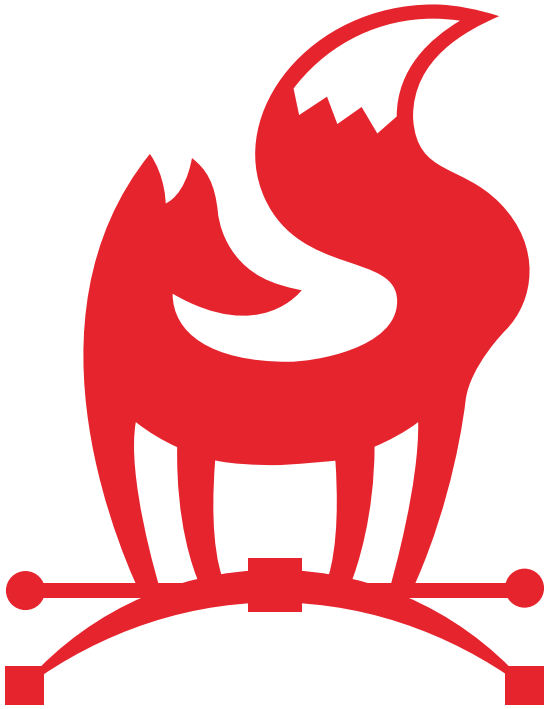


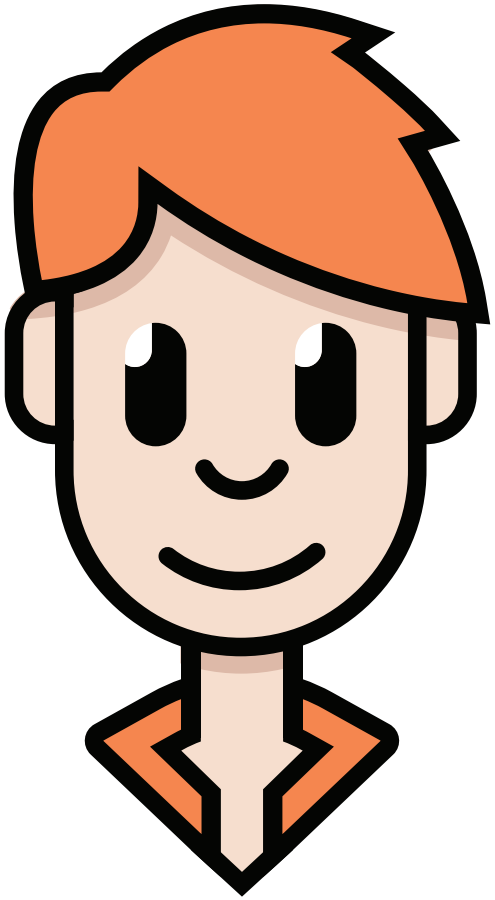
# CALUM DIXON

## BRAND GUIDELINES

# Profile

## 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?

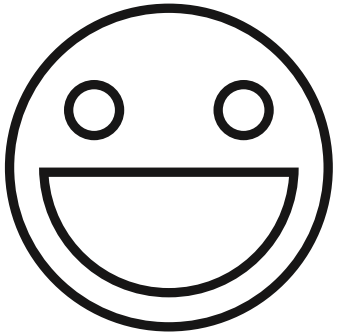
My mission as a designer is to create memorable brands and experiences that leave an impact on people, I aim to do this by bringing Illustration and Iconography to the forefront of UI and UX design and by filling my creations with personality and character, I want your idea to be far more than a pretty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

# I Speak in **First Person**

## My tone is also...

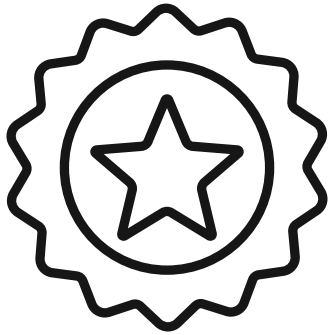
- Casual speaking
- Fun but never Inappropriate
- Empathetic
- Upbeat but only when appropriate

