TIMA DEE

brand bible

PART ONE

the basics

IDENTITY

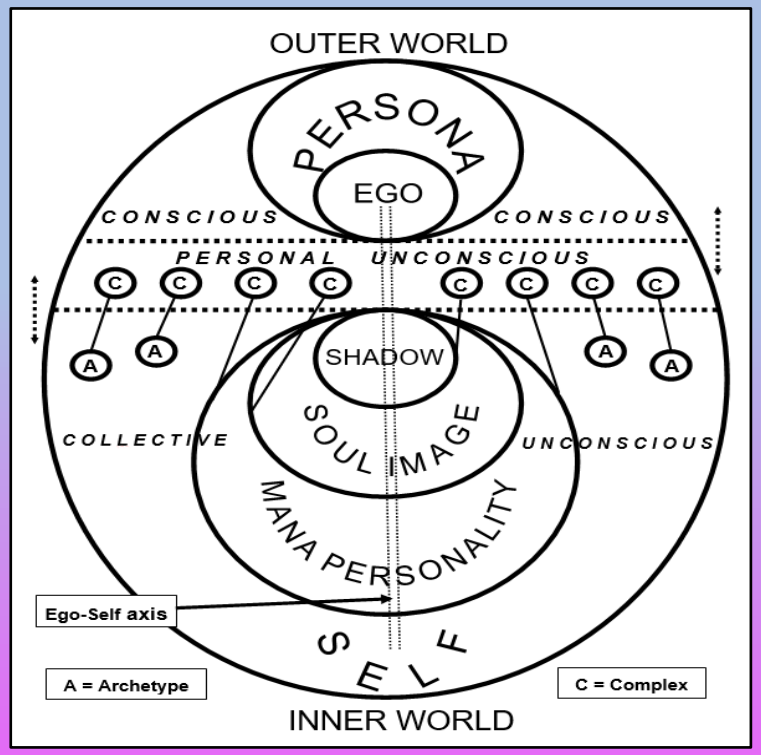
the party-going prodigy

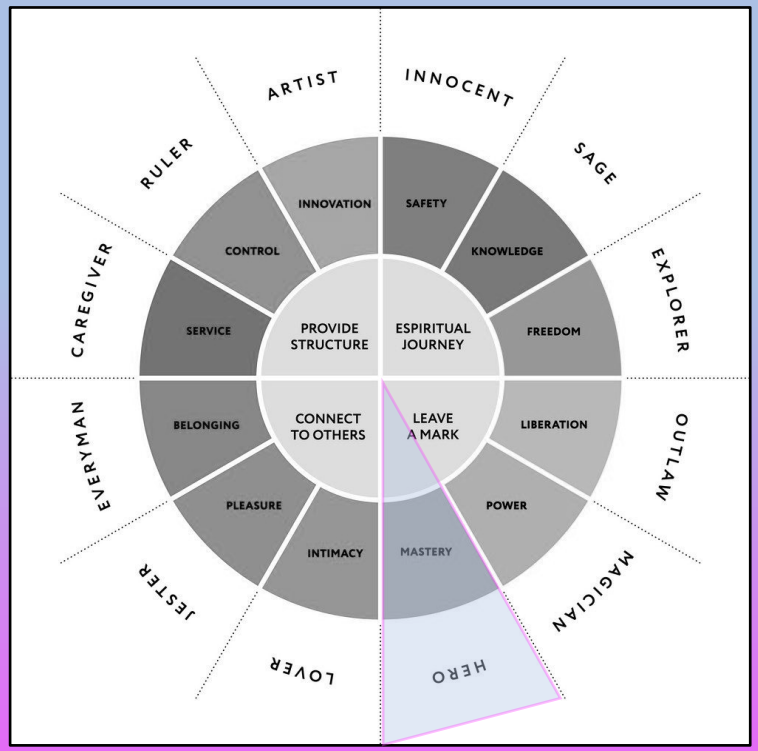
Tima Dee is a walking paradox. She'll down a bottle of tequila with you at 2pm on a Tuesday, but don't you dare get in the way of her 9pm skincare + bedtime routine. She'll spend Friday night spinning discs at the club but Saturday nights are for binge-watching The Great British Bake-Off on Netflix and spooning with her cat at home. She's sweet until you cross her and seems innocent until you see her body is covered in tattoos. But the one thing you can always see coming with Tima Dee… she's going to write a motherfucking smash, baby.

