

CALUM DIXON

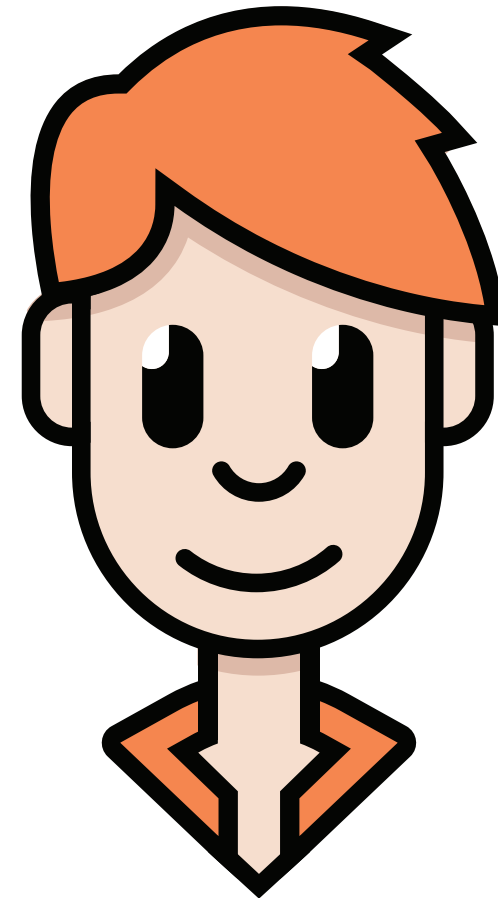
BRAND GUIDELINES

Who am I?

Hi there, I'm Calum Dixon, Brand Designer, Illustrator and I'm a UI/UX designer based in Northern Ireland but I have interests within all mediums, I've dipped my toes into Web design, Motion Graphics, Video Production, Audio Engineering, Photography and pretty much everything else under the sun.

What is my goal?

My mission as a designer is to create memorable brands and experiences that leave an impact on people, I aim to do this by bringing Illustration and Iconography to the forefront of UI and UX design and by filling my creations with personality and character, I want your idea to be far more than a pretty picture but it's nice if it can be that to.

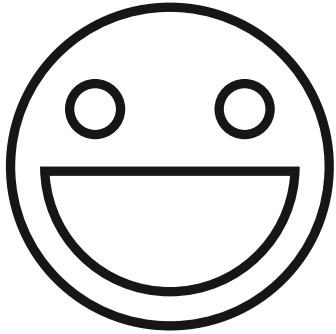


I Speak in First Person

My tone is also...

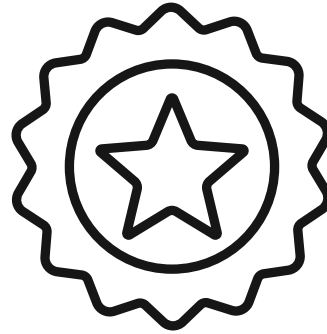
- Casual speaking
- Fun but never Inappropriate
- Empathetic
- Upbeat but only when appropriate

My Values



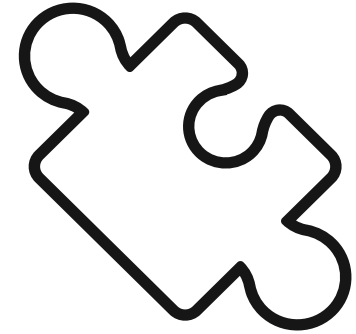
Character

I am a firm believer in using personality in design to stand out from the crowd. Character is also a great way to create or further a narrative.



Quality

I work as hard as I can to create the best quality work to my ability, not only to help others but also for myself, as I need to be completely satisfied with the work to be happy.



Solutions

I work with people to solve problems through the design process, I want help others identify the real issue they are facing and help solve it through design thinking.

Mano a Mono-gram

Meet the Monogram

My monogram is...

- Professional
- Geometric, Modern and Bold
- Symmetrical (Kinda)

When should you use the monogram?

My monogram exists as the most professional element of my brand identity and should only be used when trying to represent myself in a professional manner.



The Do's and Don'ts



Do not use colours outside of given colour palette



Do not squash or stretch



Do not adjust spacing between letters



Do not alter the shape of the monogram.



