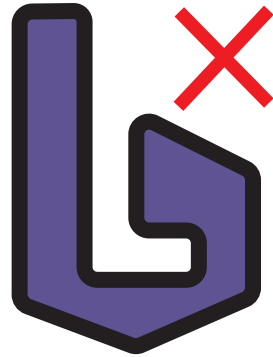


Misuse



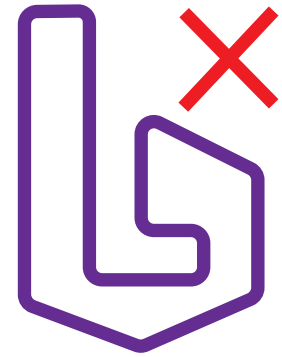
Gradients



Outlines



Drop shadows



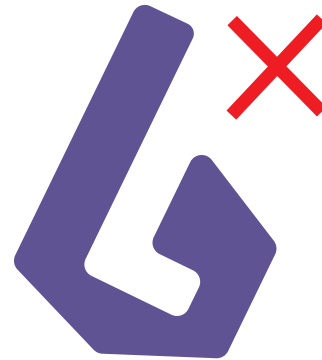
Wire frame



Patterns



Vignettes



Tilt



Distortion

Colour schemes

Primary colour scheme:

#605495

RGB (96, 84, 149)

CMYK (36%, 44%, 0%, 42%)

Pantone Solid Coated 2096 C

The purple shade will be the primary colour, while the alternate two are for clashing backgrounds or printed documents lacking colour

Secondary colour schemes:



#000000

RGB 00, 00, 000

CMYK 0% 0% 0% 0%

Pantone Solid Coated
Black 6 C



#BCBEC0

RGB (188,190,192)

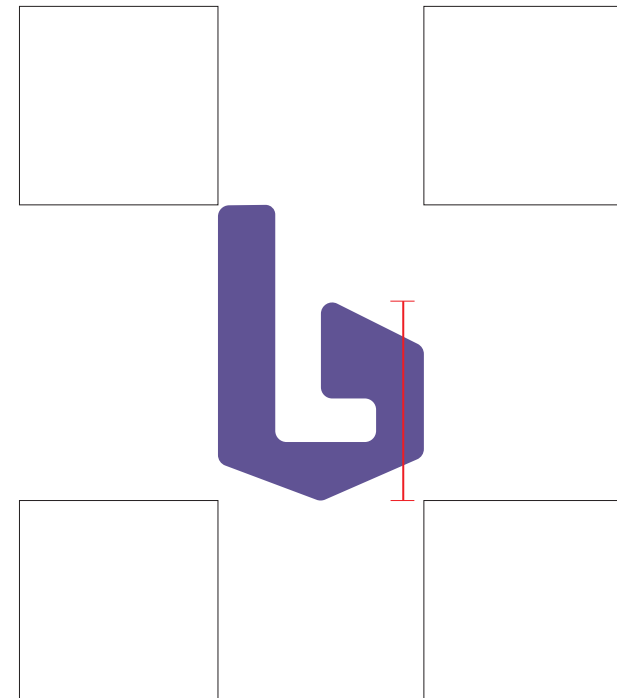
CMYK 2% 1% 0% 25%

Pantone Solid Coated
Cool Gray 4 C

Sizing and Spacing

The clearing space for the monogram is equivalent to the height of the mid section

The minimum size of the monogram is 12.5mm on print and 50px wide on screen



on screen minimum
- 50px wide

Typeface

The typeface which is to be used is Exo medium.
This font is easily accessible for free through
Google Fonts.

In the absence of Exo it is acceptable to use
Helvetica Neue.

Exo Medium 20pt

Helvetica Neue 20pt

Wordmark

The wordmark can be seen on the right, in the various colours stated previously.

The wordmark consists of the monogram alongside text in Exo Medium font

The same misuse principles apply to the wordmark



Brendan Lemon



Brendan Lemon



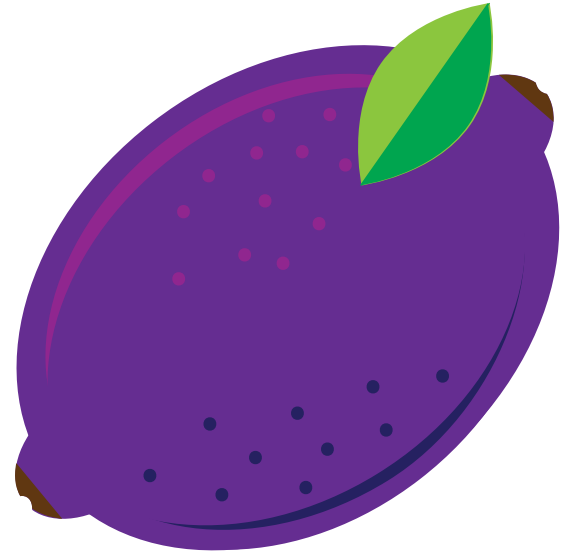
Brendan Lemon

Visual marque

The visual marque is characterised by a unique part of me - my surname!