Get her riled up in the studio, then simply step out of the way and let her work. Tima is an absolute master of music. She composes pop hooks like no other and will even write rap verses in foreign languages based off flow alone. For her, musical rhythm is innate. It's inherent. It's instinctive. In front of her mixing board with a mic in her hand is her place to shine, and she delivers every time.

JUNGIAN ARCHETYPE

the hero





TONE

instant bestie

Tima Dee speaks as if she's already your best friend even if you just met 10 minutes ago. She's automatically rooting for you. She's going to your shows. She's posting IG stories for your birthday. She is a GIRL'S girl. Like the perfect blend of J-Law and modern-day Snoop Dogg, Tima Dee draws you in with her hilarious pop culture references and then almost immediately offers you a shot or a joint to share. If her musical talent happens to slip into conversation, she quickly changes the subject. She seems more interested in quoting funny Vine videos from 2012 than boasting about her latest work. She lets her music (and her management team, wink wink) do that kind of talking for her.

Adjectives:

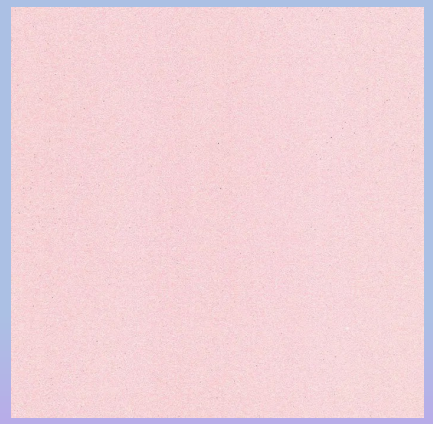
Relatable, Empowered, Funny, Confident

PART TWO

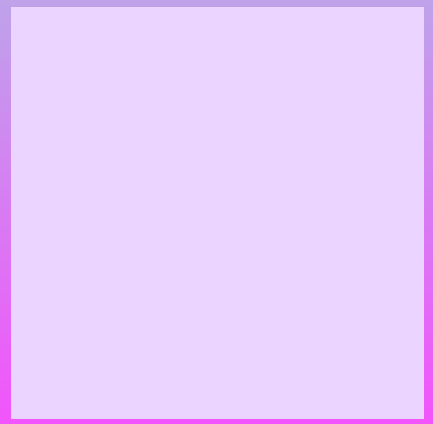
asset guidelines

COLOR PALETTE

pastels + iridescents











FONTS

street + sleek

PRIMARY: Nordique Inline

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Secondary: Arabilla Signature

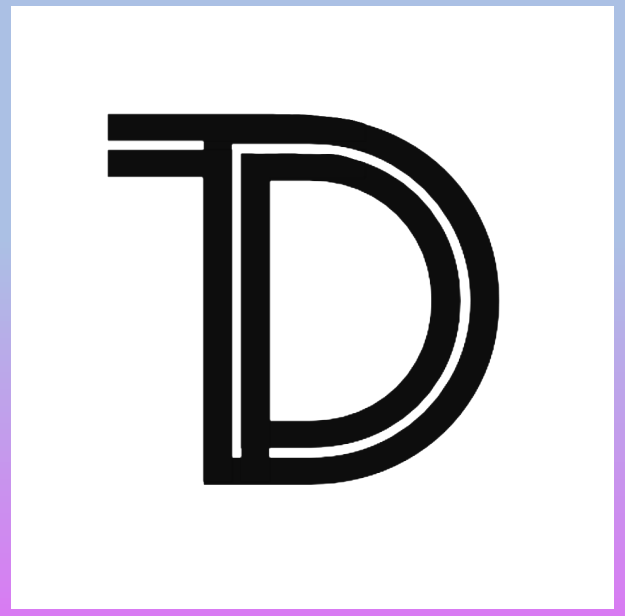
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

