

LIAM MCEVOY  
BRAND  
GUIDELINES

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# HI THERE

Welcome to Liam McEvoy brand guidelines. In this document it will contain all the information on the Liam McEvoy brand and how it should be used correctly. Liam McEvoy is my brand identity and is a reflection of myself, this brand stands for what I am now and, in the future, so it is important that this guide is always referred and adhered to.

# MY VALUES

1. Personality - I want to convey my personality into my designs for my brand

2. Energy - I want my brand to be driven and to be engaging so i can build a relationship with users.

A large teal shape on the left side of the slide, consisting of a rectangle at the bottom and a triangle on top, with the hypotenuse of the triangle facing right.

**3. Fun - I want my brand to be serious but also fun**

**4. Honest - open minded and genuine**

# TONE

The tone represents Liam McEvoy so it needs to be kept professional and friendly at all times this is to ensure that a bad image is not portrayed. Through out the tone will be fun and friendly and it will keep the audience interested without getting bored.

- Use genuine and accessible words to explain the brand/product
- Be enthusiastic by using playful words
- Always be honest, informed and have a trusted language
- When sharing knowledge and opinions that reflect the brand in an engaging way that resonates with all people

# VOICE

When talking about Liam McEvoy brand it should be spoken in third person and it should be used consistently throughout.

1.Liam McEvoy can be less formal; example, replying to people on twitter.

2.Liam McEvoy must must be more professional when in contact with clients.

MONOGRAM



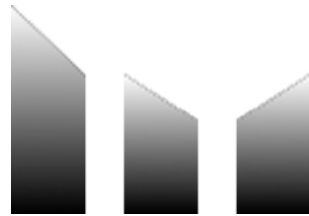
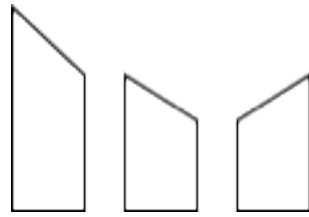
**My monogram is bold  
and minimal as this  
represents me as a  
designer**



**If using the Liam  
McEvoy monogram it  
must be black and  
whit and can be  
inverted if necessary**



# MISUSE



WORDMARK

Futura for the wordmark for the Liam McEvoy brand. This typeface is very clean and bold and simplistic.

My wordmark represents me as a designer and it matches with monogram.

When using the wordmark is must be in black and white, it can be inverted if necessary.

**LIAM MCEVOY**

# DOS AND DONTs



**LIAM MCEVOY**



**LIAM MCEVOY**

VISUAL MARQUE

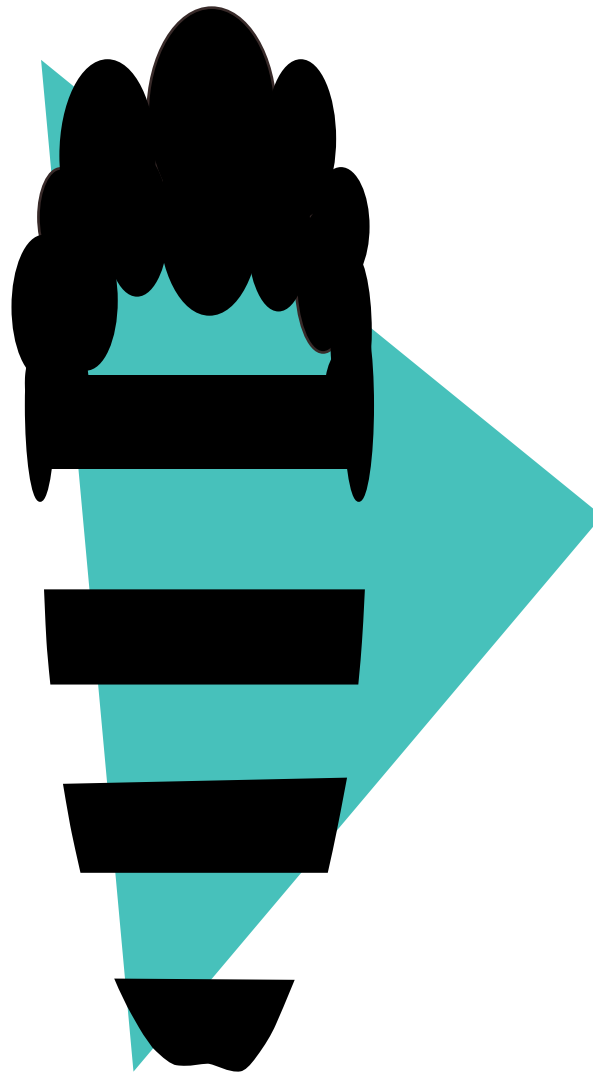
This is the visual marque for the Liam McEvoy brand. It represents me as a designer and it is a simplistic visual of my face. There is a splash of colour on the word marque as the monogram and wordmark are black and white so to implement colour made the Visual Marque more visually interesting.



