



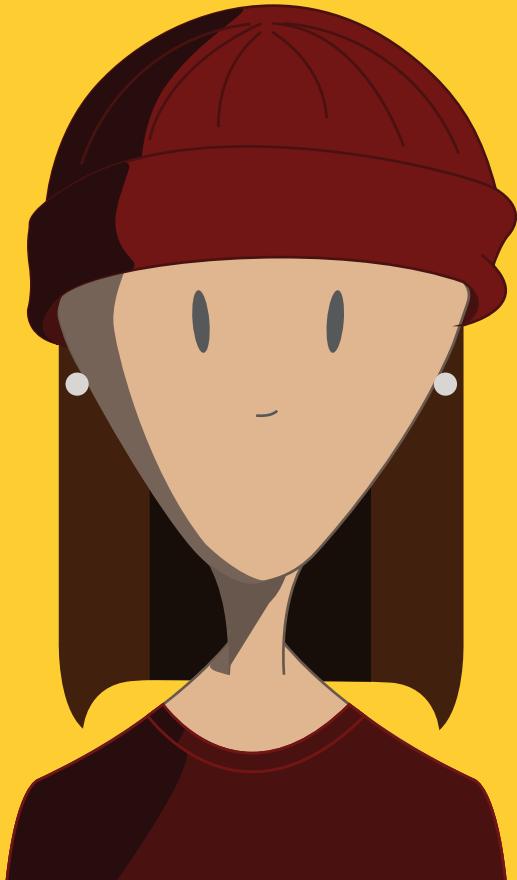
# JASMIN WINIARSKI

Brand Guidelines

# Contents

01

- 02 About the brand
- 05 Monogram
- 10 Visual Marque
- 16 Wordmark
- 22 Typography
- 26 Colour Palette
- 29 Considerations



# Who am I?

I'm Jasmin Winiarski and I'm a UX/UI and Graphic Designer born in Luxembourg.

I'm also an artist interested in everything from illustration and print to photography and cinematography. But nowadays I try to focus more on making the web a better place.

# What is my goal?

As a designer, I want to make your experience on the web more enjoyable.

I believe that the right mix of science and art can make the web experience more accessible, more fun and memorable.

# I speak in First Person

My tone :

- is warm and welcoming
- is casual, but always respectful, it goes without saying
- can be ironic, but I'll always let you in on the joke

# What are my values?

## Passion

I believe that passion is the secret ingredient in every successfull business and it pushes me to grow as a designer.

## Problem Solving

I don't want to deliver products, I want to deliver solutions to problems through design thinking and hard work.

## Quality

I keep pushing myself and work hard to deliver the best quality work possible.

# Monogram



## My Monogram is:

- ornate but modern
- professional
- tilted at a 60° angle

## When do I use my monogram:

My monogram was created to represent myself and shall only be used as a form of my signature.

# The Do's:



do use in its original state



do use with approved colours



do use on approved background colours

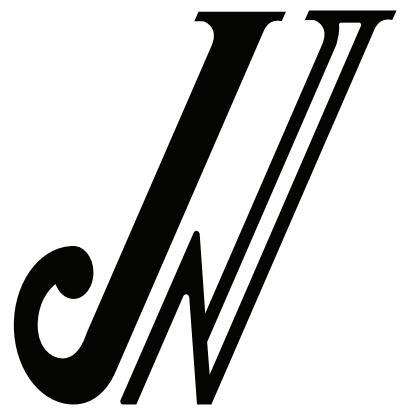


do use with photographs

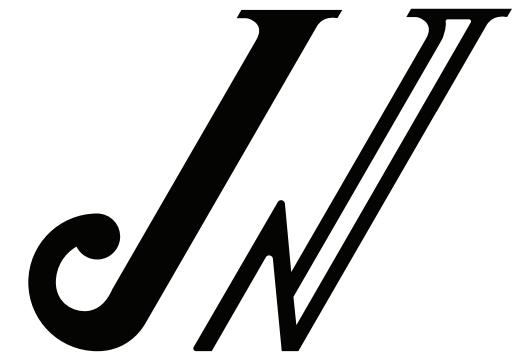
# The Don'ts:



