



A BRAND GUIDE

ABOUT DG MUSIC

Infusing classical music with the black diaspora

WHO IS DG MUSIC (SANS FEAR PUBLISHING)?

DG Music (Sans Fear Publishing) is a music production company owned and operated by Damien Geter, an up-and-coming published classical music composer, classically trained singer, and stage and television actor. The music Mr. Geter composes works to infuse classical music with various styles from the black diaspora to create music that furthers the cause for social justice. DG Music (Sans Fear Publishing) is where musical organizations can have access to Damien's choral and orchestral musical works.

TARGET AUDIENCE

Choral groups, universities, and other creators in the choral, orchestral, and television industry nation and worldwide.

THIS BRAND GUIDE IS HERE TO HELP YOU.

Your brand is your promise to the world that you are who you say are. Cool. Sleek. You. After the hard work put into making your logo design awesome, we want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure that your logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent. This guide is to help you better understand the basic elements that make up the DG Music (Sans Fear Publishing) brand.

"I'll tell you what freedom is to me: no fear."
— NINA SIMONE



**THE DGM
BRAND IS**

COOL

SLEEK

MUSICAL

POLISHED

REVERENT

**FRIENDLY &
PROFESSIONAL**

**THE DGM
BRAND ISN'T**

COOKIE-CUTTER

CLUTTERED

LOUD

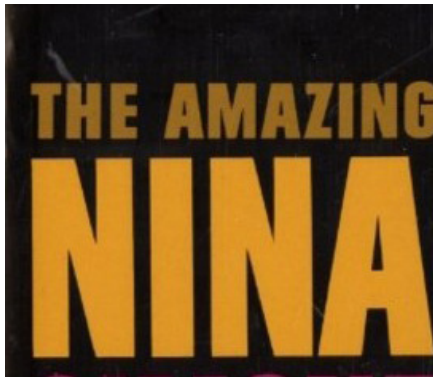
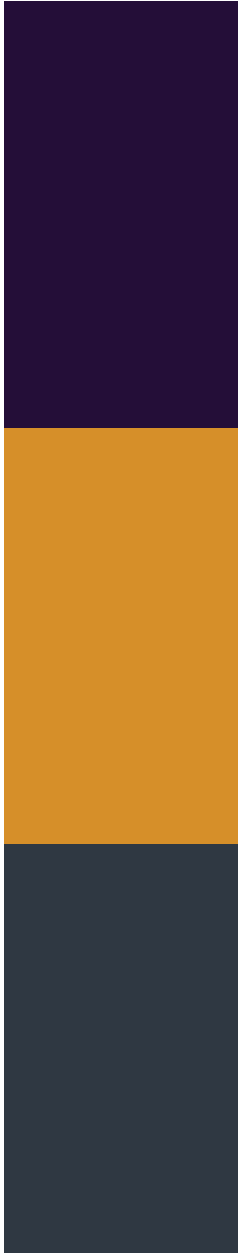
CONFUSING

INACCESSIBLE

DISRESPECTFUL

MOODBOARD + COLOR PALETTE

A collage of ideas to define our direction.



MOODBOARD

The DG Music (Sans Fear Publishing) logo evokes style, reverence, and vibrant energy. The structured letter-form instills confidence, while the artistic nod to Mr. Geter's inspiration, Nina Simone is used to convey a passion for the true "artist's duty" which is to reflect the times. Typography drives the design.

COLOR PALETTE

The primary colors are key indicators of the DGM brand design. The logo should only be shown in black/white/or the Licorice/Mustard/Black Currant in the color palette. This chosen color palette works to complement all supporting brand elements. The Black Current and Licorice are most often used for typography, while mustard yellow acts as a strong supporting color that can be used for backgrounds and other design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.



LICORICE



MUSTARD



BLACK CURRANT

PRIMARY LOGO

These are the options for your primary logo that we recommend appear across all primary brand applications.

These are the options for your primary logo that we recommend appear across all primary brand applications. The DG MUSIC (DGM) primary logo is a hand drawn word mark. The sans serif, uppercase typography conveys bold determination. The polish of the lettering combined with the sleek accessibility of the DG mark support the personality of the artist it represents.

