



## Hello!

I have created these brand guidelines so you know how and how not to use my brand assets. If you have any questions about these guidelines or want more information, contact me at [hello@emmacorbett.design](mailto:hello@emmacorbett.design)



4	General Guidelines	13	Tone and Voice
5	Monogram	14	How to talk about me
8	Word Mark		
10	Visual Marque		
11	Colour Palette		
12	Typeface		

## GENERAL GUIDELINES

### DO

- Use my brand assets to refer to my business.
- Comply with these guidelines.

### DON'T

- Use brand assets in a way that implies partnership.
- Present my assets as a key feature of what you are creating.
- Use branding that could confuse or imitate mine.
- Modify or alter my brand assets.

## MONOGRAM



### DO

- If my logo is to be used beside others, please display it the same size as the rest.
- To ensure clarity of the monogram please don't use it any smaller than 59 x 92 px.

### DON'T

- Use it as the most prominent/largest feature in comparison to your own branding.

## MONOGRAM



### DO

- Use only this monogram, without rotation or scale.

### DON'T

- Rotate the monogram.
- Expand or scale the monogram to be any different from the dimensions already given.

## MONOGRAM



### DO

- My monogram should only be used against the contrasting colour. The gold monogram should only be used against dark backgrounds and the silver monogram should only be used against light backgrounds.
- It should only be used in the colour gold and silver.
- The gradient/shading should be as shown.

### DON'T

- Use any other colours than what is shown.
- Use the monograms without the gradient unless gold foil is being used for it.

## WORDMARK



### DO

- My wordmark should only be used against the contrasting colour. The gold wordmark should only be used against dark backgrounds and the black/silver wordmark should only be used against light backgrounds along with the silver monogram.

### DON'T

- It should only be used in the colour gold/black and silver.
- There should only be a gradient on my wordmark on my website.
- Use my wordmark with a gradient (apart from on my website)

## WORDMARK



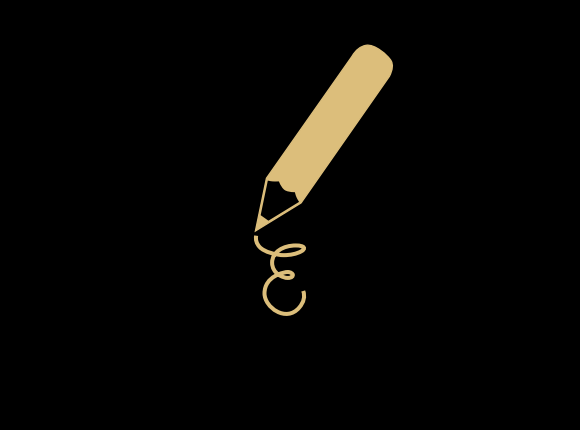
### DO

- Use roughly 10 pixels between 'Emma' and 'Corbett' when my wordmark is being used on two lines.
- Ensure both words are the same colour.

### DON'T

- Modify the 't's' to make them look more like the typical letter of a 't'.
- Remove the pencil between the m's.

## WORDMARK



## VISUAL MARQUE



### DO

- My visual marque should only be used in gold against dark backgrounds and in silver against lighter backgrounds.
- Use my visual marque only when it's going to be a key feature.

### DON'T

- Use my visual marque for professional purposes.
- Use my visual marque any smaller than 73 x 104 px.

## COLOUR PALETTE

#DCBF7B

#404040

#F3F3F3

#000000

#BABABA

### DO

- Use the first three colours as my primary colours.
- Use last two colours as my secondary colours.

### DON'T

- Use any other colours than what is shown.

## TYPEFACE

This is a heading  
This is a subheading

This is my content. The heading should always be the largest sized font, then the sub heading then the content.

### DO

- Use Sans Source Pro Light as my heading.
- Use Sans Source Pro Regular for my subheading and content.
- Ensure the heading is the largest font, the subheading is the second largest font and the content is the third largest.
- If Sans Source Pro is unavailable then 'Open Sans' should be used. Weights similar to Sans Source Pro should be used for the different parts of text.

## TONE AND VOICE

Professional  
Easy  
Simplistic  
Friendly  
Elegant

Modern  
Minimal  
Top class  
Smart

### DO

- Talk in the first person on my website.
- Be friendly yet professional. Words and phrases such as hello, nice to meet you should be used.

### DON'T

- Use slang words such as 'yo'.
- Don't use abbreviations.

## HOW TO TALK ABOUT ME

'Emma Corbett'

### DO

- Capitalise both the 'E' and 'C' in my name. It should be written as shown.
- In a body of text or article display 'Emma Corbett' in the same size text and style as the rest.

### DON'T

- Merge both words together as one like this: Emmacorbett

Thankyou for viewing my  
brand guidelines.

[hello@emmacorbett.design](mailto:hello@emmacorbett.design)