LOGO

modern + straight-forward







PART THREE

personal style

CLOTHING

masculine shapes + feminine shades

sessions



performances



press events



HAIR, MAKE-UP, NAILS

natural + understated

Hair

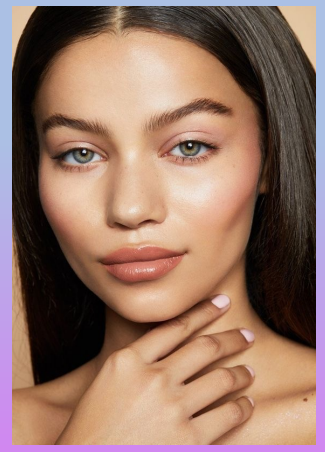
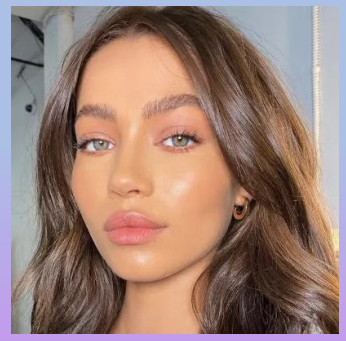
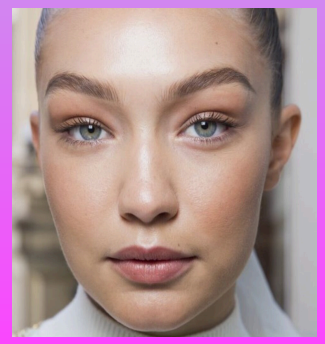
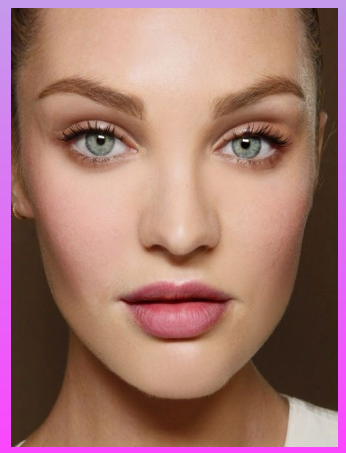
Always at least partially down.
Embrace natural waviness. Frequently styled with hats for day-to-day and shows.






Make-Up

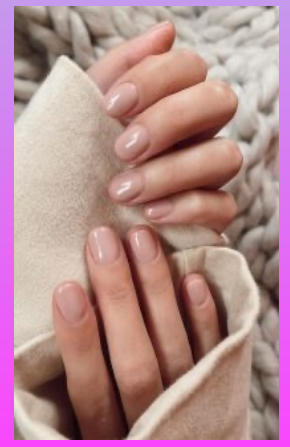
Minimal coverage make-up daily.
Natural lip shades. Shaped but natural brows.
Edgier eyes for press events.

Nails

Maximum length: Medium
Oval or Almond shape for day-to-day.
More dramatic shapes for press events.






PUBLIC-FACING ASSETS

down to earth + conscious

Homes

Approachable spaces. Clean and simple design.







Vehicles

Environmentally friendly. Subtle upscale touches but practical above luxury.



Jewels

Mostly diamonds & gold. Simple, delicate pieces rarely worn in public.





