



Brand Guidelines

Jordan Gault



Brand Mission

The mission

My mission is to get my personality out there through my brand. Showing off my simplistic style of design.

When it comes to design I like using bright colours and a minimalist style.

My Vision

My vision is to not only continue using my style of design but learn new things and new styles and apply those to my own.

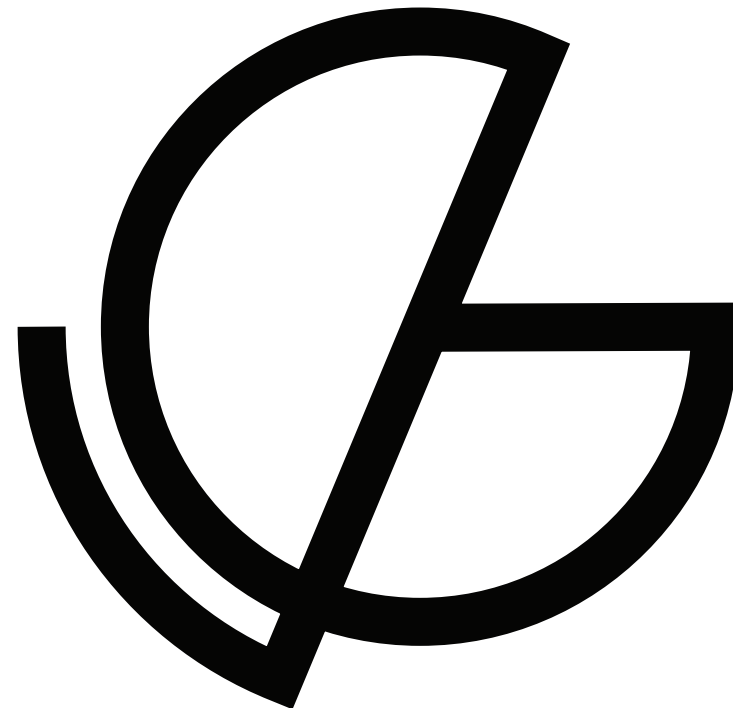


Monogram

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.

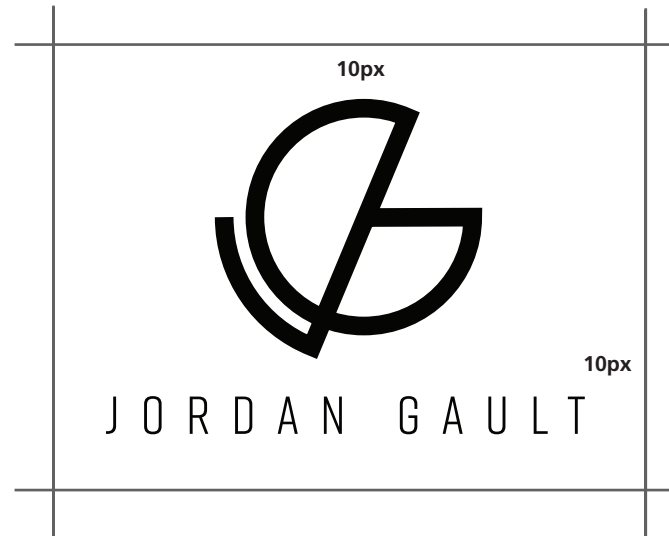
First time I made this in illustrator I was having a bit of trouble putting things together, but once I got some help I understand it now and I feel like the finished monogram turned out really well.





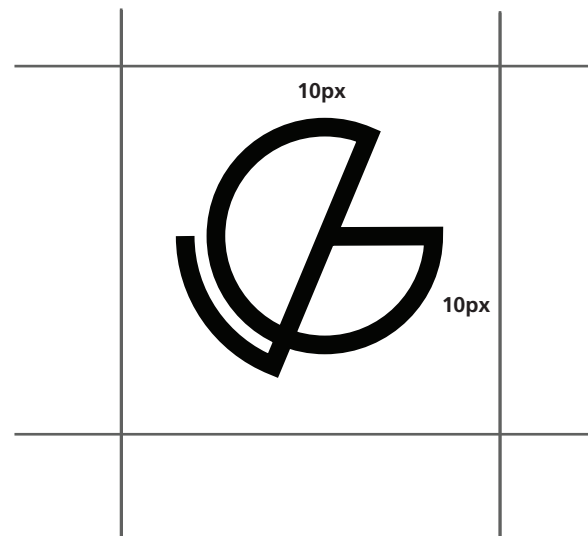
Monogram

Clearance area



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 of the monogram to not looked to squashed.



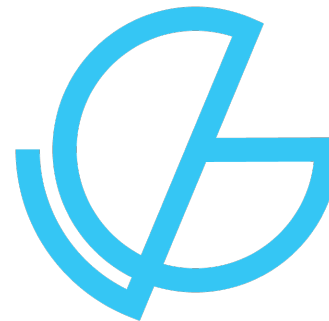
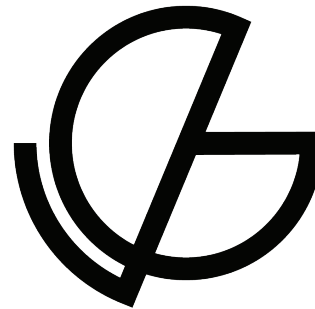
The one with just the monogram also just has a 10px clearance area.

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 approved variations 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.



What not to do



Do not -
transform



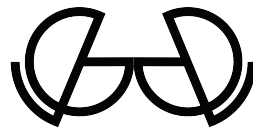
Do not -
rotate



Do not -
stretch



Do not -
flip



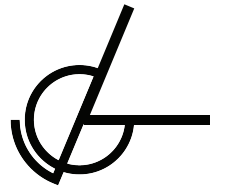
Do not -
use two monograms



Do not -
change the size
of the stroke



Use only approved
colours.



