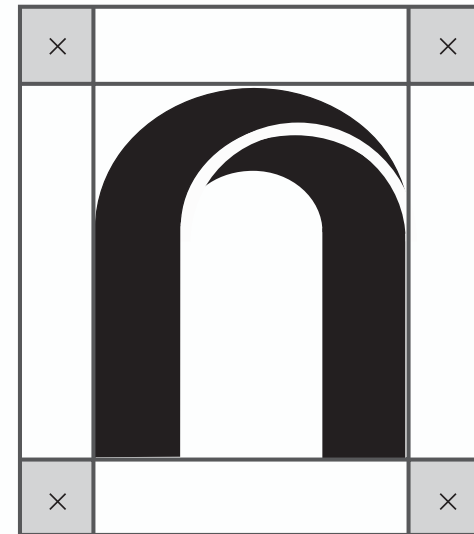


# Monogram

The monogram can suit many different colours and is versatile. The monogram can be black or white or from my chosen palette. Two colours can be used to complement or contrast one another, if desired. The area of freedom should be an extra 20%, giving the monogram room to stand out.



Monogram: 100%  
Freedom area: 120%

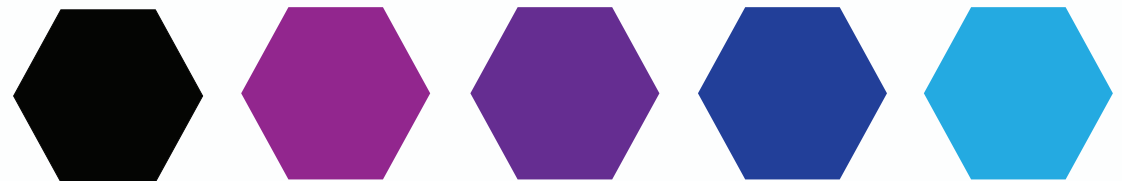
## Monogram Colour

The monogram can suit many different colours and it is versatile. The monogram can be black or white or from the chosen palette. Two colours can be used to complement or contrast one another, if desired, and it must fit neatly in the centre.

The brand colours are provided in a HEX code format only.



