

Brand Guidelines

Brand Introduction

I'm **Sterling Bridgmon**, a multidisciplinary creative specializing in graphic design, video production, and brand storytelling. With a background in the music industry, I've seen firsthand how visuals shape perception, build identity, and connect audiences. My expertise lies in crafting immersive, engaging narratives through design, motion, and strategic branding.

Vision

To create impactful, visually compelling experiences that blend storytelling, strategy, and design—transforming ideas into engaging digital and physical realities.

Mission

To merge graphic communication, video production, and brand identity into powerful, immersive visuals that resonate with audiences, amplify creativity, and push creative bound-

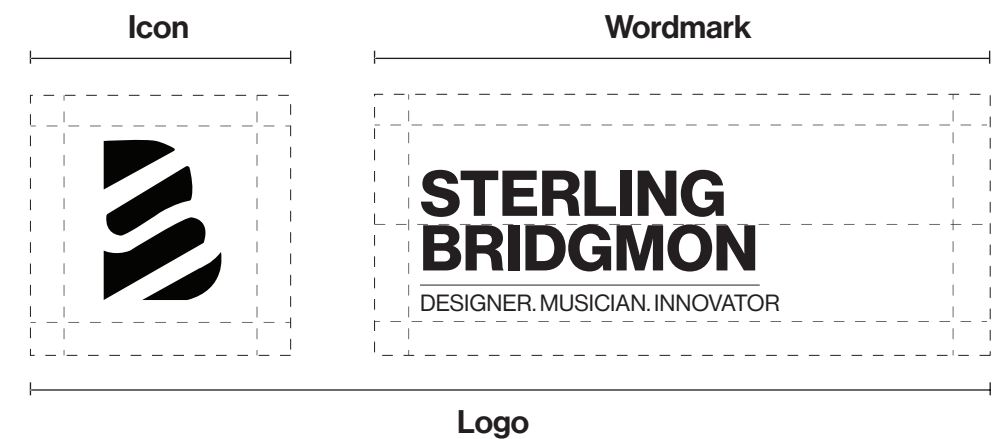
Sterling Bridgmon

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Logo Usage



Your personal brand elements embody a bold, modern, and versatile identity that reflects your expertise in design, music, and innovation. The strong typography and structured geometry convey a confident, forward-thinking aesthetic, while the use of linework and organic forms creates a sense of movement and rhythm—connecting to both visual design and sound. The integration of monogram logos, waveforms, and landscape-inspired elements speaks to a multifaceted creative approach, blending digital precision with organic flow.



Typeface & Typography

Typography

Neue Haas Grotesk Display Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neue Haas Grotesk Display Pro BOLD 75

Neue Haas Grotesk Display Pro MEDIUM 65

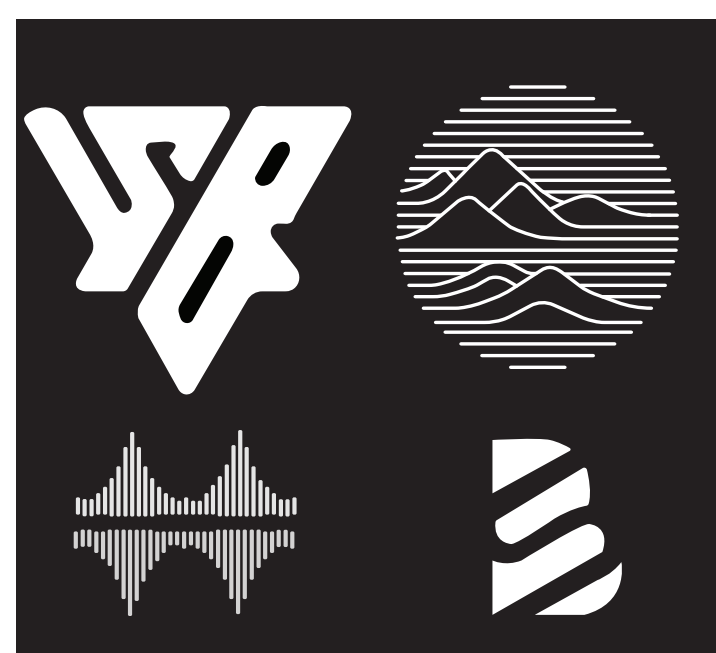
Color Palettes



Raisin Black
#231f20
RGB: 35, 31, 32
CMYK: 0, 0, 0, 100

White
#ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Imagery & Photography



Usage Examples



Icons

STERLING BRIDGMON
DESIGNER. MUSICIAN. INNOVATOR.