# Misuse



Do not - make  
wider



Do not - stretch

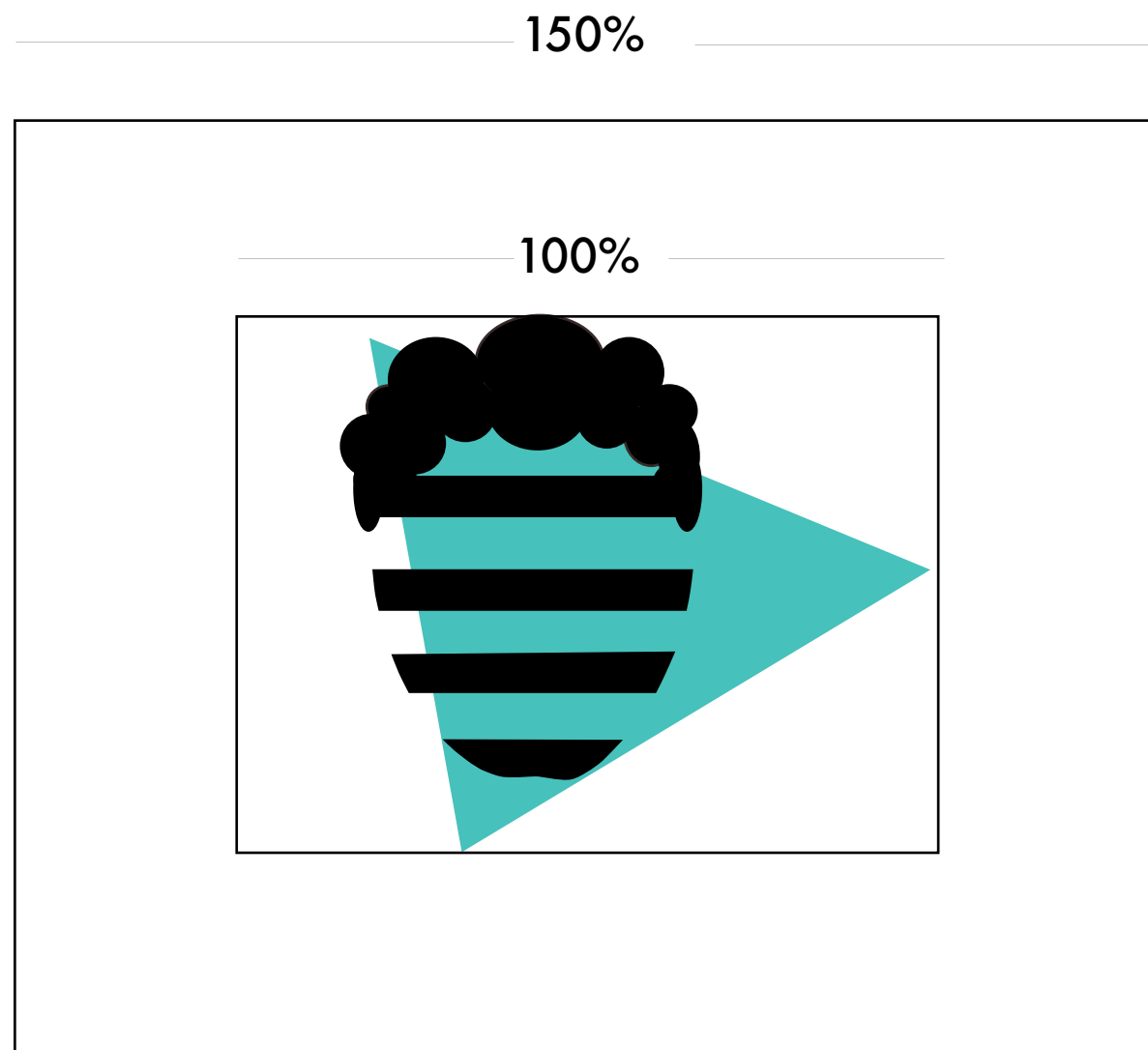


Do not -  
change colour



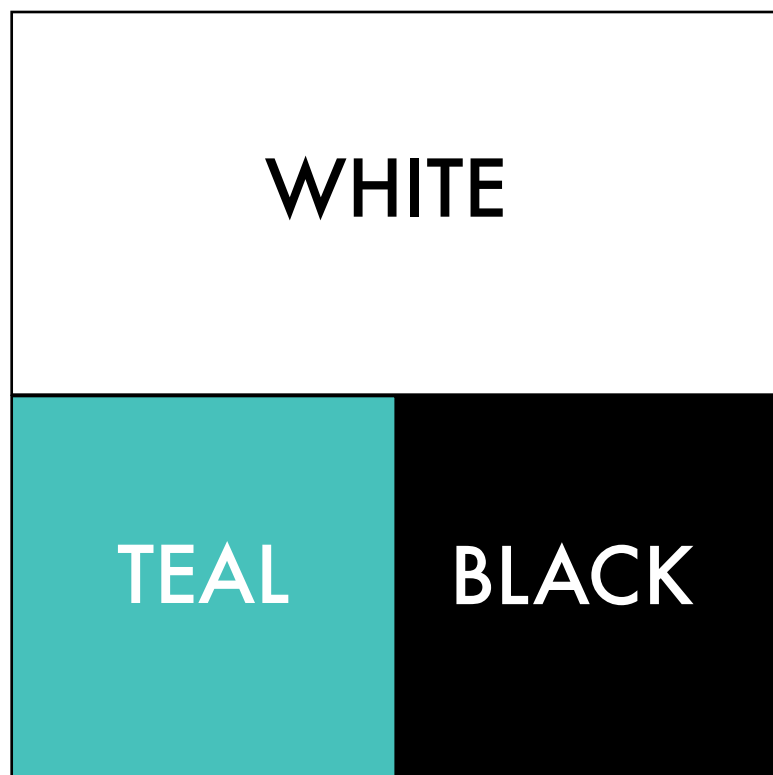
LAYOUT

When you are using the logo with other graphic elements, make sure you give it room to breathe. There should be 150% of empty space around the logo. In order for the logo to maintain its visual impact do not go any smaller than 16 pixels wide

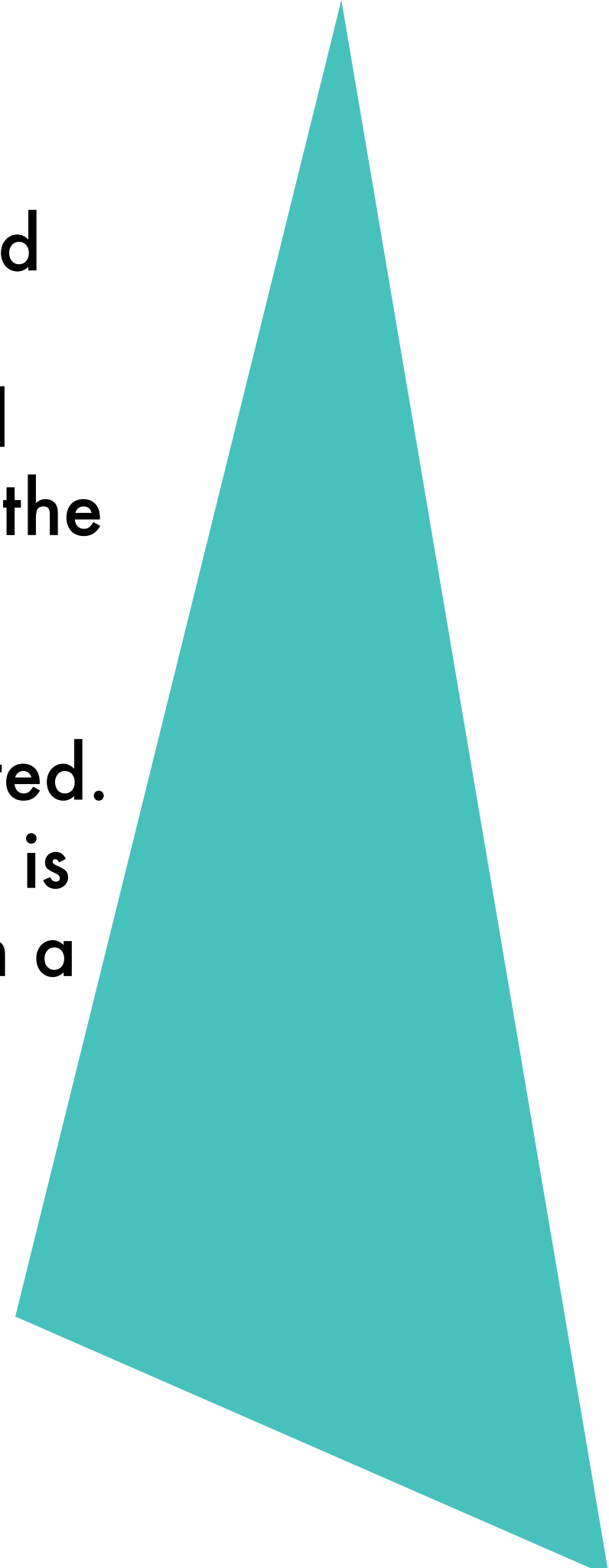


Visual Marque  
minimum size 16 px

COLOUR



These are the brand colours for Liam McEvoy. Black and white are used for the Monogram and word, if necessary these can be inverted. The visual marque is black and teal with a blank background.



TYPOGRAPHY

# TYPEFACE

The Futura typeface is a geometric sans-serif typeface. It makes for a clean looking headline and text is easy to read as any sans serif can be.

When you pair the typeface with the monogram and visual marque it creates a bigger brand identity.

FUTURA

**FUTURA**

FUTURA

*FUTURA*

**FUTURA**

futura

**futura**

futura

*futura*

**futura**