



AILSISE BURNS

BRAND GUIDELINES

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WHAT ARE BRAND GUIDELINES?

Brand guidelines focus on a brand's history, vision, personality, tone and voice as well as key values.

They discuss logo usage, colour palettes and what they should look like for print, screen and web.

Brand Guidelines include different type styles, image styles and business card and letterhead designs.

It outlines to designers their limitations, what they can and can't do with the brand and allows them to know what the business/brand expects.

Brand guidelines can be called brand standards, style guides, and sometimes brand books.

WHY CREATE YOUR OWN?

I am going to create my own so that people have a clear idea as to how I want my brand to be represented at all times, be that how my different elements are used, and what tone of voice to use.

MY GOALS

My Main goal is to create designs that are:

- Clean and Clear
- Appropriate for the Purpose
- Practical but different
- Unique to existing designs

MY VISION

I want to have a unique business which not only concentrates on UI design, but many other aspects of design, such as illustration.

I want to be the best within my craft, and have a reputation for working hard to get to where I want to be.

WHO IS AILSISE?

I am a creative young adult with a love for food, travel and animals. I enjoy reading novels and spending time with family. I am driven, reliable and competitive. I am currently trying to become a better designer and improve my skills within my craft.

WHAT KIND OF DESIGNER AM I?

I love simple and practical design. I am influenced by the Bauhaus movement, as well as designers such as Saul Bass and Kyle Tezak. I love to incorporate simple illustrations and different 'tweeks' to my designs to make them stand out from existing designs and illustrations.

VOICE AND TONE

I would like the voice and tone to be causal and friendly, and always in first person. I feel speaking in first person allows others to connect with me as a person, and my brand. It allows me to build rapport with potential clients and makes contacting me less intimidating.

LOGOS

MONOGRAM

I created my Monogram using Megrim Typeface. The A and B should be overlapping as shown below. The font size is 300 but that is subject to change in different circumstances.



I have chosen this font as it is consistent to the wordmark. It is unique and abstract, which is how I want my brand to be represented.

MONOGRAM AND COLOUR

The Monogram will only be specific colours so that it is not inconsistent. The word mark will generally be black but if needed it can be these colours shown below.



Black is the main colour due to the high contrast and easy readability. Grey is similar but relates back to my colour scheme. The two coral pink/orange colours are the main colours in the main and substitute colour palettes and are bright and eye-catching.

