KING IRVING

Read the story of King Irving's rise to hip hop fame and fortune in

"Underground:

ORDER Merch Store | BUY NOW amazon.com

STARTED AT THE BOTTOM...

... from the ground, literally. From age 12, young King was surround by the hip hop scene. He gravitated particularly with the breakdancers.

After school (or even during), King could be found in concrete, inner city alleyways, hip hop break beats blaring, and kids legs spinning.

" Theres no rush like it..."
he says in his book.

(click here to continue the story)

LET THERE BE MUSIC...

Years later, already a prominent and talent break dancer, "King" found another passion.

"I'd been the breaker, but I realized it was so fun because of the tracks playing in the background. I wanted to be part of that too..."

So, at only 18, King's mother, Nadine, bought him his first pair of turntables, and from that moment King stepped out of the foreground, and faded into the background.

He was not to be forgotten however. Over time his natural talent for music and turntable scratching gained him much popularity within different hip hop circles.

Not only was he a regular in the hop hop break dance scenes, he also gained popularity as a sought after DJ for rap battles and even landed regular gigs at several clubs across the east coast.

(click here to learn more and hear his music)

... NOW WE'RE HERE.

At only 42 years young today, history will remember King Irving not only as a talented performer, not only as a talented musician, but also one of the most influencial Moguls to grace the hip hop business.

As King became more and more popular, he became even more business savvy.

Using his connections and growing income, he forged partnerships and created businesses and organizations dedicated to helping the younger generation also hone in their musical and physical talents.

"Music and dance brings people together like nothing else. You want to start a movement? Get people movin' and groovin' baby."

(click here to learn about King's organizations and businesses)

NAVIGATION
Home
About
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Merch (store)

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CREDITS
Designed by Chris Belor

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[UNIVERSAL]

*9:16 ratio (mobile primary, some tablets and 2-in-1s)

Backgrounds
- full width & full height of screen (not browser)
- fixed - (rest of page scrolls past it for depth)

[ATM / HOME / SPLASH]

Top Nav:
- Height: 100px or 7¼ of screen height
- background color: #363636
- Width: full
- box shadow: 5 5
- clear both:

Left Logo:
- **height = full (100px** or 7¼):
- width = 3 col & 4 gut: or 226px or 15.89% of screen
- margin-left 1 col (no gutter) or
- text shadow 3 3 3
- font: oswald bold
- font size: 50px
- color: #ebc50a:
- **float** left
- margin-right: 1 col/1 gut or 8.5227272%

Menu icon:
- width = 3 col/2 gut or 24.29545454%
- height = 100px or 7.03125%
- text-shadow: 3 3 3
- font : impact:
- font size: 72px
- rotated 90 degrees
- color: #ebc50a:
- float right
- margin-right: 1 col/1 gut or 8.5227272%

Book:
- width: 8 col/7 gut or 65.909089%
- **height = 693px** or 48.72656258%
- margin-top = 75px or 5.27343751%
- margin-left/right = auto (but should come out to 30.090911%
- box-shadow -5 5 5
- image (see files)
- clear: both

Body text:
- font: oswald
- font size: 36px (54px line height)
- text-shadow: 5 5 5
- color: #ebebeb
- margin-top = 75px or 5.27343751%
- margin-left/right = auto (but should come out to 30.090911%
- clear: both - width: 8 col/7gut or 65.909089%)

Buy Buttons box:
- height: 63px or 4.429687%
- width: 8 col/7gut or 65.909089%.)
- margin-top = 70px or 4.92187501%
- margin-left/right = auto (but should come out to 30.090911%
- clear: both:

buy button 1 (custom):
- box shadow -5 5 5
- float: left:: width = 4 col/3 gut = 31.818181%:

buy button 2 (amazon):
- box shadow -5 5 5
- float right:

Bottom Fader:
- height: 100px or 7.03125010999%:
- **width: full width:**
- vertical align = center OR
- margin-top (from text box) = 0 OR
- position absolute = margin-top (of page container) = 92%.968749899%

[PAGE 1 BODY]

Top Fader:
- margin-top: 0:
- width: full
- height: 100px: or 7.03125011%:

Title:
- **margin**-top: 125px or 8.789062644%
- margin-left = 1 col/1 gut or 8.5227272%
- float: left
- clear-right:
- font: oswald
- font-size: 60px:
- color: #ebc50a:
- text-shadow: 5 5 5

Left col > top row 1:
- margin-top = 100px: or 7.03125011%:
- text shadow: 5 5 5:
- color: #ebebeb
- font family: oswald
- font-size: 30px:
- **line-height: 45px**
- width = 10 col/9gut or 82.9545453%:
- margin-left: auto:
- margin-right auto:

