

Donald Louch Branding

Version 5.0 | Document Version 1



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Information On The Rerabranding

Overall

Enclosed within this document are the comprehensive updates to my branding strategy for both my website and overarching brand identity. This marks a significant milestone as it represents one of the most extensive brand redesigns I have undertaken to date. Changing my typography, an updated color palette, and new and updated gradients. Furthermore, a fresh logo design and title logos will be unveiled as part of this rebranding initiative. These enhancements are envisioned to enhance my brand with a heightened sense of professionalism while resonating more deeply with my passion for web development.

Typography

Having long relied on Lato and Lato 2 across various iterations of my website, I subsequently integrated Playfair Display for headline fonts. However, with the advent of Branding 5.0, the typographic landscape now features Noto Sans (body text), Noto Serif (headings), Noto Mono (code snippets), and Noto Emoji (for emojis).

Colour Palette

The **Lima (#6acc1b)** green hue has been phased out from the core branding colours. When green is needed within my website, **Lima (#6acc1b)** remains the designated choice. The background colour on my website will now be in **Mirage (#1e192a)**, while text elements will be rendered in the hue of **Wild Sand (#f4f4f4)**.

Logo Design

My new logo is inspired by the ending of a coding tag furthermore, the logo has an uppercase D and L, which happen to my initials (they are reversed though). With this logo, it also allows me to extend the bottom line of the back slash/backwards L to allow me to use it as an underline for my title logo with my name. Which further, brings the logo and title together. The new logo also features the new subtle gradients for purple and orange, as well as, the new **Mirage (#1e192a)** drop shadow.

Colour

New Colour Palette

Affair #764688	Equator #e7c462	Tolopea #372745	Smoky #604e77	Puttuy #e6ce84	Mirage #1d1929	Wild Sand #f4f4f4
Primary	Secondary	Accent	Shade	Shade	Black	White

Gradients



Main gradient ~~Lima (#6acc1b)~~ just from:
Affair (#764688) to Equator (#e7c462).



NEW gradient from:
Equator (#e7c462) to Puttuy (#e6ce84)



NEW gradient from:
Affair (#764688) to Smoky (#604e77)



NEW gradient from:
Affair (#764688) to Tolopea (#30243c)

Shadows

There will be new box shadows/drop shadows to incorporate Tolopea (#30243c), Mirage (#1e192a), Smoky (#604e77), and Puttuy (#e6ce84).

Logo



Variants (*May Change Overtime*)



White



Black



Holiday



Pride



Orange



Team Canada

Title Logo

General



Website



White and Coloured



Full White

Holiday Version (*may change overtime*)



Holiday



Halloween / Orange Shirt Day

Additional Version (*may change overtime*)



Pride



Team Canada