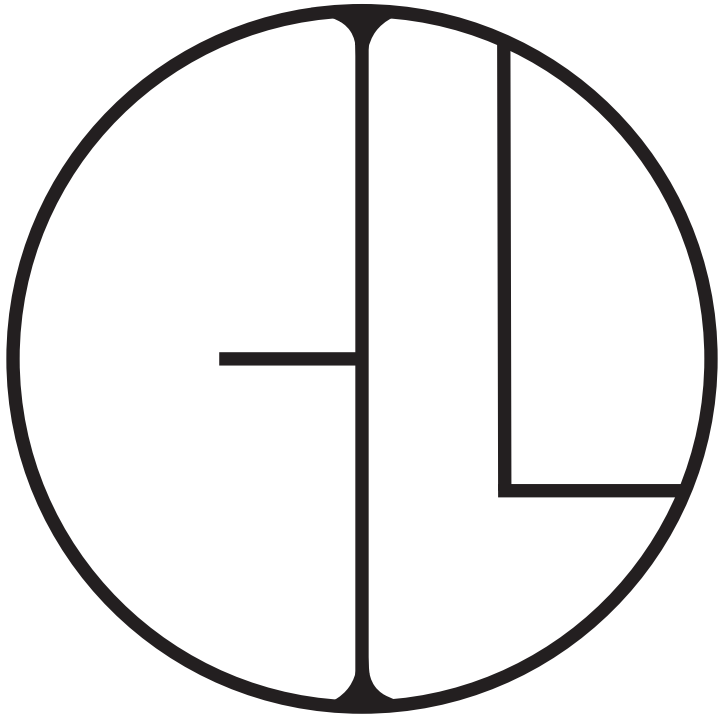
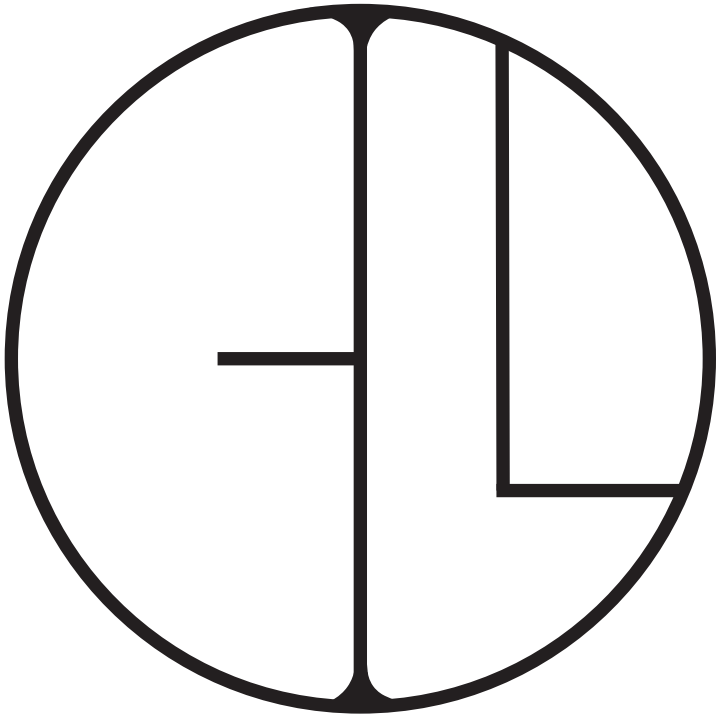
CHARLIE LOWN

BRAND GUIDELINES



MONOGRAM

MONOGRAM



My monogram is very simple. It is made of one circle, two triangles and four lines all put together to make my initials CL. There has been a reason for everywhere the shapes have been placed, it was all worked out mathmatically; for example the middle separation line on the C is exactly half of the centre line it is protruding from, and the horizontal line that makes the ‘L’ shape is exactly 1/3 of the circles height.

CHARLIE
LOWN

Hey! It's Charlie, officially its Charles but Charlie is good. Welcome to my brand guidlines! This is going to be quite casual, hence me speaking in first person. I'm not an overly serious guy so i figured the tone should reflect that! I hope you enjoy my guidelines.