# My Values



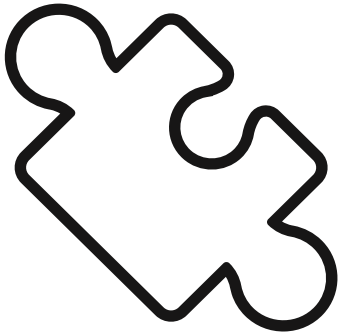
## Character

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

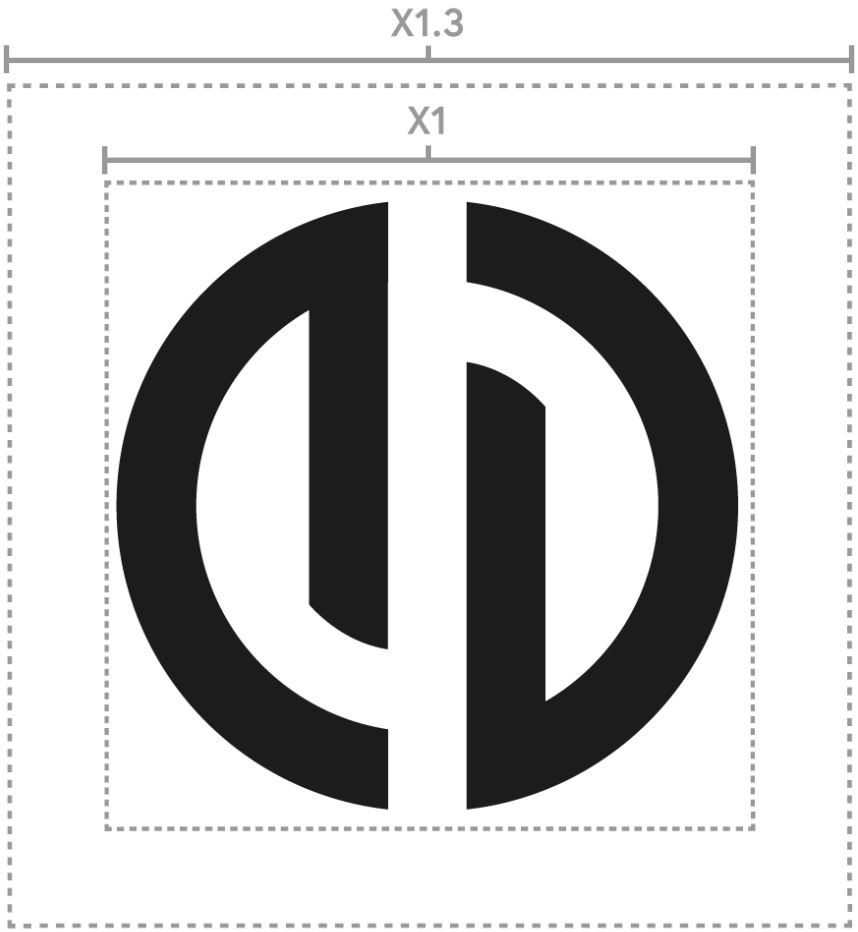
Do create patterns using the monogram

Do use alongside photos

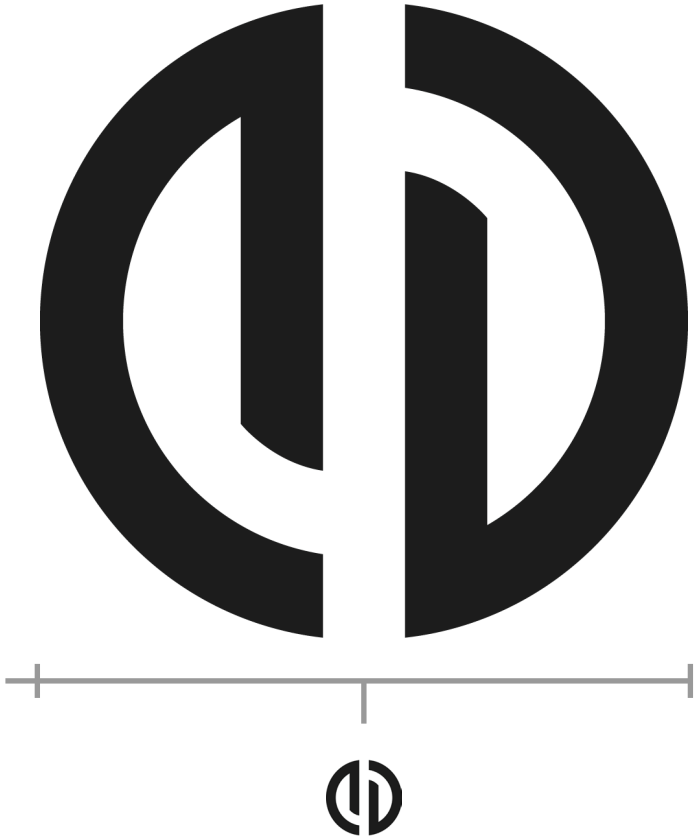
Do use monogram in inversed colours

# 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

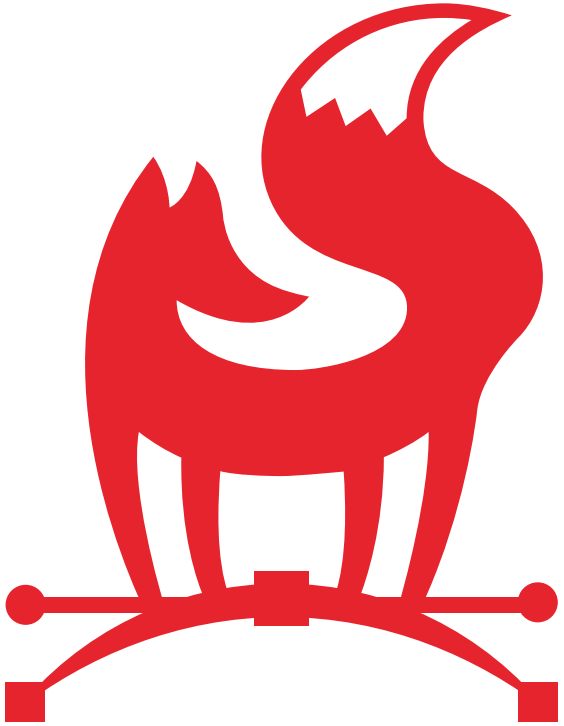
# Meet the Visual Marque

## My Visual Marque is...

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

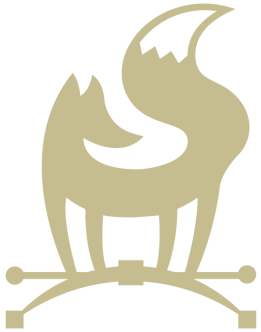
## When should you use the Visual Marque?

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.