Do not -
add to monogram

Monogram

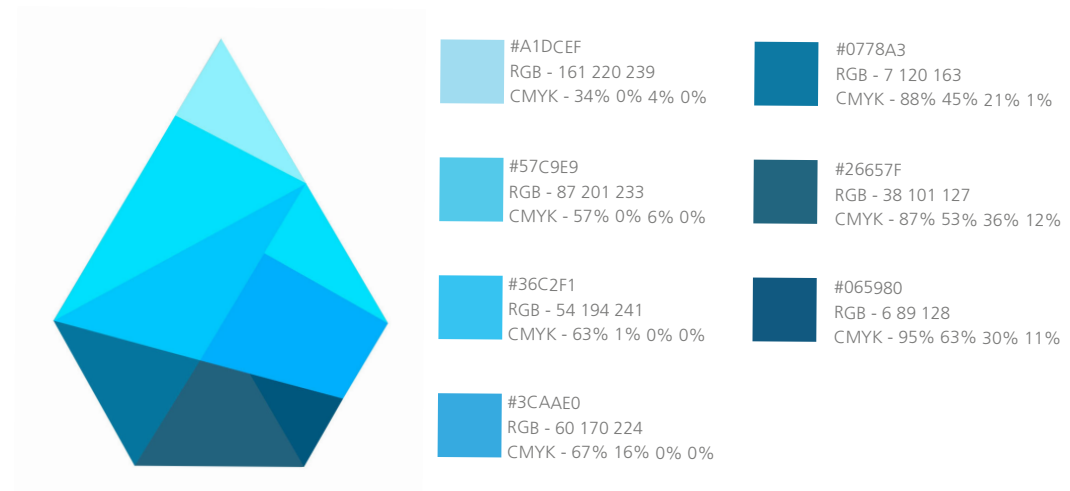


Visual Marque

Visual Marque idea

For this design I initially wanted to create something using polygons, I'm a big fan of 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.

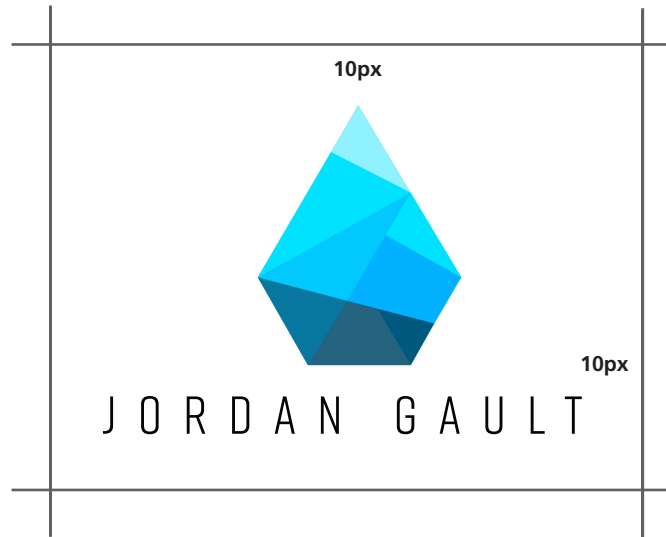
The meaning behind the water drop is that whatever container water is placed into it adapts and becomes the shape of the container, I feel I am similar to this in terms of adapting to situations and scenarios I'm placed in.



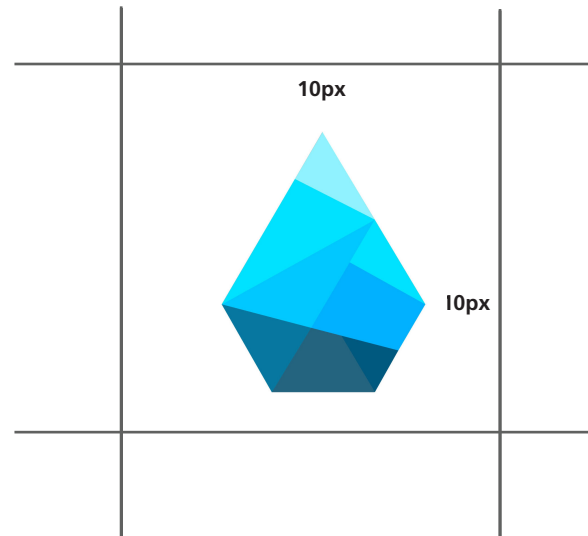


Visual Marque

Clearance area



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



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 variation 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



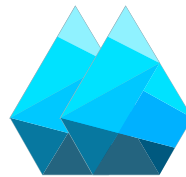
Do not -
rotate



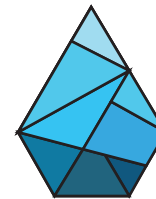
Do not -
stretch



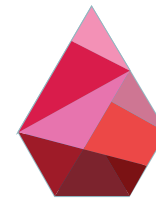
Do not -
flip



Do not -
use two
visual marques



Do not -
add a stroke



Use only approved
colours.



Do not -
add to the
visual marque



Wordmark idea

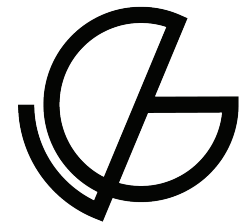
J O R D A N G A U L T

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



Typography

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



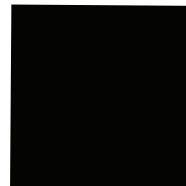
Colour scheme



#36C2F1

RGB - 54 194 241

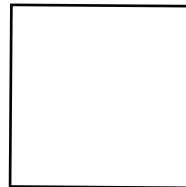
CMYK - 63% 1% 0% 0%



#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