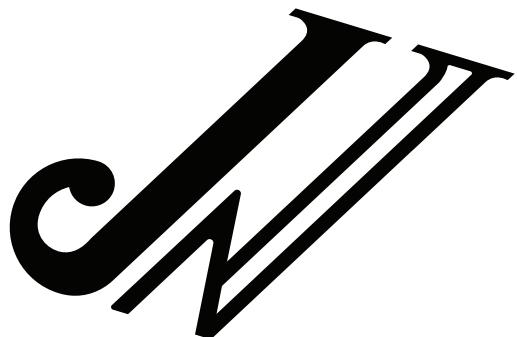
don't use colours outside of the palette



don't stretch



don't separate/adjust spacing



don't tilt/rotate



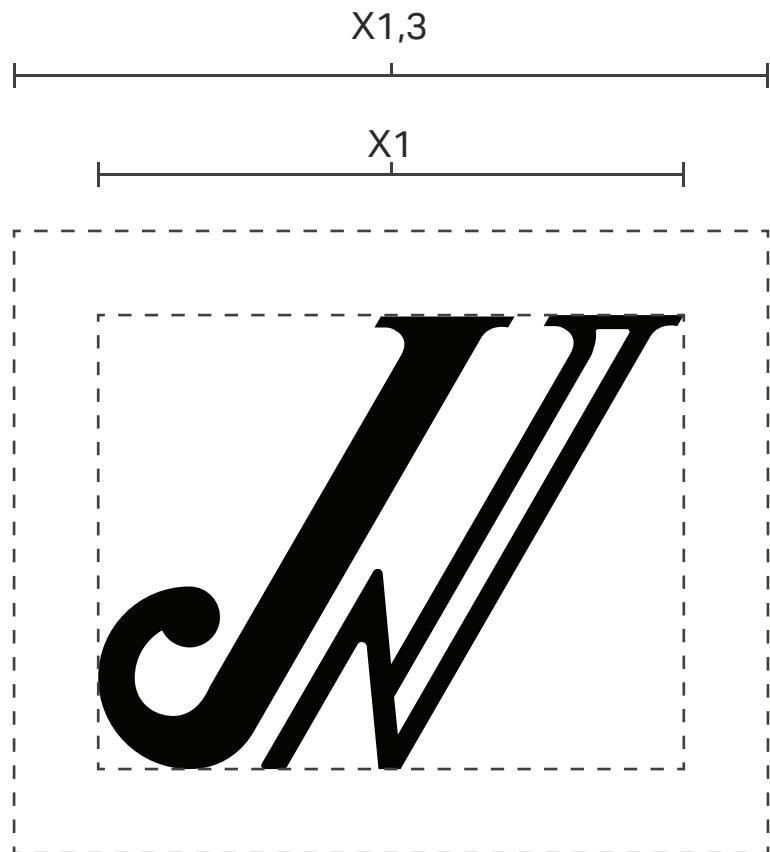
don't add drop-shadow



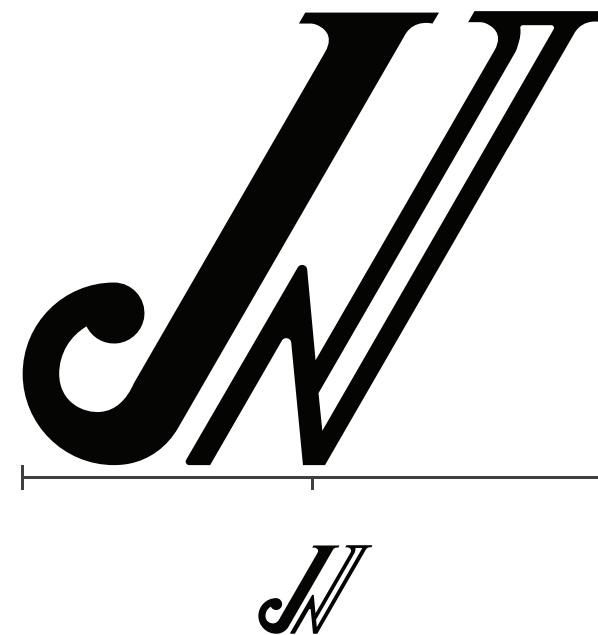
don't use more than one colour

# Scale and Isolation

## Isolation Area



## Minimum Scale



Minimum scale to be 15mm in print or 44px in digital formats

# Visual Marque



## My Visual Marque is:

- modern and simple
- a symbol for ideas
- a continuous line

## When do I use my Visual Marque:

The monogram is to be used as a representation of my brand and its values.