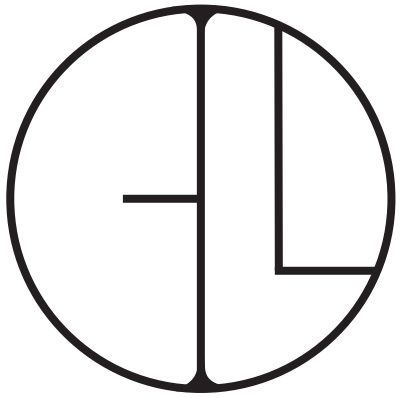
MISSION

I want to make the world more illustrative, and generally more pretty.

VALUES

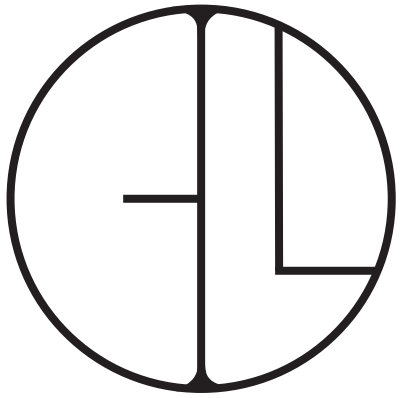
Maybe it would be more accuate to say value.
Like Batman i only have one rule.
Enjoy work.
If im not enjoying the work I’m doing, 100% effort is not going into it so I either enjoy the work or convince myself that I’m enjoying the work

