BRAND GUIDELINE

MD VISUALS

"Creative Visions, Built to Last"

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Introduction

Brand Statement:

As a multimedia designer specializing in both web design and branding, I create seamless digital experiences that blend functionality with creative visual identity. My goal is to help businesses establish cohesive online presences by delivering designs that are both user-friendly and visually compelling, ensuring brands connect meaningfully with their audiences.

Voice:

The brand's voice is professional, approachable, and knowledgeable. Whether communicating through social media, email, or marketing materials, the tone should always reflect the brand's authority in multimedia design without being overly formal.

Logo

Minimum Size:
To ensure legibility and impact, the logo should not be used at sizes smaller than 2 cm in print or 80 pixels in digital formats.

Clear Space:
Maintain a clear space around the logo equal to the height of the "M" to ensure that it remains distinct and uncluttered in all applications.

Primary Logo

The primary logo represents the foundation of the brand's visual identity. It combines a shield with the "MD" initials to convey both security and professionalism. This logo should be the primary visual identifier for the brand and used on all primary brand materials, including websites, business cards, letterheads, and marketing collateral.

Variations & Usage

Correct Usage:
-Always maintain the logo's proportions; do not stretch or skew it.
-Ensure that the logo is used with enough clear space around it to avoid clutter or interference from other design elements.
-Use the appropriate color version based on the medium (e.g., full-color for digital, monochrome for black-and-white printing).

Incorrect Usage:
-Do not stretch or distort the logo.
-Do not change the colors outside of the approved color palette (e.g., using unapproved shades).
-Do not place the logo on backgrounds that make it illegible or difficult to see (e.g., overly busy or clashing colors).

Logo Do's

Black & White Logo

Color Logo

Logo Dont's

Don't Change Colours

**Don't Distort Logo**

Incorrect Background

Colour Palette

The brand's color palette has been carefully chosen to reflect professionalism, creativity, and trust. The colors are distinct, bold, and modern, while still maintaining a sleek, professional tone.

Dark Teal (#223a39): This serves as the primary color and communicates trust and authority. It is ideal for headers, key elements, and large backgrounds.

Teal (#00a99d): A vibrant accent color, teal injects energy into the brand and is perfect for call-to-action buttons, icons, or highlights.

Black (#000000): It creates a clean and professional look, aligning with the brand's emphasis on reliability and sophistication.
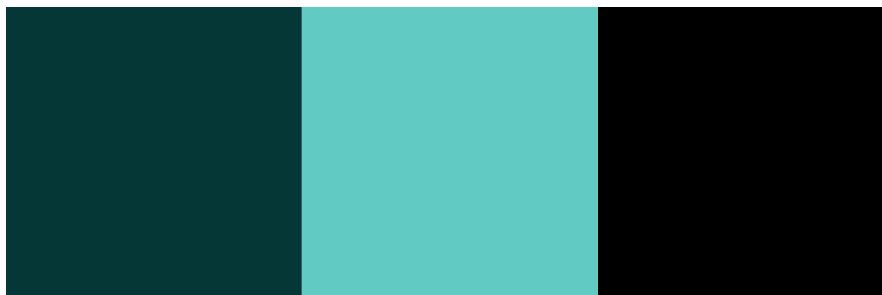
CMYK: (41, 0, 2, 77)
RGB: (34, 58, 57)
Hex: #223a39

CMYK: (100, 0, 7, 34)
RGB: (0, 169, 157)
Hex: #00a99d

CMYK: (0, 0, 0, 100)
RGB: (0, 0, 0)
#000000

Dark Teal should be the most dominant color, creating a professional and stable impression.

Teal is used sparingly but strategically to draw attention to important elements like calls-to-action.

Black was chosen for text because it provides the highest level of contrast.

Typography

Typography plays a key role in maintaining a clear and professional brand voice. The following font choices have been selected to reflect modernity, clarity, and approachability.

Headings

Arial Bold: This font is bold and modern, used for headlines and key messages in both digital and print materials.

Body

Calibri: A simple, clean font that is perfect for long-form text, ensuring easy readability for users on websites, in documents, or in email communications.

Arial Bold

ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
0123456789!@#$%^&*()_+

Calibri

ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
0123456789!@#$%^&*()_+