## Colour Palette



#000000

#93278e

#662d91

#21409a

#27aae1



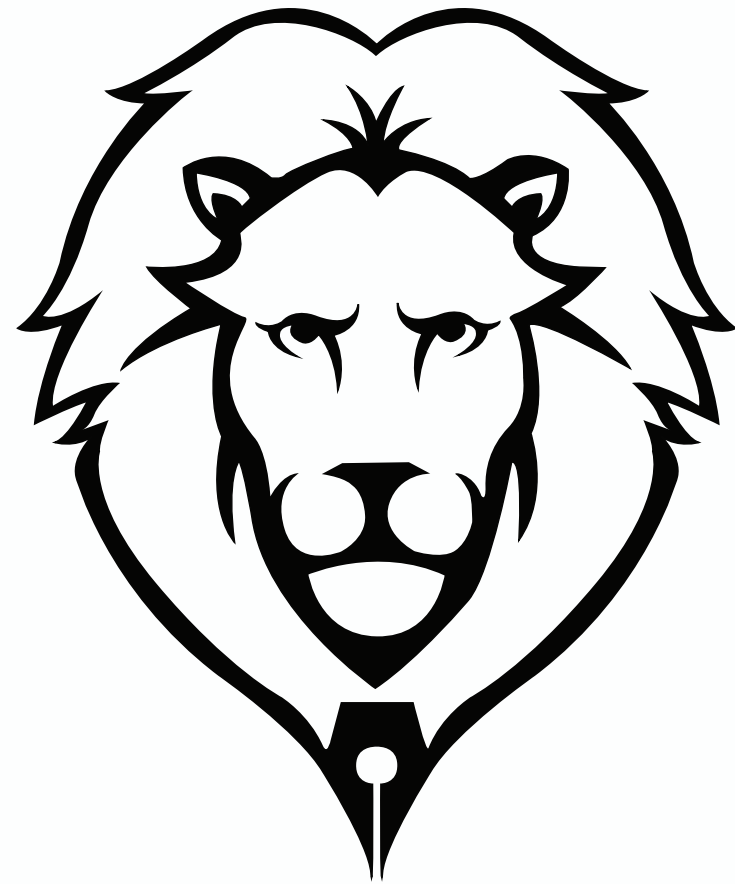
# Brand Guide lines

ROSS NELSON

# My Brand

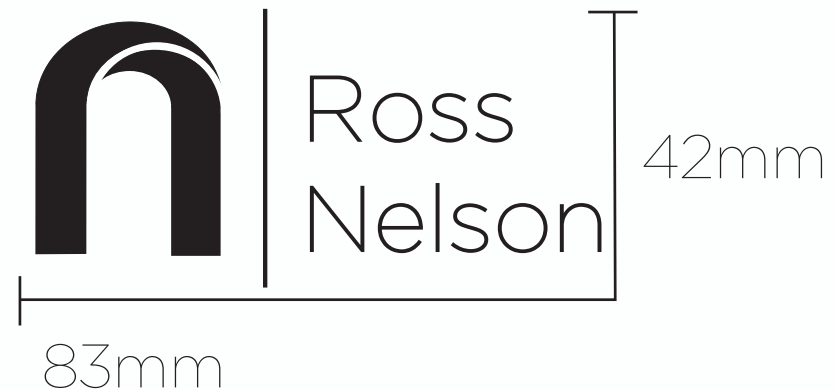
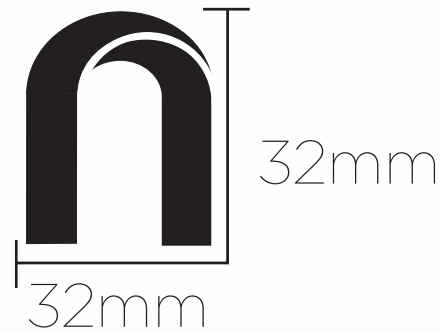
# Visual Marque

My personal visual marque is a lion's head, with a pen tool mane. The lion is an animal of strength, power and leadership, qualities I like to portray and the pen tool shows creativity and illustration.



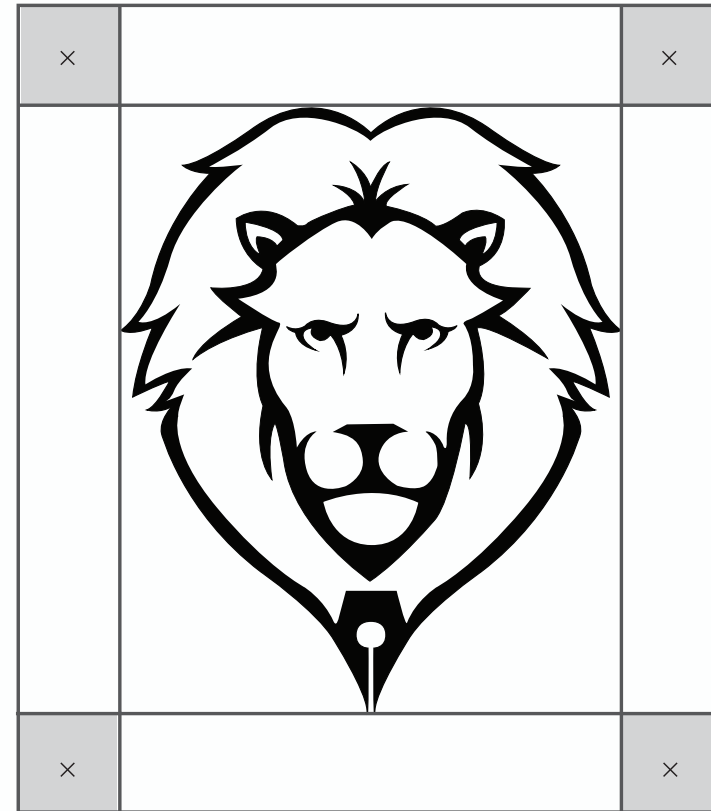
## Logo and Wordmark Size

To insure its legability, the minimum reproduction size is 32 x 32mm for print. The size needs to be increased for web applications. For the wordmark and monogram together the dimensions are 83 x 42mm.



# Visual Marque

This visual mark is to be shown in black stroke on a white background. The only other colours to be used are from the chosen palette. A white stroke is never to be used. The area of freedom should be an extra 20% and it can be with the word mark only.