There are two basic options:

1. Stacked version - One-color (Black or White)
2. Stacked version - Two-color (Mustard & Black Currant)



MINIMUM SIZE



The smallest the logo/mark should be represented is 1" or .96 px

THE DG “MARK”

These are the options for your primary logo that we recommend appear across all primary brand applications.

The DG “Mark’ helps audiences easily identify DGM’s website and social media presence, ads, and other materials, and enhance the professionalism of the brand. The mark is an integral part of the DGM brand and should be used thoughtfully and consistently, according to these guidelines.



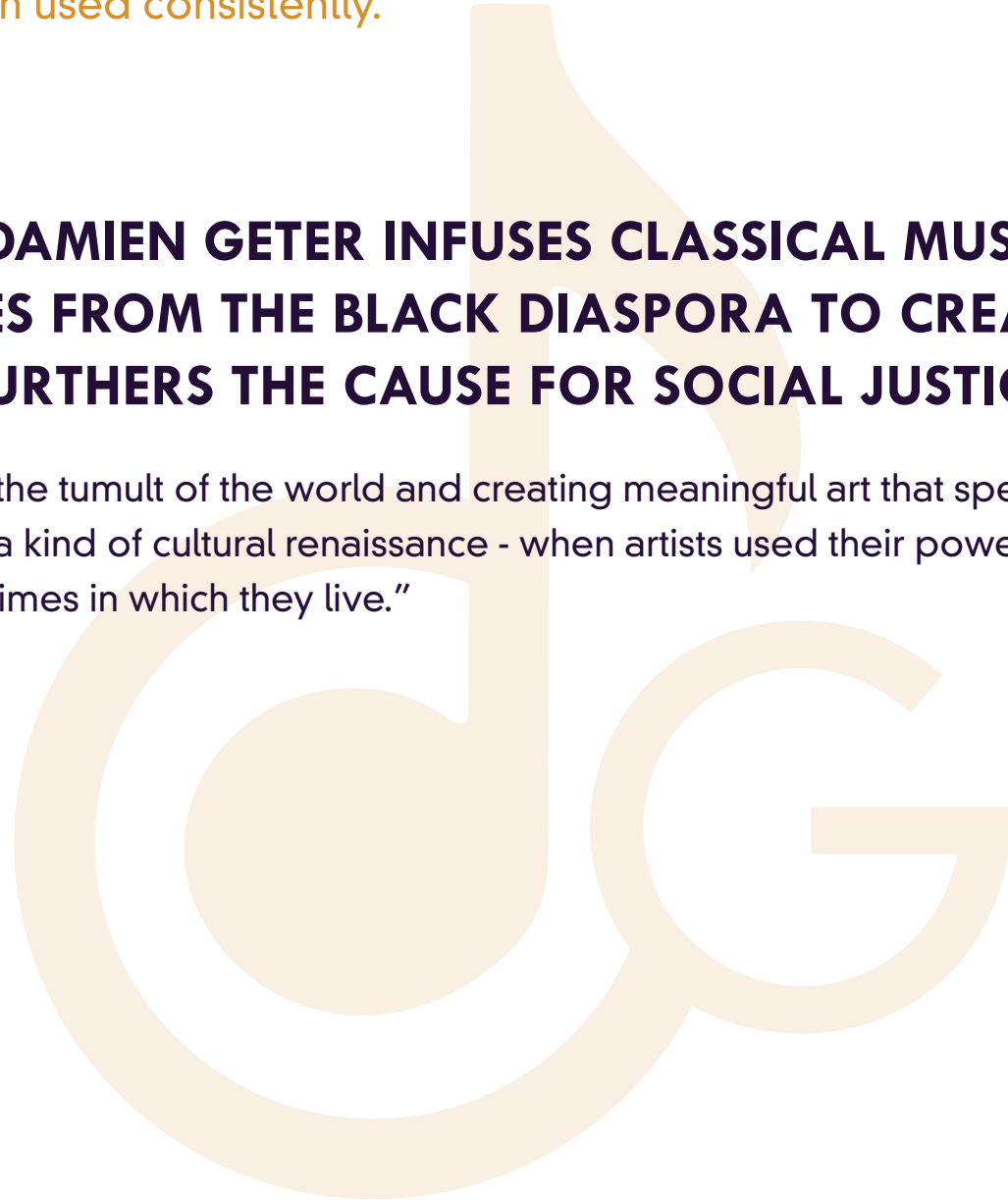
TYPOGRAPHY

The arrangement of text, communicating clearly — through your words. Typography is a powerful brand tool when used consistently.