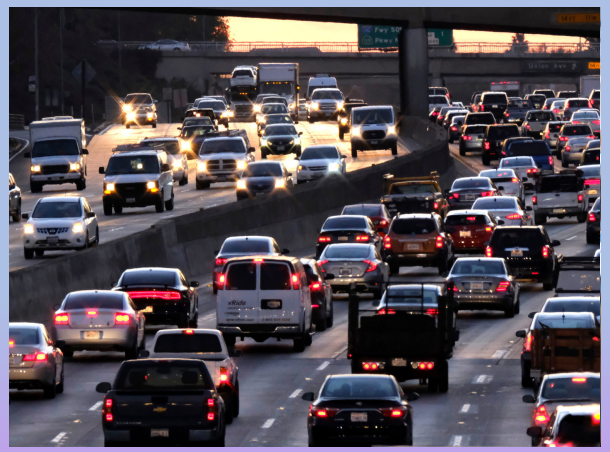




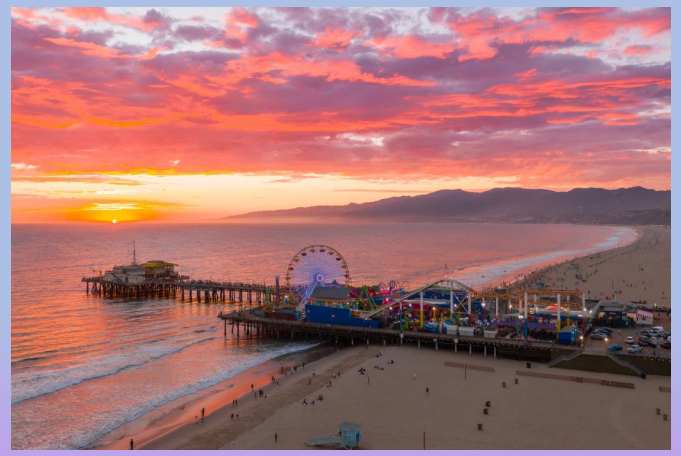
PUBLIC-FACING EXPERIENCES

attainable + relatable

















PART FOUR

artistry

MUSIC

self-assured anthems

ARTIST RELEASES:

Tima Dee music captures the unique 'je ne sais quoi' of modern womanhood. It celebrates power, sex, and partying just as much as the freedom to stay in and go to bed early just because you feel like it. Along with her epically bold rap verses, Tima Dee's vocal range, control, and quality shine in her songs.

ALBUM ARTWORK:

Though it will vary according to each individual release, Tima Dee album artwork should always be daring and distinct. To maintain brand consistency, playing with opposing ideas (masculine/feminine, big/small, sharp/soft, etc.) should be prevalent.

FEATURES:

As a veteran of the EDM space and house music scene, Tima Dee features are consistently in demand. Strategic selection of musical partnerships is a core aspect of her musical portfolio.

PERFORMANCES

stepping into her destiny











MUSIC VIDEOS

highlighted contrast

Tima Dee music videos play on the dichotomy of her person. Use monochromatic color schemes alongside figures of opposing ideologies in the same shot. For example, a pair of pink brass knuckles nestled in a bed of pink cotton candy suggests innocence and violence comingling. The end of a bong sticking out of a tiny pink purse conveys playing along with societal expectations of women and rejecting the norm at the same time. Pair this concept with light-hearted 'bad bitch' storylines to maintain brand consistency.









MERCH

sassy but cute

Tima Dee merch is made for fans who want to spend their weekends just like her…sinking into the couch with a fat blunt in their hand and only moving to feed the cats. All tees and tops are intentionally oversized and slouchy. Ultra-feminine graphics paired with counterculture taglines dominate merch design.

















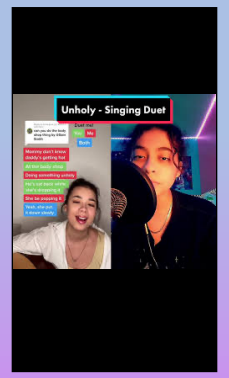
PART FIVE

social media

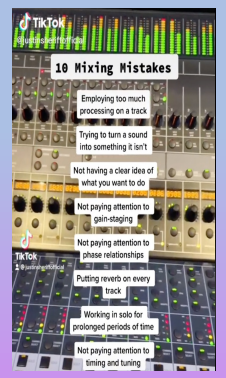
TIK TOK

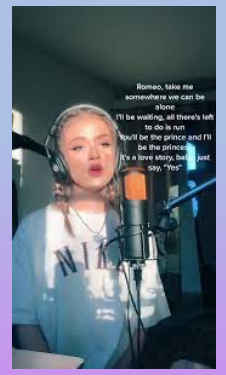
undeniable talent

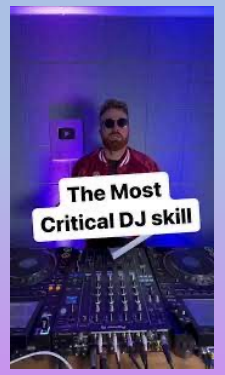
Tima Dee's Tik Tok page is a closer look at her raw talent. While vocals in her finished songs are often produced, her Tik Tok followers hear more of her unfiltered sound and see her creative process. Her page positions her as a master of her industry and of her artistry.

