Undeniable Media Group

Brand Standards Guide

> *"Be Seen. Be Trusted. Be Undeniable."*

Brand Overview

Undeniable Media Group represents the intersection of sophisticated media production and authentic human connection. Our brand embodies premium quality without pretension, creating an atmosphere that is both polished and approachable. We serve impact-driven entrepreneurs and thought leaders who seek to amplify their authentic voices in the marketplace.

Brand Personality

- **Sophisticated yet approachable** - Professional excellence that welcomes rather than intimidates
- **Premium without pretension** - High-quality service delivered with genuine warmth
- **Confident and polished** - Assured expertise backed by proven results

- **Warm and trustworthy** - Building relationships through authentic connection
- **Impact-driven and purpose-led** - Mission-focused with measurable outcomes
- **Professional with authentic humanity** - Expert service delivered with genuine care

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Typography System

Primary Typeface: Montserrat

Headlines and Brand Elements - Bold, Modern Sans-Serif

Usage: All headlines, signage, brand elements, and emphasis text

Weights: Regular (400), Semibold (600), Bold (700)

Secondary Typeface: Lora

Body text and professional communications - Clean, readable serif

Usage: Body copy, professional documents, extended reading

Weights: Regular (400), Medium (500)

Accent Typeface: Caveat

Casual handwriting for authentic, human touches

Usage: Signatures, casual quotes, authentic moments, personal brand elements

Weights: Regular (400), Semibold (600)

Color Palette

Color	Name	HEX	RGB	CMYK	Usage
	Deep Navy	#1A2B4A	26, 43, 74	65, 42, 0, 71	Primary brand color, authority, trust
	Charcoal	#2C3E50	44, 62, 80	45, 23, 0, 69	Secondary color, sophistication
	Warm Gold	#C9A961	201, 169, 97	0, 16, 52, 21	Accent color, premium approachability
	Warm Gray	#95A5A6	149, 165, 166	10, 1, 0, 35	Supporting neutral
	Soft Cream	#FDF6E3	253, 246, 227	0, 3, 10, 1	Studio environments, soft backgrounds

Logo System Requirements

Iconic Symbol Specifications

The Undeniable Media Group logo must be a completely unique, iconic symbol that stands alone without text and creates instant recognition. The symbol should avoid generic geometric shapes and instead create a distinctive, ownable mark.

Logo Requirements:

- Stands alone without text for maximum versatility
- Memorable and completely ownable (not replicable)
- Avoids basic geometric forms (plain diamonds, circles, triangles)
- Scalable from business card size to building signage
- Works in single color and full color versions
- Functions in positive and negative (reversed) applications
- Represents concepts of voice, amplification, connection, visibility, trust

AI Logo Generation Prompts

Concept 1: Abstract Organic Amplification

Prompt: "Create a unique abstract logo that suggests voice waves and sound amplification through organic, flowing shapes. The design should feel like sound waves transforming into something more powerful - perhaps crescendo-like forms that build and expand. Use sophisticated curves and negative space to create depth. Avoid literal microphone or speaker imagery. Style should be premium, scalable, and ownable. Single color version in deep navy (#1A2B4A)."

Concept 2: Interlocking Geometric Innovation

Prompt: "Design a sophisticated logo using interlocking geometric elements that create unexpected negative space. Think beyond basic shapes - use angular, crystalline forms that interconnect in a unique way, creating both positive and negative space that tells a story. The interlocking should suggest connection, trust, and amplification. Avoid simple overlapping circles or triangles. Make it complex enough to be ownable but

simple enough to be memorable. Single color version in deep navy (#1A2B4A)."

Concept 3: Stylized Letterform Fusion

Prompt: "Create a completely unique fusion of the letters U, M, and G that goes beyond traditional monogram design. Transform these letters into an abstract symbol where the letterforms blend and morph into something entirely new - perhaps where one letter's negative space becomes another's positive form. The result should be unrecognizable as individual letters but create a distinctive, ownable symbol. Premium, sophisticated styling in deep navy (#1A2B4A)."

Concept 4: Symbolic Trust & Impact Icon

Prompt: "Design a non-literal symbolic logo representing visibility, trust, and impact without using obvious imagery. Think about concepts like elevation, clarity, connection, and influence translated into abstract visual form. Perhaps forms that suggest growth, emergence, or revelation in sophisticated, geometric ways. The symbol should feel premium and trustworthy while avoiding cliché business imagery. Single color version in deep navy (#1A2B4A)."

Building Signage Standards

Primary Exterior Signage

- **Icon Size:** 3-5 feet in primary dimension for optimal visibility
- **Materials:** Brushed aluminum or stainless steel with dimensional lettering
- **Lighting:** LED backlit or illuminated channel letters for 24/7 visibility
- **Mounting:** Direct mount to building facade with appropriate spacing
- **Color:** Deep navy (#1A2B4A) with warm gold (#C9A961) accent lighting

Creative Agency Aesthetic Guidelines

Signage should convey professional sophistication while maintaining approachability. The design should attract impact-driven entrepreneurs and business leaders who value quality and authenticity.

Studio Environment Standards

Corporate Studio

- Sleek black backdrop wall
- Professional lighting setup
- Brand-consistent navy accents
- Modern, clean furniture

Eric's Rugged Studio

- Rich wood paneling and accents
- Brass hardware and fixtures
- Black primary surfaces
- Microsuede seating in charcoal

- Minimal, sophisticated atmosphere

- Masculine, comfortable atmosphere

Feminine Studio

- Soft, curved furniture lines

- Cream and soft white palette

- Pink backlit accent wall

- Conversation-friendly seating

- Warm, inviting atmosphere

Multi-Platform Applications

Digital Applications

- Social media profile images and cover photos

- Website headers and favicon

- Email signatures and templates

- Podcast/video intro and outro graphics

- Digital presentations and proposals

Print Applications

- Business cards and stationery
- Brochures and marketing materials
- Signage and wayfinding
- Merchandise and promotional items
- Vehicle wraps and mobile branding

Brand Usage Guidelines

Logo Minimum Sizes

- **Print:** Minimum 0.5 inches in largest dimension
- **Digital:** Minimum 32 pixels in largest dimension
- **Signage:** Scale appropriately for viewing distance

Clear Space Requirements

Maintain clear space around the logo equal to the height of the icon in all directions. This ensures the logo maintains its visual impact and readability.

✓ DO

- Use approved color combinations
- Maintain proper proportions
- Ensure adequate contrast
- Use high-resolution files
- Follow spacing guidelines

✗ DON'T

- Stretch or distort the logo
- Use unapproved colors
- Place on busy backgrounds
- Add effects or modifications
- Use low-resolution files

Implementation Guidelines

Brand Consistency Across Locations

All Undeniable Media Group locations (Lubbock, Amarillo, Odessa) must maintain consistent brand application while allowing for local market adaptation in interior furnishings and community-specific programming.

Quality Standards

Every brand application must reflect the sophisticated, premium positioning of Undeniable Media Group. Materials, printing, and digital applications should meet the highest professional standards to maintain brand integrity and client trust.

This brand standards guide ensures consistent, professional representation of Undeniable Media Group across all touchpoints and locations.