Right col > bottom row 1:
- margin-top: 65px or 4.5%
- text shadow: 5 5 5:
- **color: #ebebeb**
- font family: oswald
- font-size: 30px:
- line-height: 45px
- width = 10 col/9gut or 82.9545453%:
- margin-left: auto:
- margin-right auto:
- justify- right:

Link in right col > bottom row 1:
- text shadow: 5 5 5:
- color: #0000ff:
- font family: oswald
- font-size: 30px:
- line-height: 45px
- **width = 10 col/9gut or 82.9545453%:**
- margin-left: auto:
- margin-right auto:
- justify: right:
- text-decoration: underline

Bottom Fader:
- height: 100px or 7.03125010999%:
- **width: full width:**
- vertical align = center OR
- margin-top (from last text box) - 22.14843721% (or 315px)
- position absolute = margin-top (of page container) = 92%.968749899%

[PAGE 2 BODY]

Top Fader:
- margin-top: 0:
- width: full
- height: 100px: or 7.03125011%:

Title:
- **margin**-top: 125px or 8.789062644%
- margin-left = 1 col/1 gut or 8.5227272%
- float: left
- clear-right:
- font: oswald
- font-size: 60px:
- color: #ebc50a:
- text-shadow: 5 5 5

Left col > top row 1:
- margin-top = 100px: or 7.03125011%:
- text shadow: 5 5 5:
- color: #ebebeb
- font family: oswald
- font-size: 30px:
- **line-height: 45px**
- width = 10 col/9gut or 82.9545453%:
- margin-left: auto:
- margin-right auto:

Right col > bottom row 1:
- margin-top: 65px or 4.5%
- text shadow: 5 5 5:
- **color: #ebebeb**
- font family: oswald
- font-size: 30px:
- line-height: 45px
- width = 10 col/9gut or 82.9545453%:
- margin-left: auto:
- margin-right auto:
- **justify: right:**

Link in right col > bottom row 1:
- text shadow: 5 5 5:
- color: #0000ff:
- font family: oswald
- font-size: 30px:
- line-height: 45px
- **width = 10 col/9gut or 82.9545453%:**
- margin-left: auto:
- margin-right auto:
- justify: right:
- text-decoration: underline

Bottom Fader:
- height: 100px or 7.03125010999%:
- **width: full width:**
- vertical align = center OR
- margin-top (from last text box) - 100px or 7.03125010999%:
- position absolute = margin-top (of page container) = 92%.968749899%

[PAGE 3 BODY]

Top Fader:
- margin-top: 0:
- width: full
- height: 100px: or 7.03125011%:

Title:
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- margin-left = 1 col/1 gut or 8.5227272%
- float: left
- clear-right:
- font: oswald
- font-size: 60px:
- color: #ebc50a:
- text-shadow: 5 5 5

Left col > top row 1:
- margin-top = 75px or 5.27344457%:
- text shadow: 5 5 5:
- color: #ebebeb
- font family: oswald
- font-size: 30px:
- **line-height: 45px**
- width = 10 col/9gut or 82.9545453%:
- margin-left: auto:
- margin-right auto:

Right col > bottom row 1:
- margin-top: 132px or 9.28126245%:
- text shadow: 5 5 5:
- **color: #ebebeb**
- font family: oswald
- font-size: 30px:
- line-height: 45px
- width = 10 col/9gut or 82.9545453%:
- margin-left: auto:
- margin-right auto:
- **justify: left:**

Link in right col > bottom row 1:
- text shadow: 5 5 5:
- color: #0000ff:
- font family: oswald
- font-size: 30px:
- line-height: 45px
- **width = 10 col/9gut or 82.9545453%:**
- margin-left: auto:
- margin-right auto:
- justify: right:
- text-decoration: underline

Bottom Fader:
- height: 100px or 7.03125010999%:
- **width: full width:**
- vertical align = center OR
- margin-top (from last text box) - 132px or 9.28126245% - OR -
- position absolute = margin-top (of page container) = 92%.968749899%

[FOOTER]

Top Fader:
- margin-top: 0:
- width: full
- height: 100px: or 7.03125011%:

Column Group:
- Font family: oswald
- Font size: 36px:
- line-height: 54px:
- color: #ebebeb
- text-shadow: 5 5 5:

Column Group (h2):
- UPPERCASE
- **Color: #ebc50a:**

Column Group (a):
- color: 0000ff:
- text decoration: underline:

Col 1 (left):

Col 2 (middle):

Col 3 (right):

Col 3 (right) (a):
- font-weight: bold: