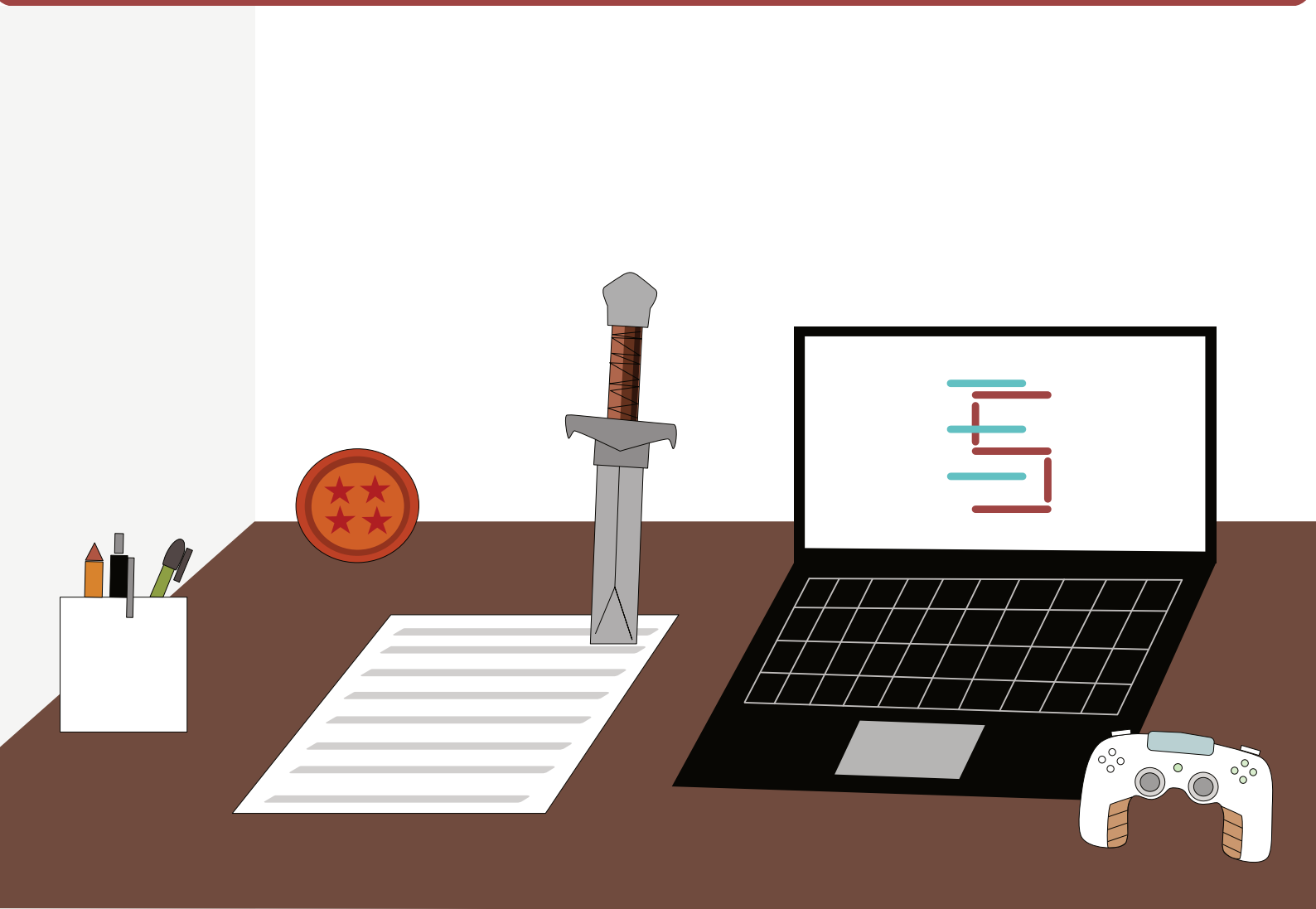# Ernest Szymula

Brand Guidelines

These brand guidelines were crafted with care. And a lot of preparation.

This document shares the creation of my brand which aims to propel my personality.

Table of Content
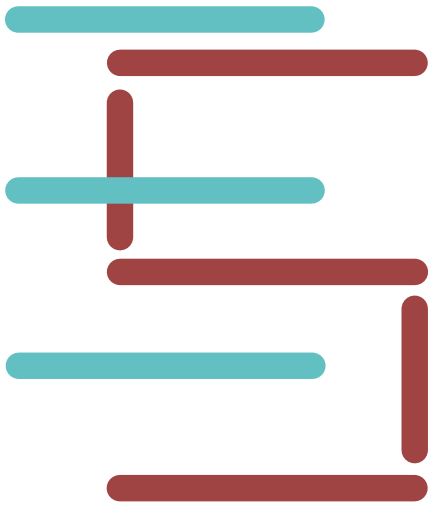
Word mark
&
Monogram

Ernest Szymula

Monogram

Word mark

Font style: Thasadith
Font Size: 51.8 pt

Width: 51 mm
Height: 62 mm
Stroke Width: 14 pt

Note: Changes to the font size,
monogram width, height and
stroke width CAN be made.

Which sizes?

Although there is no clear minimal size requirement, the designer should take note that once the monogram no longer looks like the representing letters then it is unfit for purpose.
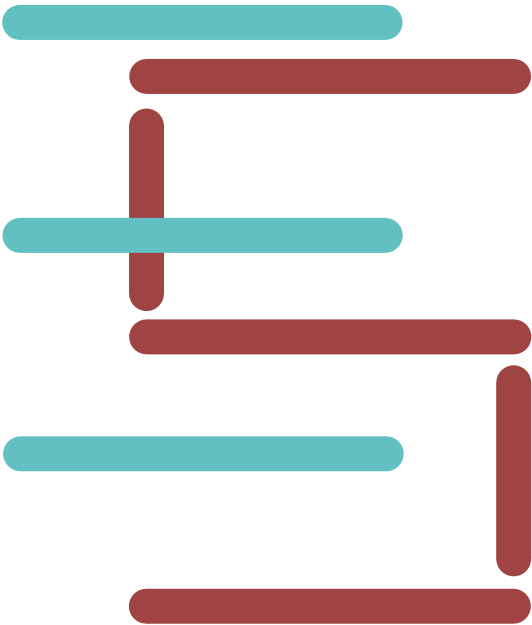
An important note is that each time the width and height are manipulated, the designer MUST also adjust the width of the lines as well so they look neither too thin or thick in display.

Width: 10 mm
Height: 12 mm
Stroke Width: 1.3 pt
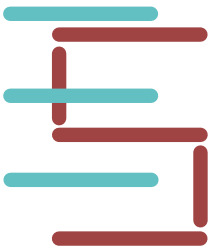
Width: 25 mm

Height: 29 mm

Stroke Width: 2.9 pt

Width: 65 mm

Height: 77 mm

Stroke width: 13.1 pt

What not to do

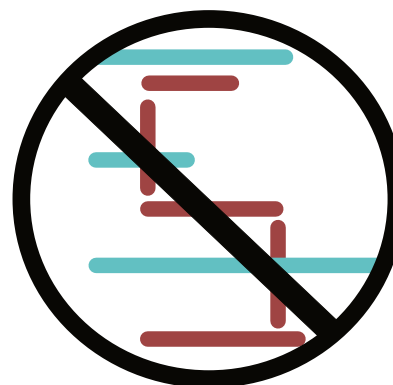Do not change the colour!

Exceptions: Black & white

Do not make the monogram
overly thick in line widths.

Do not make the monogram
overly distorted.

Do not change the dimensions
of only specific lines.

Do not make the word mark
in bold, italics or underlined.

