



Everything a venue, a promoter, a planner or a designer needs to put Chris on a flyer, a screen or a stage.



02 / THE DJ

Chris James.

DJ • MC • EVENT PRODUCER, PIERPOINT EVENTS

Chris James has been filling dance floors since 1989. Before the weddings and the resort stages he was a radio disc jockey, with stints at WHYR / R96 FM, WIDE and WJBQ / G98 FM, and that upbeat, interactive radio personality is still how he works a room. He has played well over 7,000 events from Maine to Florida: weddings, anniversaries, pool and foam parties, VIP karaoke shows, corporate functions and holiday parties.

On the Grand Strand he has been the resident DJ at The Seawatch Resort since 2006, runs summer pool parties and karaoke shows along the beach, was a house VJ at Planet Hollywood, and has taken the stage at House of Blues and Hard Rock Cafe. As "Foam Masta G" he was named a DJ All Star in Mobile Beat magazine, couples have named him a WeddingWire Couples' Choice every year since 2017, and yes, he sings live.

Since

1989

Base

Myrtle Beach, SC

Radio

WHYR / R96, WIDE, WJBQ / G98

Events

Well over 7,000

Resident

The Seawatch Resort, since 2006

Honors

WeddingWire Couples' Choice, every year since 2017

03 / THE MARK

The record is the logo.

A record in a badge, and his company's mark long before this kit: CHRIS JAMES over the top, ENTERTAINMENT underneath, red-orange lettering on a charcoal ring around a light-blue record. The only copy anywhere was a 104-pixel web image, so this kit redraws it as vector in the same shape and colours. It now holds up on a banner, a truck wrap or a road case.

Three things make it ours.



- 1 The ring**
Charcoal with a thin red-orange rim. The lettering lives in the band: the name reading over the top, ENTERTAINMENT reading under the bottom.
- 2 The record**
Light blue with fine grooves and a soft sheen. It is the one bright thing in the mark, so it carries at a distance.
- 3 The label**
A black centre with a light-blue spindle hole. On its own, the record and label make the icon.

4 colours. Nothing else.

Charcoal

#242424

The ring and the ground.
Paint: charcoal or flat black

Signal

#D2452D

The lettering and the rim.
Paint: a warm red-orange

Record

#B2EEFF

The record face.
Paint: pale sky blue

Groove

#86B6C4

The grooves only.
Paint: dusty blue

Anywhere

The full-colour badge carries its own ring, so it works on dark and light.

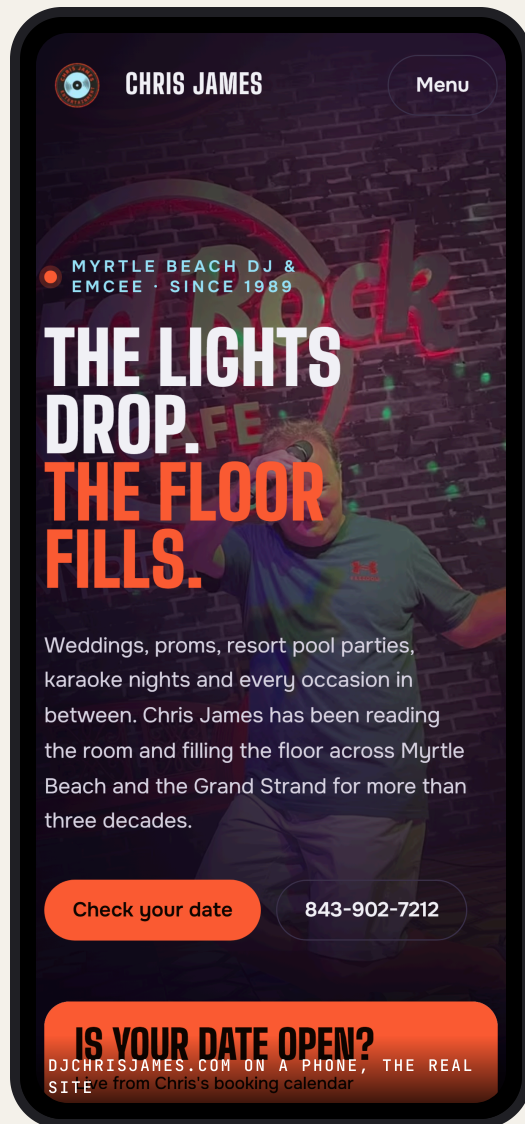
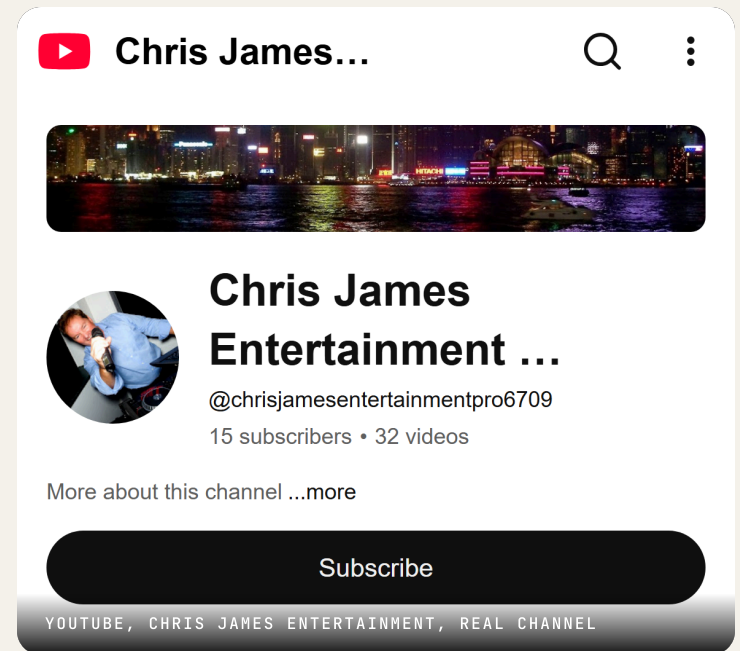
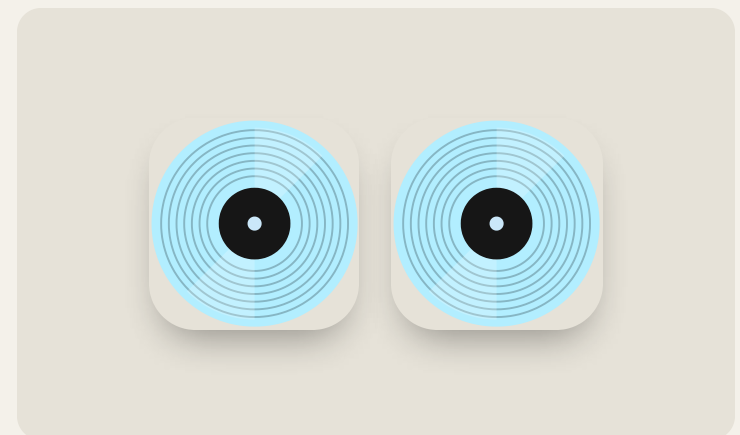
One ink

