

# **DEIRBHILE KENNEDY**

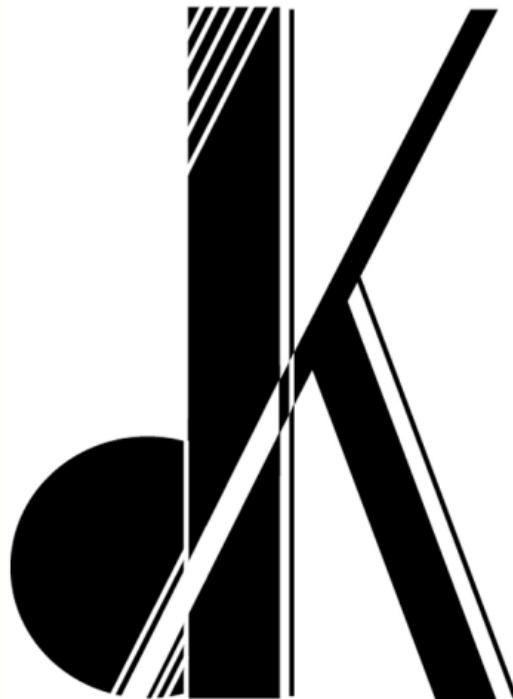
## Brand Guidelines

# HI!

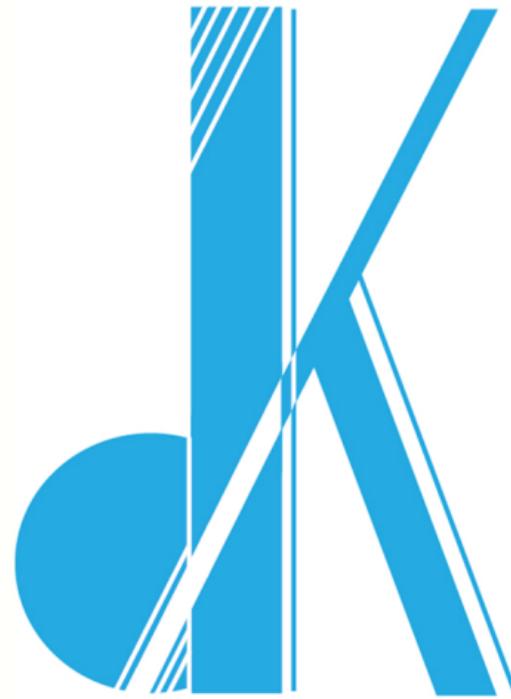
Welcome to my style guidelines.  
Want to know how to use my  
brand correctly? Then just keep  
scrolling



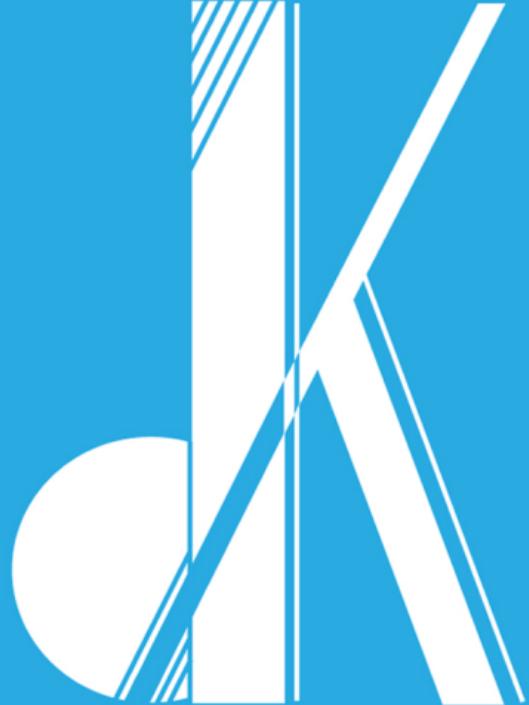
**MY  
MONOGRAM**



Also comes in  
Black and White



Original coloured  
Monogram



Dont worry it is available in  
white for a coloured background



DO NOT CHANGE THE  
COLOUR



DO NOT CHANGE ANY LINE  
THICKNESS



DO NOT STRETCH OR  
DISTORT



DO NOT PUT AT AN  
ANGLE



DO NOT USE UNAPPROVED  
SHAPES

## HOW NOT TO USE MY MONOGRAM



MY  
**WORDMARK**

DEIRBHILE KENNEDY

DEIRBHILE KENNEDY

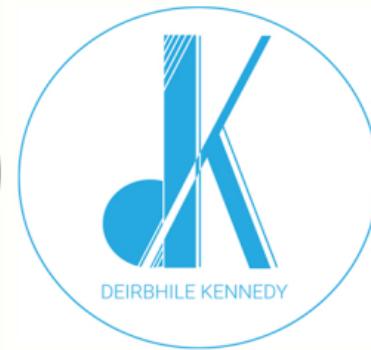
# HOW TO USE MY WORDMARK



USE BLACK OR ORIGINAL  
BENEATH MONOGRAM

**DEIRBHILE KENNEDY**  
**DEIRBHILE KENNEDY**

OPTION OF BOLD FONT WHEN  
BEING USED ALONE



USE WITH APPROVED  
SHAPE WITH MONOGRAM

# HOW NOT TO USE MY WORDMARK



DO NOT PLACE WORDMARK  
ANYWHERE NOT APPROVED

DEIRBHILE KENNEDY

DO NOT ADJUST SPACING  
BETWEEN LETTERS

DEIRBHILE KENNEDY

DO NOT USED ANY  
UNAPPROVED COLOURS



The logo features a white circle with three concentric light blue outlines. Inside the circle, the words "MY VISUAL MARQUE" are written in a bold, sans-serif font. "MY" is on the first line, "VISUAL" is on the second line, and "MARQUE" is on the third line.

