Paula Brown

Brand Guidelines

Basics

Typeface

My typeface is a visual representation of my voice and tone.

I will use a mixture of:

Rajhani Light

Rajdhani Regular

Rajdhani SemiBold

For titles I will use 65pt and for information writing i will use 25pt.
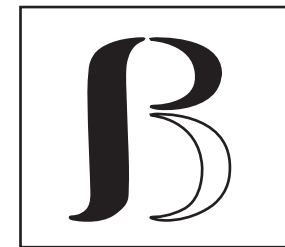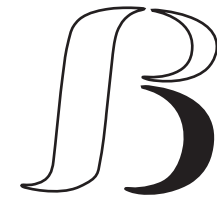
F0BDC4

FF8899

FFC9D1

FFDEF2

7F3E48

CCA1A7

Monogram

✕ Alter, modify or rotate monogram!

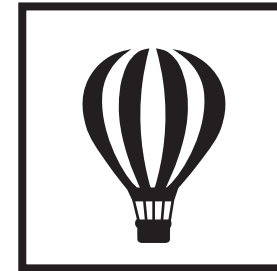✕ Do not use any other shape apart from a circle to outline the monogram.

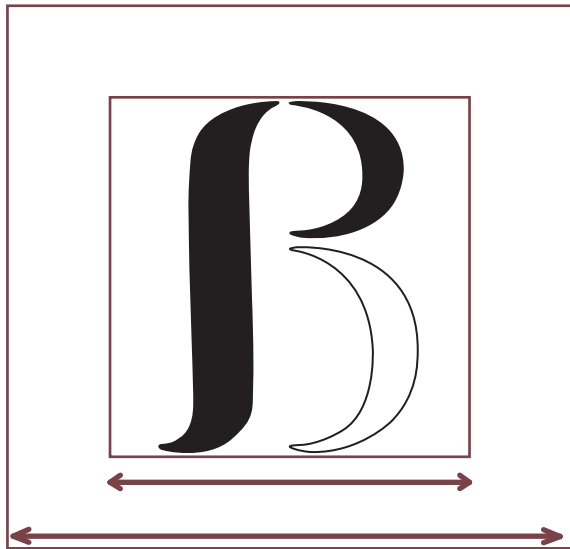✕ Do not use any other colour bar black for filled in areas on the monogram.

Visual Marque

✗ Alter, modify or rotate the visual marque!

✗ Do not use any other shape apart from a circle to outline the visual marque.

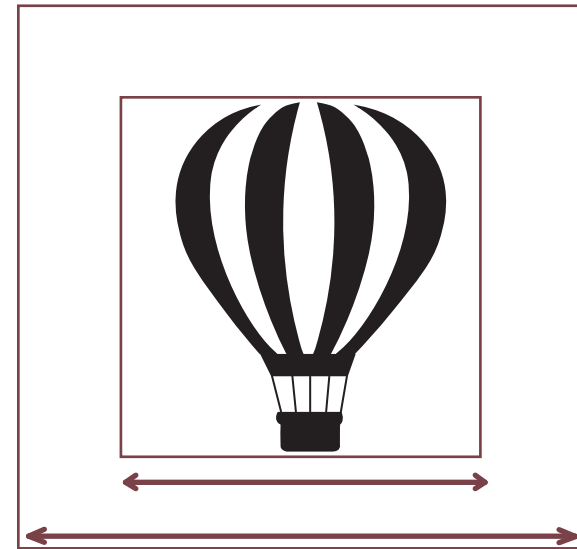✗ Do not use any other colour bar black for filled in areas on the visual marque.