Use the all-black file on light, all-white on dark.

Never

Don't recolour the record or the lettering.

Built to live everywhere.



Photos, ready to run.

Full-size files are in the kit folder (photo-*.jpg). Crop freely; do not add filters or stretch.



Keep it clean.

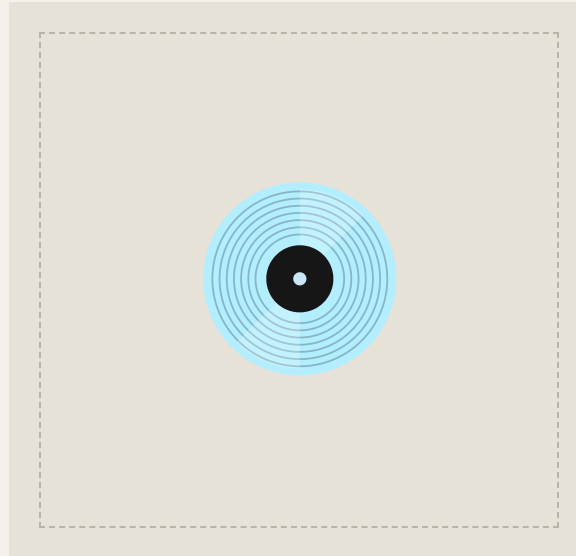


Clear space

Keep a margin around the mark at least the height of the tallest letter. Nothing inside it.

Do

Keep it a circle. Scale from the SVG. Give it room all the way round.



The icon

The record on its own. Profile pictures, stickers, favicons and small spaces.

Don't

Don't stretch it to an oval, set the lettering straight, add a bevel or a glow, or put a photo inside the record.



One colour

All black for single-ink print, vinyl and stencils. All white is in the folder for dark surfaces.

Minimum size

At least 1 inch across in print or 120 px on screen, so ENTERTAINMENT reads. Smaller than that, use the record icon.

What's in the folder.

Logo files come as SVG (vector, any size, no blur) and PNG with a transparent background. Photos are JPG.

logo (full colour, transparent) .svg / .png

The badge. Dark or light backgrounds.

logo all white / all black

One colour. Vinyl, stencils, embroidery.

logo original (small) .webp

The 104 px file this was redrawn from, for reference.

logo on black / on cream .png

Ready-made squares for posts and screens.

icon (record) / on charcoal

The record alone, for small spaces.

photo-01 to photo-07

Press photos at the largest size available; thumb-* at 600 × 750.

CONTACT

Chris James

djchrisjames.com · 843-902-7212 · music@djchrisjames.com

Bookings: Pierpoint Events · 843-222-6402 · info@pierpointevents.com

