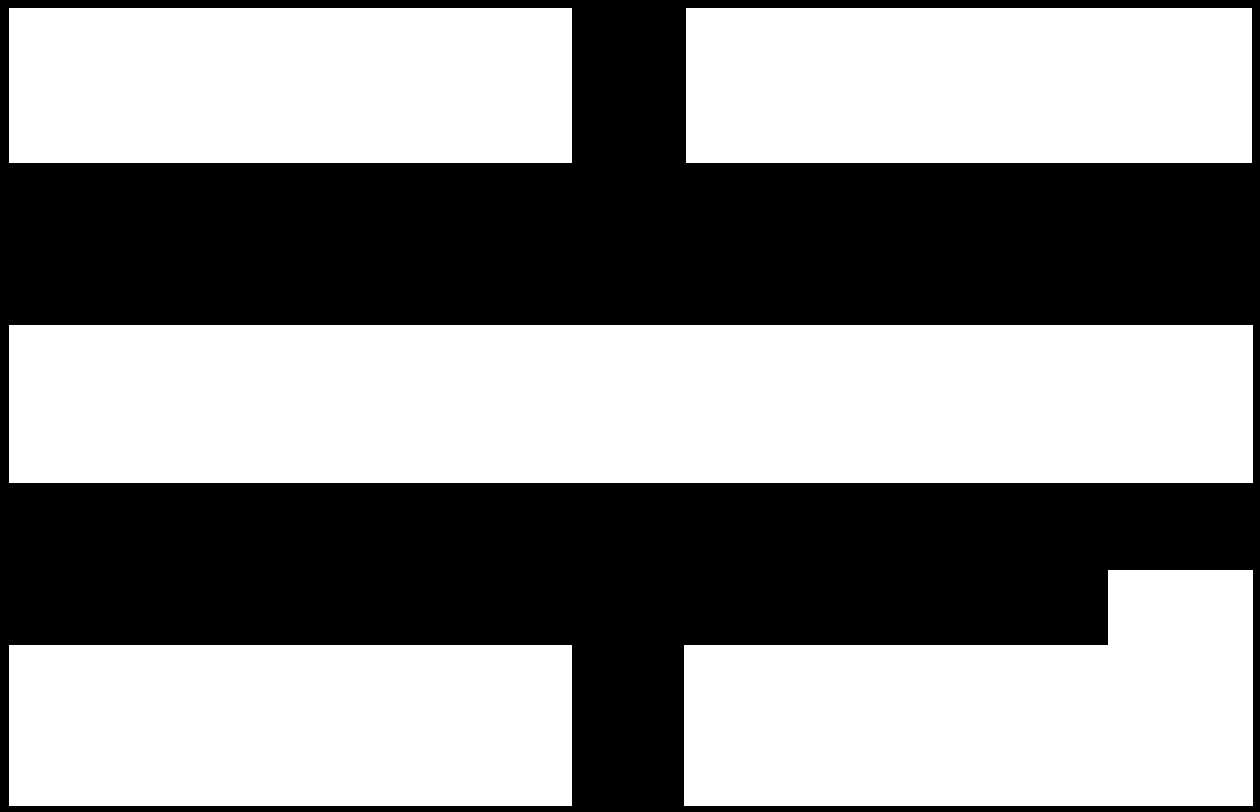
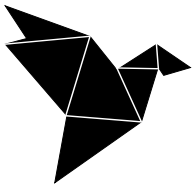
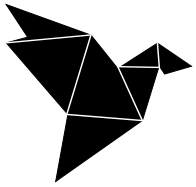


This is a guide to help better understand me,
my brand and how it should be used.



The Mission

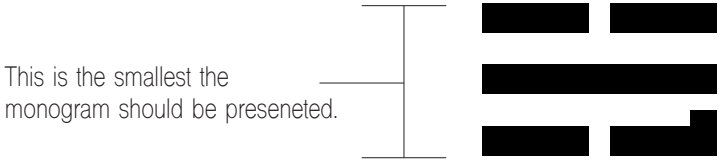
My mission for my brand is for people to understand me better as a person.
I aim for my brand to reflect my style and my personality.