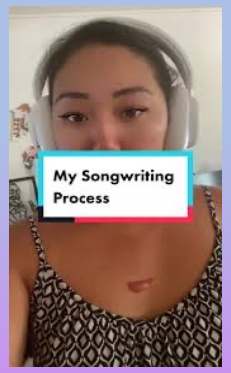
















MAIN CONTENT:

-Mash-ups & covers

-Vocal duets stitched with other creators

-A day in the life as a full-time musician living and working in LA

-Music education (screen records/timelapse of song production, writing tips, etc.)

-BTS of shows (these should ALWAYS have a 'hero's journey' narrative attached to them)

-Pre-release teasers of putting a song together & post-release reveals of the whole process

INSTAGRAM

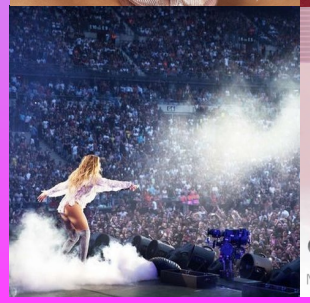
industry lens

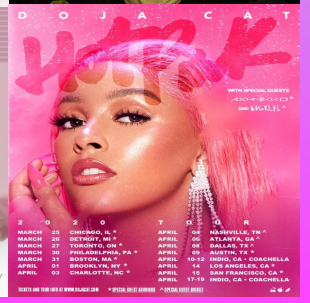
Tima Dee's Instagram is the highlight reel of her most successful moments as a musical artist. Her feed is made up of album covers, red carpet appearances, editorial press shoots, tour announcements, and packed live performances. Stories are more casual bits of her days. Lots of 'regular' life stuff but with an artist spin, like being stuck in traffic on the way home from a writing session, ordering take-out after a show instead of cooking, plus artist BTS content such as shots from the studio with enticing descriptors ('magic in the studio today with @_____'), corners of handwritten lyric sheets, funny tour moments, show prep, etc.

FEED:

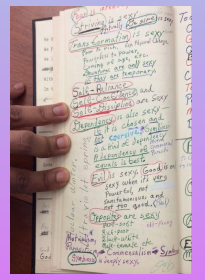
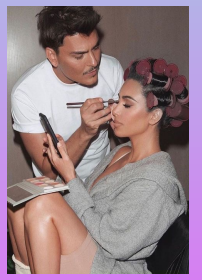




STORIES:




FACEBOOK

polished professional

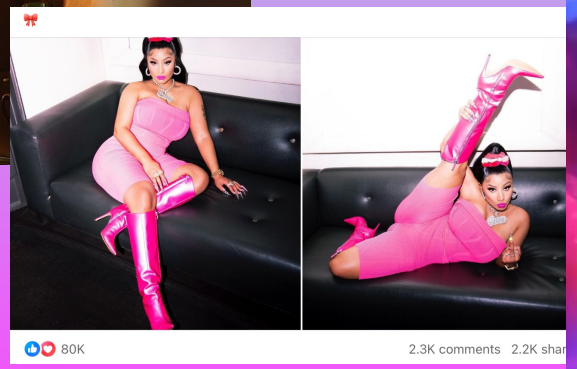
Tima Dee's Facebook page focuses on her public professional life. Header & Profile Photo should be up to date with latest or upcoming release assets. There are tour announcements, album releases, event links for upcoming concerts, etc. Alternate photos from artist events or photoshoots that didn't make the Instagram feed can be posted to her artist page.

