Brand Guidelines

Contents

About

Who Am I ?

Hi, my names Ryan Bennett, I'm aspiring UX/UI designer, illustrator and Brand Designer from Northern Ireland. I'm interested in other mediums such as drawing and painting, but I'm looking a perfecting my skills in graphic design.

My Mission ?

I want to create memorable designs that leave a lasting impression on people. I want to bring your design to life.

Tone

> I speak in the 1st Person

My Tone is...

- Causal and friendly
- Concise
- Polite
- Honest, but also positive

Values

1

Solution

I work with people and use my design process to find the answer.

2

Quality

I want my work to be the best it can be. I listen to advice and use it to improve my work.

3

Consisenty

I want every part of my work to be high quality so that I am proud of what I have created.

3

Values

4

Personality

All my projects should tell a story from start to finish. This is something I am working on to improve.

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Work Ethic

I want to give a 100% to all my projects, so that I achieve the best outcome. I am a bit of a perfectionist so I won't be happy until I get it right.

Meet My Monogram

Monogram

My Monogram is...

- Professional
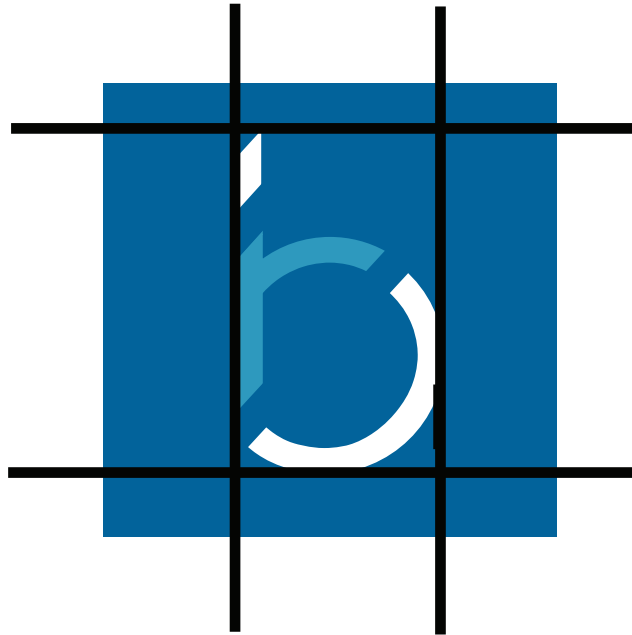- Bold
- Personal

When to use it ?

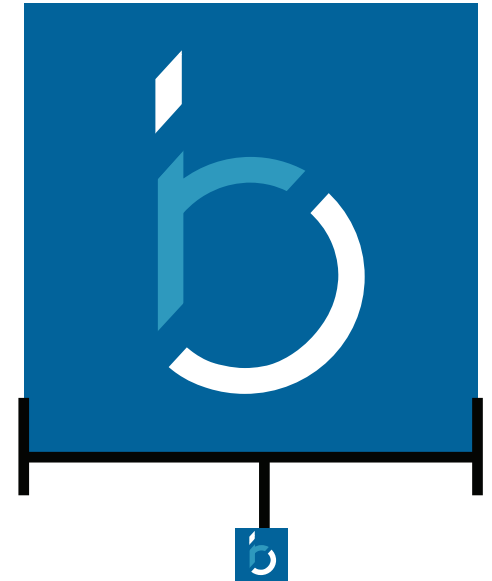My monogram is my to most professional part of my brand and should be used to represent me in the same way.
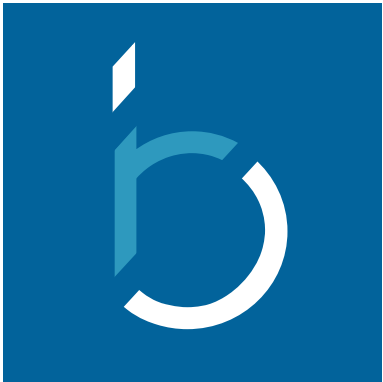
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Usage

