Brand Guidelines
Jordan Gault

The mission

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The voice

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Brand Mission

Monogram idea

It isn't a very complicated design but that's why I really like it. I haven't added any extra shapes or elements to the monogram other than the two letters, I think this works well and makes the monogram minimalistic.
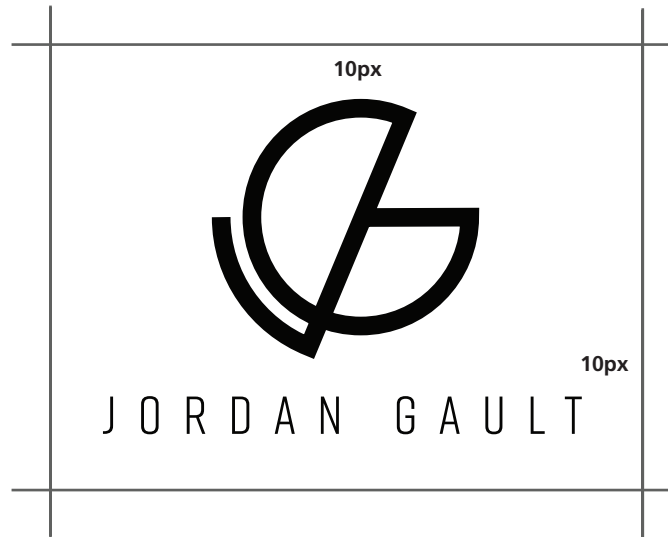
First time I made this in illustrator I was having a bit of trouble putting things together, but once I got some help I understand it now and I feel like the finished monogram turned out really well.
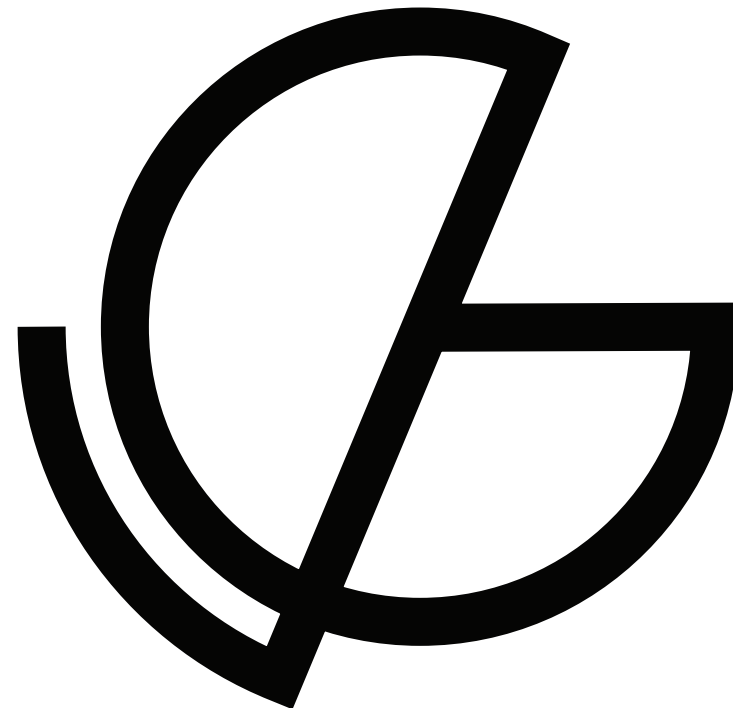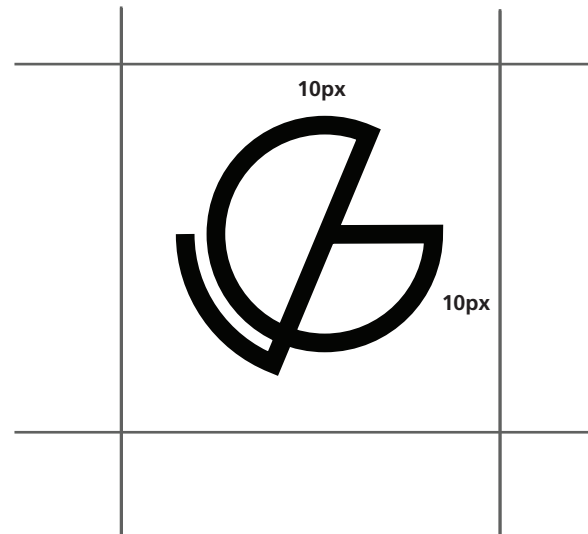
Monogram

Clearance area

10px

10px

J O R D A N   G A U L T

Each of the cases in which the monogram would be used it needs some clearance space.