Use a padding width of **13.565 mm** and height of **18.793 mm** as minium padding on monogram to ensure it maintains its visual impact.
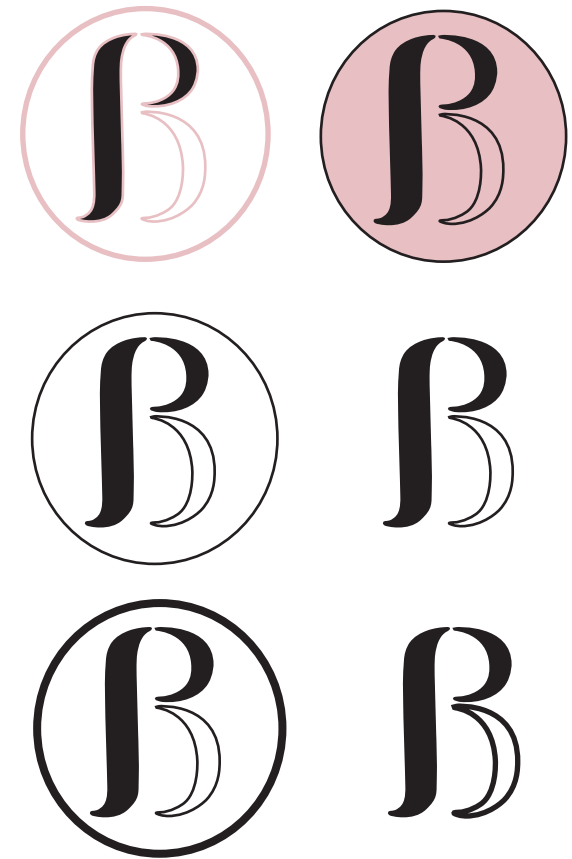
Use a padding width of **13.565 mm** and height of **18.793 mm** as minium padding on visual Marque to ensure it maintains its visual impact.
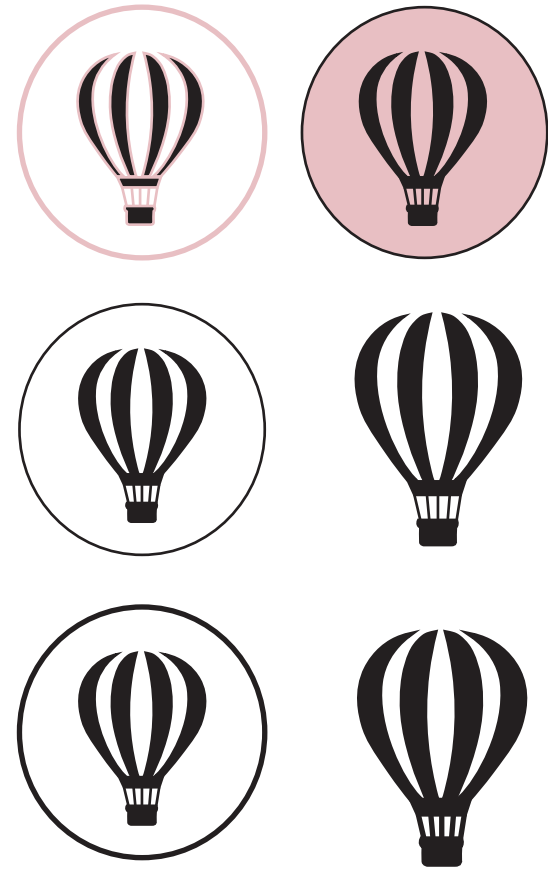
Monogram

✓ Change outline or background colour to a colour in chosen colour theme.

✓ Use monogram on its own or with a circle.
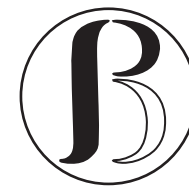
✓ Change outline width.

Visual Marque

- Change outline or background colour to a colour in chosen colour theme.

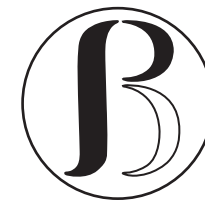- Use visual marque on its own or with a circle.

- Change outline width

word mark

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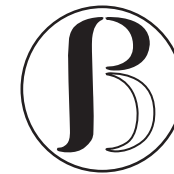
✓ Change word mark colour to a colour in chosen colour theme if needed.

✓ Use word mark on its own or along side monogram OR visual marque.

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✓ Use word mark along side monogram OR visual marque, never both! And position appropriately, as displayed.

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Voice & Tone

I hope to convey my personality through my brand so the voice & tone i use is very important! A first person perspective will be used to be more intimate and personal. I want to allow my brand to display the fun and chatty side of my personality while still being professional.

✓ Write in first person perspective.

✓ Use proper grammar and spelling of all words.

✗ Dont use any slang!

Happy Branding!