DO



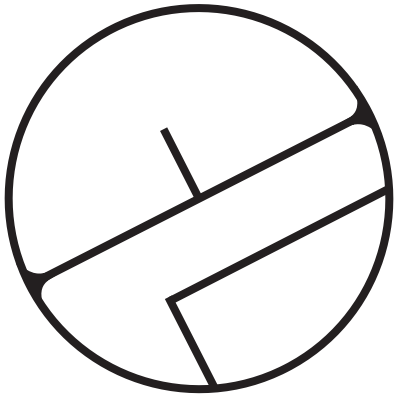
Use it as shown

Use it inverted

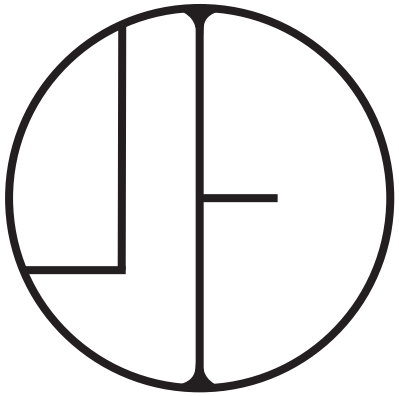


Use it with approved colours

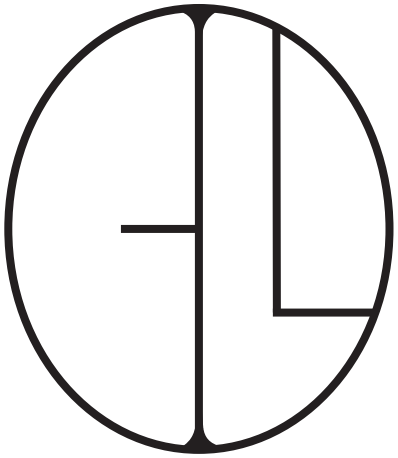
DO NOT



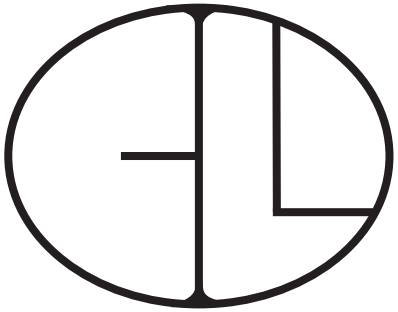
Rotate



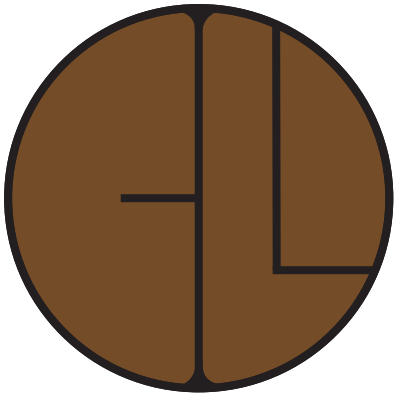
Invert



Stetch

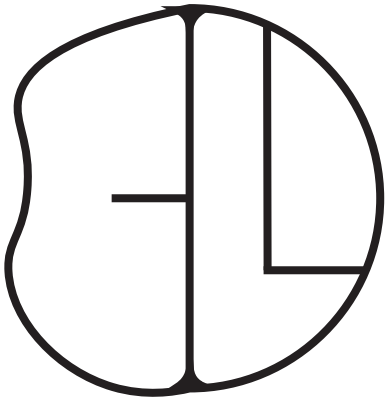


Squash

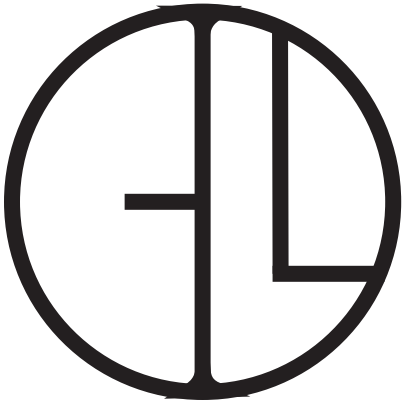


