



Debbie Murdock

Style Guide



Voice Statement

The platform for Debbie Murdock will be calming and easy going but have a professional essence. It is a safe place where the love of music will be shared and used to help uplift others. Each piece of music has a story behind it that connects with someone.

Audience

PRIMARY AUDIENCE:

Women from the ages of 18 to 65. They are creative, enjoy positive messages, and embrace new ways to look at life. They seek inspiration through music and are willing to give their opinion.

SECONDARY AUDIENCE:

Men from the ages of 30 to 65. In the old days they used to play an instrument. Majority of them still pull out their guitar to play. They love to talk music if they get the chance.

Primary Logo

The primary logo depicts the initials of my brand name Debbie Murdock. The "d" and "m" are manipulated to represent music, sound, and heart of the brand.



Secondary Logo

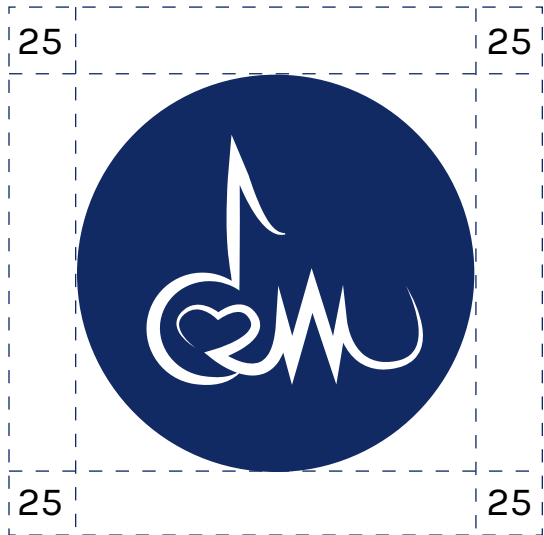
The Secondary logo includes my name and more of description about what my brand is going to be centered around which is the original music I create.



DEBBIE MURDOCK

Original Music

Logo Positioning



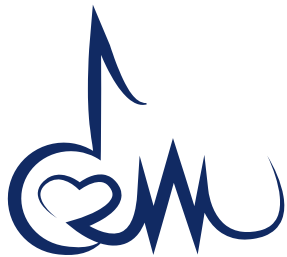
There will always be a 25 px padding around the logo. The dm initials will always be centered within the circle.



There will always be a 25 px padding around the whole logo. The dm initials will always be to the left of the name.

Proper Use of Primary Logo

The Debbie Murdock primary and secondary logo has been designed to be used interchangeably. These variations are acceptable ways to display both logos.



Proper Use of Secondary Logo

DEBBIE MURDOCK
Original Music

DEBBIE MURDOCK
Original Music

 **DEBBIE MURDOCK**
Original Music

 **DEBBIE MURDOCK**
Original Music

 **DEBBIE MURDOCK**
Original Music

 **DEBBIE MURDOCK**
Original Music

Improper Use of Logos

SEPARATED:



STRETCHED OR SQUISHED:

DEBBIE MURDOCK
Original Music

DEBBIE MURDOCK
Original Music



LOWERCASE:

Debbie Murdock
Original Music

Photography

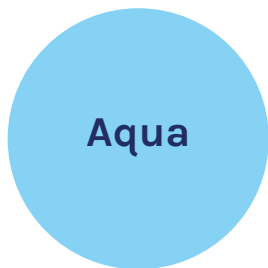


Photos will have a black framed vignette. There will be a focal point with a soft look in the foreground or background. Cover Art will implement branding colors. Candid photos with a cell phone and screenshots will also be used.

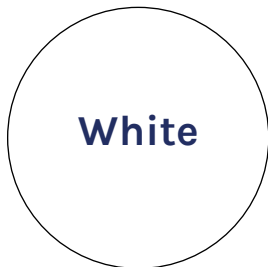
Color Palette



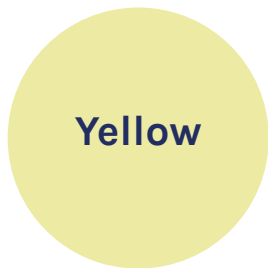
CMYK: 100, 93, 32, 23
RGB: 17, 42, 99
Hex: #112A63



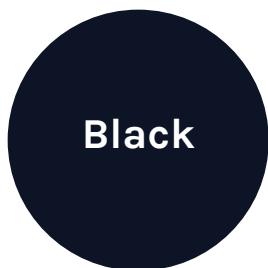
CMYK: 43, 1, 0, 0
RGB: 128, 212, 255
Hex: #80D4FF



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF



CMYK: 9, 0, 59, 0
RGB: 239, 239, 136
Hex: #EDEAA4



CMYK: 88, 79, 54, 72
RGB: 10, 18, 37
Hex: #0A1225

Typography

Allura Font - Titles

A B C D E F G H I J K L M
a b c d e f g h i j k l m n o p q r s t u v
1 2 3 4 5 6 7 8 9 0 ? ! & \$. , ; :

Karla Font - Body Copy

A B C D E F G H I J K L M N O P Q R
a b c d e f g h i j k l m n o p q r s t
1 2 3 4 5 6 7 8 9 0 ? ! & \$. , ; :

Karla Font - Subtitles (UPPERCASE ONLY)

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! & \$. , ; :

Additional Elements

A blurry bokeh effect will be used in some of the posts that contains images.