MY  
VISUAL  
MARQUE



# DEIRBHILE KENNEDY





DEIRBHILE KENNEDY

DO NOT PUT BEHIND MY  
WORD MARK



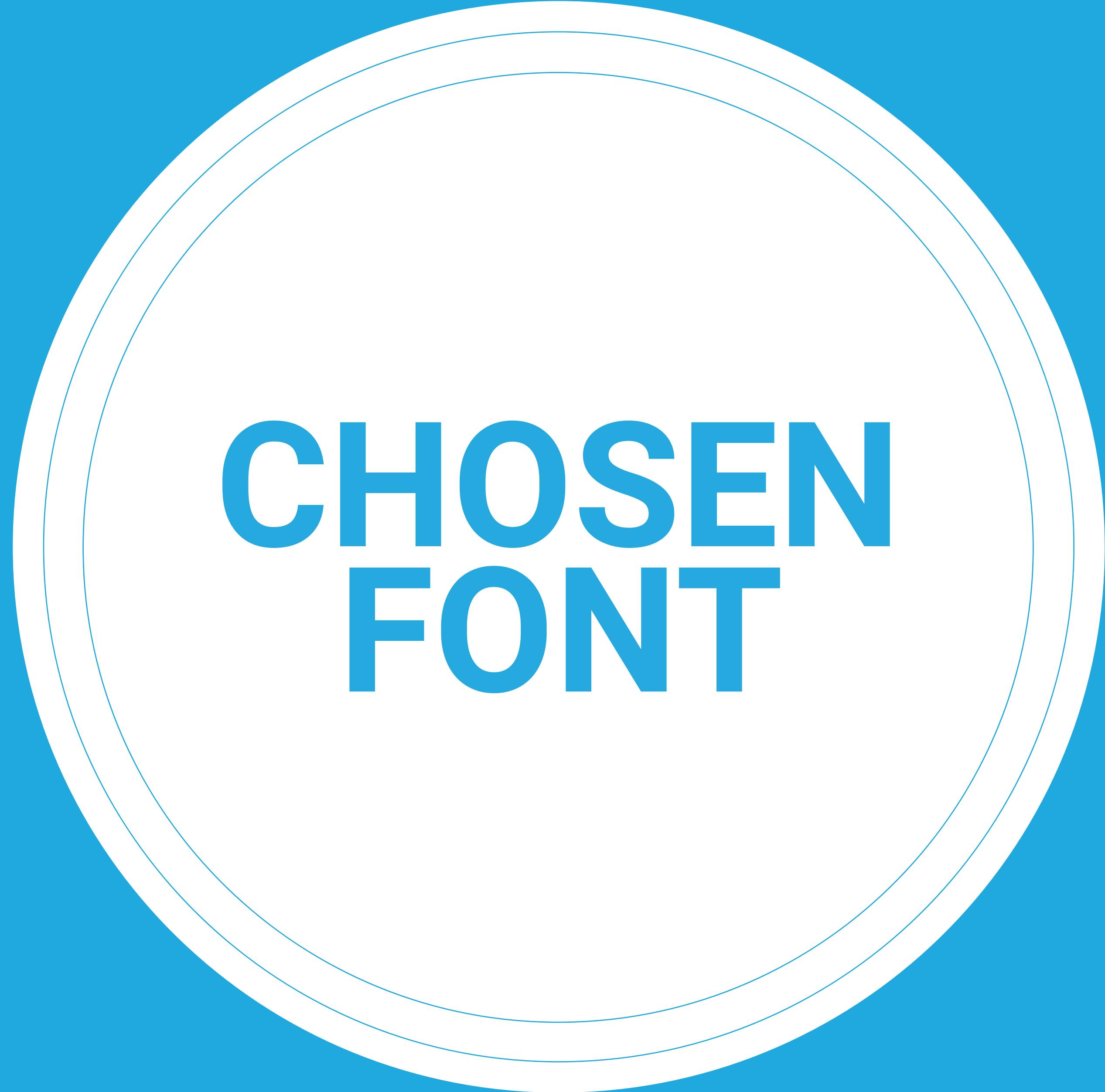
DO NOT  
CHANGE THE  
COLOUR

HOW NOT TO  
USE MY  
VISUAL  
MARQUE

DO NOT USE WITH MONOGRAM



DEIRBHILE KENNEDY



**CHOSEN  
FONT**

# Roboto Light

“THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG”

# Roboto Regular

“THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG”

# Roboto Bold

“THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG”

DEIRBHILE KENNEDY

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DEIRBHILE KENNEDY

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DEIRBHILE KENNEDY

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**DEIRBHILE KENNEDY**

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# SECONDARY FONT

OPEN SANS REGULAR

OPEN SANS BOLD

OPEN SANS LIGHT

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**COLOUR  
PALETTE**

**CYMK = 70.15.0.0**  
**RGB = 39.170.225**  
**HEX = #3399cc**

**CYMK = 0.0.0.0**  
**RGB = 255.255.255**  
**HEX = #FFFFFF**

**CYMK = 0.0.0.100**  
**RGB = 0.0.0**  
**HEX = #000000**



# VISUAL EXTENSIONS



DEIRBHILE KENNEDY

When creating my brand I knew I wanted a Visual Extension to go along with it especially when it comes to using business cards and just to have a pattern associated with my brand. Since there is a lot of stripes and lines in my monogram I then thought what better way than to have my whole brand as stripes. Overall I wanted something that was simplistic but effective. For me stripes draw attention and the colours I have chosen for this is bold and bright therefore works very well and matches my brand!