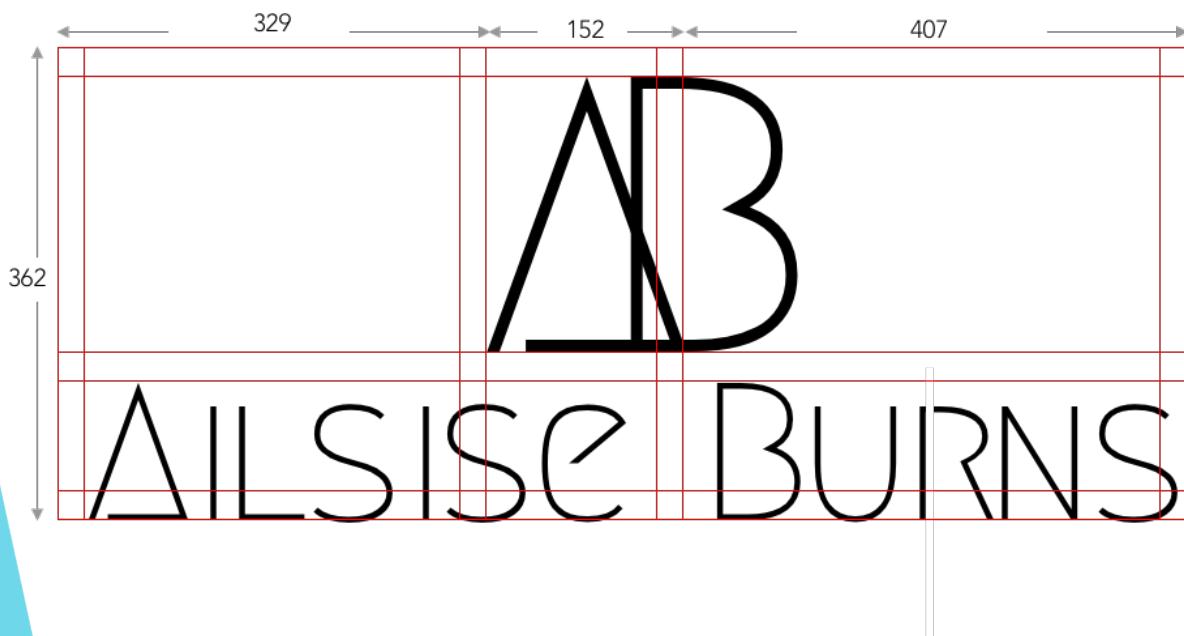
LOGOS

MONOGRAM WITH BACKGROUND COLOUR

The Monogram should always be presented with a white background - as it makes it clean and clear.

MONOGRAM AND WORDMARK

The Monogram should always be used with the wordmark- it should be centred above it.



Above are the dimensions of spacing, this ratio should be consistent always for a professional logo. The space between the wordmark and the bottom of the monogram is 23pts, again this should be consistent and used as a guide for the ratio.

Logos

MONOGRAM - DOS

Use the Monogram appropriatley with the right spacing and colour whilst centred above the Wordmark.

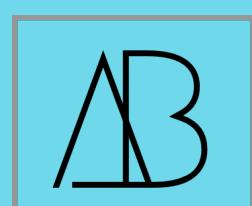
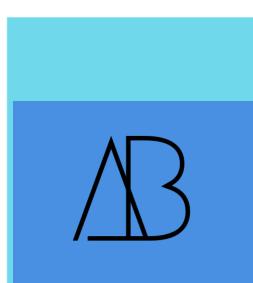


MONOGRAM - DON'TS

Do not change the colour scheme, or add any styles such as blurs/outlines.

Do not change the placement, or add background colours.

Do not place the visual marque with the monogram or place it within a shape



LOGOS

WORDMARK

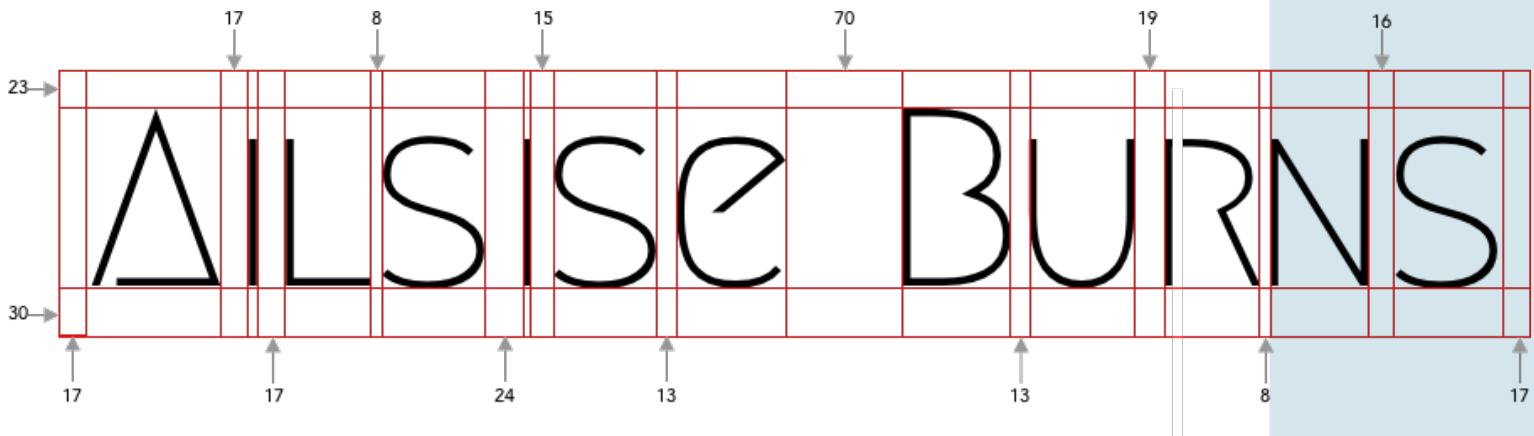
I created my wordmark using Megrim Typeface. The reason was because of how unique it is- similar to myself and even the spelling of my first name. It has that unfinished look due to the small gaps in the 'A' which makes it stand out.

