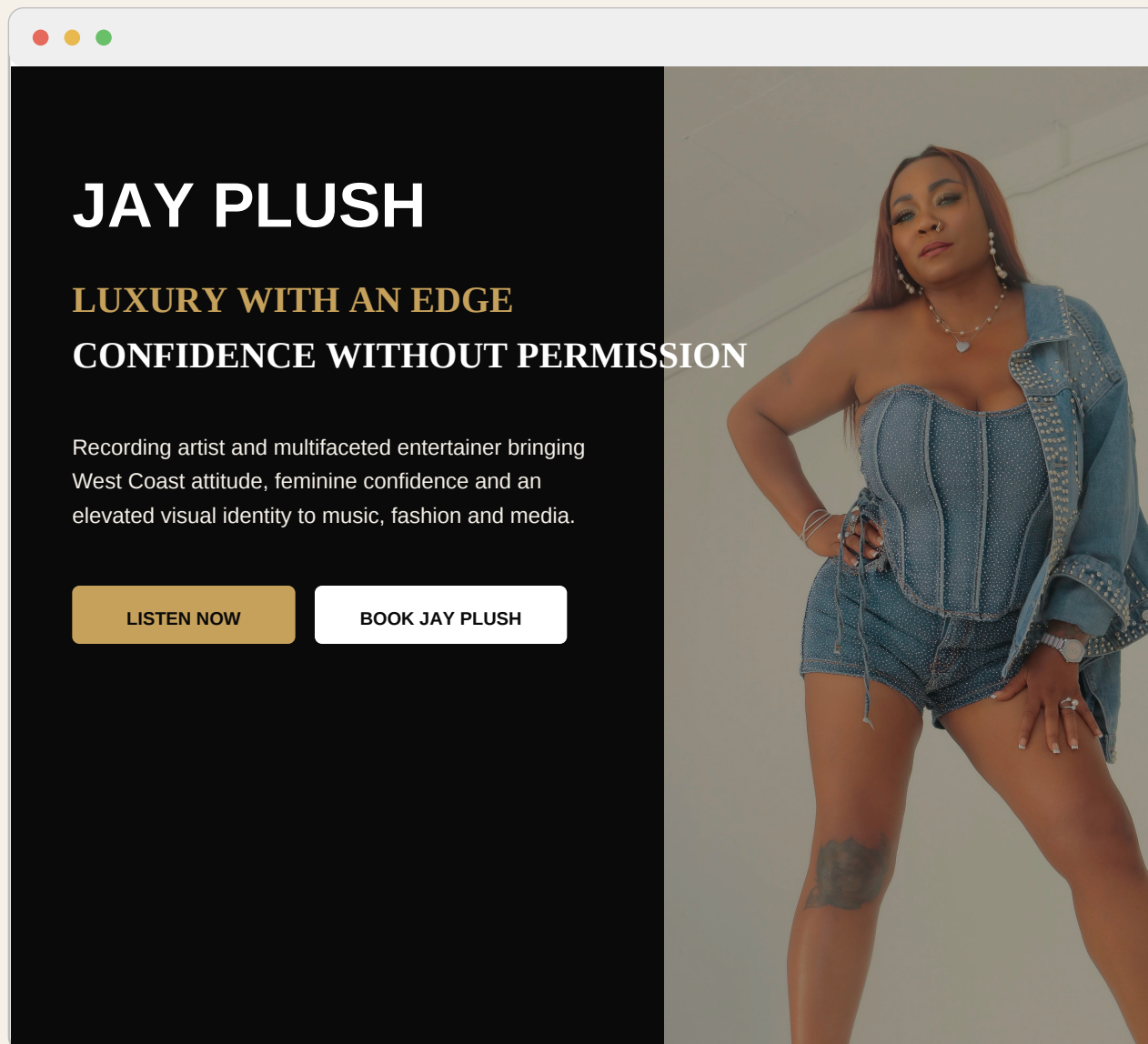
Use for navigation, labels, buttons, facts and body copy.

COMPONENT STYLE

Square music cards, thin gold rules, generous spacing, subtle hover zoom on photography, black or ivory section backgrounds and compact all-caps labels. Buttons should be solid gold or black with clear contrast.

HOMEPAGE HERO

First screen visitors see on JayPlush.com



DESIGNER NOTES

- Full-height opening section.
- Place the artist on the right and copy on the left.
- Add a soft black overlay behind text for readability.
- Use subtle motion only: slow image drift or gold shimmer.
- Buttons: LISTEN NOW and BOOK JAY PLUSH.
- Below the fold: small scroll cue and latest release strip.

PRIMARY PHOTO

44D443FC...jpeg

ALTERNATE

1D46A3B3...jpeg



ABOUT JAY PLUSH

BOLD | FEMININE | AMBITIOUS | UNAPOLOGETIC

Jay Plush is a Los Angeles-based hip-hop artist and multifaceted entertainer whose brand lives at the intersection of music, fashion, beauty, lifestyle and entertainment. Her sound combines West Coast influence, street energy, feminine confidence and an elevated visual identity, creating a lane that is distinctly her own. Beyond music, Jay Plush continues to expand her presence through modeling, fashion, acting, hosting, appearances and digital media.