Ernest Szymula

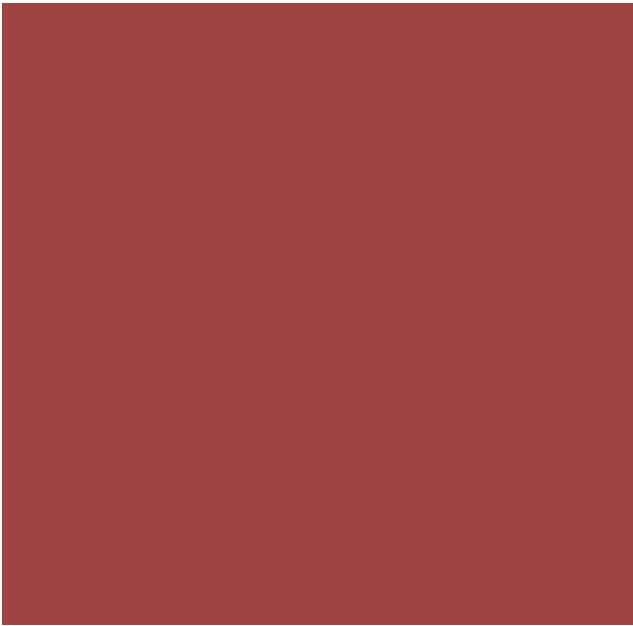Do not change the font style
of the word mark.

Ernest Szymula

Exceptions: Other stated fonts (pg. 12)
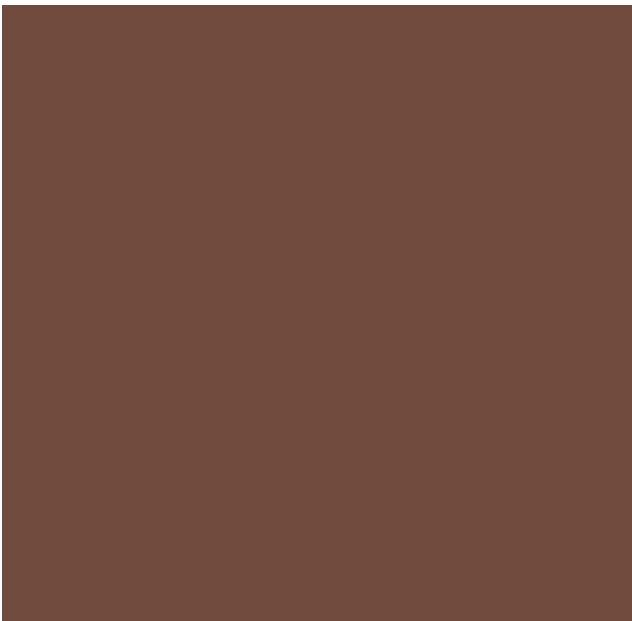
The colour scheme

Main colours

CMYK: 00, 31, 32, 25
RGB: 191, 131, 130
Hexa Decimal: #BF8382

CMYK: 49, 01, 00, 24
RGB: 99, 192, 194
Hexa Decimal: #63C0C2

Additional colours

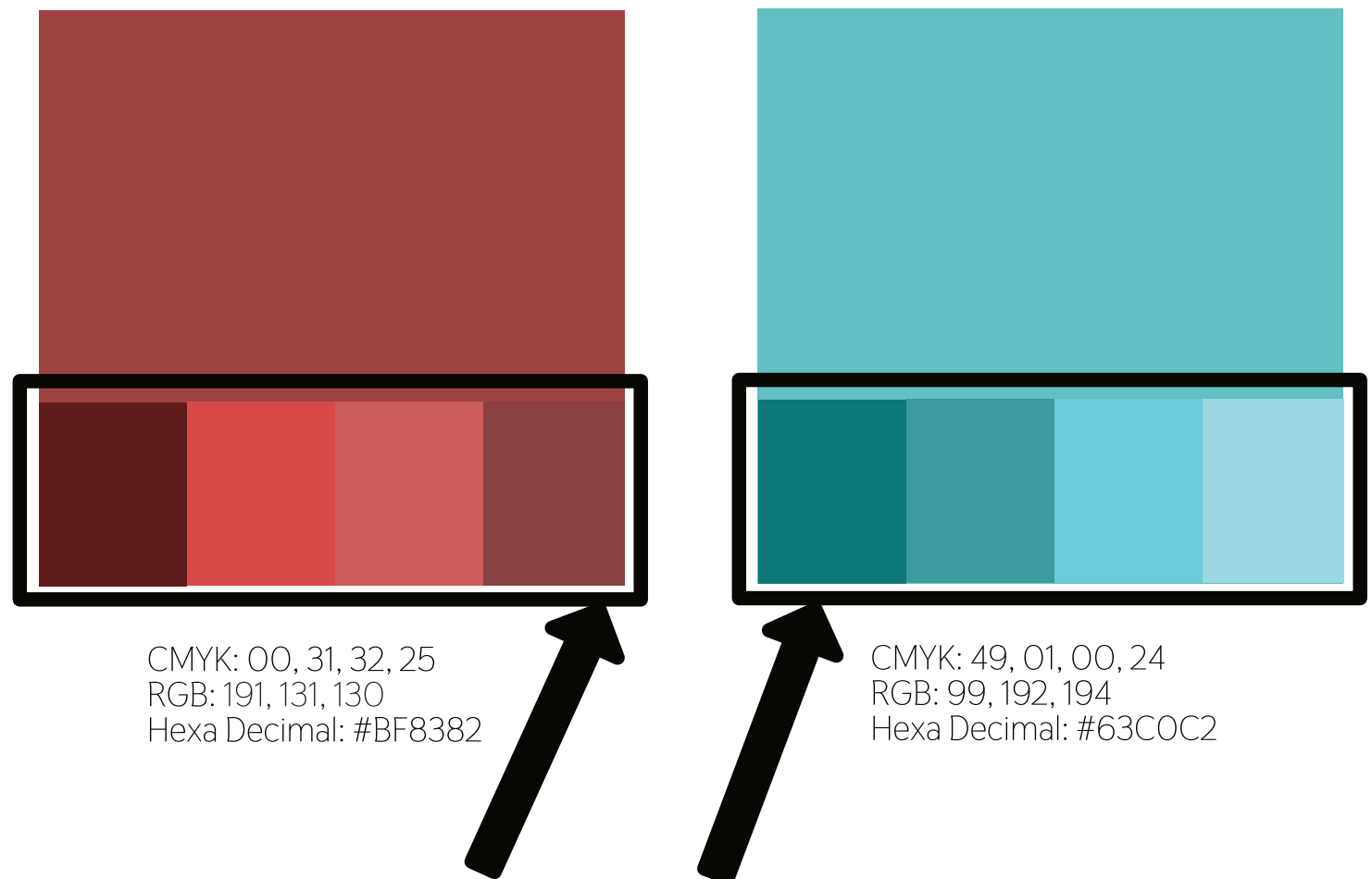CMYK: 00, 33, 44, 56
RGB: 1112 75, 63
Hexa Decimal: #704B3f

CMYK: 00, 01, 42, 37
RGB: 161, 160, 94
Hexa Decimal: #A1A05E

What to do and not to

Although the main colours should be used for primary purposes, additional colours can also be used when the main ones are seen too often and would collide with other entities.

The stated colours however, cannot be used in different shades. This means that the originally chosen blue cannot be any lighter or darker, as is shown in the colour choice below. The colours should also be preferably used in the order as in the monogram meaning first blue and followed by red if both are to be used coherently.

CMYK: 00, 31, 32, 25
RGB: 191, 131, 130
Hexa Decimal: #BF8382

CMYK: 49, 01, 00, 24
RGB: 99, 192, 194
Hexa Decimal: #63C0C2

This is an example of different shades created with the same colour, and these should not be used within any of the materials relating to this brand as they portray a new ideal which can confuse the customer base and would create a brand that the clients would be confused about. Instead, using additional colours would ensure consistency and recognisability.

Typeface

The typeface being used is the visual representation which ruminates the personality and tone of this brand and therefore it must be kept the same for all documentation with the only exception being the website, where, a backup typeface will be inserted to ensure all persons can see the appropriate text.

Thasadith

Titles: 3.2 vw

Text: 1.5 vw

Alternative font: Sans-serif

Thank you for making it to the end!