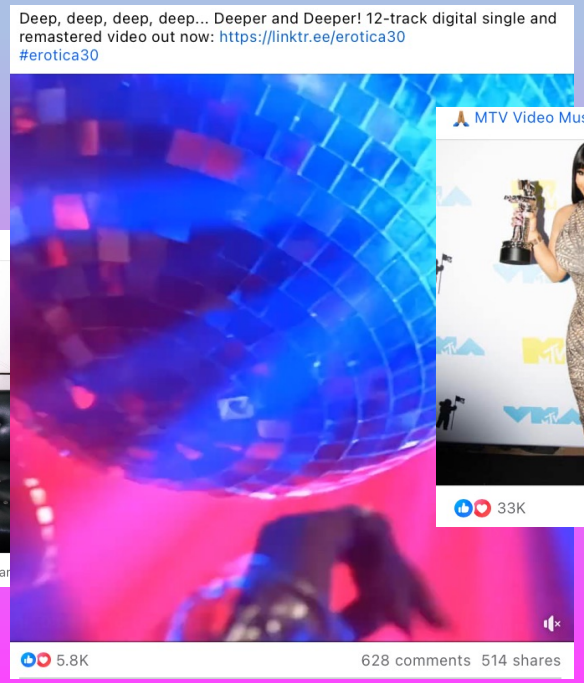
header photo

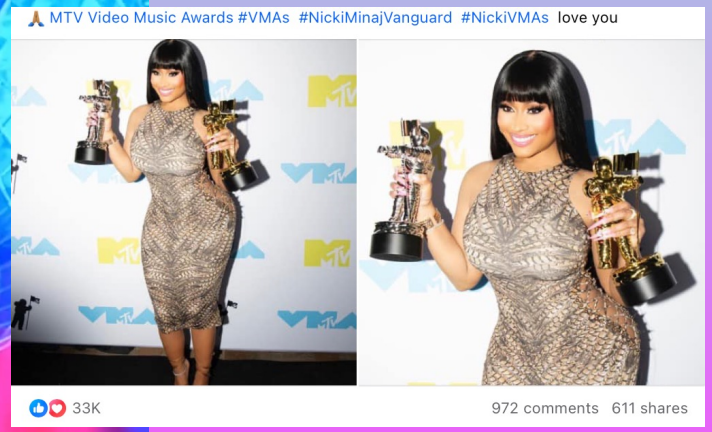




profile picture



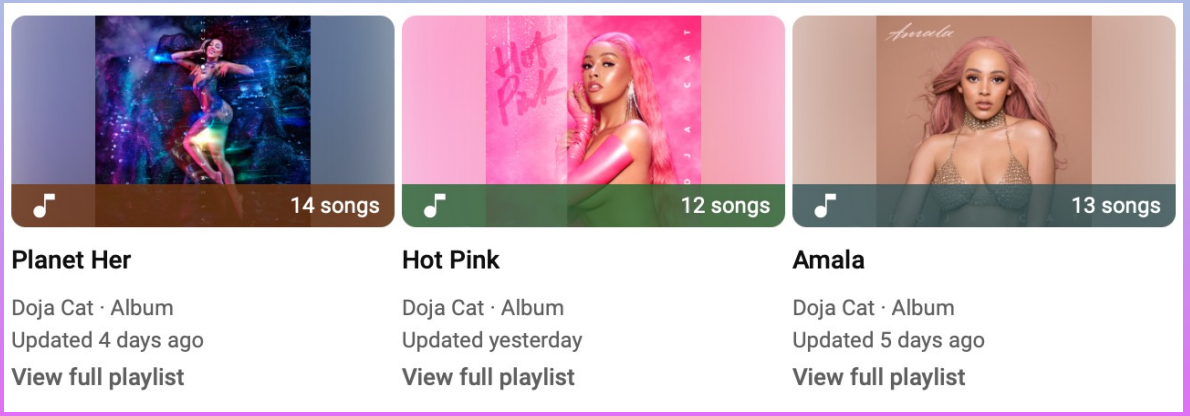


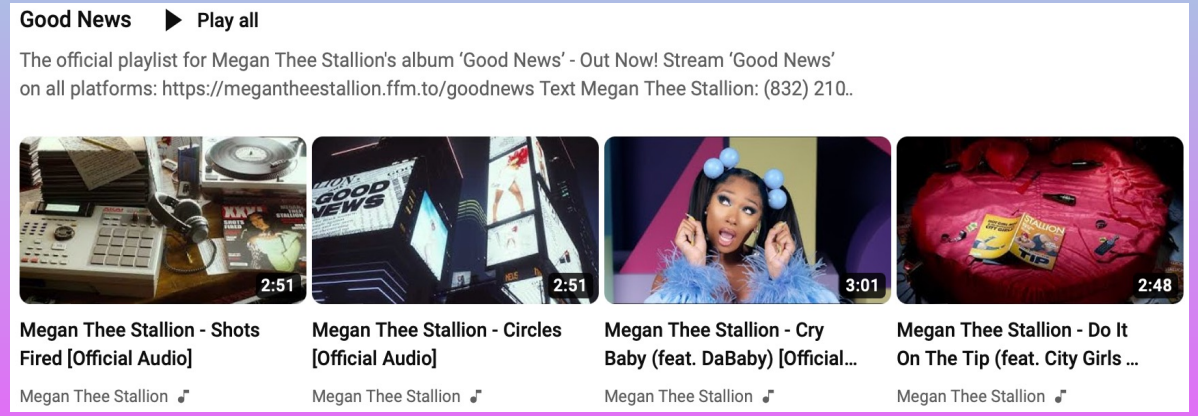


YOUTUBE

extended videos

Tima Dee's YouTube page is primarily a home for all music videos and press featurettes, as well as playlists for album drops. It also offers expanded access to her songwriting and collaboration process. For example, while on Tik Tok she might only post the chorus of a duet, her YouTube page can feature the entire song. If a song does not have an official music video, an audio only or lyric video can be uploaded here. Album artwork should be the cover photo for these videos. Official music videos should use the appropriate custom artwork.





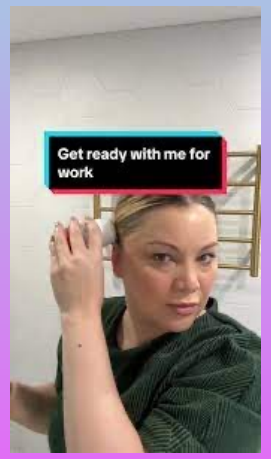
SOCIAL MEDIA GUIDELINES

audience experience focused

As a general rule, all content should be unique and native (i.e., no copy/pasting IG posts to FB). This strategy motivates audiences to follow Tima Dee across multiple social media sites and rewards their engagement with exclusive platform-specific content, increasing audience trust and brand loyalty. Certain events will be promoted across different platforms (releases, music videos, ticket sales, etc.), but *how* they are promoted should be unique.