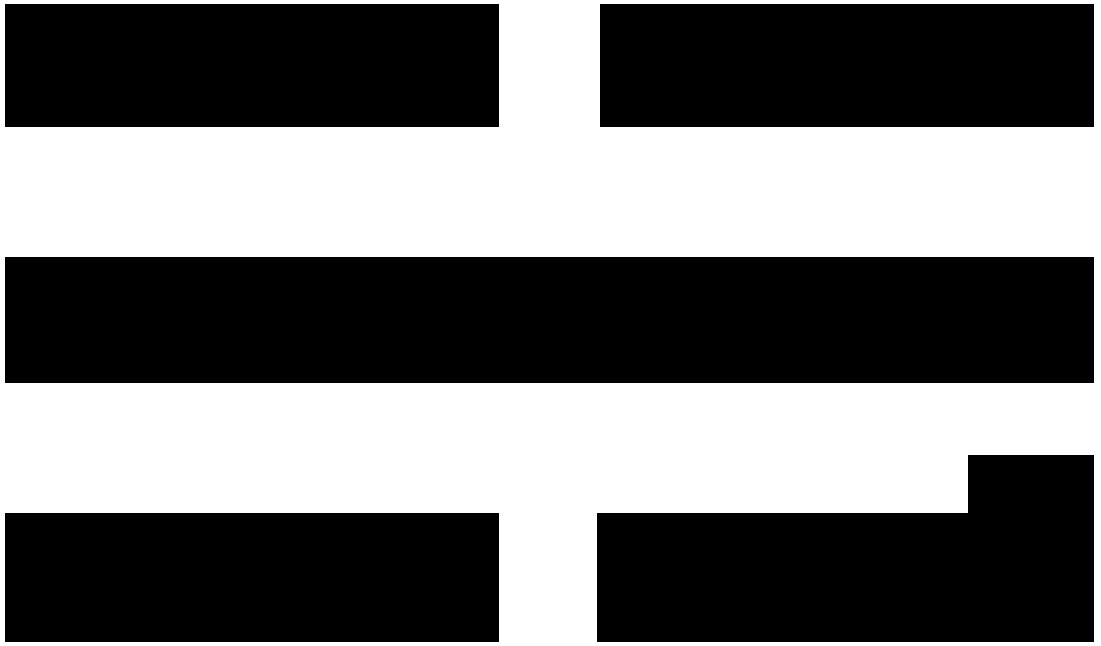


Logo

My primary logo is just a simple monogram.

Minimum Size:

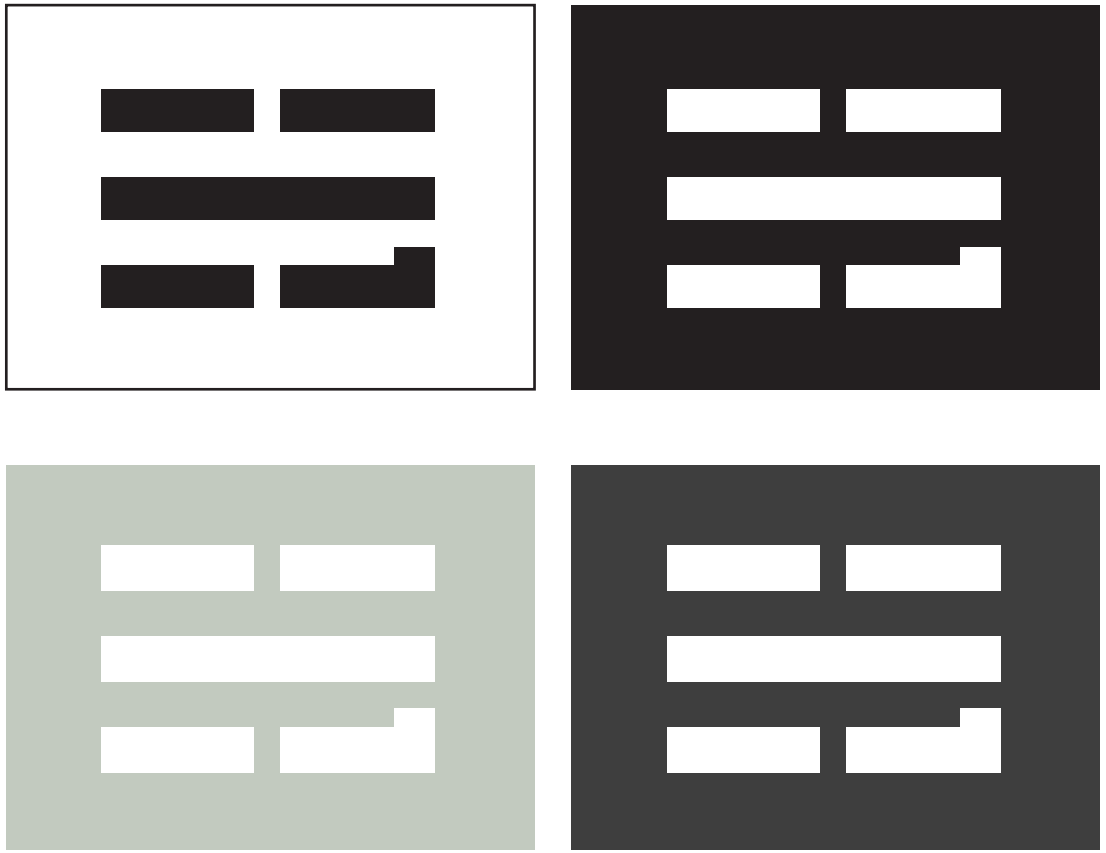




Logo Variations: Do's

The monogram is an important part of my brand and must be used thoughtfully according to these guidelines.

The monogram should always be presented in black and white but it can also be presented with different coloured backgrounds which are also shown to the right.