COMPOSER DAMIEN GETER INFUSES CLASSICAL MUSIC WITH VARIOUS STYLES FROM THE BLACK DIASPORA TO CREATE MUSIC THAT FURTHERS THE CAUSE FOR SOCIAL JUSTICE.

Artists are responding to the tumult of the world and creating meaningful art that speaks. History will look back on this time as a kind of cultural renaissance - when artists used their powers to, as Nina Simone said, “reflect the times in which they live.”

—Damien Geter



TW CEN MT

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

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

TW CEN MT

Use for headlines and subheads
UPPERCASE, lowercase

REDUCTO LIGHT SSI

Use for body copy
Sentence case.

REDUCTO LIGHT SSI

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

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

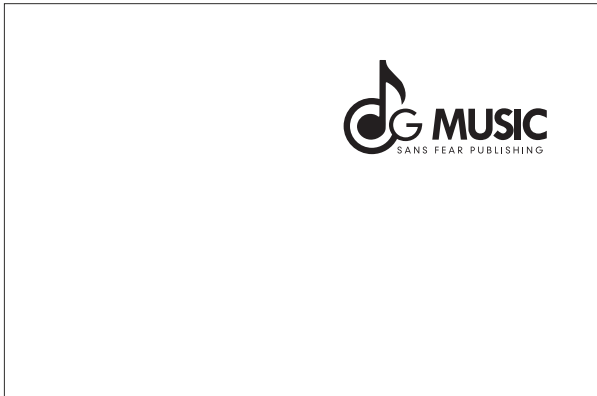
1 2 3 4 5 6 7 8 9 0

UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of your brand.

PLACING THE LOGO

As a general rule, place the logo prominently. Anchor the stacked logo from the left side, right side, or center—to the page edge or design “edge,” such as a column break, vertical rule or frame.



FOLLOW THESE GUIDELINES

Don't compromise the overall look of the DGM logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines.

Here a few examples of some ways you should NEVER, ever consider using the logo.

A. Don't rotate the logo

B. Don't squash or stretch the logo.

C. Don't change the composition or resize any part of the logo.

D. Don't rearrange any elements of the logo.

E. Don't change the color of parts of the logo.

F. Don't add drop shadows or other text styles.

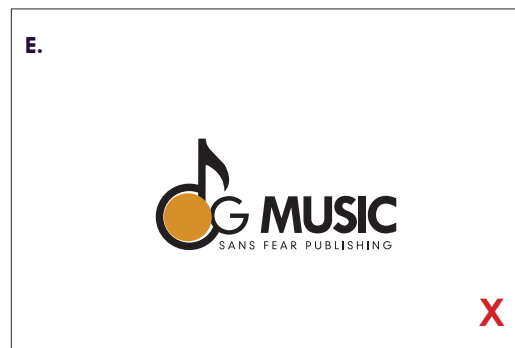


PHOTO BACKGROUND

Exercise using your logo on photos with care

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image. In most cases, you can use either a solid white or solid black logo on top of a background image.