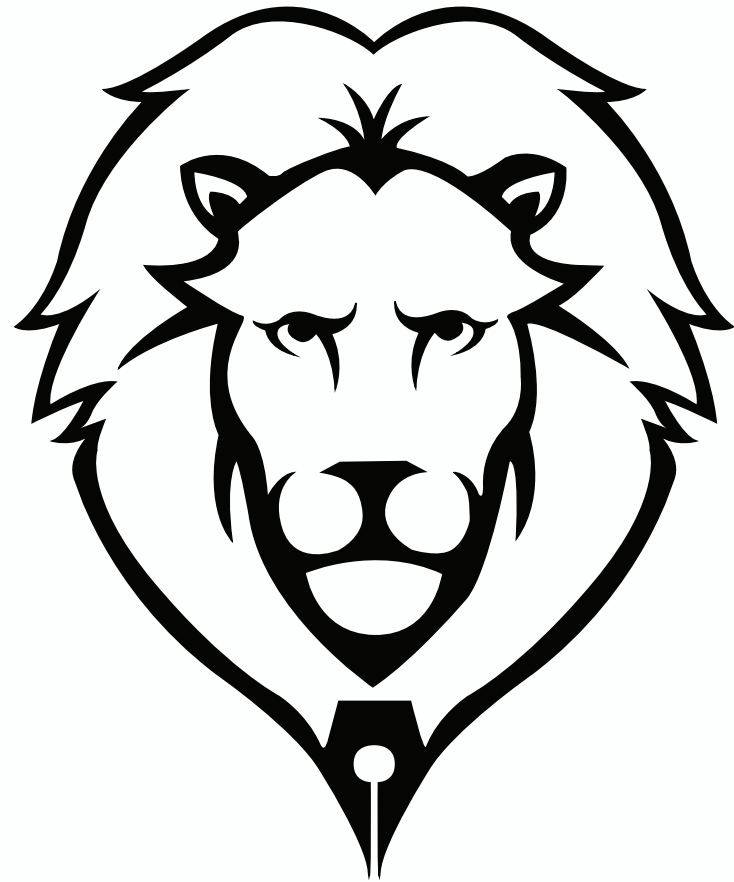


Monogram: 100%  
Freedom area: 120%

## Brand story

Hello, this is Ross Nelson.  
Here's what I do.

- Illustration
- Web Design
- App Design
- Icon Design





# Ross Nelson

## Brand Guidelines

### My Mission

To focus on my Interaction Design degree and to develop my skills and talent.

### My Vision

To sweat the details in order to achieve professional and personal success in the world of design.

### My Values

Be creative, passionate, determined and positive.



Ross Nelson  
Brand Guidelines

# Visual Identity

### Logotype

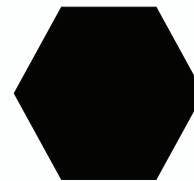
This is the logo for Ross Nelson, Interactive Design student, illustrator and web designer. The logo is made up of two letters in lower case and a word mark. If it is placed in a frame, this should be circular.



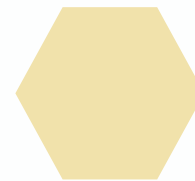
## Visual Marque Colour

The visual marque can only be displayed in the chosen palette. The black stroke and white background must never be reversed.

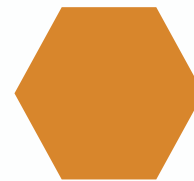
The brand colours are provided in a HEX code format only.



#000000



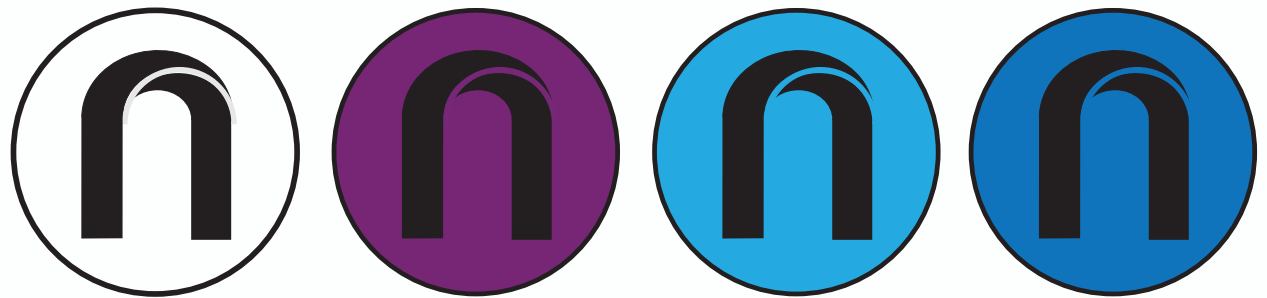
#f1e1ac



#d7852b

### Acceptable Logo Usage

Utilise the circular frame on white background or from chosen palette.