For the one with the wordmark included I have decided to go with 10px, this gives enough space ot the monogram to not looked to squashed.
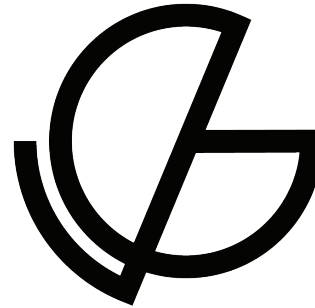

10px

10px

The one with just the mono-gram also just has a 10px clear-ance area.

Even though it is the same distance it still fits with this clearance and it doesn't look squashed.

Monogram

Approved variations

#30C5F4

RGB - 48 197 244

CMYK - 60% 0% 0% 0%

These are the approves varriations I have decided to go with for my monogram.

The black and white variations are simple and the main two that should be used.

The blue variation should only be used if either of the other two don't work for some reason.

Monogram

What not to do
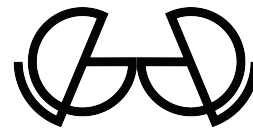

Do not -
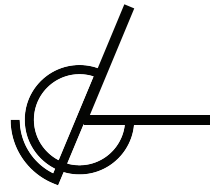transform

Do not -
rotate

Do not -
stretch

Do not -
flip

Do not -
use two monograms

Do not -
change the size
of the stroke

Use only approved
colours.
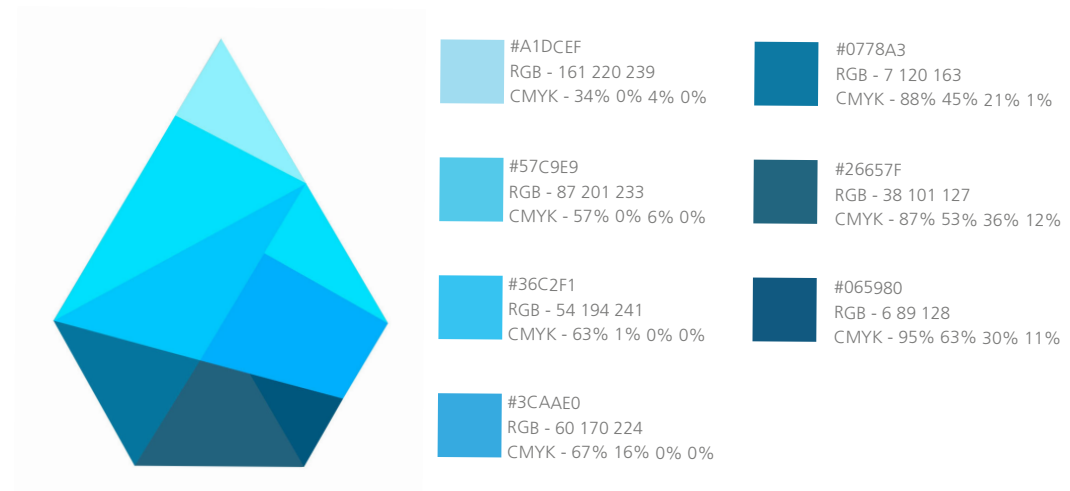
Do not -
add to monogram

Monogram

Visual Marque idea

For this design I initially wanted to create something using polygons, I'm a big fan or polygonal artwork, I have designed a few things in the past with this in mind. The idea behind this design is a water drop and the pen tool from illustrator and photoshop. The pen tool is kind of self explanatory, but the water drop also has a meaning.
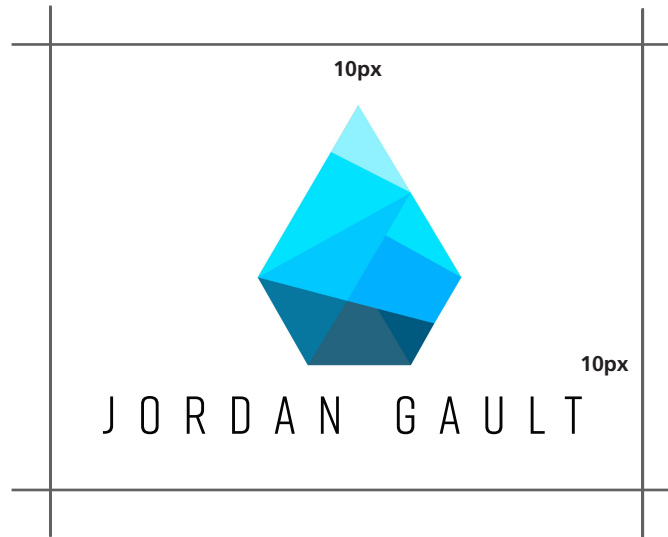
The meaning behind the water drop is that whatever container water is placed into it adapts and becomes the shape of the container, I feel I am similar to this in terms of adapting to situations and scenarios I'm placed in.