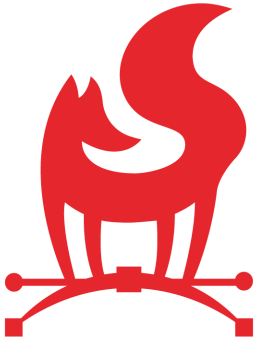


Legs and arch are symmetrical

# 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

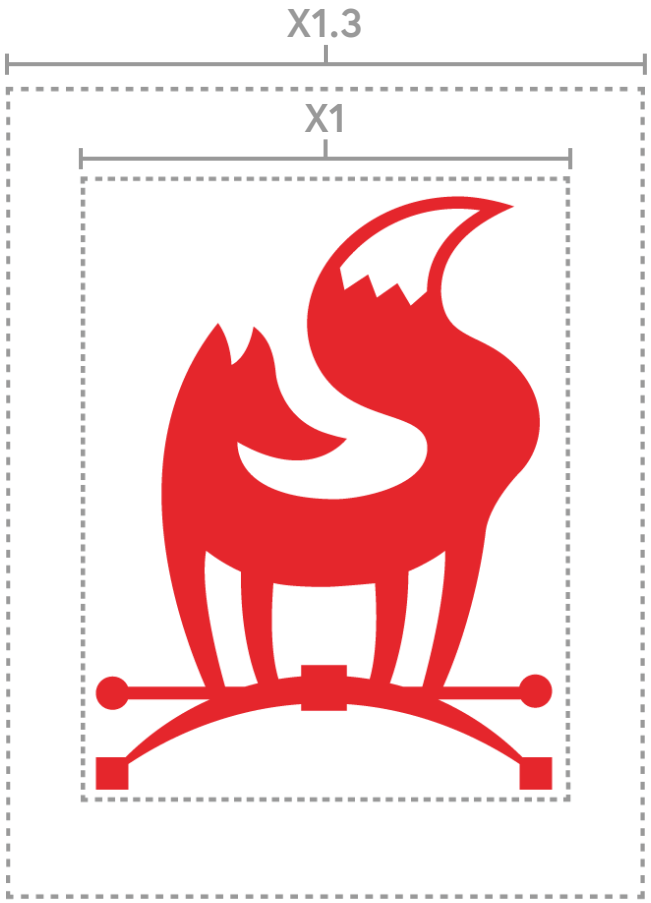
Do use with photos

Do use in black and white

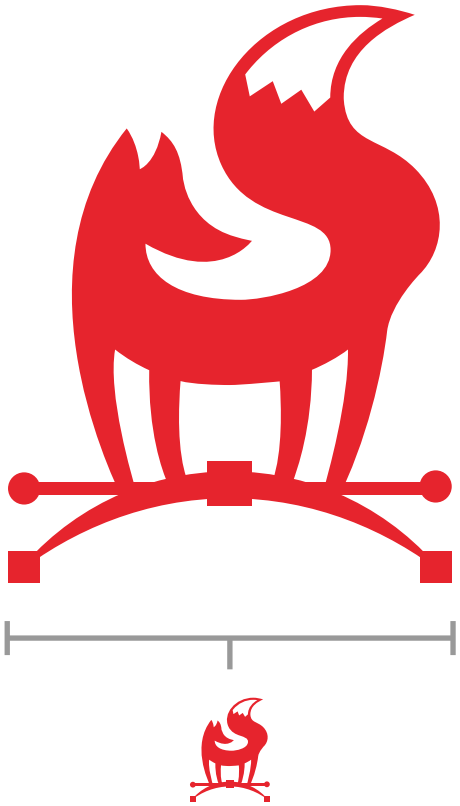
Do use in inversed black and white.