Utilise the chosen colour palette

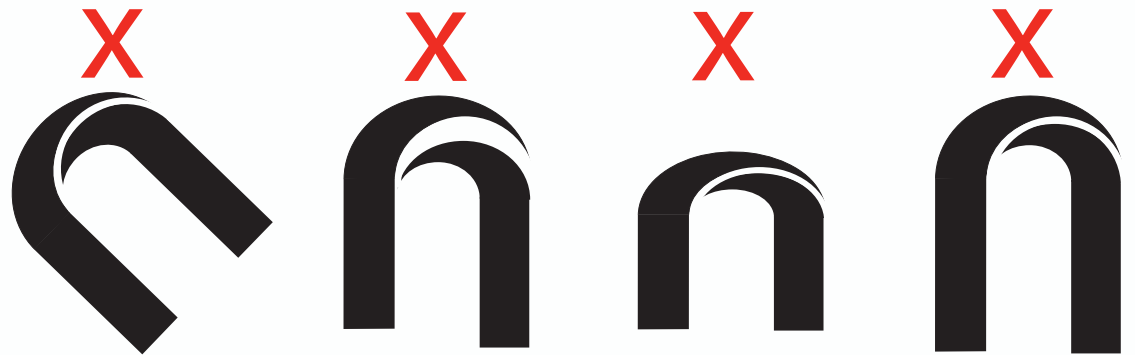


Scale the monogram and word mark proportionately. Use the monogram to reinforce the brand



## Monogram Don'ts

1. Don't tilt the monogram
2. Don't separate the letters.
3. Don't distort or stretch.
4. Don't use older versions.
5. Don't animate.



## Word Mark Don'ts

1. Don't shorten word Mark.
2. Don't drop caps.

R NELSON X

ross nelson X

# Ross Nelson

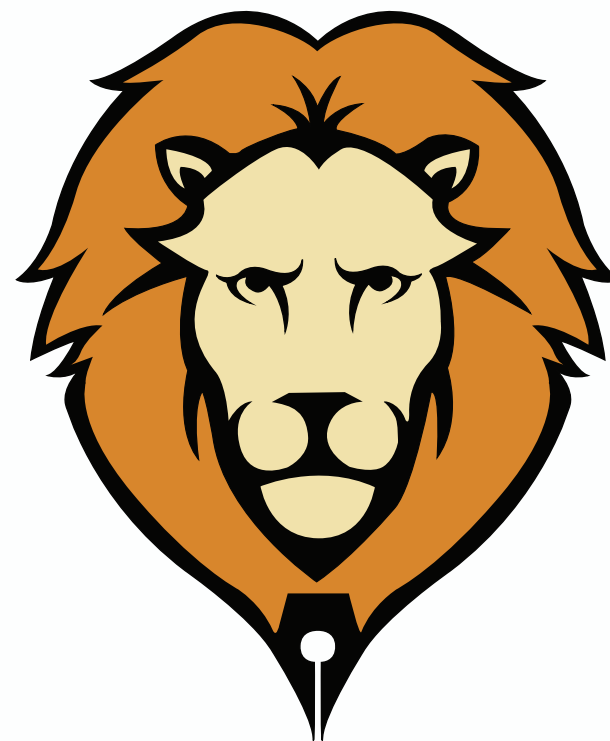
## Brand Guidelines

# Thank you

Thank you for making it to the end of these guidelines. I hope you have found guidance on fonts, colours, spacing and do's and don'ts.

If you have any difficulties in understanding any of it, feel free to contact me on social media or on my email adress.

[rossnelson41@gmail.com](mailto:rossnelson41@gmail.com)



## Typography / Word mark

The font used for my brand is Gotham Thin due to its simplicity and cleanliness. This sans serif font fits the brand well. The font size and weight can be altered if required but the preferred option is light. The bold option can be used for a heading.

There is no exact rules for size but size 48 pt is the maximum to be used for headings in bold. Sub-headings can be shown in a slightly smaller size. Body text can be lowered to 11 pt and italics can be used to emphasise.

Aa

Light

Aa

Regular

Aa

Bold

Aa

Light

Aa

Regular

Aa

Bold



Ross Nelson  
Brand Guidelines

# Visual Elements

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## Fonts for Word Mark

These fonts can be used for the wordmark, headings and any other text, whenever Gotham Thin is not available. They can be weighted, as necessary to suit the brief. The maximum point size should not be limited, however the preferred maximum is 48 pt and minimum 11 pt.

Gotham thin  
ABCDEFGFG

Verdana  
ABCDEFGFG

Frutiger  
ABCDEFGFG

Arial  
ABCDEFGFG