Do not rotate, unless done when creating a pattern.



Do not use more than one colour, unless in done when creating a pattern.

Do's and Don'ts



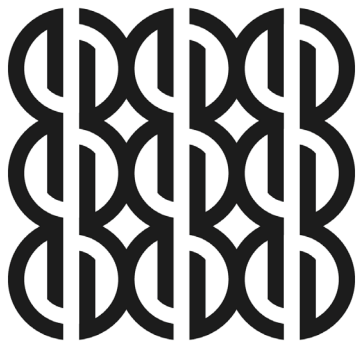
Do use the monogram in it's original state.



Do use with approved colours



Do use with coloured backgrounds



Do create patterns using the monogram



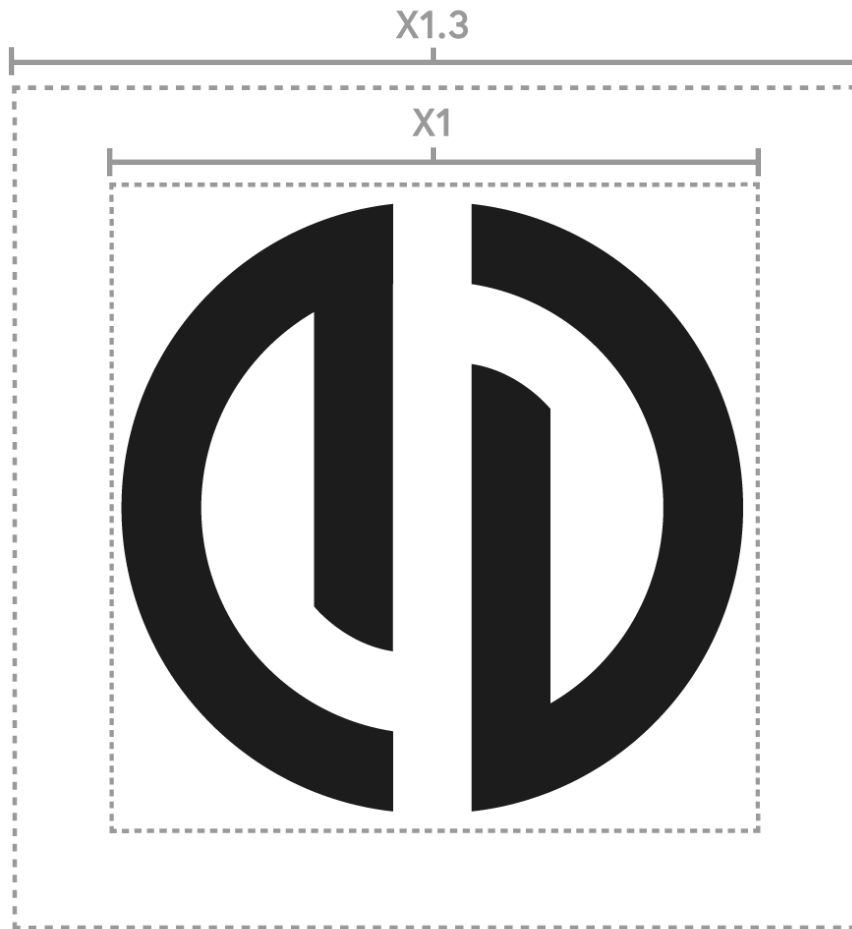
Do use alongside photos



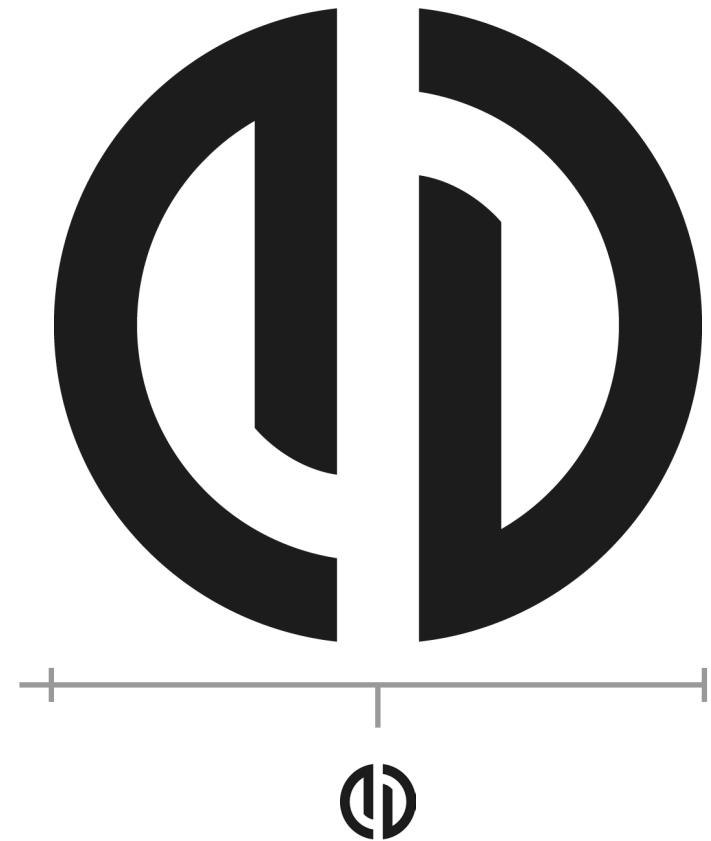
Do use monogram in inversed colours

Scale and Isolation Rules

Isolation Area



Minimum Scale



Minimum scale to be 10mm in
print or 32 px in digital formats

That Will
Leave a
Marque

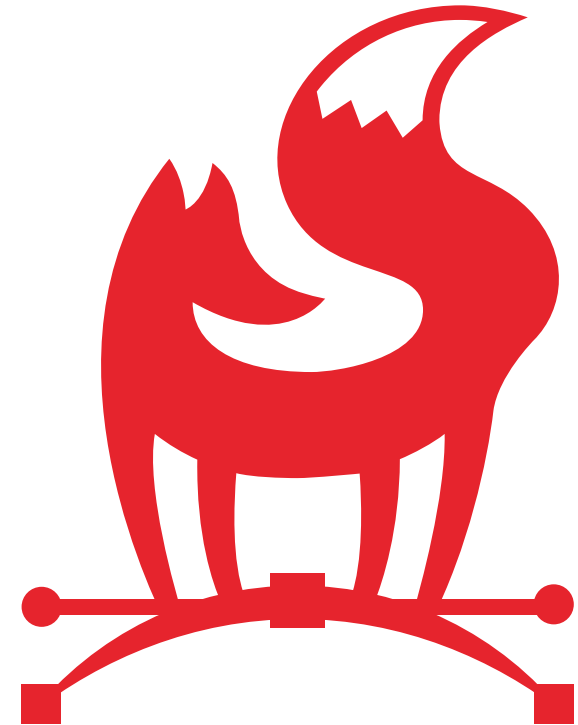
Meet the Visual Marque

My Visual Marque is...

- Casual
- Illustrative, Modern and Bold
- Asymmetrical (Kinda)

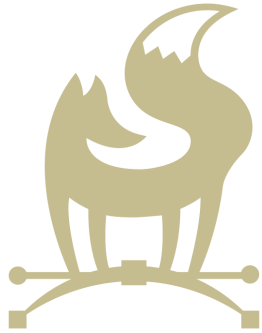
When should you use the Visual Marque?

My visual marque is to act as a more casual and illustrative representation of myself, It should be used when trying to less serious situations such as social media accounts.



Legs and arch are symmetrical

The Do's and Don'ts



Do not use colours outside of given colour palette



Do not fill in the white space within tail



Do not squash the visual marque



Do not remove the beizer points from the visual marque



Do not rotate the visual marque.



Do not stretch the visual marque

The Do's and Don'ts



Do use the visual marque in it's original state.



