



OFFICIAL BRAND MEDIA KIT

BRAND IDENTITY • STYLE GUIDE • MEDIA STANDARDS

GOOD VIBES • GOOD ENERGY • ONE FAMILY

MEET STEPH1OFFICIAL

Bayek Stephone Braswell • Official Master Biography



My name is Bayek Stephone Braswell, better known online as Steph1official. I'm a creator, gamer, livestreamer, entrepreneur, author, and podcast host. Across everything I build, from entertainment and technology to Steph1 Fam and creator support, my purpose is to bring people together and help turn ideas into opportunities.

Indiana roots and a lifelong love of gaming

I was born in Kokomo, Indiana, and raised in Indianapolis, Indiana. My mom introduced me to video games when I was just two years old, beginning a passion that has stayed with me for more than three decades. Growing up, I spent hours in arcades across the Midwest, discovering how easily a shared game could become a conversation, a friendship, or a reason to come back together.

During my teenage years, I competed in gaming tournaments. Those experiences taught me discipline, teamwork, perseverance, and the value of improving through practice. They also helped me appreciate the people around the game. Long before I had a channel of my own, I understood how much it mattered to have someone cheering you on.

Atlanta, entertainment, and entrepreneurship

My entrepreneurial journey took me beyond Indiana to Atlanta, Georgia, where I worked around the music scene and gained experience with the business side of entertainment. Atlanta became an important chapter in learning how creativity, relationships, and opportunity connect.

My broader background includes music production, artist development, A&R, distribution, licensing, studio creation, and talent management. Alongside that work, my interests expanded into brand strategy, creative direction, website and graphic design, and building businesses. These experiences continue to inform how I approach a project: understand the vision, give it a clear identity, and build the practical foundation to help it grow.

COMMUNITY & CREATOR SUPPORT

Official Master Biography • Continued

From supporting creators to going live

For years before becoming a streamer, I spent time in other creators' livestreams, joining conversations, encouraging their work, and getting to know their communities. Supporting people was already something I enjoyed doing.

In September 2024, I began my own streaming journey. Livestreaming brought together my love of gaming, technology, entertainment, and conversation. People who first arrived to watch became familiar faces, then friends. Those relationships grew into Steph1 Fam and gave me a clearer sense of what I wanted to build: a community where people could feel at home.

Streaming also showed me the obstacles creators face. I encountered people with ideas and ambition who lacked equipment, guidance, confidence, or someone willing to help. My own experience with discoverability, especially on Twitch, reinforced how difficult it can be to find an audience. I wanted to help make those early steps less lonely.

Steph1 Fam: a place to belong

Steph1 Fam brings together gamers, creators, entrepreneurs, viewers, and supporters through shared experiences and encouragement. Its foundation is simple: you don't have to pay to belong. Someone's place in the community should never depend on their spending, follower count, or status.

I want people to feel comfortable asking questions, sharing what they know, finding collaborators, and celebrating one another's progress. The friendships and trust we build are what give the community meaning. Good vibes and good energy start with how we treat each other.

Turning support into opportunity

That commitment helped lead to Steph1 Fam Agency, founded in 2026 to support TikTok LIVE creators through education, mentorship, networking, and ongoing guidance. My experience on both sides of a livestream shapes the way I want the agency to work: with honesty, respect, and attention to the person behind the channel.

Potential often appears before popularity. I want developing creators to have access to people and resources that help them move forward, whether they need feedback, a connection, or encouragement to begin. The agency's long-term vision includes reinvesting in creators and helping future community leaders develop. Its guiding promise is One Family. Real Support. Real Growth.

Gaming remains part of that journey. Participating in the Epic Games Creator Program is another connection between my lifelong passion and the brand I'm building, with supporters able to use creator code Steph1official.

THE STEPH1OFFICIAL ECOSYSTEM

Official Master Biography • Continued

Conversations, writing, and new ideas

My work also extends into podcasting and authorship. Let's Talk About It — The Official Podcast from Steph1official gives me space for conversations about creator life, business, community, current events, and personal experience. I want room for humor, honest reflection, and different perspectives.

Through my writing, books, and the Steph1official Blog, I explore ideas beyond the pace of a livestream. Writing lets me develop stories, share lessons, and leave something readers can return to. Each format gives me another way to communicate and connect.

Building the Steph1official ecosystem

Under BRASWELL ENTERPRISES LLC, my work continues to expand across entertainment, businesses, media, technology, and creator-platform projects. I approach those projects with a willingness to experiment, learn, and turn promising ideas into useful experiences, services, and opportunities.

The Steph1official ecosystem connects these interests through a shared purpose. A stream can introduce people. A conversation can inspire a collaboration. A business or platform can give that collaboration somewhere to grow. I want the things I build to create possibilities for others as well as for myself.

The future I want to build

One of my personal ambitions is to establish a nonprofit in honor of my late aunt. That remains a future goal, rooted in a desire to support people facing challenges such as homelessness, food insecurity, and mental health needs, while creating opportunities for youth mentorship and community outreach.

From my Indiana upbringing to Atlanta's music scene, from supporting livestreams to building my own community, people have remained central to my story. I want to keep creating work that entertains, helps someone take a first step, and gives people reasons to believe in themselves and one another.

I'm still learning, still creating, and still building. Whether you found me through gaming, the agency, a podcast, my writing, or a project that caught your attention, welcome to Steph1official. There's room for you in what comes next.

