

BRAND IDENTITY & LOGO

LOGO

RD

Regaugetswe Mphahlele

RA

Brand Statement

My brand is all about delivering aesthetically appealing, responsive, and scalable web solutions that improve user engagement and spur business growth is the core of my brand. It takes more than just writing code to build meaningful digital experiences that address problems in the real world and leave an impression. I prioritize lifelong learning to guarantee creative, state-of-the-art solutions. Through reliable communication and prompt delivery, I establish trust and support my clients' long-term objectives. I participate in the development community by exchanging expertise and working together. I provide innovative solutions that improve user experiences by fusing creative problem-solving, a tailored approach, a user-first attitude, adaptability, and a collaborative spirit.

Visual Identity

COLOR PALETTE

Persion Blue

Sky Blue

Amethyst

Light Grey

Hex code
#1836B2

Hex code
#86C7ED

Hex code
#1836B2

Hex code
#A066CB

CMYK
87 70 0 30

CMYK
43 16 0 7

CMYK
87 70 0 30

CMYK
21 50 0 20

RGB
24 54 178

RGB
134 199 237

RGB
24 54 178

RGB
160 102 203

TYPOGRAPHY

Headings & Subheadings

- Font: Montserrat Bold Size: 48pt for Headings, 21pt for Subheadings

Paragraphs

- Font: Roboto Regular Size: 11pt

Usage

- Headings: Use Montserrat Bold for all headings to create a strong visual hierarchy.
- Subheadings: Montserrat Bold in a slightly smaller size maintains consistency.
- Paragraphs: Roboto Regular offers a clean, easy-to-read style for body text.

VISUAL ELEMENTS

- **Stylized Initials:** My logo features sleek, modern initials, making them a strong focal point.
- **Signature Text:** Beneath my initials, I incorporate my full name in a complementary cursive or sans-serif font.
- **Color Scheme:** I integrate my brand colors—a deep dark blue background with a rich purple for text, creating a striking and professional contrast.
- **Minimalist Design:** Keeping the design clean and elegant ensures versatility across various platforms.
- **By focusing on these elements, I ensure my logo is professional, memorable, and consistent with my brand identity.**