Do use the visual marque in other approved colours



Do use with coloured backgrounds but only if necessary



Do use with photos



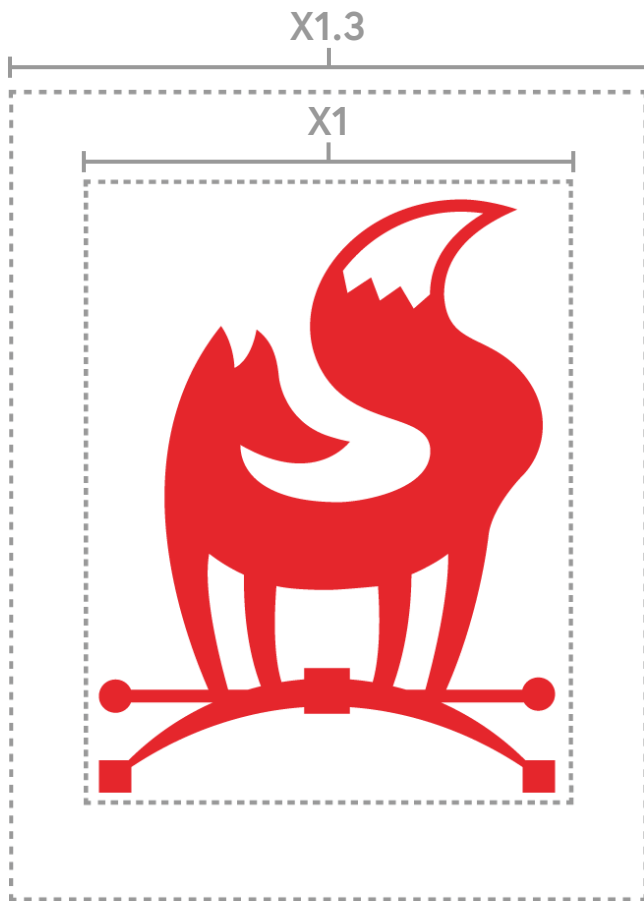
Do use in black and white



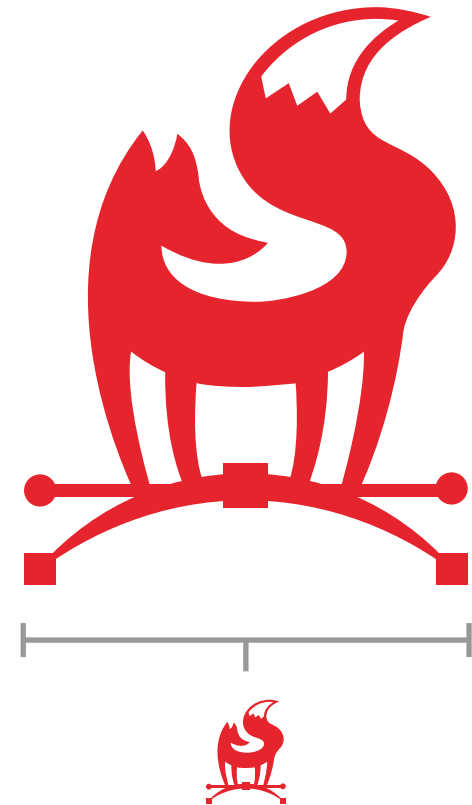
Do use in inversed black and white.

Scale and Isolation Rules

Isolation Area



Minimum Scale



Minimum scale to be 10mm in width for print or 32 px in width for digital formats

Make Your Mark

CALUM DIXON

When should you use the Wordmark?

My wordmark acts a consistent part of my brand, it can be used with both my monogram and visual marque. Use the wordmark with these elements to introduce people to the brand so that they associate the visual marque and monogram with the myself.

My Wordmark is...

- Professional but with a Lively twist.
- Supporting, In addition, Bridging the gap between the visual marque and monogram.
- Geometric, Modern and Bold

The Do's and Don'ts

CALUM DIXON

Do not use colours outside of given colour palette

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Do not reattach the letters X and A

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Do not squash the wordmark

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Do not stretch the wordmark

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Do not rotate wordmark in intervals other than 90 degrees

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Do not adjust the kerning of the wordmark

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Do not mix colours throughout wordmark

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Do not remove space between first and last name

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DIXON

Do not stack the first and last name

The Do's and Don'ts

CALUM DIXON

Do use wordmark in it's
Original state



Do use with photos

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Do use the wordmark in other
approved colours



Do use wordmark in inversed
colours

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Do not squash the wordmark

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Do change the colour of each
word but avoid if possible.

