

BRAND GUIDELINES

Introduction

Welcome, this is a rundown of my brand Guidelines – strap in and enjoy the ride

Within this document, you will find everything you need to know about my brand and how it should be viewed.

Abiding by these guidelines are extremely important to me and my brand so please read carefully and refer to when needed.

Ethan Haveron

Brand Personality

I am a forward thinker, I believe that having enthusiasm and working efficiently are the most valuable aspects for people and my brand's identity.

Personality –

Approachable - Accessible and easy to speak to.

Enthusiastic - A constant show of interest and enjoyment towards people and projects.

Direct - Straight forward conversation, nothing in between.

Values

Commitment – Committed to work and always deliver above expectations.

Vision – The vision to create something great from an idea.

Quality - Always striving to make it better.

**How we
Communicate.**

Tone Of Voice

It's not a corporate brand so there is no need for a massive amount of text that will confuse the audience more than help them.

The brand personality reflects the tone of voice that is used, so keep the three points in mind. A larger audience will respond better to a more informal approach, but I recognise the times where it will be more beneficial to the brand if a more formal tone of voice was used.

These all depend on the audience that you will be in contact with.

FOR EAXMPLE – Large Business/ government.

Always make the content direct, engaging and most of all easy to read for the viewer, this means no matter what type of audience will be reading the content given there will never be any issues with readability.

**Visually
Identity.**

Monogram

The Monogram is a simple yet elegant symbol for himself. There are some rules that come with the usage of the Monogram.

These include:

- Only use the provided colours for the monogram.
- Do not modify or recreate the Monogram
- Do not enlarge the Monogram disproportionately
- Do not rotate the Monogram.
- Only retrieve the Monogram from in house website.
- Use the spacing and clearance area guide.



Wordmark

This is the Wordmark that goes along with the Monogram.

The Wordmark and Monogram can work with and without each other.

The font used to create the Wordmark is “Nexa Light” this is a simple elegant font that works well with my Monogram.



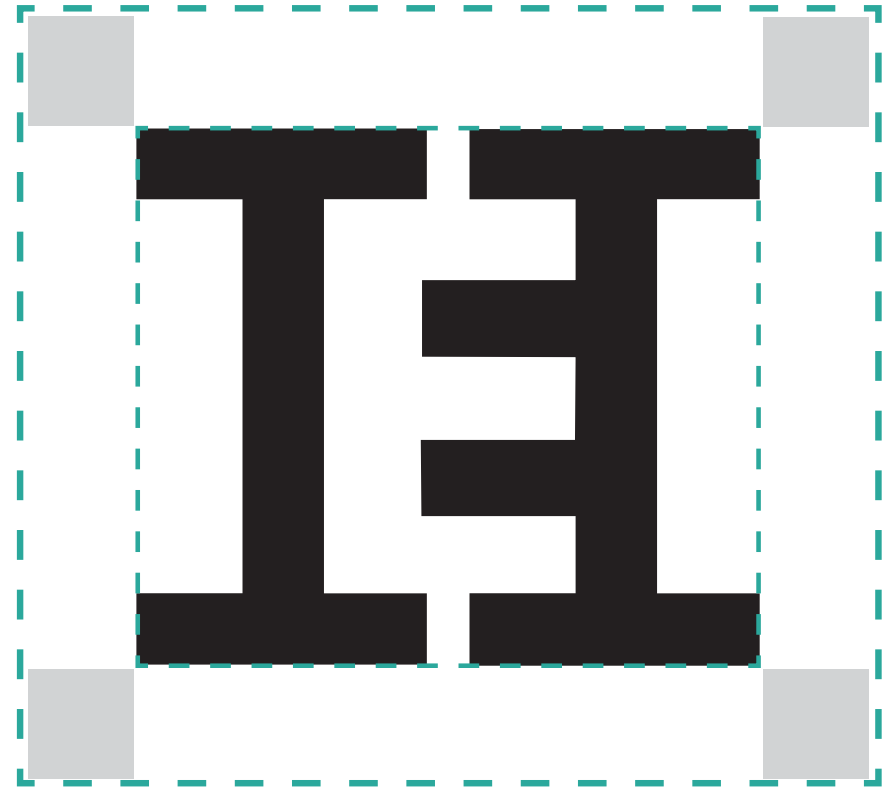
Font: Nexa Light

spacing and clearance area guide

When using the Monogram, make sure there is plenty room by giving it the correct amount of spacing away from other elements so the Monogram still has visual effect and is not compromised by other elements.