GOOD VIBES • GOOD ENERGY • ONE FAMILY.

BRAND FOUNDATION

The master identity for the Steph1official ecosystem



STEPH1OFFICIAL

A creator-led ecosystem built around media, community, entertainment, products, publishing, music and original intellectual property.

CORE COMMUNITY LANGUAGE Good Vibes • Good Energy • One Family

The crowned S is the master visual signature. It can function as a standalone icon, product mark, social avatar, watermark, favicon, merchandise mark and ecosystem endorsement symbol.

Naming rule: the public-facing master wordmark is always written as Steph1official / STEPH1OFFICIAL, retaining the numeral “1.”

Stephone footwear and STEPHONE Jewelry may share the crowned-S visual language while retaining their own product-brand names. This creates a recognizable family relationship without renaming those brands.

OFFICIAL COLOR SYSTEM

Digital-first values with production guidance



COLOR	HEX	RGB	USE
Obsidian Black	#050505	RGB 5, 5, 5	Primary background
Royal Gold	#D9A62E	RGB 217, 166, 46	Primary brand gold
Crown Highlight	#F4C75A	RGB 244, 199, 90	Metallic highlight
Heritage Gold	#9B6410	RGB 155, 100, 16	Deep gold / shadow
Steph1 Cyan	#00E5FF	RGB 0, 229, 255	Digital accent
Ivory White	#F7F4EC	RGB 247, 244, 236	Light neutral
Graphite	#111318	RGB 17, 19, 24	Dark panels

Metallic note: the logo uses dimensional gold highlights and shadows. Royal Gold is the base digital reference; Crown Highlight and Heritage Gold form the approved metallic range.

Print production: confirm CMYK/Pantone equivalents with the specific printer, substrate and finish before manufacturing. Metallic foil, gold plating and screen color should not be treated as visually identical.

LOGO SYSTEM

Master mark, wordmark and usage hierarchy



PRIMARY LOCKUP

Crowned S + STEPH1OFFICIAL wordmark

Use for press materials, websites, social headers, formal brand presentations and official announcements.

Never change STEPH1OFFICIAL to STEPHONE in the master identity.

Approved secondary forms

- Crowned S icon - standalone when the Steph1official identity is already clear.
- STEPH1OFFICIAL wordmark - typography-only situations.
- One-color gold, one-color white, or one-color black reproductions when production requires a flat mark.
- Transparent-background master asset for overlays, apparel, packaging and compositing.

Clear-space rule: preserve empty space around the logo equal to at least the width of the vertical center staff. Do not crowd it with text, borders or partner logos.

BRAND ARCHITECTURE & USAGE

How the master identity relates to the ecosystem



MASTER BRAND	STEPH1OFFICIAL
PRODUCT BRANDS	Stephone • STEPHONE Jewelry
MUSIC	STEPH1 Records • STEPH1 Music Publishing
COMMUNITY	Steph1 Fam
MEDIA / CREATOR IDENTITY	Steph1official

Do

- Keep the crown, S and central staff proportions intact.
- Use the gold-on-black version for premium flagship applications.
- Use the cyan accent selectively for Steph1official digital ecosystem materials.
- Keep the numeral 1 in Steph1official.
- Maintain strong contrast and generous negative space.

Do not

- Stretch, skew, rotate or redraw the emblem.
- Replace the gold with random gradients or unrelated brand colors.
- Add “Built on Family. Crowned in Legacy.” to the Steph1official master lockup.
- Confuse the master Steph1official wordmark with the separate Stephone product-brand name.
- Place the detailed metallic mark over busy imagery without a controlled backing field.

MEDIA & PRODUCTION APPLICATIONS

Practical deployment standards



APPLICATION	STANDARD
SOCIAL AVATAR	Crowned S icon only; centered; high contrast.
WEBSITE HEADER	Primary lockup or icon + STEPH1OFFICIAL wordmark.
PRESS / MEDIA KIT	Primary gold-on-black lockup.
VIDEO WATERMARK	Simplified crowned S; low visual weight; safe-margin placement.
MERCH / EMBROIDERY	Flat one-color mark when fine metallic detail cannot reproduce.
FOOTWEAR / JEWELRY	Crowned S may serve as the shared house signature; product-brand naming remains Stephone / STEPHONE Jewelry.
PACKAGING	Gold-on-black preferred; foil, deboss or metal plaque treatments where technically viable.
FAVICON / APP ICON	Crowned S only; simplify small details at tiny sizes.

Recommended master asset package: transparent PNG, black-background PNG, SVG/vector master, monochrome black, monochrome white, flat-gold version, favicon/app-icon crops, and horizontal/stacked lockups.

BRAND QUICK REFERENCE

One-page handoff for designers, editors and partners



OFFICIAL MASTER NAME	Steph1official
DISPLAY WORDMARK	STEPH1OFFICIAL
MASTER SYMBOL	Crowned S with central staff
PRIMARY PALETTE	Obsidian Black + Royal Gold
DIGITAL ACCENT	Steph1 Cyan
COMMUNITY LINE	Good Vibes • Good Energy • One Family
PRIMARY VISUAL TONE	Luxury • Regal • Modern • Creator-led
MASTER LOGO BACKGROUND	Black preferred
PRODUCT-FAMILY CONNECTION	Stephone / STEPHONE Jewelry may share the crowned-S house signature

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