



HardyVerse Media Expands Into Original Music IP With Launch of Southern Hip-Hop Duo C. Rano

Following its 2026 Bronze Telly Award, the Atlanta-area media company expands its original-content portfolio with C. Rano's debut "Red Clay Psalms."

ATLANTA, GA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [HardyVerse Media](#), a minority-owned independent digital media production company based in the Atlanta metropolitan area, is expanding its creative portfolio into original music intellectual property with the launch of C. Rano, a Southern hip-hop duo consisting of C Dot and Big Rano.

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Cyrano Hardy

The expansion follows HardyVerse Media's recognition as a 2026 Bronze Telly Award winner for Creative Direction and marks the next stage of the company's growth from primarily providing media-production services into

developing and releasing original entertainment properties.

C. Rano made its official recording debut August 21 with "[Red Clay Psalms](#)" featuring Lake, a Southern hip-hop record rooted in Georgia culture and Clayton County, built around narrative-driven songwriting. The single is available across major streaming and digital music platforms.

"Red Clay Psalms" has already begun building early momentum following its release. The single received its first confirmed radio airplay on Glacier FM's The Mark & Wayne Show and has received editorial coverage from New Fire Magazine and HONK Magazine.

New Fire Magazine highlighted the record's sense of place, community themes and melodic balance, while HONK Magazine focused on C. Rano's lyricism and the song's exploration of pressure, representation, power and perseverance.

"HardyVerse was not intended to be limited to one type of media," said Cyrano Hardy, founder and Creative Director of HardyVerse Media. "The Telly Award showed what we could accomplish with visual storytelling. Moving into original music gives us another way to develop stories, build

audiences and create work that can grow with the company."

"Red Clay Psalms" uses the red clay associated with Georgia as a metaphor for home, community, responsibility and the experiences people carry with them long after leaving the places where they began. The record pairs C. Rano's lyric-driven Southern perspective with a melodic feature from Lake.

Hardy wrote and produced "Red Clay Psalms" and is guiding the broader creative direction surrounding the release. HardyVerse Media is developing the C. Rano brand across recorded music, visual content, photography, social media and cinematic storytelling.



C. Rano, Southern hip-hop duo developed by HardyVerse Media.

For HardyVerse Media, the move into original music represents a broader business objective: continuing to provide professional production services while also developing entertainment assets that originate within the company.

"There is a major difference between producing content and owning what you create," Hardy said. "We still believe strongly in providing production services, but original IP gives HardyVerse another lane for growth. It allows us to develop ideas from the ground up, build an audience around them and create assets that can grow with the company."

Founded in March 2025, HardyVerse Media initially concentrated on video production, post-production, motion graphics and FAA Part 107-certified drone cinematography. The company earned a 2026 Bronze Telly Award for Creative Direction for its Drone Cinematics Reel.

ABOUT HARDYVERSE MEDIA

HardyVerse Media is a minority-owned independent digital media production company based in the Atlanta metropolitan area. Founded by Cyrano Hardy in March 2025, the company specializes in AI-assisted visual production, video production, post-production editing, motion graphics, FAA Part 107-certified drone cinematography, branded content and original IP development across film, video, music and digital media. HardyVerse Media combines traditional storytelling and production experience with emerging creative technologies and is a 2026 Bronze

Telly Award winner for Creative Direction.

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