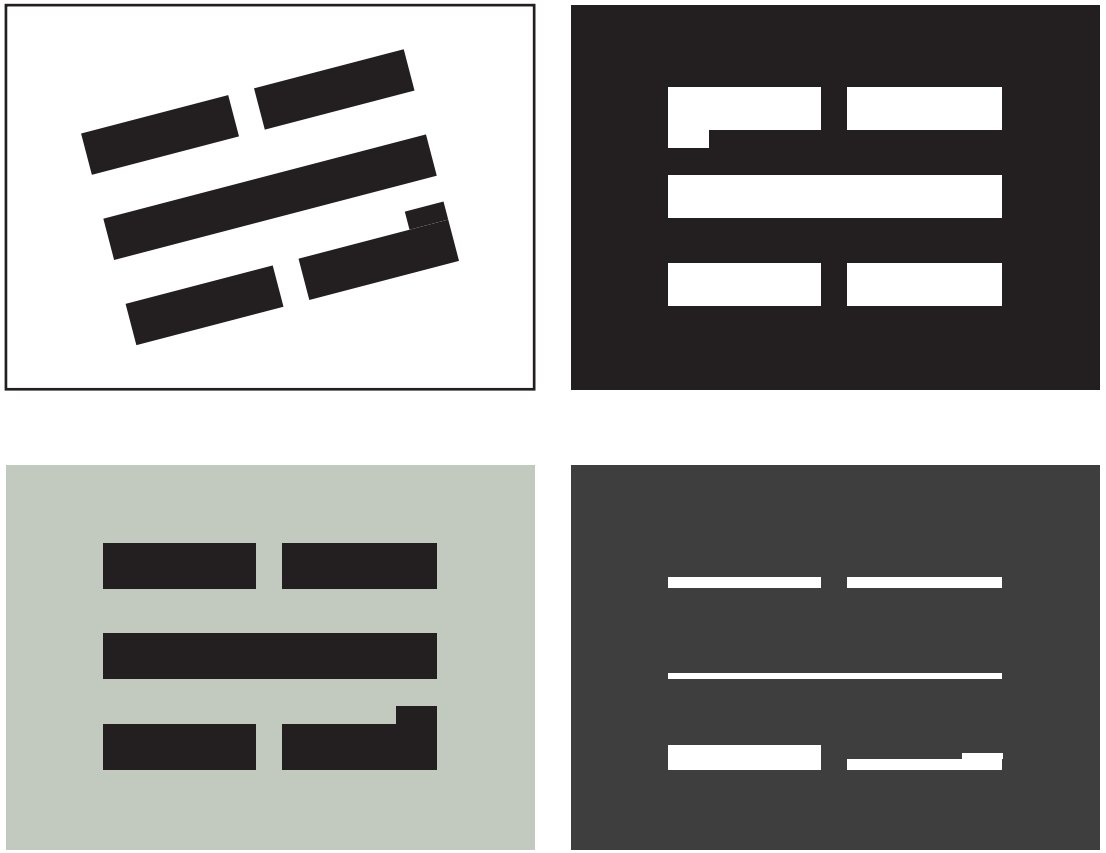
Logo Variations: Dont's

The monogram's orientation should be displayed with the two straight rectangles at the top. The middle rectangle should always be horizontal.

Each rectangle should always be the same width and length so that the monogram looks like a rectangular shape.

The monogram should only be black against a white background.

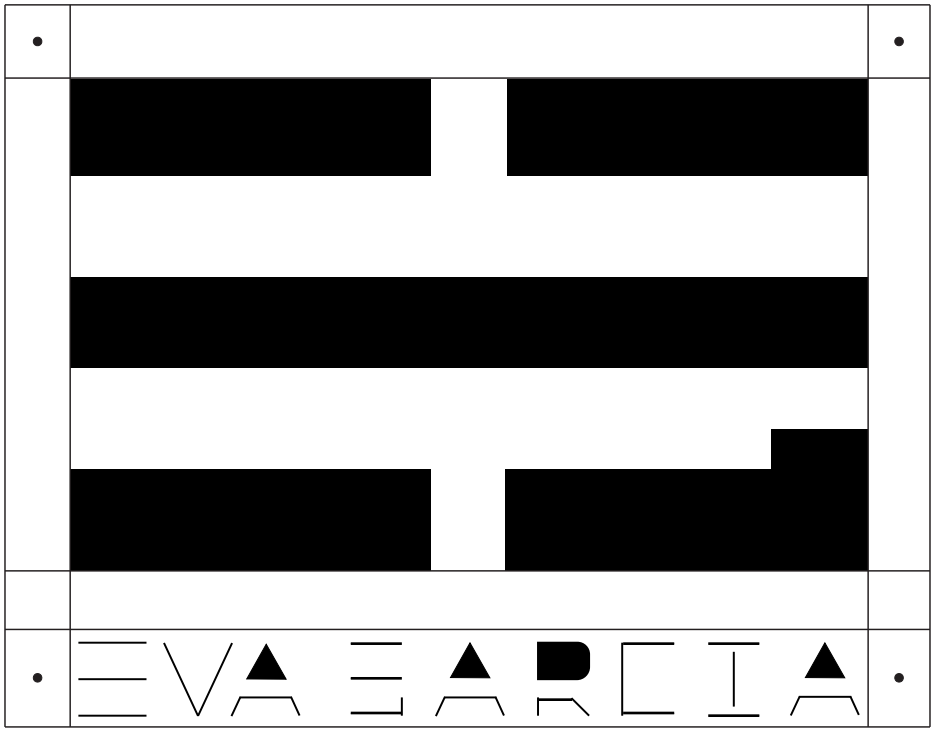
All of this has been shown to the right.