#A1DCEF
RGB - 161 220 239
CMYK - 34% 0% 4% 0%

#0778A3
RGB - 7 120 163
CMYK - 88% 45% 21% 1%

#57C9E9
RGB - 87 201 233
CMYK - 57% 0% 6% 0%

#26657F
RGB - 38 101 127
CMYK - 87% 53% 36% 12%

#36C2F1
RGB - 54 194 241
CMYK - 63% 1% 0% 0%

#065980
RGB - 6 89 128
CMYK - 95% 63% 30% 11%

#3CAAE0
RGB - 60 170 224
CMYK - 67% 16% 0% 0%

Visual
Marque

Clearance area

10px

10px

J O R D A N   G A U L T

Similar to the Monogram I decided to stick with a 10px clearance area, not only because it keeps things the same but also becasue this clearance area works just as well for the visual marque as it dose for the monogram.
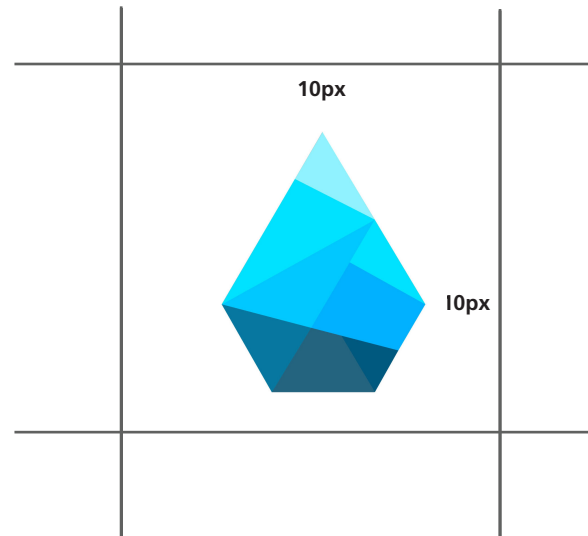
10px

10px

The one with just the visual marque also just has a 10px clearance area.

again the same as with the monogram this amount of space works well, giving enough space without making it feel squashed.

Visual
Marque

Approved variations

When it comes to the visual marque this is the only varation that should be used. I was thinking at one point about making a few more colour schemes but after trying them out this is the only one that I want being used.

Visual
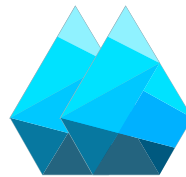# Marque

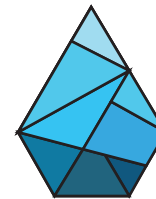# What not to do

Do not -
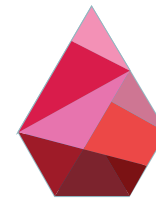change the opacity

Do not -
rotate

Do not -
stretch

Do not -
flip

Do not -
use two
visual marques

Do not -
add a stroke

Use only approved
colours.

Do not -
add to the
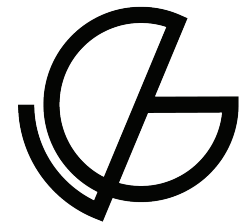visual marque

Visual Marque

Wordmark idea

J O R D A N   G A U L T

The wordmark is simple. It will rarely be used on it's own if ever at all. The times it will be used when the monogram or visual marque need it to stand out more.

It will be used with the monogram and visual marque as shown below.

J O R D A N   G A U L T

J O R D A N   G A U L T

Wordmark

Fonts used

There are two fonts that should be used, one for web and one for everything else.

"Frutiger"

For headings and sub headings "Frutiger Bold" should be used and for paragraphs "Frutiger Light" should be used.

"Roboto"

The sizes are a bit more specific for web based typography.

Hero image H1 - 112px

Hero image H2 - 32px

Regular H1 - 50px

Regular H2 - 30px
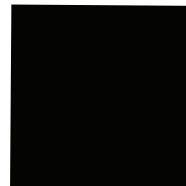
Paragraphs - 20px

Line height - 1.5em

Typography

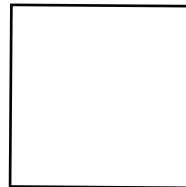## Colour scheme

#36C2F1
RGB - 54 194 241
CMYK - 63% 1% 0% 0%

#000
RGB - 0 0 0
CMYK - 75% 68% 67% 90%

#FFF
RGB - 255 255 255
CMYK - 0% 0% 0% 0%

Typography

Need help?

Contact me at jordangault561@gmail.com