Fill with unapproved colour

Fill with pattern



Alter shape



Change thickness of lines

CHARLIE LOWN

WORDMARK

HOW TO USE WITH MONOGRAM

DO NOT

CHARLIE
LOWN

Change the
font size

CHARLIE
LOWN

Change the
spacing

CHARLIE
LOWN

Change to an
unapproved
colour

CHARLIE LOWN

Change the
positioning

CHARLIE
LOWN

Change the
font

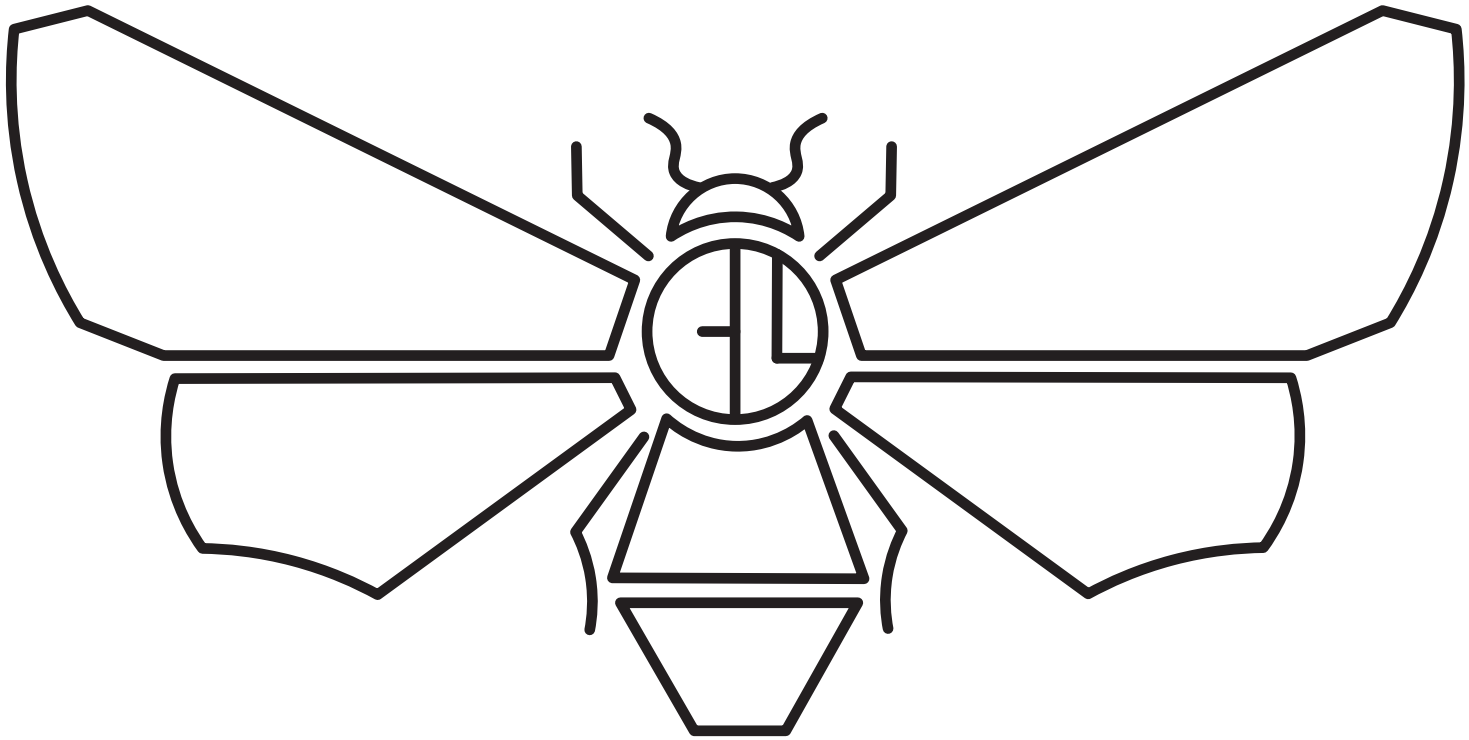
COMBINING THE WORDMARK AND VISUAL MARQUE

