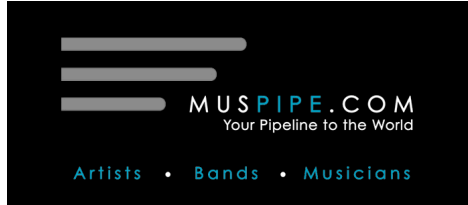


# CHRIS MUZILLA DESIGN

## CASE STUDY

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chrismuzilladesign.com  
Boston, MA

### CLIENT

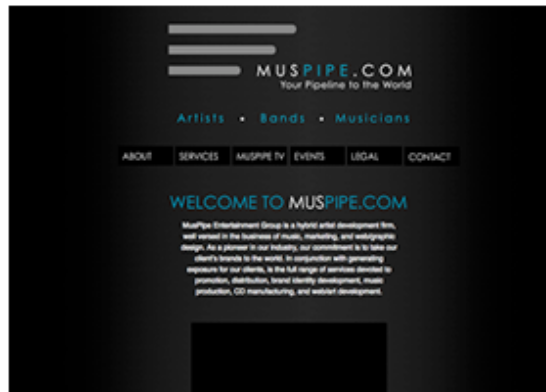


MusPipe Entertainment Group  
Boston, MA  
www.muspipe.com

### KEY CHALLENGE

CHRIS MUZILLA DESIGN and MusPipe Entertainment Group teamed up in 2007 to begin developing a professional brand for MusPipe.com; MusPipe needed to promote its many valuable services to international artist, bands, musicians and record labels. The challenge of this professional brand design was to create two separate but equal sites showcasing information to artists versus record labels.

### HTML & FLASH SITE VERSIONS



### SOLUTIONS

CHRIS MUZILLA DESIGN began work by addressing the initial design of the MusPipe brand by developing a minimalist logo, color scheme and proper typographic theory. Next was working with the co-founders of MusPipe to develop proper layout, navigation and copy for the website that would effectively present their mission and services. The Flash version was developed for artist, bands and musicians while the simplified HTML version was created solely for Record Labels and Recording Industry Executives. The Flash version of the website was created in collaboration with members of the MusPipe Design Group (of which CHRIS MUZILLA DESIGN is a member).

### CONCLUSION

The MusPipe website is a professional, minimalist design that conveys the international status of the MusPipe brand.

CHRIS MUZILLA DESIGN & the MusPipe Entertainment Group now work together as partners on large venture projects. We greatly enjoy our working relationship with MusPipe.

Visit MusPipe.com today and view their beautiful website.