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WORDMARK AND COLOUR

To ensure consistency the wordmark will always be the same colour as the Monogram and will always be on a white background. You can find these colours in the Monogram content. The only exception being the website where it uses the deep magenta type colour with a blue banner colour.

WORDMARK SPACING

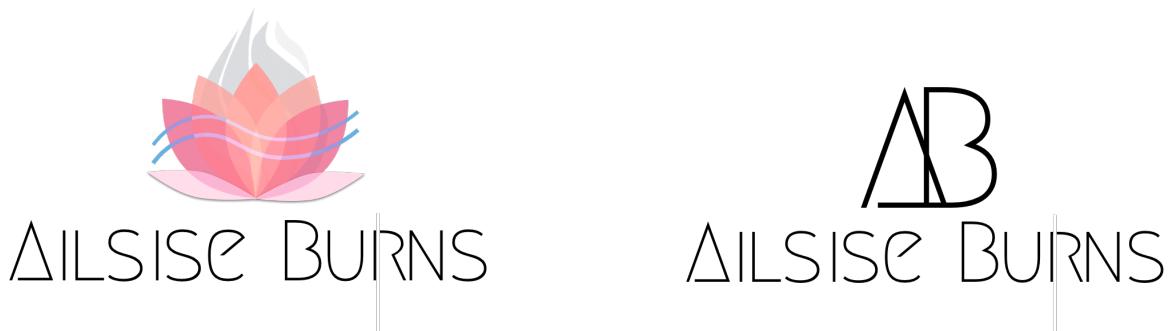


This guide of measurements should be a guide for spacing and padding of the wordmark.

LOGOS

WORDMARK - PROPORTIONS

The word mark should always be placed at the bottom and centred to the visual marque or monogram- and should always act as a base. As shown below.



WORDMARK- SIZING

The wordmark will always adjust to the sizing of the Monogram and Visual Marque. There is no minimum or maximum sizing as long as the quality does not become pixelated, blurred or lose readability due to being too small or too large.

WORDMARK- WHEN TO USE IT.

The wordmark is only to be used accompanying the monogram or visual marque. It should be used in all publicity associated with the brand and any company documents.

Logos

WORDMARK - FINISHING TOUCH

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Above I have highlighted the small detail of the gap on the 'R', giving it a small difference to the original Megrim, I did this to exaggerate the 'unfinished' look. This is only to be used in the Wordmark and only on the letter 'R'.

WORDMARK - DOS

Use the Wordmark appropriately with the right spacing and colour. With either the Monogram or Visual Marque centred above.



Logos

WORDMARK - DON'TS

Do not change the colour scheme, or add any styles such as blurs/outlines.

Do not change the placement, or add background colours.

Do not place the visual marque or Monogram in the wrong position or place the wordmark within a shape

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LOGOS

VISUAL MARQUE

I created the Visual Marque using Sketch.

I wanted to create a unique and simple visual marque representative of my brand.

The water marks represent the meaning of the surname Burns- which means Burren/river.

The flame represents the literal meaning of the word burns.

The lotus flower is an Indian flower, it represents my first name Ailsise(pronounced Alisha) which is a very popular Indian name for women and girls.



VISUAL MARQUE AND COLOUR



There are two main colour palettes, and I have created a second version of the visual marque to represent it. This is only to be used when the main colour palette is not appropriate.

LOGOS

VISUAL MARQUE AND BACKGROUND COLOUR

The background colour should always be white, for a greater contrast.

VISUAL MARQUE POSITIONING



The visual marque should always be centred above the wordmark, with a 23pt gap.

VISUAL MARQUE-DIFFERENT VERSIONS



I created two main versions-the filled visual marque, and the more intricate outline visual marque.

The filled visual marque is for general use.

The outline visual marque is for uses where something simpler and more delicate is appropriate.

LOGOS

VISUAL MARQUE- DOS

Use the Visual Marque appropriately, using only the different versions and colours below. It can be used with or without the wordmark.

