

BRAND GUIDELINES



BRAND GUIDELINES

Who am I?

My name is James scott. Denim lover.
Im also a interaciton designer with a
love for illustration, branding and
anything else that involves creative
thinking.

What is important to me?

As a designer, I am always aiming to
develope and better my skills,
especially my illustrations skills. I want
to develope a unique illustrative style
that will become distinct to my brand.



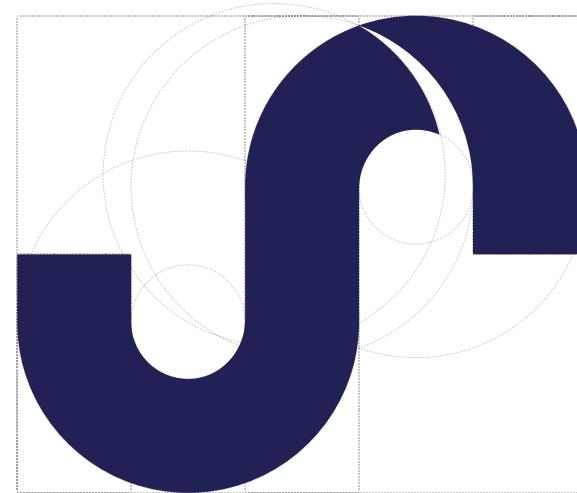
MONOGRAM



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Monogram

My monogram is a great way to brand any of my work with a professional looking symbol. The monogram can be used on any form of media involving my brand, and should be the primary resource when showcasing my brand.

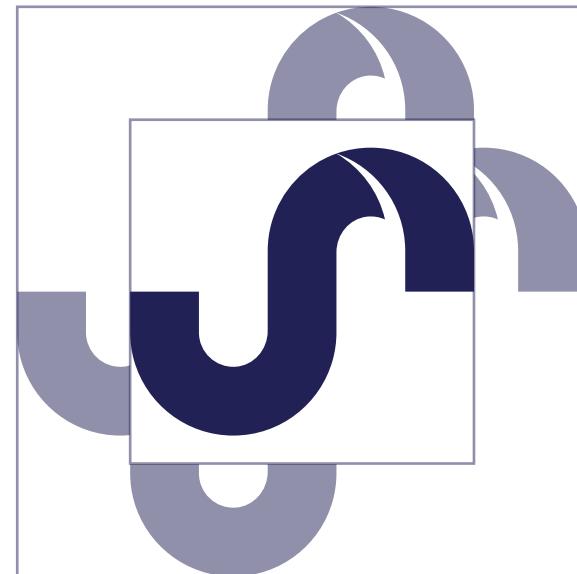




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Spacing

When using the monogram, make sure to give it the space it needs. Be sure to use a margin of 20px all around the monogram



20px



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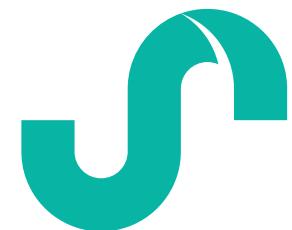
Do's



Do use the monogram in its original state



Do use the monogram with a Coloured background



Do use approved colour schemes



Do use the monogram to create patterns



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Dont's



Do not distort the monogram



Do not tilt the monogram



Do not alter the length of the monogram in any way



Do not use unapproved colour schemes



Do not get rid of the cut away

VISUALMARQUE

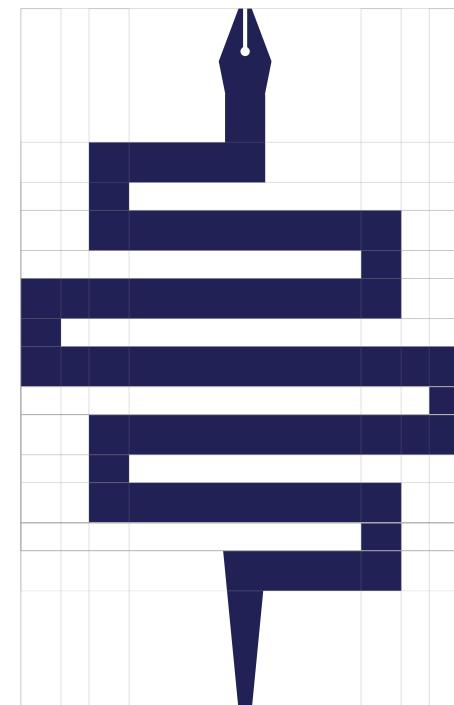


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Visual marque

This is my visual marque. It reflects how flexible I am as a designer. the shape itself is inspired by the greek key pattern.

