

**STEPHEN
CRAIG**

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

@DJSTEPHENCRAIG



02 / THE DJ

Stephen Craig.

FOUNDER & CEO • DJ • MC, PIERPOINT EVENTS

Stephen Craig is a professional DJ, MC, event producer and A/V specialist based on the South Carolina Grand Strand, with more than 15 years in entertainment and event production. He started as an apprentice under wedding DJ Alan Dodson in Bristol, Tennessee, in 2010, and launched his own DJ and MC services in Myrtle Beach in 2013.

He is the founder and CEO of Pierpoint Events. As a wedding DJ and MC he is known for preparation: learning the couple, the music and the timeline before the day, then running the room. As a nightlife DJ he plays hip-hop, R&B, Top 40, throwbacks, house and party anthems, built around reading the crowd and delivering the right song at the right moment.

Years

15+

Since

2010, Bristol TN • 2013, Myrtle Beach

Residencies

Molly Darcy's, Sky Bar, Tin Roof, 3001

Base

Myrtle Beach, SC

Plays

Weddings, nightlife, corporate



03 / THE MARK

The name is the logo.

A hand-lettered brush script in magenta with a cyan outline and a black shadow, stacked on two lines. It is loud on purpose: it belongs on a black wall, a club screen or a flyer at night. The vector files in this kit were traced from the original mark so it scales to any size.

Three files, three jobs.

The logo for DJ Stephen Craig is displayed in a vibrant, stylized font. The letters are filled with a bright pink color and outlined with a thick, glowing cyan border. The text is arranged in two lines, with 'STEPHEN' on top and 'CRAIG' below it, both slanted to the right.

Full colour, on black

The logo is rendered in a clean, white, stylized font. The letters have a thick white outline and are set against a dark grey background. The text is arranged in two lines, with 'STEPHEN' on top and 'CRAIG' below it, both slanted to the right.

All white, on dark

The logo is rendered in a solid black, stylized font. The letters have a thick black outline and are set against a light grey background. The text is arranged in two lines, with 'STEPHEN' on top and 'CRAIG' below it, both slanted to the right.

All black, on light

4 colours. Nothing else.

Black

#000000

The stage. The mark lives on black.

Paint: flat black

Magenta

#FF00FF

The letters.

Paint: fluorescent magenta

Cyan

#00D0FF

The outline.

Paint: fluorescent cyan or sky

White

#FFFFFF

Type and one-colour use.

On black

The full-colour mark, always first choice.

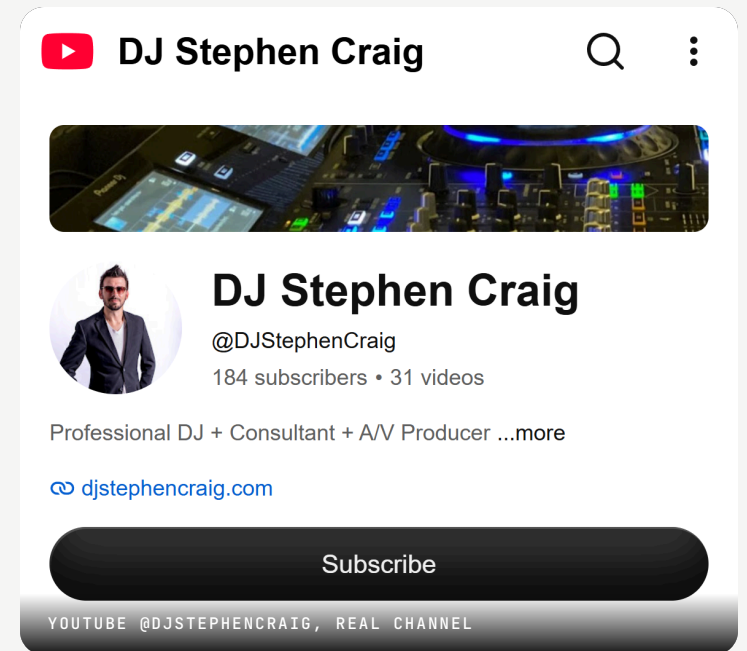
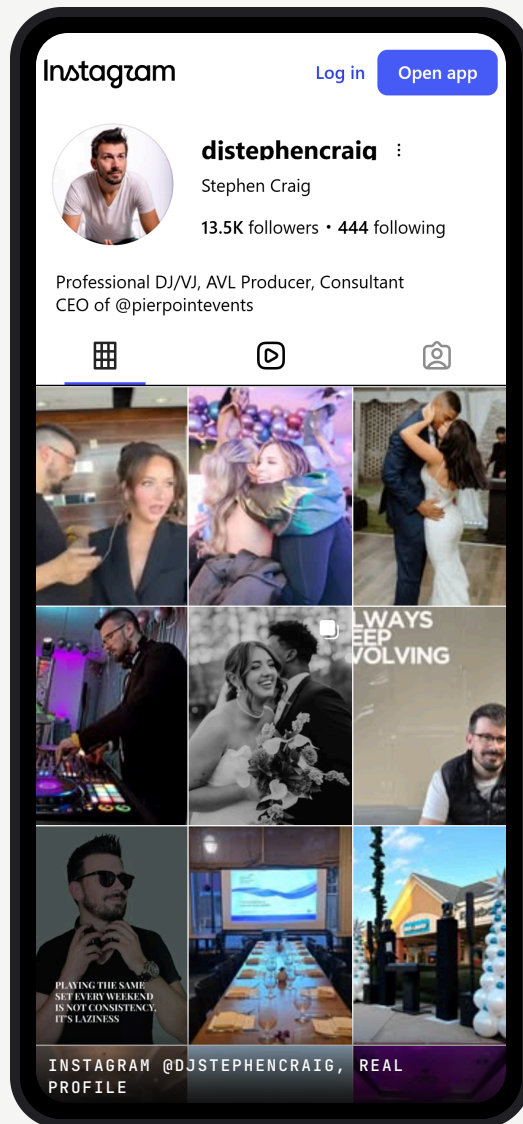
On light

The one-colour black file. Never the magenta on white.

One colour

All-white on dark, all-black on light.

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

Use the full-colour mark on black. Scale from the SVG. Give it room.



Always on black

The full-colour mark goes on black or very dark photos only.

Don't

Don't recolor the letters or the outline. Don't add a glow or a bevel. Don't put the full-colour mark on white or yellow.



With Pierpoint yellow

On yellow, use the all-black file.

Minimum size

Keep the mark at least 2 inches wide in print or 240 px on screen so the outline stays clean.

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 (vector trace) .svg / .png

The full-colour mark, transparent.

logo on black .png

Ready for dark layouts.

logo all white / all black

One colour. Vinyl, stencils, embroidery, light backgrounds.

logo original (small)

The original 242 px file, for reference.

photo-01 to photo-08

Press photos, 2000 px on the long side.

thumb-*

The same photos at 600 × 750 for web.

CONTACT

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