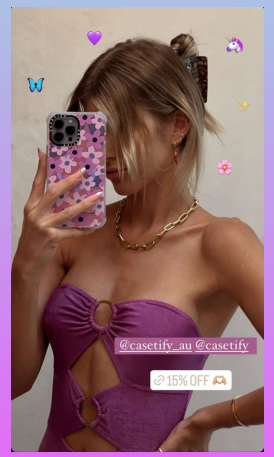
For example, let's say Tima Dee is promoting new merch:

TikTok: film a 'Get Ready For Work With Me As A Full Time Songwriter' video and style a hyper-cool outfit using a Tima Dee shirt. Don't even mention it's new merch. Let people ask you where it's from in the comments and direct them from there.

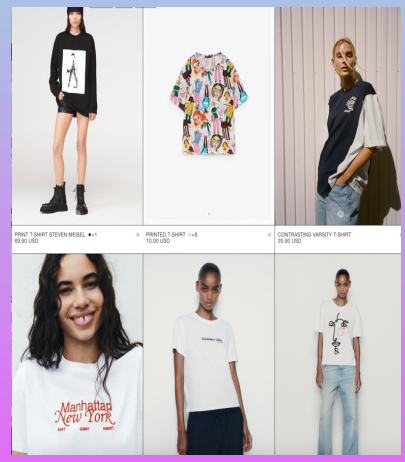


Instagram: post a carousel with photos from the merch photoshoot featuring Tima Dee + models (a la Kardashian strategy) on the feed. Post BTS shots + a few curated singles of Tima Dee wearing different pieces on stories with links to purchase.





Facebook: post a direct link to the Tima Dee storefront with the new merch line featured. Caption should be written from Tima Dee's POV (e.g. 'Sooo excited to be matching with you now besties!') Separately, run promoted metaverse ads using polished assets from merch photoshoot.



Each platform has specific, customized content. Assets should not be reposted across social media sites without this creative thinking and individualized approach. This focuses on the user experience and creates a mutually respectful exchange between artist and audience within the attention economy of the social media landscape.