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You can remove space between
words if 2 colours are used



Do create patterns using the X
and A of the wordmark

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Do pair the wordmark with
other brand elements

Ways to pair the wordmark

I thought it would be helpful to show ways to pair the wordmark with other brand elements but you are not limited to using these techniques



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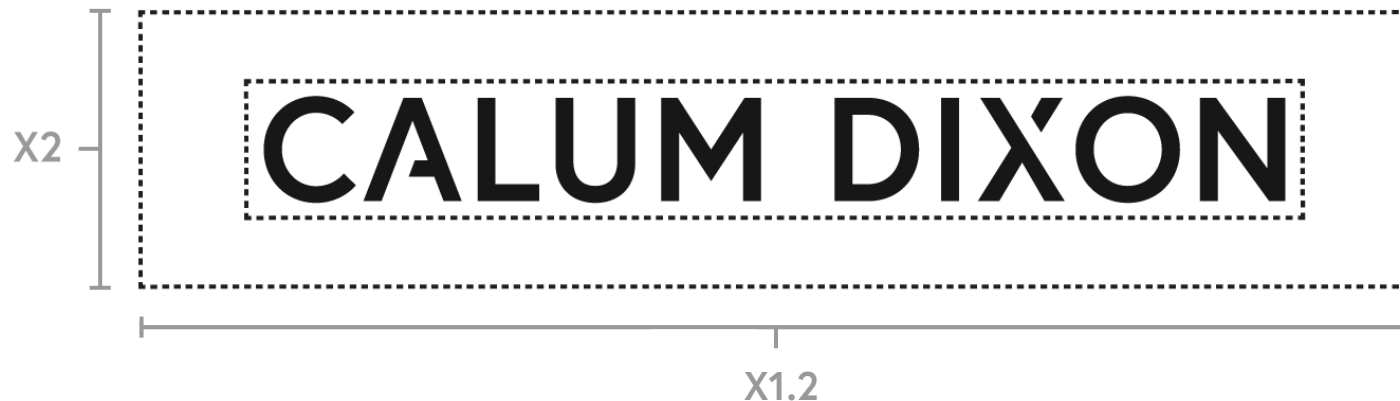
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Scale and Isolation Rules

Isolation Area



Minimum Scale

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Minimum scale to be 20mm in width for print or 64 px in width for digital formats.

Just My
Type

Say Hi, To Europa

Why? Europa

Europa is a great geometric font, It comes in 3 variants; ***Europa Bold***, *Europa Regular* and *Europa Light*. The type is great because it is professional but has personality woven into the style of the letters, such as its sharp v's and w's.

Europa Bold

Europa Regular

Europa Light

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

0 1 2 3 4 5 6 7 8 9

If you can't get Europa
working or can't get
the files you can use
these instead.