You may wonder why this peculiar lemon is purple. Purple is a colour of ambiguity, individualism, nonchalance, and creativity.

The marque also pays homage to the term Purple Squirrel - i.e. someone who fits a job role perfectly, but is very rarely occurring.

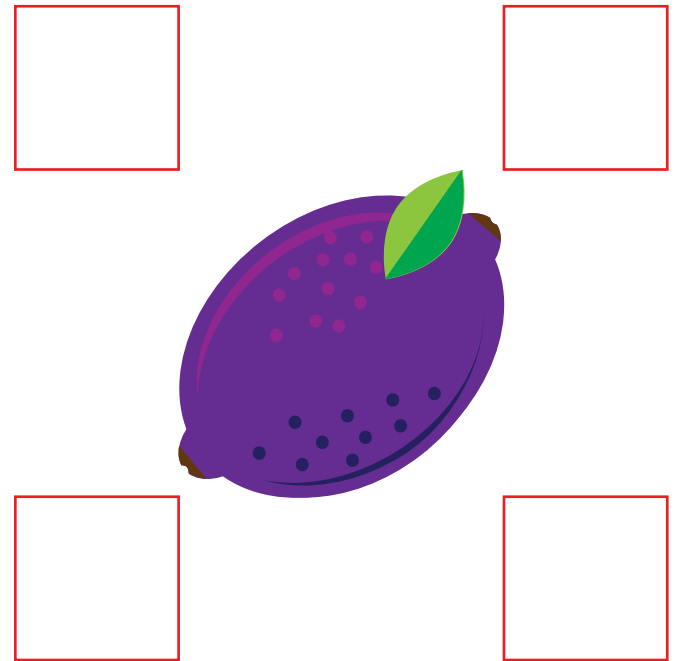


Visual marque continued

The same misuse principles apply to the visual marque as with the monogram.

The spacing is demonstrated as 50% of the marque's height, in a square.

Only one colour scheme is accepted for the visual marque

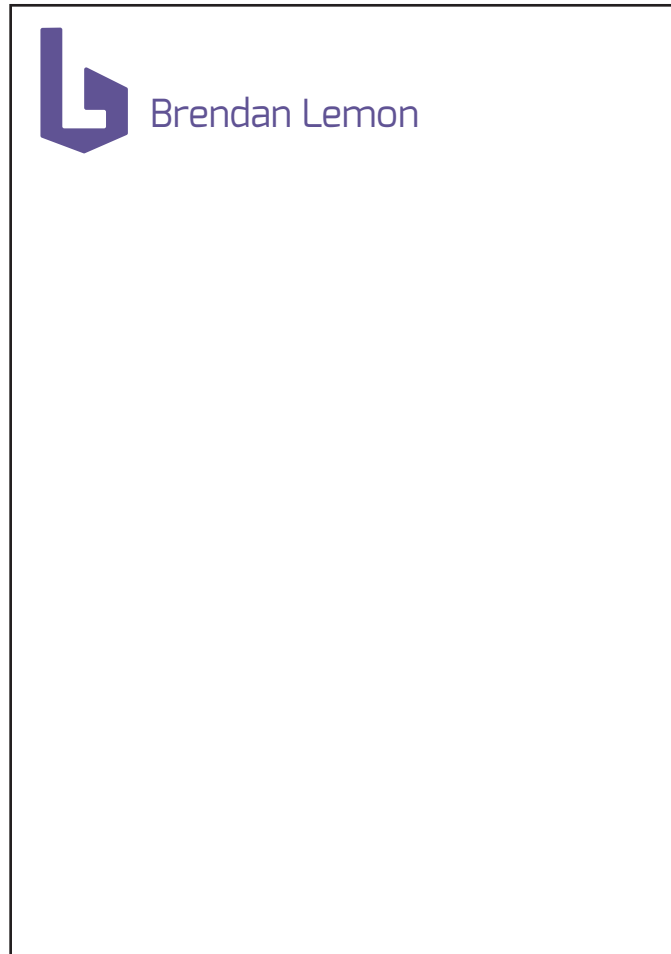


Paper applications

Here are some examples of the word mark being used in off-screen applications.

The word mark is to be used in all instances, following all standards previously mentioned.

Letter head



Business card