Logo Usage

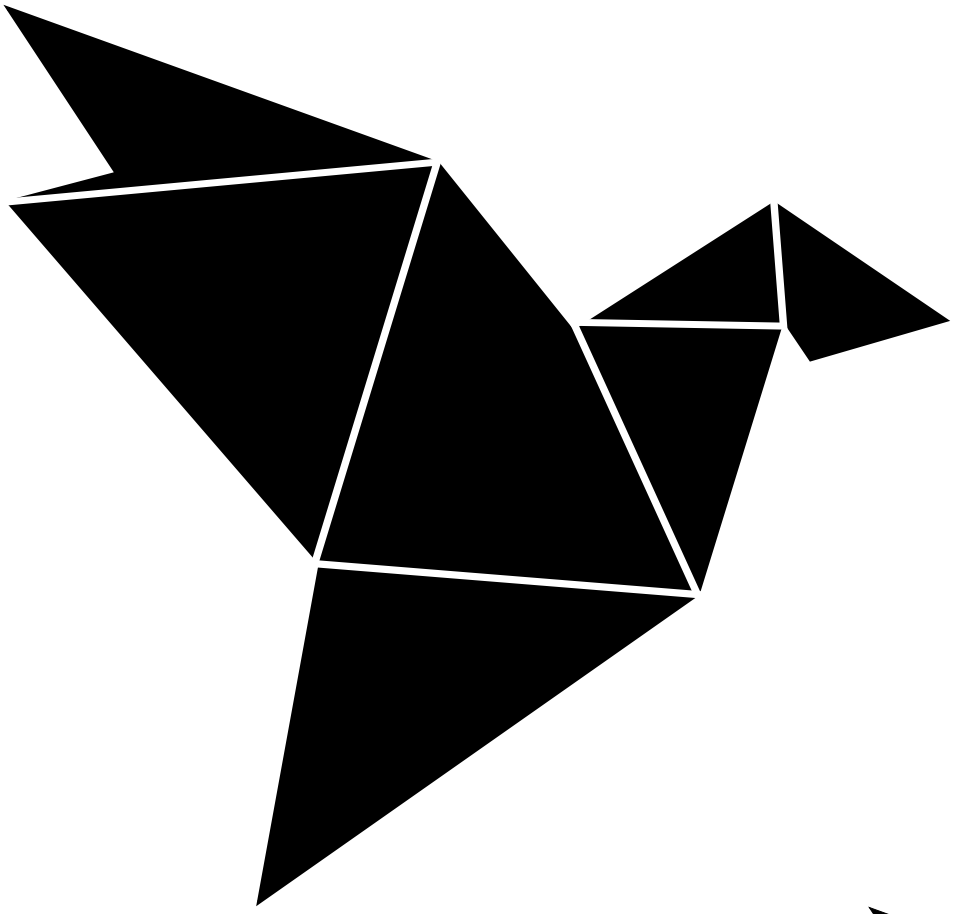
The monogram should always look like a rectangular shape.

When the monogram is being used, the height and the spacing around it should be properly presented, as shown to the right.
Adequate spacing should be used between the monogram and the wordmark so that overall it doesn't look too condensed.



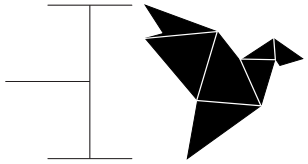
Visual Marque

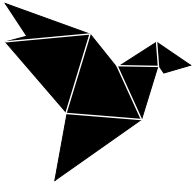
My visual marque is an origami bird which it is known as the ‘bird of happiness’.



Minimum Size:

This is the smallest the visual marque should be preseneted.