VISUAL MARQUE

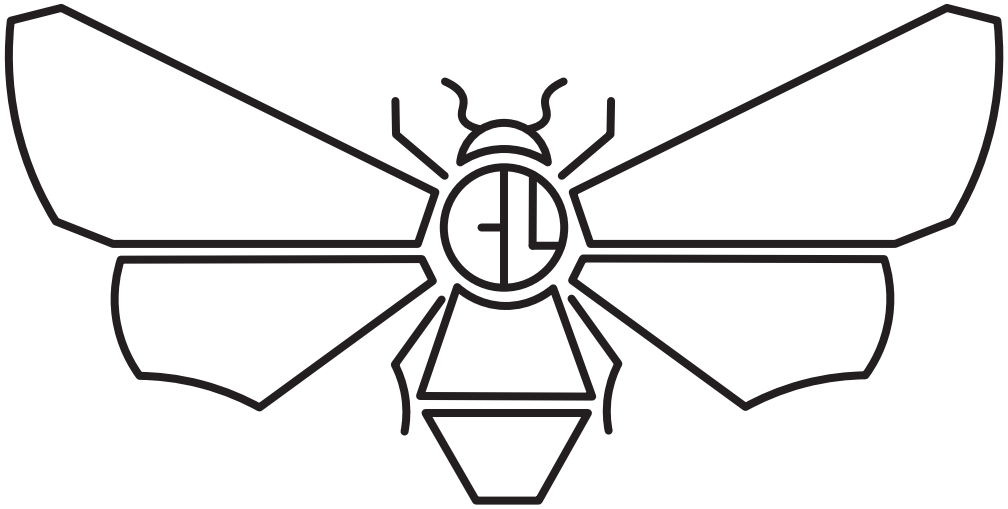
DO

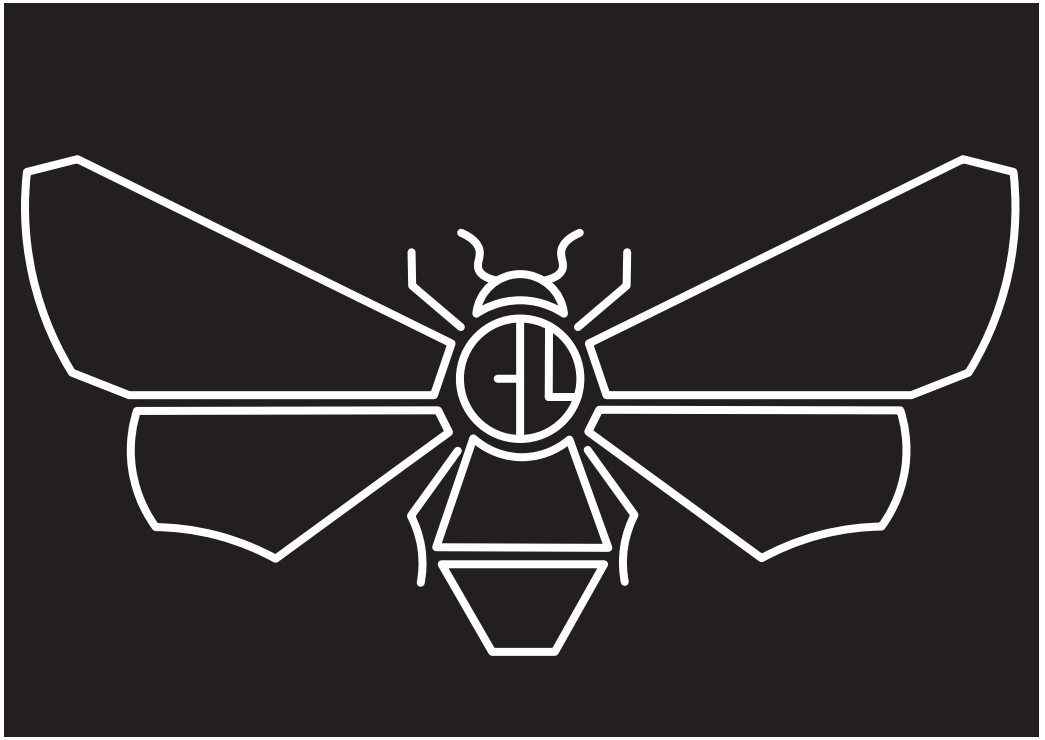
Like this usually

Like this if you're feeling adventurous



DO

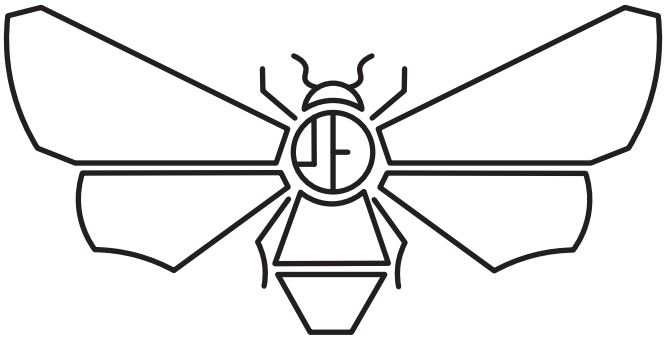




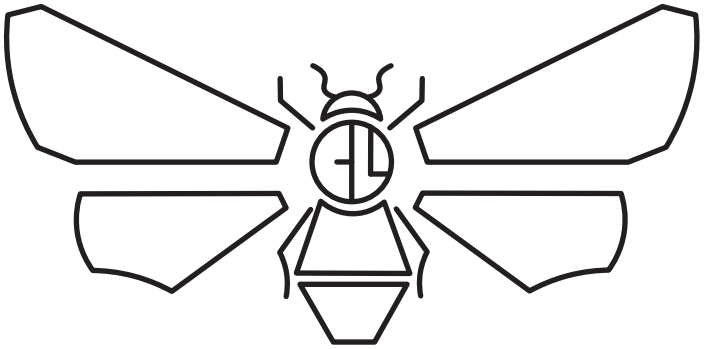
Enjoy my visual marque in black with
a white background or inverted