# 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

CALUM DIXON

Do not reattach the letters X and A

CALUM DIXON

Do not squash the wordmark

CALUM DIXON

Do not stretch the wordmark

CALUM DIXON

Do not rotate wordmark in intervals other than 90 degrees

CALUM DIXON

Do not adjust the kerning of the wordmark

CALUM DIXON

Do not mix colours throughout wordmark

CALUMDIXON

Do not remove space between first and last name

CALUM
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

CALUM DIXON

Do use the wordmark in other approved colours

CALUM DIXON

Do not squash the wordmark

Do use with photos

CALUM DIXON

Do use wordmark in inversed colours

CALUM DIXON

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

CALUMDIXON

You can remove space between words if 2 colours are used

Do create patterns using the X and A of the wordmark

CALUM DIXON

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

CALUM DIXON

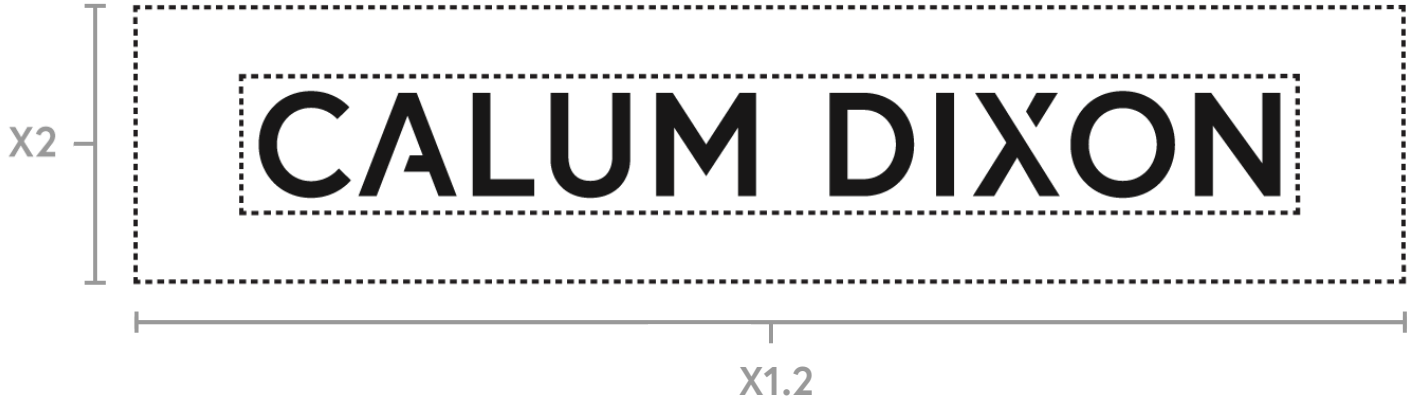
CALUM DIXON

CALUM DIXON

CALUM DIXON

# Scale and Isolation Rules

## Isolation Area




## Minimum Scale

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.