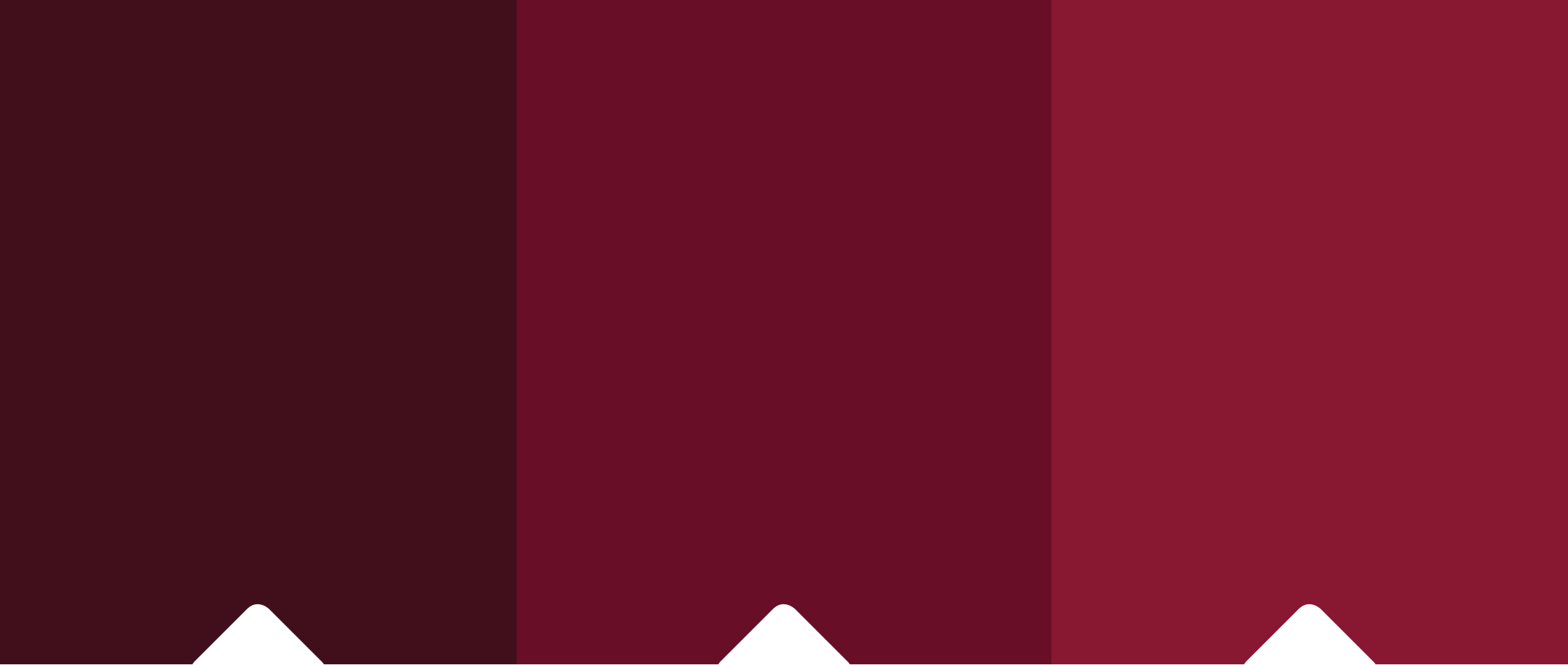
Open sans
Arial

Colour me
Impressed



HEX	#ffffff	HEX	#e02b2b	HEX	#1a1a1a
RGB	255,255,255	RGB	224,43,43	RGB	26,26,26
CMYK	0,0,0,0	CMYK	6,97,95,0	CMYK	72,66,65,78
PANTONE	None	PANTONE	1788C	PANTONE	289C

Extending the Palette



HEX **#42111d**
RGB **66, 17, 29**
CMYK **47, 86, 65, 69**
PANTONE **4975C**

HEX **#691329**
RGB **102, 19, 41**
CMYK **35, 97, 69, 47**
PANTONE **7421C**

HEX **#8a1934**
RGB **138, 25, 52**
CMYK **30, 99, 72, 30**
PANTONE **202C**



HEX	#e34b4b	HEX	#f37359	HEX	#fed091
RGB	227, 75, 75	RGB	243, 115, 89	RGB	254, 208, 145
CMYK	5, 86, 71, 0	CMYK	0, 69, 66, 0	CMYK	0, 20, 47, 0
PANTONE	7625C	PANTONE	164C	PANTONE	148C

Exceptions to the Colour Guide

You can use colours outside of the defined when creating illustrations for branded products.

Although If possible try to avoid colours unreacted to the colour palette, eg: use shades of pink over purple because pink is within the extended palette.

When to use Extended Palette

You can use the extended colour palette when you believe it would work best. eg: use the colour palette to categorise content, for example yellow can be used to categorise branding projects on a webpage.

Capturing a Scene

A Guide to Imagery

When to use images

I only plan to use images when necessary as I want to focus on using illustration throughout my brand when I can. Use images when they are needed or if they suit the work more appropriately; such as designs that are formal as my illustration style would not reflect this.

What images to use

I don't want to place restrictions on the types of photos used for designs within my brand. The only restriction I will place is that they should not be inappropriate.

Image Styling

I thought it would be helpful to show some examples of how images can be styled for the brand. Although there are no restrictions limiting images to these styles.



Do use images in their
Original state



Do use gradient maps to create
duo-tone images



Do use black & white images



Do shift images into warmer tones
for to appear more friendly

