



MCNASTY STUDIOS

BRAND GUIDELINES

MIGUEL CARDIGA

CONTENTS

BRAND, MISSION, GOALS

MARKET RESEARCH

LOGO

LOGO DO'S AND DON'TS

TYPOGRAPHY

**A COLLABORATIVE
LIFESTYLE AND
WELLNESS
PLATFORM FOR
FREELANCERS AND
CREATIVES**

McNasty studios is an social platform that offers products, services and support to artists and freelancers.

McNasty's Goal is to build a platform that supports you, in your creative journey by providing products, advice, support, workshops, jobs and hopefully much more to help remove some of the stresses of being an artists or freelancer and giving you the time to be creative, as well as giving you the space to share your work, Advertise services or to ask questions to others like you the person wanting to make a change in the world. All of these will be digital so anyone in the world can be part of it!

This Shop is our main way funding these projects so if you want to help out shop, share, explore our website or drop us a message with any questions.

MCONASTY STUDIOS

LIFESTYLE & WELLNESS

- Tutorials/workshops on creative subjects
- Advertising commissioned work/ freelancing gig
- Online Shop: Art supplies, Lifestyle & Self Care products
- Holistic Healing sessions
- Forums, mental health support
- Online portfolio

NASTYDIGITALZINE

- Publishing space for Creatives
- Art world Events + Important current events
- Self Care + Mindfulness guides
- Physical print Monthly or Yearly Printed book

COLLABORATIVE PLATFORM FOR CREATIVES

MARKET RESEARCH

in 2020 there were around 2.2 million freelancers in the uk

As of February 2022, there were around 4.23 million self-employed workers

**Target audience uses the internet mostly for work related task like promoting work,
Shopping and socialising**

**Freelancers are stressed and over worked trying to do everything by themselves and
having to compete with corporations with big marketing budgets**

**74% of UK adults have felt so stressed at some point over the last year they felt overwhelmed or
unable to cope.**

LOGO



MCNASTY STUDIOS

MCNASTYSTUDIOS

MCNS



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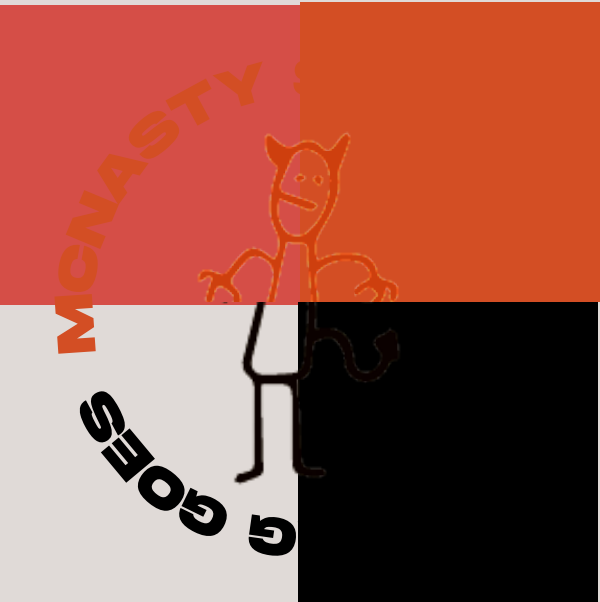
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LOGO DO'S AND DON'TS

DO'S



DON'TS



TYPOGRAPHY

MONUMENT

GLACIAL INDIFFERENCE

CODE PRO

**HEADINGS, SUB-HEADINGS ,
BRAND NAME**

SUB HEADING ALTERNATIVE,
"STAND OUT TEXT"

Any main text, blogs
descriptions etc

**ALWAYS BOLD AND CAPS LOCK FONT
SIZE 22+**

Regular or bold, font size 15+

Regular, or bold size font 14+

**BACK TO
NAVIGATION PAGE**