



DEBORAH MURDOCH

JEWELLERY

Brand & Creative Deck



Deborah Murdoch  
Owner & Executive Creative Director  
Deborah Murdoch Jewellery

As Stella McCartney's former in-house fashion model, as well as editorial and campaign model for a long list of industry luminaries - including Burberry, Zara, Elle and Marie Claire – Deborah has worked and lived all over the world, and she has absorbed a wealth of cultural inspiration that reveals itself in each of her unique pieces.

Deborah studied at the prestigious Glasgow School of Art, and then moved onto study Diamond Grading at the Gemological Institute of America.

Her heart belongs firmly to her native land of Scotland however, and her designs always reflect back to tell a unique story of home.

From the shipyards with their industrial geometry at the edge of the River Clyde, to the ornate heritage of Scotland's churches and storied streets, the heart and beauty of Scotland is found within every piece she creates.

Deborah strives to make beautiful timeless pieces of Jewellery that eventually become family heirlooms. Each piece is carefully handcrafted and has a unique story to tell.

Sustainable and ethical practices are a core value of the brand and all jewellery is made from non-conflict stones and recycled precious metals. The creation of the pieces are done in Scotland wherever possible.



Brand Identity & Guidelines

Brand Guidelines: Logo Lockup



DEBORAH MURDOCH

JEWELLERY

Full Color on 80% Grey



DEBORAH MURDOCH

JEWELLERY

Single Color Reverse Logo: White on 80% Grey



DEBORAH MURDOCH

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Single Color Reverse Logo: White on 80% Grey

## Brand Guidelines: Fonts

Font for Design Applications: Avenir Next (all weights)

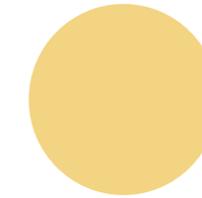
ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
vwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

Font for Web Applications: Lato (all weights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
vwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

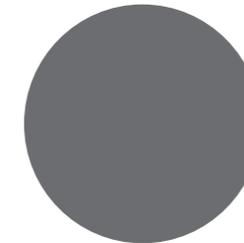
## Brand Guidelines: Color Palette

Brand Yellow



C: 05  
M: 15  
Y: 58  
K: 0

80% Grey



C: 0  
M: 0  
Y: 0  
K: 80

Gold Metallic



*For printed gold foil applications,  
as well as a sparingly-used design  
element where appropriate.*



Photo Art Direction

Product on Models - Studio & Indoors



Understated and minimally-styled.

Genuine skin-tones with a minimum of retouch. Should be aspirational but also feel authentic.

Product on Models - Outdoor



Soft natural light with styling that ties to the Scottish countryside.

Should be tied to the land and give a sense of the land where the company is based and that inspires its collections.



Understated and minimally-styled on white with some tone and shadows remaining.



Focus on stories that show off the hand made nature of the products.

Natural elements, soft colors, and bright neutrals.

Design and Brand Principals in Application