TIPS

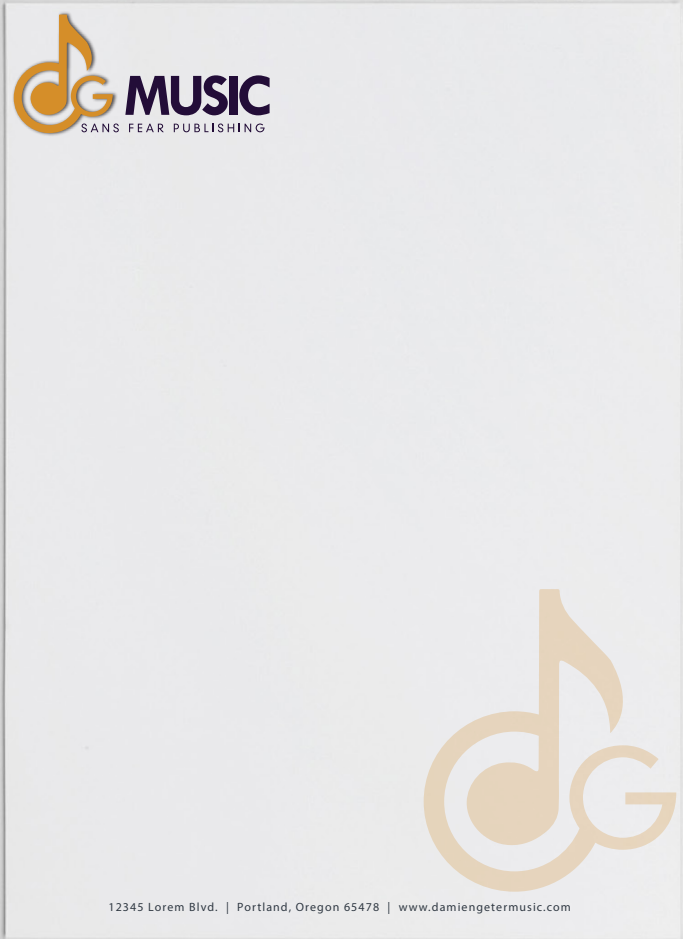
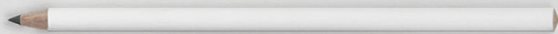
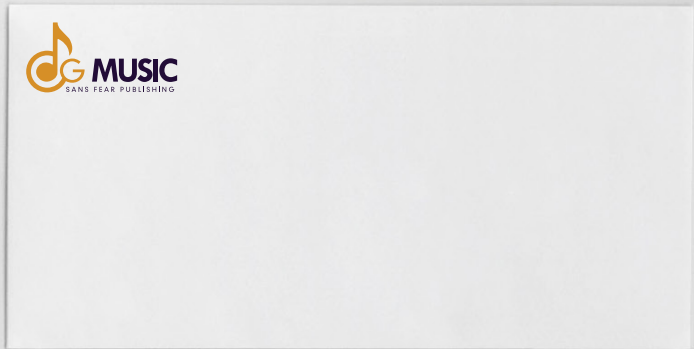
1. Photos with shallow depths of field work best
2. Avoid busy images with too much detail
3. Applying a darker transparent overlay on an image helps make text more readable.