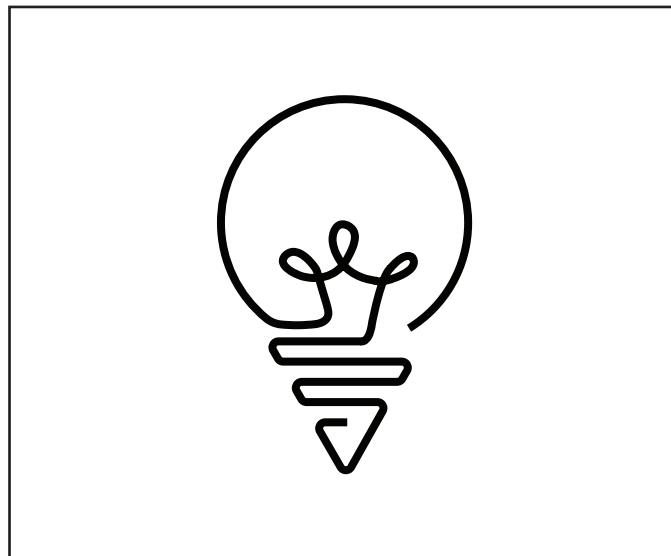
# The Do's:



do use in its original state



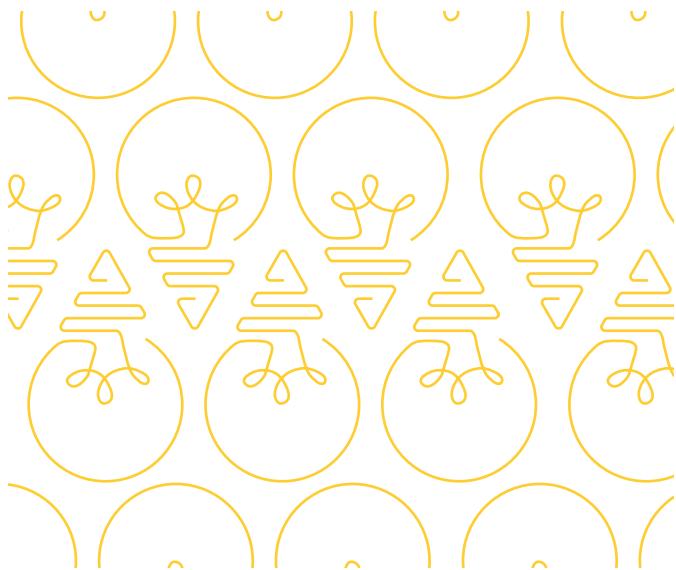
do use with approved colours



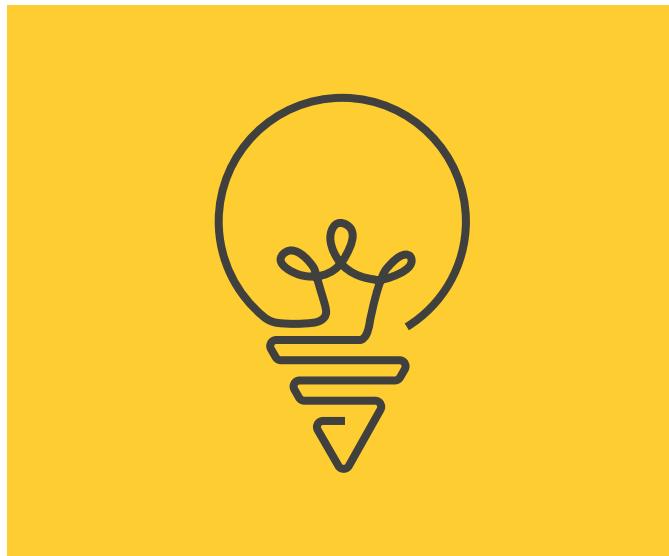
do use in black and white



do use in black and white inversed



do use as pattern



do use on approved background colours



do use with photographs

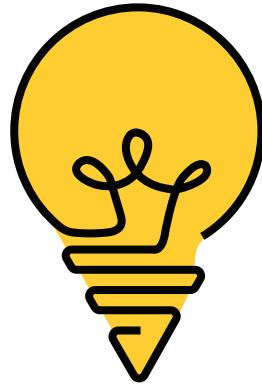


do use in shapes

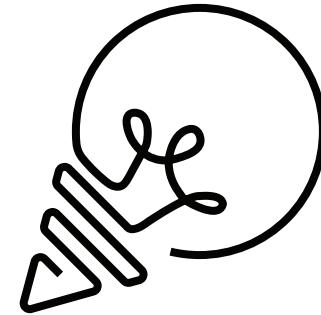
# The Don'ts:



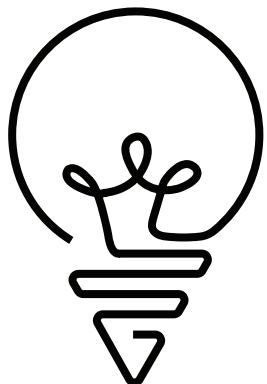
don't use colours outside of the palette



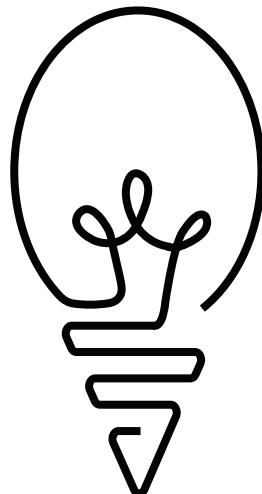
don't try to use a fill colour



don't tilt/rotate



don't reflect the visual marque



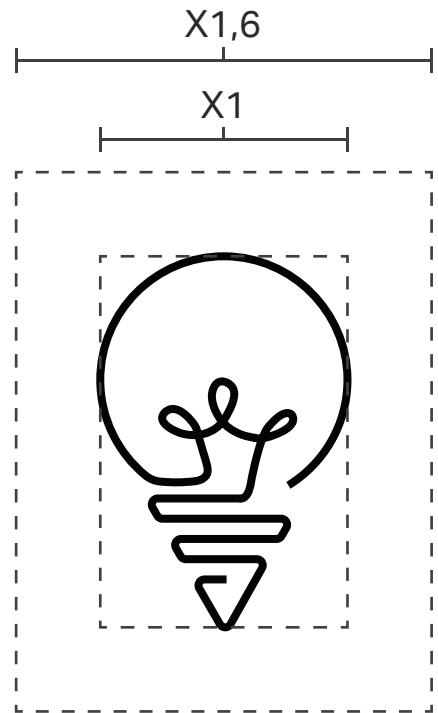
don't stretch



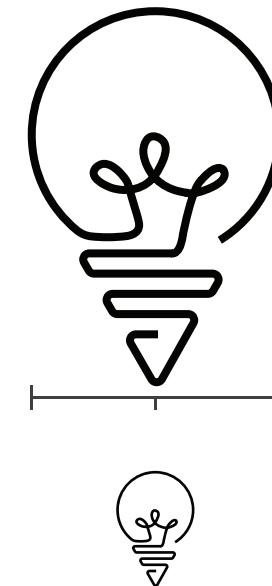
don't try to use a gradient

# Scale and Isolation

## Isolation Area



## Minimum Scale



Minimum scale to be 15mm in print or 44px in digital formats

# Wordmark

JASMIN WINIARSKI

## My Wordmark is:

- minimalistic
- modern
- professional

## When do I use my wordmark:

The wordmark can be used on its own or paired with either the visual marque or the monogram.

# The Do's:

JASMIN WINIARSKI

do use in its original state

JASMIN WINIARSKI

do use with approved colours

JASMIN WINIARSKI

do use on approved background colours



do use with photographs

JASMIN WINIARSKI

do use in black and white

JASMIN WINIARSKI

do use in black and white inversed



do pair with other brand elements

JASMIN  
WINIARSKI

do stack if necessary

# The Don'ts:

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don't use colours outside of the palette