There is no minimum or maximum size as long as it can be seen in full without losing readability or quality.



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VISUAL MARQUE- DON'TS

Do not change the colour scheme, add any styles such as shadows/outlines.

Do not add background colours or place it in the wrong position

Do not place the visual marque with the Monogram or within a shape.



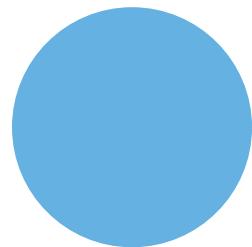
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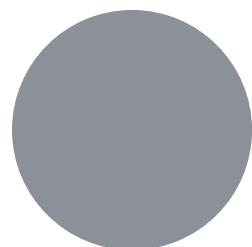
COLOUR PALETTE

MAIN COLOUR PALETTE

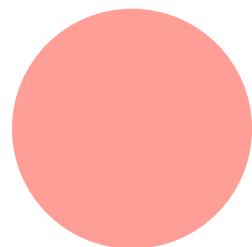
The reason for these colour choices was because as a group they worked well and complimented one another, as well as not being too harsh. I brainstormed some of my favourite colours to create the colour palette.



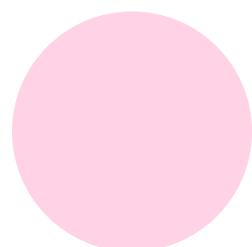
RGB: 100:176:226
CYMK: 57:17:0:0
Hex: #65B1E2



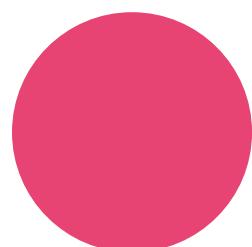
RGB: 139:144:153
CYMK: 49:38:32:2
Hex: #8C9099



RGB: 255:157:150
CYMK: 0:48:31:0
Hex: #FF9E96



RGB: 255:210:229
CYMK: 0:22:0:0
Hex: #FFD2E5

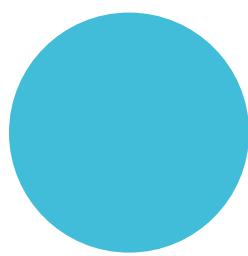


RGB: 232:68:115
CYMK: 2:88:33:0
Hex: #E84473

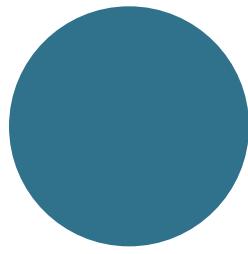
COLOUR PALETTE

SUBSTITUTE COLOUR PALETTE

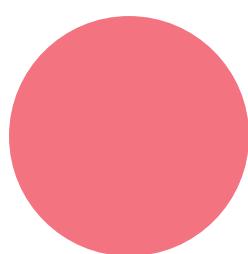
The reason for these colour choices was because as a group they worked well and it complimented and contrasted the original colour palette to give a good balance of colours. Again, these were created by brainstorming my favourite colours.



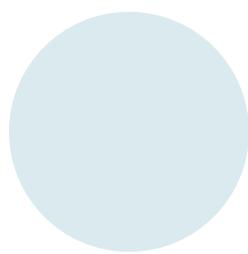
RGB: 65:189:217
CYMK: 64:3:11:0
Hex: #41BDD9



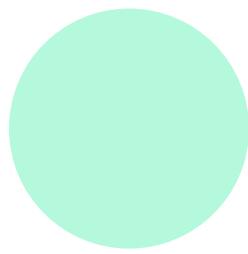
RGB: 48:113:139
CYMK: 83:47:33:7
Hex: #30728C



RGB: 243:115:129
CYMK: 0:69:34:0
Hex: #F37381



RGB: 218:234:239
CYMK: 13:2:4:0
Hex: #DAEAEF



RGB: 180:249:220
CYMK: 26:0:21:0
Hex: #B5F9DC

COLOUR PALETTE

COLOUR PALETTE - DOS

Use the colour palette appropriately by having the darker colours for text and headings, whilst having the lighter colours primarily for graphic devices and highlighting.