DO NOT

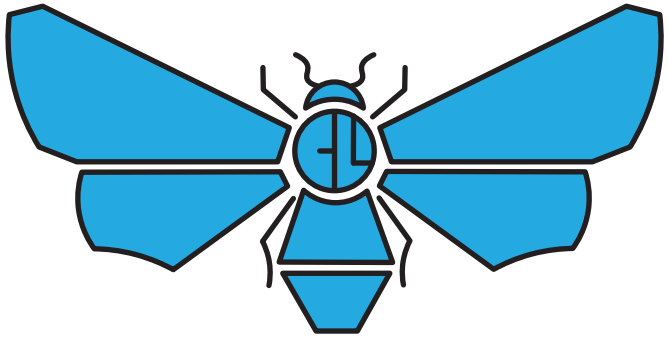
Change colour



Invert



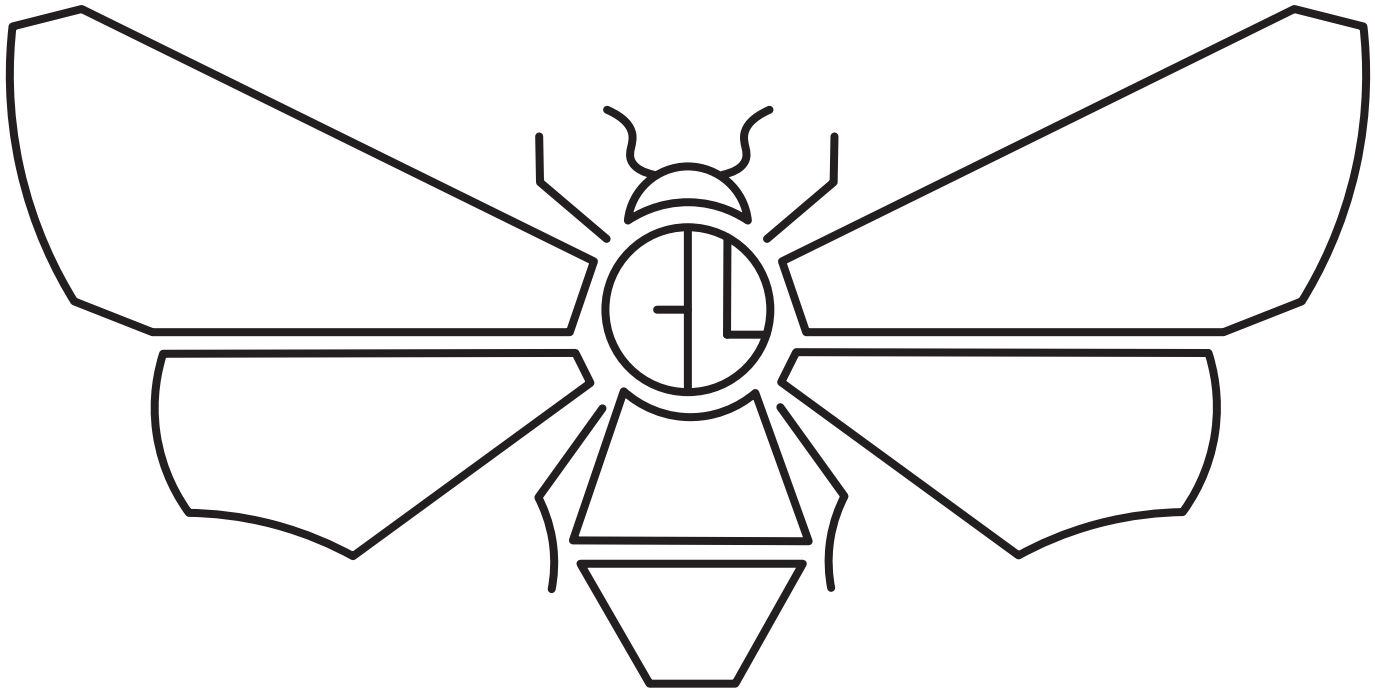
Separate any part of the Marque



Fill with colour

Squash

Squish



CHARLIE LOWN

DO

When combing both the visual marque and the wordmark place it as so wordmark beneath the visual marque and both centered. place the black combination on a white background or inverted is fine.

DO NOT

Do anything else.

Yes, nothing else.

Seriously.

Stop thinking about changing it.

CHARLIE LOWN

COLOUR

BLACK ON WHITE

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

WHITE ON BLACK

HEX: #FFFFFF
RGB: 225, 225, 225
CMYK: 0, 0, 0, 0

GOLD ON BLACK

HEX: bc9b1b
RGB: 187, 155, 27
CMYK: 28.38%, 34.49, 100, 2.72

WHEN TYPING...

HEADINGS

PERPETUA TITLING MT

BODY TEXT

PERPETUA

AND WHEN THEY AREN'T AVAILABLE

AMATIC SC

WILL DO