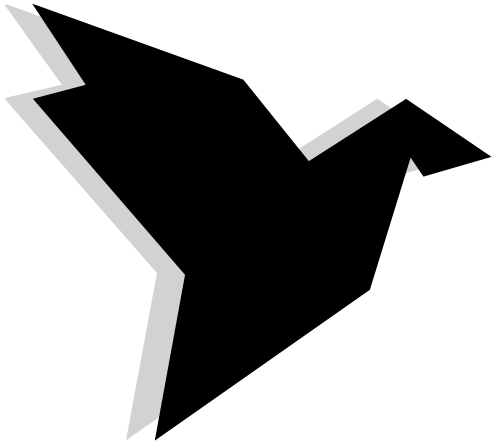


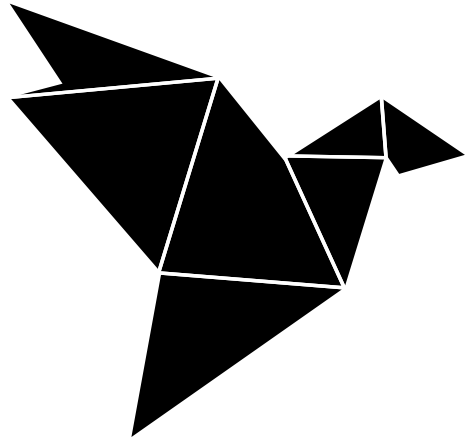


Visual Marque: Do's

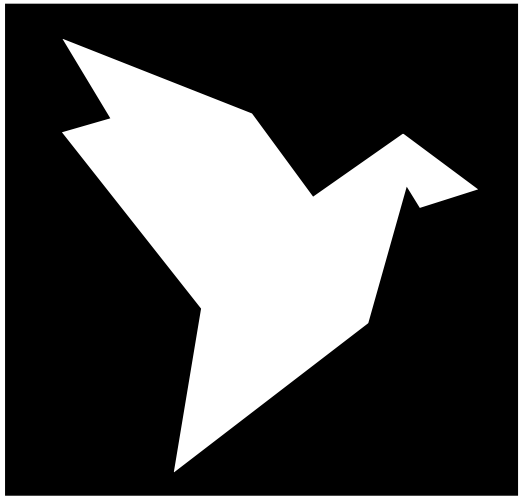
The visual marque is important as I want people to immediately associate it with my brand.

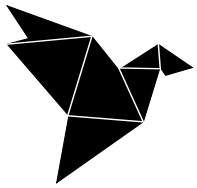
In the main, the visual marque will be presented black on white, in which case the lines in the origami bird that divide the shapes should always be white and the bird should be black. The visual marque can also be presented white against a black background.
Both are shown to the right.



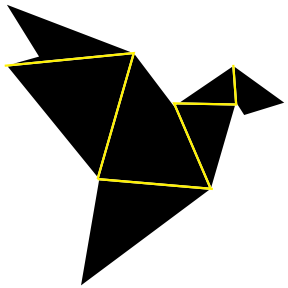


The visual marque can also be presented without the lines but with a shadow. This is shown to the right.