LOGO IN ACTION

Give a visual representation to the DG Music brand

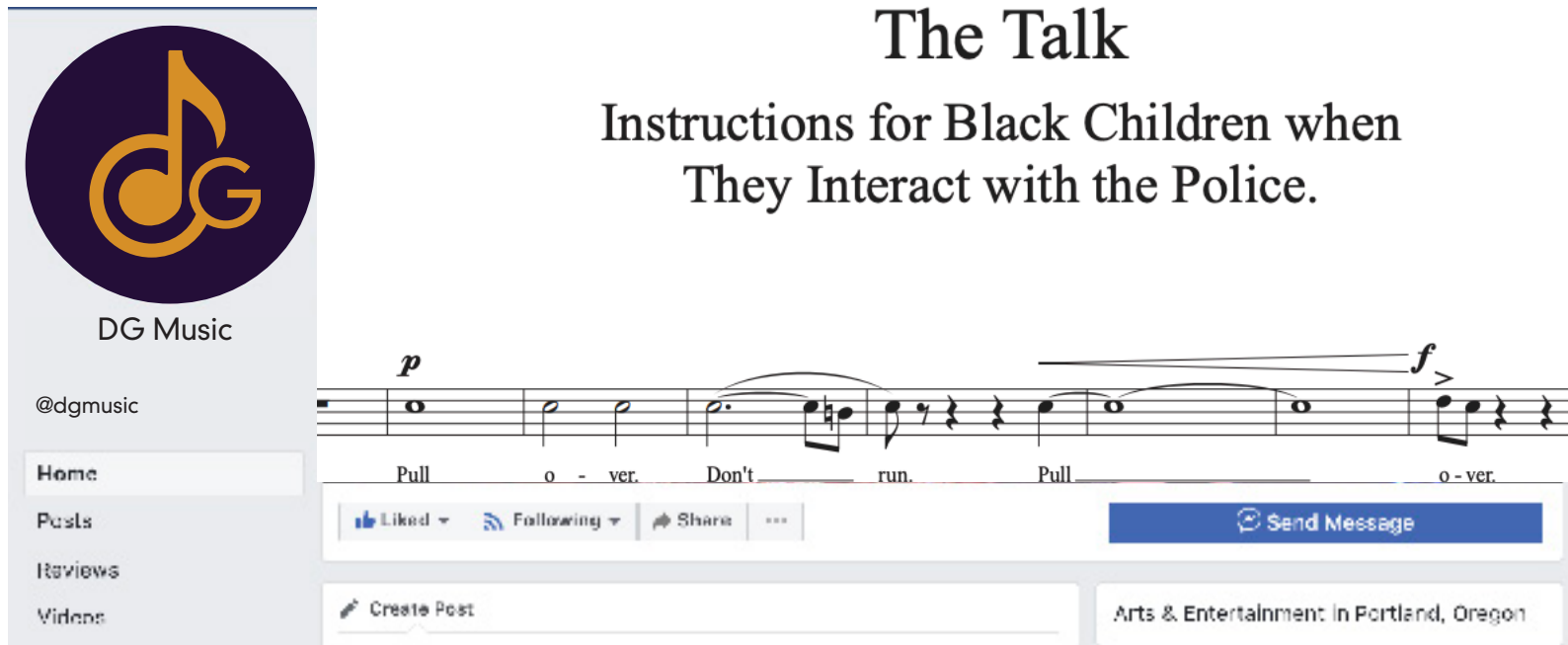




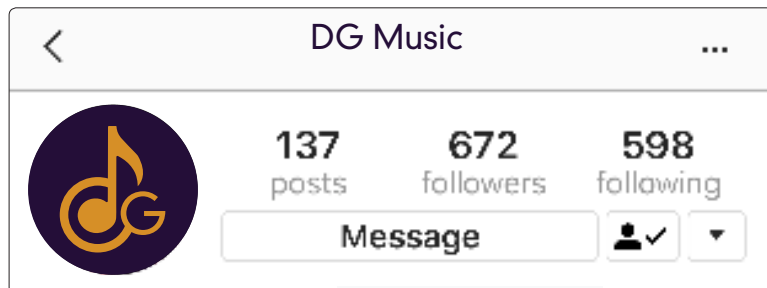
SOCIAL MEDIA

Set the DG Music brand apart on Social Media platforms

Your social media voice is one of the top things that will distinguish your brand from other companies. Your voice should be consistent across all mediums whether it's commercials, social media ads, Tweets or Instagram posts. For instance, if you're funny and humorous on Facebook but all of your YouTube videos are serious and straight-laced, it sends mixed messages. Your social media voice should represent your brand; reflective of how you want your brand to be perceived.



The image shows a Facebook post from the profile 'DG Music'. The profile picture is a dark purple circle with a gold musical note and the letters 'DG'. The post content is a musical score for a piece titled 'The Talk'. The score is written on a single staff with a key signature of one flat (Bb) and a 4/4 time signature. It features dynamic markings of *p* (piano) and *f* (forte). The lyrics are: 'Pull o - ver. Don't run. Pull o - ver.' The post has a 'Liked' button, a 'Following' button, and a 'Share' button. A 'Send Message' button is also visible. Below the post is a 'Create Post' button and a category tag for 'Arts & Entertainment in Portland, Oregon'.



The image shows an Instagram profile card for 'DG Music'. The profile picture is a dark purple circle with a gold musical note and the letters 'DG'. The card displays the following statistics: 137 posts, 672 followers, and 598 following. There is a 'Message' button, a verified account icon (a checkmark in a circle), and a dropdown menu icon (three dots).