This should be used as an alternative to the monogram. Specifically when posting on social media if the monogram is not suitable.





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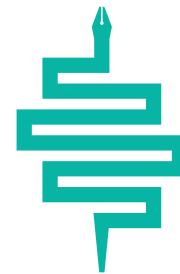
Do's



Do use the visual marque in its original state



Do use the visual marque with a 45° angle



Do use approved colour schemes



Do use the visual marque with coloured background



Do use the visual marque in black and white if the approved colours aren't suitable



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Dont's



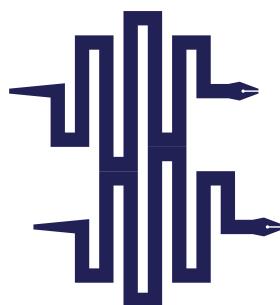
Do not distort the visual
marque in any way



Do not angle the visual
marque any further than 45°



Do not use unapproved colour
schemes



Do not use the visual marque
to create patterns

WORDMARK



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Word mark

My visual mark is a nice element to add to my monogram or visual marque. The wordmark itself is fun, professional and modern.

The wordmark 'JAMES SCOTT' is displayed in a bold, dark blue sans-serif font. It is positioned on a light gray grid background. The grid features horizontal lines and vertical columns. On the far left, there is a small 'x' symbol above a grid square. In the center-left area, there is another 'x' symbol below a grid square. To the right of the wordmark, there is a 'x2' symbol above a grid square. The wordmark consists of two lines of text: 'JAMES' on the top line and 'SCOTT' on the bottom line.

JAMES SCOTT



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Do's

JAMES SCOTT

Do use the wordmark in its original state

JAMES SCOTT

Do use approved colour schemes with the wordmark



JAMES SCOTT

Do pair the wordmark with other brand assets



Do pair the wordmark with coloured backgrounds or images



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Dont's

JAMES SCOTT

Do not distort the wordmark in any way

JAMES SCOTT

Do not tilt the wordmark

JAMES

Do not remove any part of the wordmark

JAMES SCOTT

Do not use unapproved colour schemes

THE OTHER ESSENTIALS



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Typeface

Sleek. Stylish. Versatile. Three words I would use to describe Manrope. The chosen typeface helps to give a relaxed yet professional identity.

Titles:
MANROPE EXTRABOLD

Sub-Titles:
MANROPE BOLD

Other Text:
MANROPE MEDIUM

MANROPE EXTRABOLD

MANROPE BOLD

MANROPE MEDIUM



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Colour Schemes

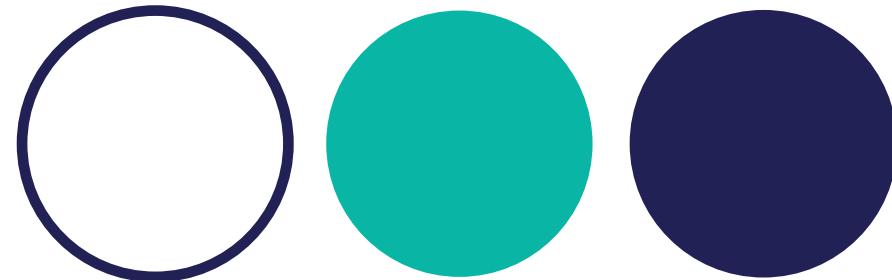
When using any of the brand assets, compliance to the colour scheme is essential to establish a brand identity.

RGB

Green: 00B3A4

Blue: 242257

White: FFFFFF





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Image Styling

When it comes to image use, there are not any strict guides to follow. Here are a few things to consider though.



A gradient map can be used with brand colours



Images can be shown in their original state

HAPPY BRANDING