JASMIN WINIARSKI

don't change the kerning or word spacing

JASMIN WINIARSKI

JASMIN WINIARSKI

don't squach or stretch

JASMIN WINIARSKI

don't tilt/rotate

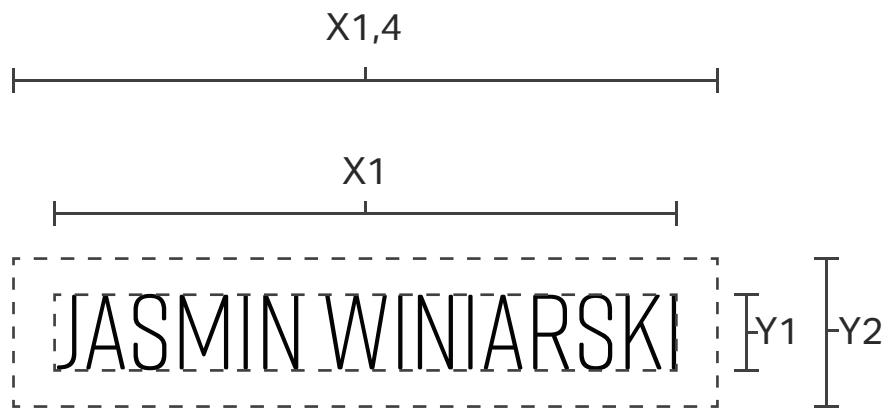
WINIARSKI JASMIN

don't change the word arrangement

JASMIN WINIARSKI

don't use multiple colours

# Scale and Isolation



JASMIN WINIARSKI

JASMIN WINIARSKI

Minimum scale to be 30mm in width for print or 85px in width for digital formats

# Ways to pair the wordmark



# Typography

# Typography

main font

Aktiv Grotesk Light

Aktiv Grotesk Regular

*Aktiv Grotesk Italic*

**Aktiv Grotesk Bold**

replacement fonts

Open Sans or Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
Aktiv Grotesk Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
Aktiv Grotesk Regular

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
Aktiv Grotesk Italic*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
Aktiv Grotesk Bold**

# Typography

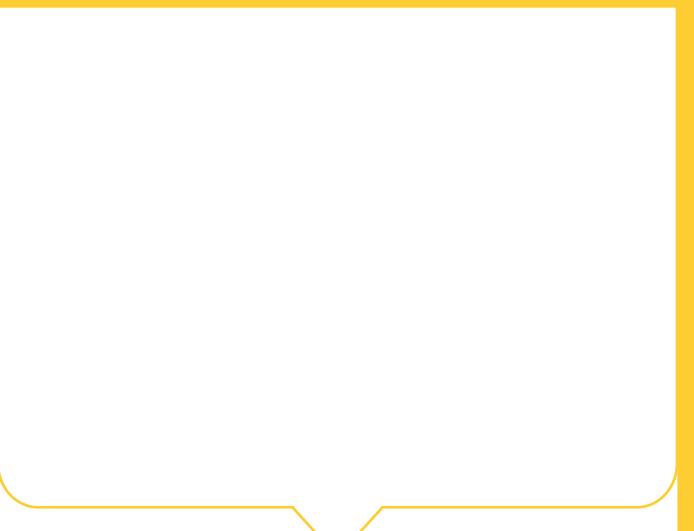
## A guide to colours

The main colour palette is what should represent my personal brand, and the secondary colour palette should only be used as an extention of that palette when needed.

## Exceptions to the colour usage

Colours outside of the palettes can be used when necessary, but try and keep them in the same vibe as the existing palettes.

# Colour Palette



HEX  
#404140

RGB  
(64,65,64)

CMYK  
cmyk(67,60,61,47)

Pantone  
19-4305 TPG

HEX  
#FFCC33

RGB  
rgb(255, 204, 51)

CMYK  
cmyk(0,20,80,0)

Pantone  
115 U

HEX  
#FFFFFF

RGB  
rgb(255, 255, 255)

CMYK  
cmyk(0,0,0,0)

Pantone  
P 1-1 U

## Primary Colour Palette



HEX  
#2a2b2b

RGB  
rgb(42,43,43)

CMYK  
cmyk(71,64,63,65)

Pantone  
19-4004 TCX



HEX  
#dc7e27

RGB  
rgb(220,126,39)

CMYK  
cmyk(11,59,100,1)

Pantone  
P 27-8 C

## Secondary Colour Palette

# Considerations

## Keep it sustainable

None of my brand elements shall be printed on disposable objects like one-use plastic cups or paper napkins. I don't want my brand to be associated with anything that isn't sustainable.

## Got any questions?

Don't be shy, ask away. You can reach me via this email: [contact@jasminwiniarski.com](mailto:contact@jasminwiniarski.com) or through my website: [www.jasminwiniarski.com](http://www.jasminwiniarski.com)