If darker colours are used for graphic devices, the opacity should be reduced so the text can be seen clearly.

HEADING

HIGHLIGHTING

COLOUR PALETTE - DON'TS

Do not use the lighter colours from the palettes for text or headings.

Do not use more than one colour palette at once - maximum of 5 colours at once.

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TYPOGRAPHY

HEADINGS

For all Headings and sub—headings *Megrim* should be used. The reason I chose this was because reinforces the brand.

HEADINGS AND SUB HEADINGS

There is no minimum/maximum sizing as it is subjective to the use. But for general use (such as this document) the Main heading size is 38, and the sub heading size is 30.

CONTENT

For all content, the type face *Avenir Light* should be used, because it is clean and clear.

Avenir

Again, the size is subjective to the use. But there should be a clear hierarchy between content and headings, with the content being much smaller.

Bold should not be used, however Italic should be used when using names e.g. *Paul Rand*.

TYPOGRAPHY

SUBSTITUTE TYPEFACE

For my substitute typeface, I have chosen 'Arial', due to it being a common sans-serif typeface.

This will be used when *Megrim* and *Avenir* is not available.

'Arial'

Again, the minimum and maximum size is subjective to the use, but it should be clear and easy to read without losing readability.

There should also be a clear hierarchy between headings, sub-headings and content.

GRAPHIC DEVICES

WHAT IS A GRAPHIC DEVICE?

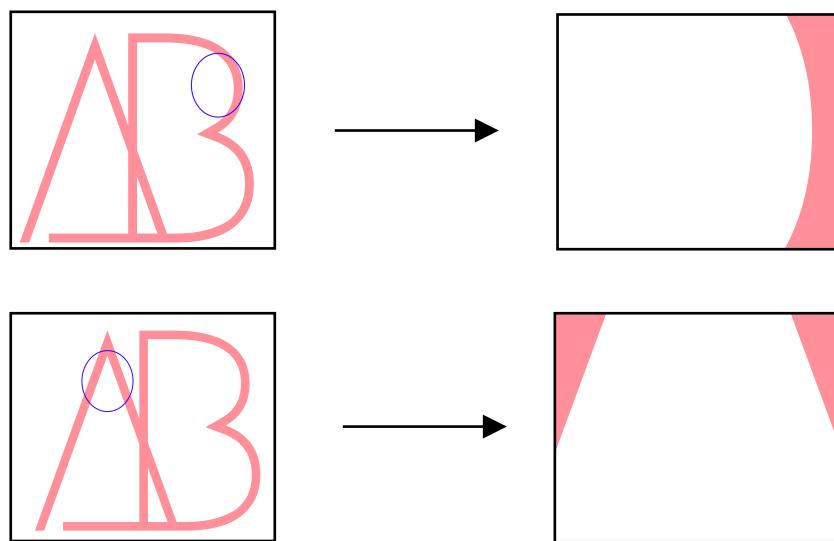
The literal meaning of a graphic device is an image or visual representation of an object or thing.

HOW AM I USING GRAPHIC DEVICES?

I have decided to further reinforce the brand by using parts of the Monogram, in all the different colours of the colour palettes to create backgrounds, or layouts throughout all documentation. I think it is a fun and creative way to break up information, and stop it from being a one- colour background, allowing some negative space, and allows the content to have room to breath.

EXAMPLES

This whole document is an example of how to use different graphic devices as a background. Below is how it is created and laid out.



GRAPHIC DEVICES

RULES ON HOW TO USE

- The graphic device should never overpower the page, nor cover any writing or make the writing hard to see/read.
- There should always be more white space than colour.
- The opacity can be reduced to make the colours less vibrant.
- Graphic devices do not always have to be seen-sometimes they can be used for layout guides only instead of backgrounds. Their use is versatile and adaptable.

IMAGERY

RULES TO FOLLOW WHEN USING IMAGERY

- The images used should always be first hand sources, never copied from some one else's work or from the internet.
- No styles should be applied, if needed a 1px black border can be added.
- The sizing and layout of images is subjective to their use. However, an image should never lose readability or quality due to size.
- The image does not have to have specific brand colours, but should not look edited by adding unnecessary filters.

DOS



DON'TS