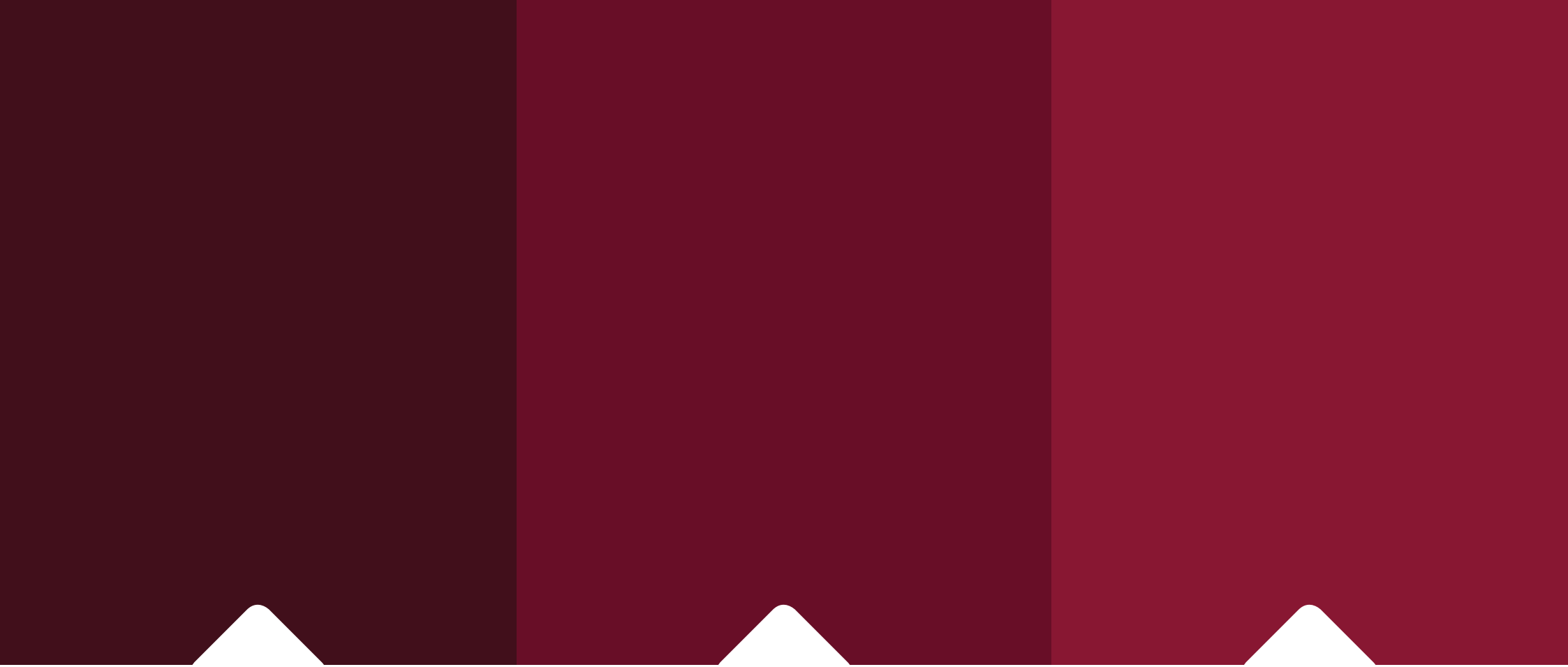
# Open sans

# Arial

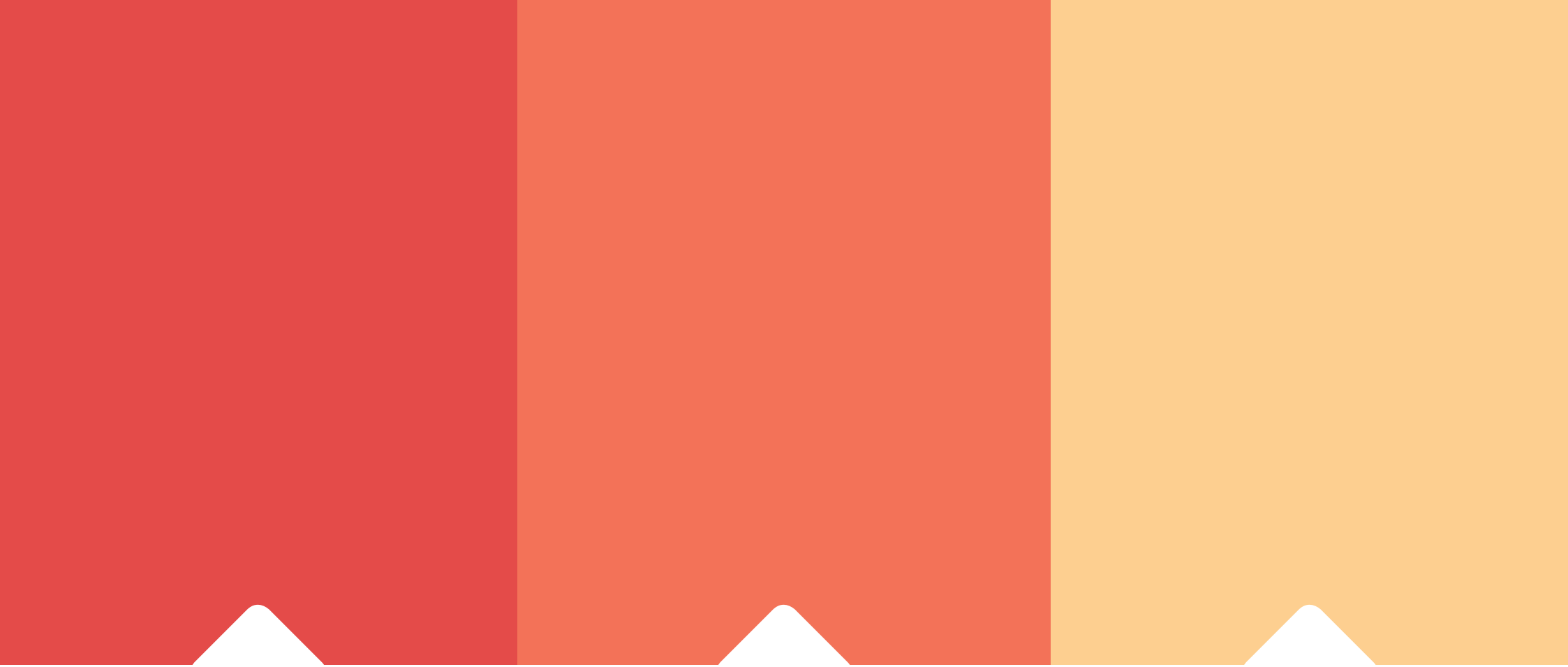
# Colour me Impressed

| | | | | | |
|---|---|---|---|---|---|
| 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** | HEX | **#691329** | HEX | **#8a1934** |
| RGB | **66, 17, 29** | RGB | **102, 19, 41** | RGB | **138, 25, 52** |
| CMYK | **47, 86, 65, 69** | CMYK | **35, 97, 69, 47** | CMYK | **30, 99, 72, 30** |
| PANTONE | **4975C** | PANTONE | **7421C** | 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 unrealted 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

## 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.

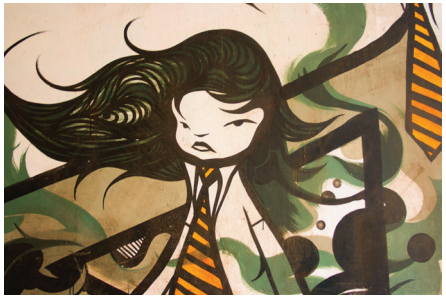
# Image Styling

**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