The same spacing values are applied whether the wordmark is used or not.

The width of the spacing is the half the cap on the “H” as shown.



Monogram variations

The Monogram can be used in many different colours depending on the subject area that it is involved in, this could be project that I have collaborated in, season etc.



Dont do this

IIIIII

IIII

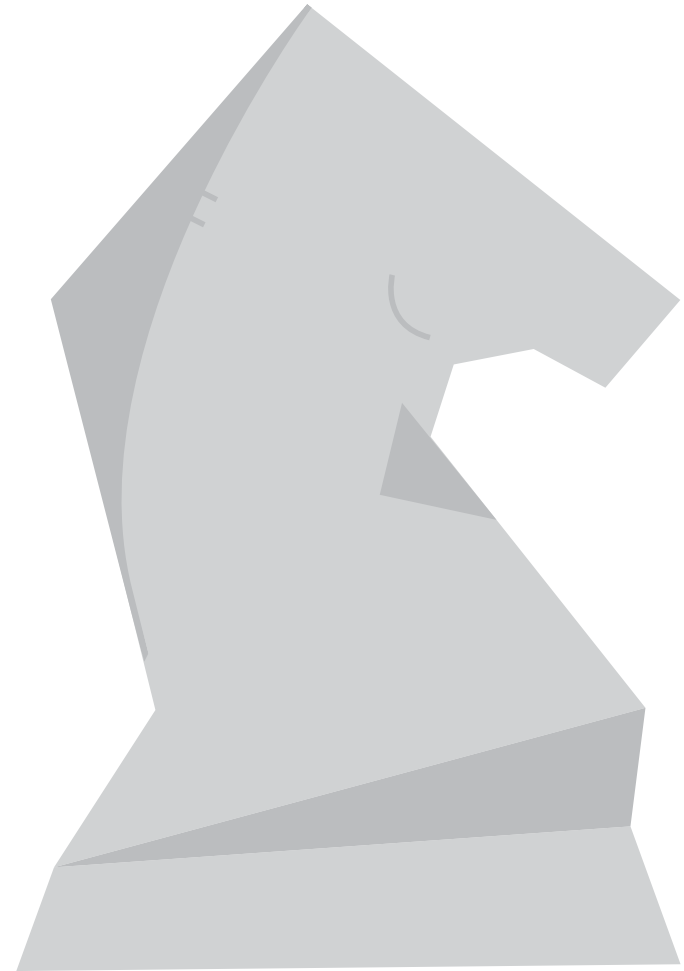
Visual Marque

This is the visual marque that goes along with my monogram and word mark.

The visual marque is of a chess piece, the knight to be exact.

I always have thought ahead and always have a plan of action, I am also well adept of change, just like playing chess. The visual marque can be used with both the monogram and word mark if needs be but works best on its own or alongside the wordmark.

Do not alter the visual marque in any way.



Colour.

Like what was said previously with the Monogram there are many colours to choose from but there are 4 main colours.

#2BA89C

C76%
M11%
Y46%
K0%

R43
G168
B156

#1E776C

C85%
M34%
Y60%
K14%

R30
G119
B108

#D0D2D3

C17%
M12%
Y13%
K0%

R208
G210
B211

#BBBDBF

C27%
M20%
Y20%
K0%

R187
G189
B191

Typeface.

Hello I'm Roboto.

Roboto is used as the main typeface that is used, it is simple with its natural width of letters allowing for a better all-round natural read.

Both Roboto Bold and regular are commonly used within the brand. These assorted styles are used for different areas of content.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Roboto Bold is used
for Headlines
and Valuable information.**

**Roboto Regular is
used for the main body
of text of given information.**

Hello I'm Arial.

For any reason Roboto is not available Arial is the next go to font.
Arial was chosen as it is a universal font that is available on many computer systems.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Arial Bold is used
for Headlines
and Valuable information.**

**ArialRegular is
used for the main body
of text of given information.**

Layout.

White

Green

TITLE

**MAIN
CONTENT**

**IMAGE
WHITE SPACE**

THANK YOU