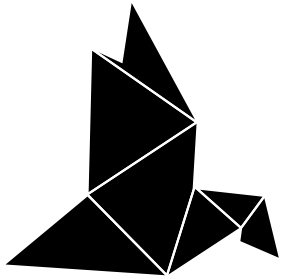




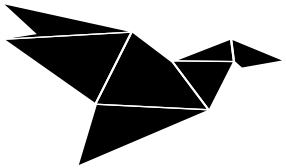
Visual Marque: Dont's



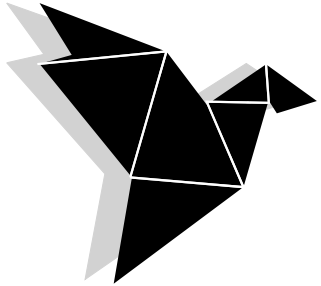
Don't add colour to the white lines



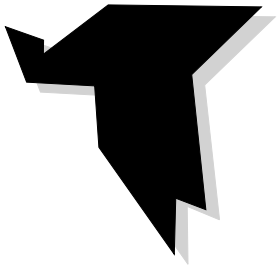
Don't rotate



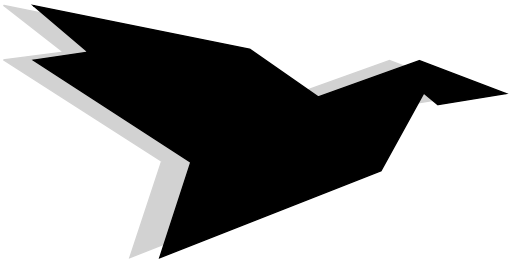
Don't squash



Don't add drop shadow
to the origami visual marque



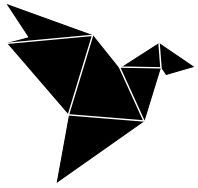
Don't rotate



Don't stretch

Don't just use drop shadow

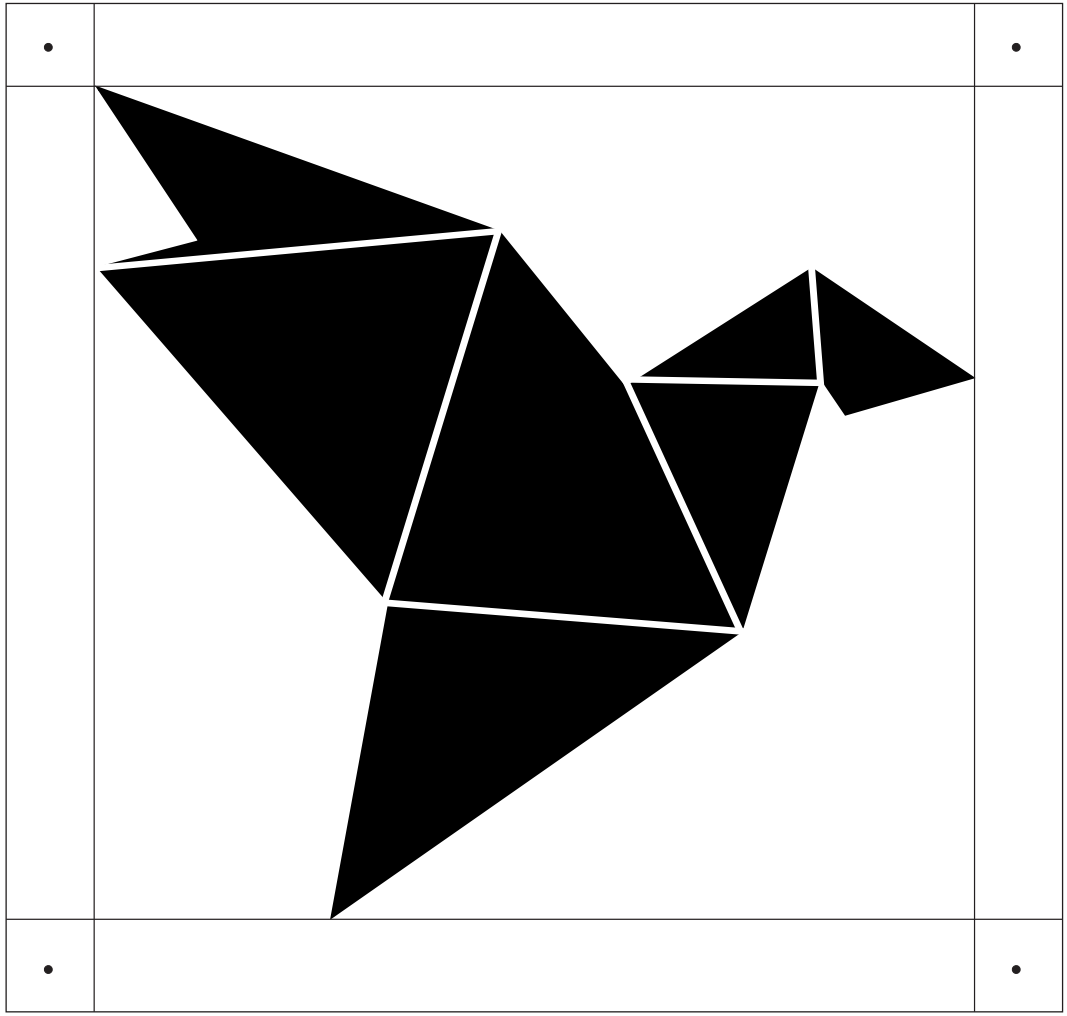
Don't change colour of bird



Visual Marque Usage

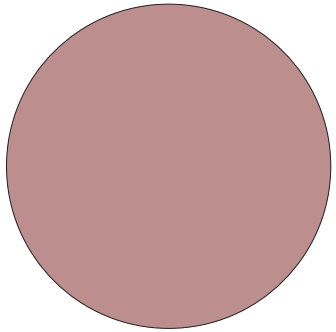
The wings on the visual marque should always be visble.