POSITIONING STATEMENT

**OWN YOUR PRESENCE.
KNOW YOUR VALUE.
MOVE LIKE YOU BELONG.**

LAYOUT

Two-column editorial section. Portrait on the left, bio on the right. On mobile, image first, then the full biography and positioning statement.

Current focus single



CURRENT FOCUS SINGLE

MIND OVER MATTER

JAY PLUSH FEAT. BOOSIE BADAZZ

A collaboration centered on focus, ambition and determination. This section should keep Jay Plush's identity at the forefront while giving the featured release a premium campaign moment.

SPOTIFY LINK

APPLE MUSIC LINK

YOUTUBE LINK

MUSIC LINK PLACEHOLDERS

Developer should connect each button to the final song URL. Add icons only if they match the clean black-and-gold style. Also include a secondary link for the official video when available.

FILE

6DAAD7FF-8BF5-4411-97FD-2F4F89FB2BAF(2).jpeg

07

MUSIC SECTION

A flexible catalog that can grow as new releases are added

SECTION INTRO

Confident. Unfiltered. Feminine. West Coast. Jay Plush creates hip-hop that moves between gritty street energy, luxury, independence, sensuality and self-assurance.

MIND OVER MATTER

feat. Boosie BadAzz

Spotify | Apple Music | YouTube

WESTSIDE

Jay Plush

Spotify | Apple Music | YouTube

SEX, MONEY, DRUGS

Jay Plush

Spotify | Apple Music | YouTube

UP IN THIS BITCH

Jay Plush

Spotify | Apple Music | YouTube

STEP IN YA TOWN

Carte Blanche feat. Jay Plush

Spotify | Apple Music | YouTube

DEVELOPER INSTRUCTION

Build each title as a reusable music card. Every platform label is a link placeholder and should open in a new tab. Leave room for cover art thumbnails and future releases.

CAREER HIGHLIGHTS

Music, television, fashion and live entertainment



FEATURED HIGHLIGHT

NEW YORK FASHION WEEK

Jay Plush walked for Social Impact Project x Haus of Chainz during New York Fashion Week.

ADDITIONAL HIGHLIGHTS

- Independent recording artist with an expanding catalog
- Mind Over Matter featuring Boosie BadAzz
- Television appearance on The Judge Mathis Show
- Runway, fashion events and editorial-style modeling
- Live performances, hosting and special appearances

GALLERY AND PRESS PHOTOS

A curated visual archive for media and industry use



GALLERY BEHAVIOR

Click to enlarge | Swipe on mobile | Optional DOWNLOAD PRESS PHOTOS button

BEYOND THE MUSIC

Fashion, modeling, acting, hosting and media



BRAND EXPANSION

Jay Plush brings her signature combination of femininity, confidence, glamour and edge beyond the recording studio. With experience spanning modeling, runway, fashion, acting, hosting and camera work, she is available for select entertainment and creative opportunities.

AVAILABLE FOR

- Fashion and runway
- Editorial modeling
- Acting and casting
- Music videos
- Red carpet appearances
- VIP and event hosting
- Brand activations
- Beauty and fashion campaigns

CALL TO ACTION

PARTNERSHIP INQUIRY

BOOK JAY PLUSH

11 BOOKING AND CONTACT

Final conversion section and global footer



BOOK JAY PLUSH

BOOKINGS | MEDIA | PARTNERSHIPS | COLLABORATIONS

DIRECT CONTACT

jayplush@gmail.com

(626) 531-1096

JayPlush.com

SOCIAL LINKS

Instagram @JAY_PLUSH

TikTok @jay_plush7

X @LA_Plush

FORM FIELDS

Name, company, email, inquiry type, event date, city, budget range and message. Send submissions to jayplush@gmail.com and show a clear success confirmation.

FOOTER

Repeat the Jay Plush wordmark, social links, email address, copyright line and a DOWNLOAD EPK button.

MOBILE AND BUILD CHECKLIST

Final implementation notes for the website designer



JAY PLUSH

LUXURY WITH AN EDGE

Artist. Entertainer. Model. Actress.
Influencer.

LISTEN NOW

BOOK

MOBILE RULES

- Stack image and text blocks vertically.
- Keep body copy at 16px minimum.
- Use a compact menu with a visible Booking action.
- Turn the gallery into a swipeable carousel.
- Keep music buttons large enough for touch.
- Optimize all images and preserve portrait crops.

FINAL BUILD CHECKLIST

- ☐ Connect Spotify, Apple Music and YouTube links
- ☐ Add social links and contact form routing
- ☐ Add Download EPK button
- ☐ Use supplied image filenames as references
- ☐ Check desktop, tablet and mobile crops
- ☐ Add SEO title and artist description
- ☐ Test every button before launch

HANDOFF NOTE

This guide defines the recommended structure and visual direction. The developer may refine spacing for the chosen platform while preserving the hierarchy, copy, photography and calls to action shown here.