

# Paula Brown

## Brand Guidelines



# 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!

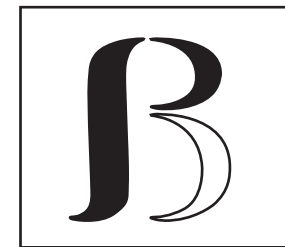
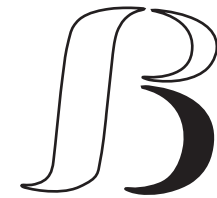


# Monogram

✗ Alter, modify or rotate monogram!

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

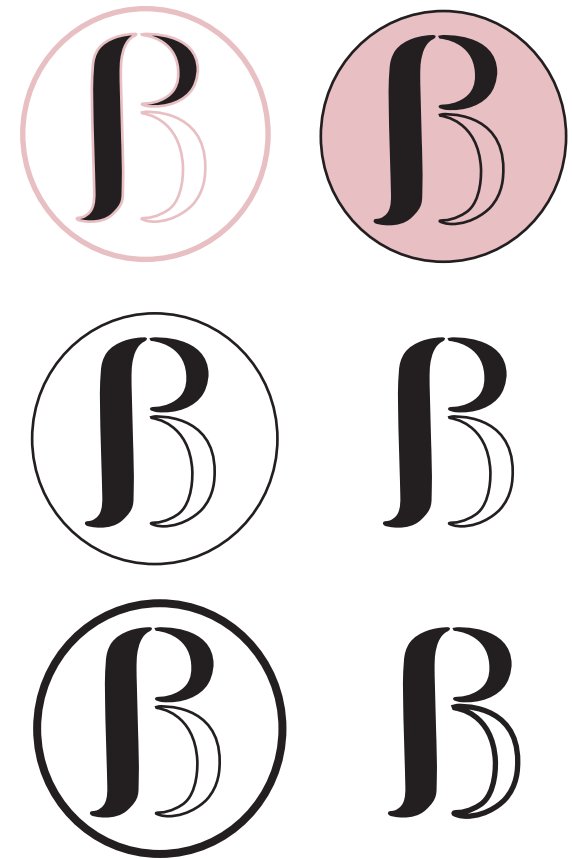
✗ Do not use any other colour bar black for filled in areas on the monogram.





# 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.





# Basics

## Typeface

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

I will use a mixture of:

Rajdhani Light

Rajdhani Regular

**Rajdhani SemiBold**

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

FOBDC4

FF8899

FFC9D1

FFDEF2

7F3E48

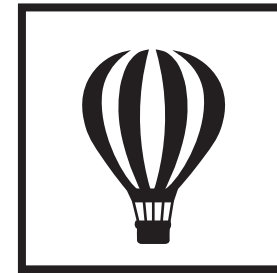
CCA1A7



# Visual Marque

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- ✗ 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.

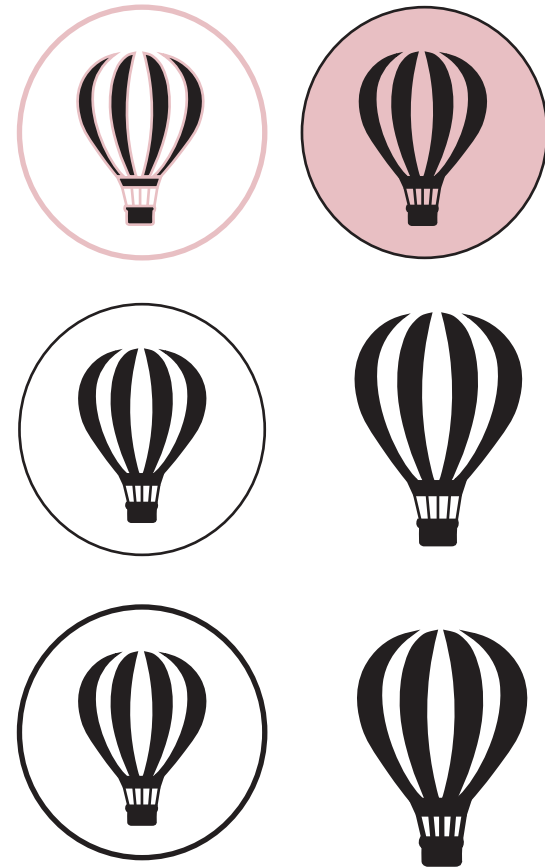




# Visual Marque

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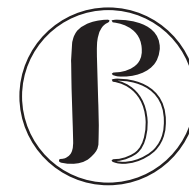
- ✓ Change outline or background colour to a colour in chosen colour theme.
- ✓ Use visual marque on its own or with a circle.
- ✓ Change outline width



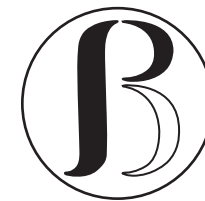


# word mark

- ✗ Do not use word mark with monogram and visual marque at the same time.
- ✗ Do not place word mark underneath monogram or visual marque.



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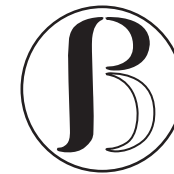


# word mark

- ✓ 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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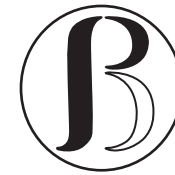
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# Layouts & positioning



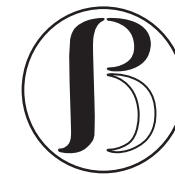
Use word mark along side monogram OR visual marque, never both! And position appropriately, as displayed.



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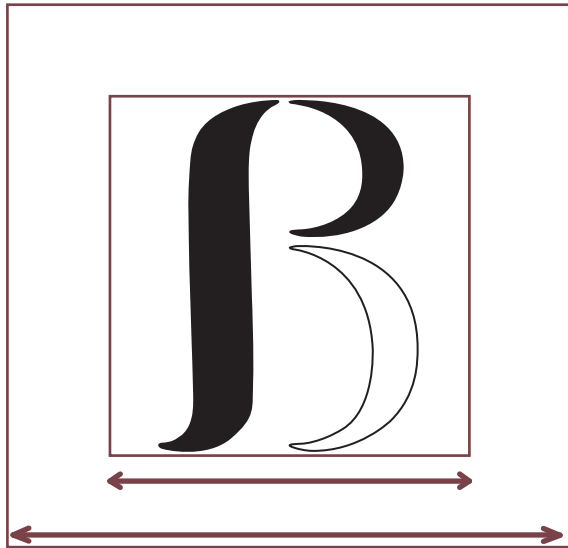
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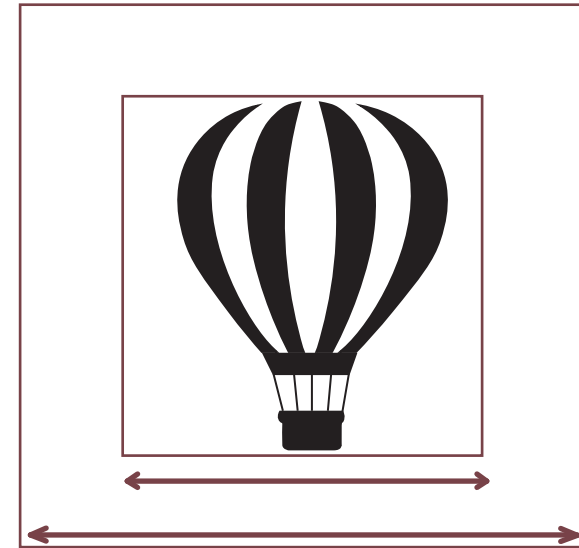
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# Spacing & padding



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



Happy Branding!