To ensure the visual marque isn't over-crowded the appropriate space should be left around it which is shown to the right. This also applies to the height so that the visual marque is always kept clear.



Colour Palette

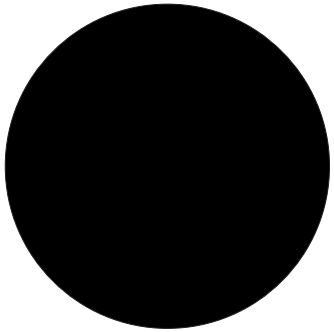
To maintain the consistency throughout my brand the following colours should be used.



rosybrown

#BC8F8F

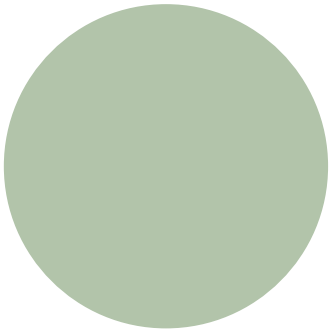
rgb(188,143,143)



black

#000000

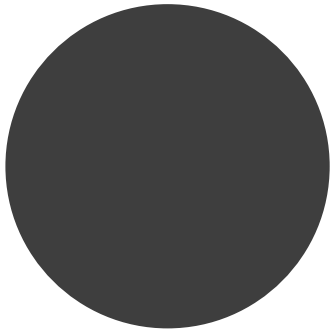
rgb(0,0,0)



surfcrest

#B2C4AB

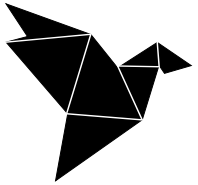
rgb(195,203,192)



Eclipse

#3F3F3F

rgb(63,63,63)



Typogrpahy

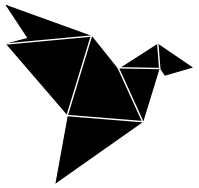
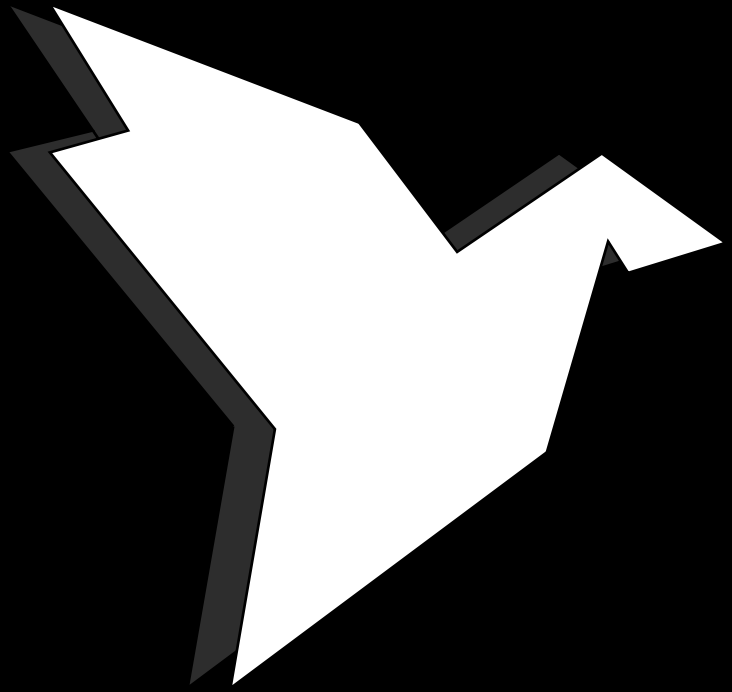
The following are the fonts which should be used:

Shree Devanagari 714

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PT Sans

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz