



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 corbettdesigns@gmail.com



4 General Guidelines

5 Monogram

8 Wordmark

10 Visual Mark

11 Colour Palette

12 Typeface

13 Tone and Voice

14 How to talk about me

GENERAL GUIDELINES

DO

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

DONT

- 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 confused 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.

DONT

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

MONOGRAM



DO

- Use only this monogram, without rotation or scale.

DONT

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

MONOGRAM



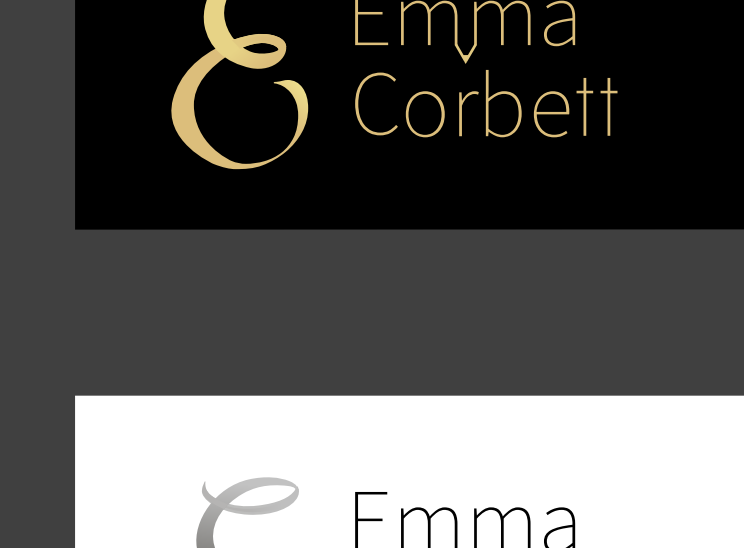
DO

- 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.

DONT

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

WORDMARK



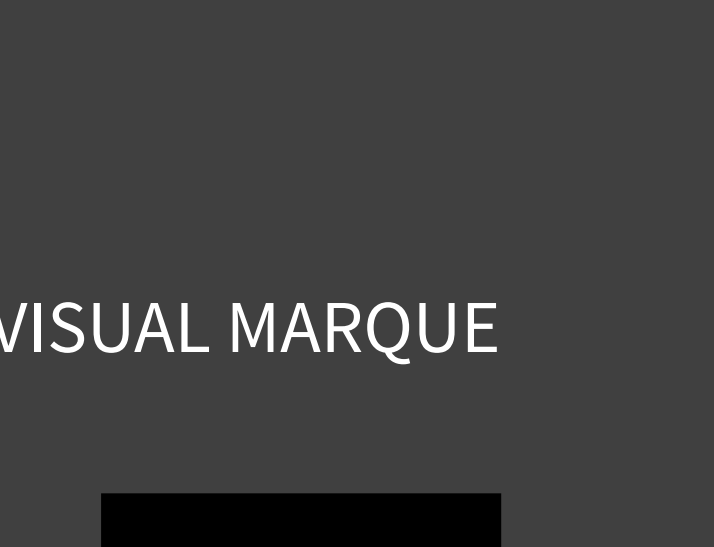
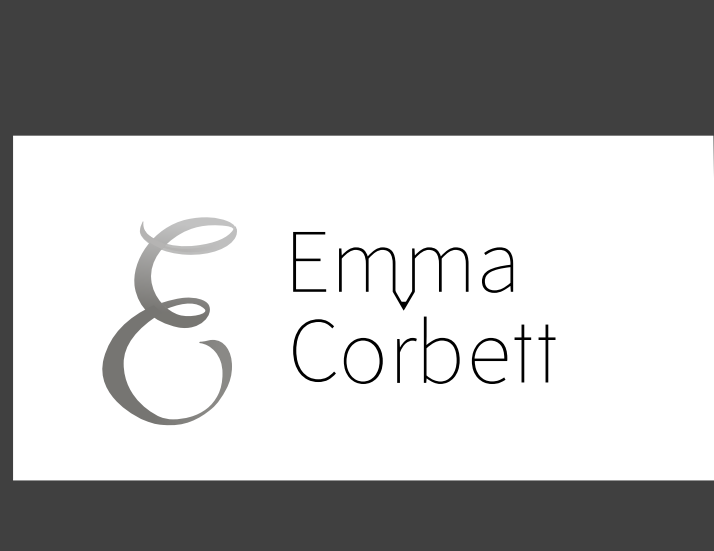
DO

- My wordmark should only be used against the contrasting colour. The gold wordmark should only be used against dark backgrounds and the black wordmark should only be used against light backgrounds along with the silver monogram.
- It should only be used in the colour gold and silver.
- There should only be a gradient on my wordmark on my website.

DONT

- Use my wordmark with a gradient (apart from on my website)

WORDMARK



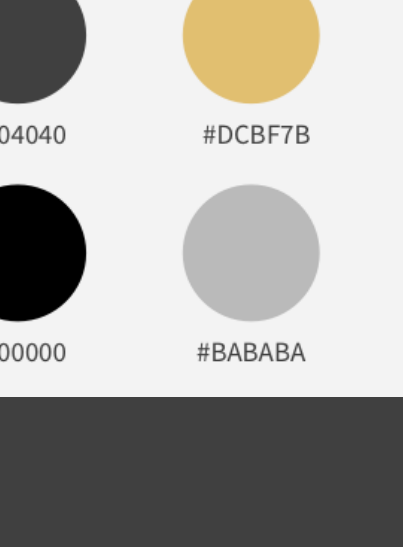
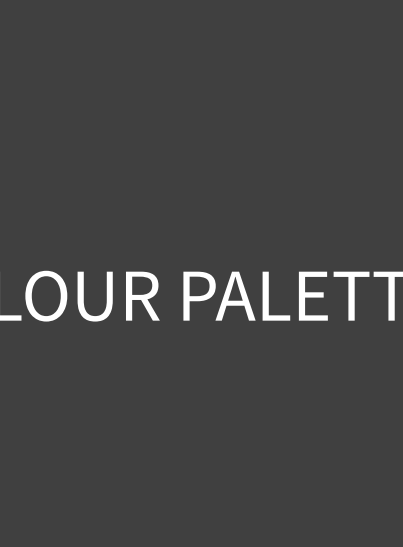
DO

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

DONT

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

VISUAL MARQUE



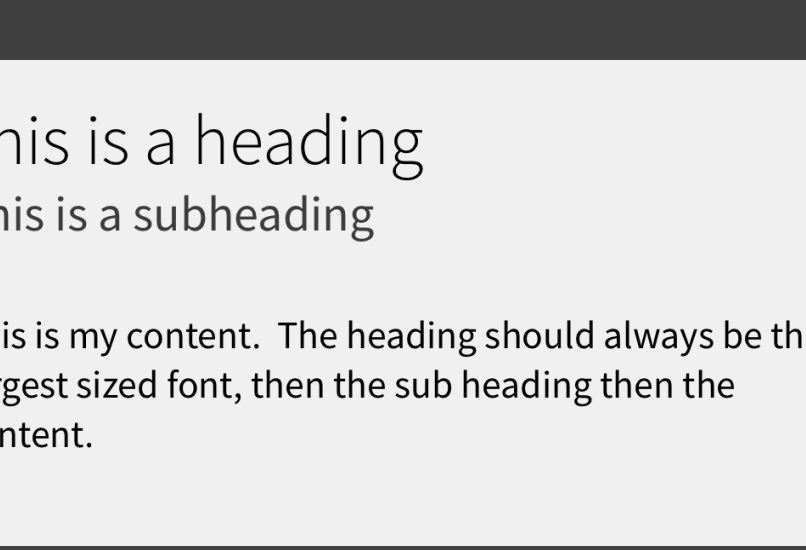
DO

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

DONT

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

COLOUR PALETTE



DO

- Use the top row of colours as my primary colours
- Use the bottom row of colours as my secondary colours

DONT

- 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.

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.

DONT

- 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.

DONT

- Merge both words together as one like this; Emmacorbett

Thankyou for viewing my
brand guidelines.

corbettdesigns@gmail.com