Coloured Version

Equally Proportioned

Minimum scale
10mm or 32px

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The Do's

Do use it in its original form

Do use it in black and white

Do use it in just black

Do use it in approved colours

The Dont's

Do not change the shape of the monogram

Do not use colours outside the colour palette

Do not distort

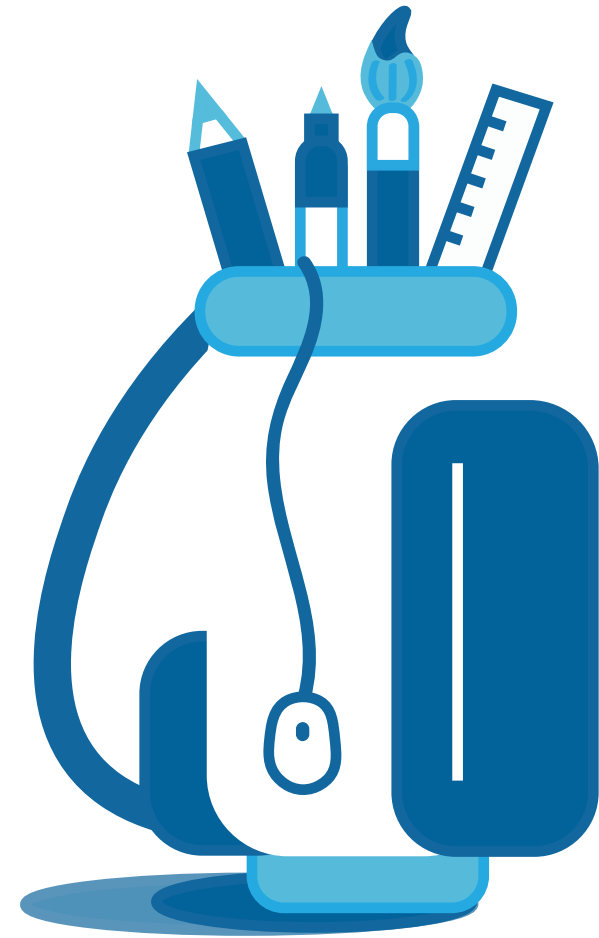Do not alter spacing between letters

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Lets Get Visual
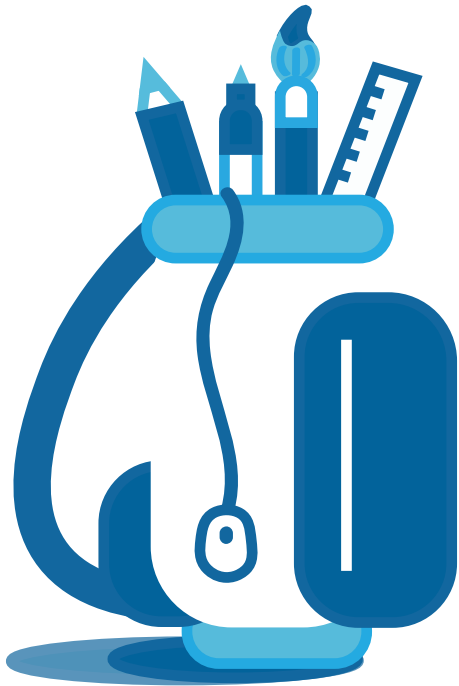
Visual Marque

My Visual Marque is...

- Illustrative
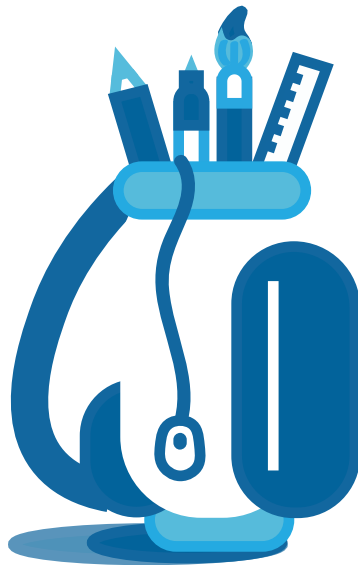- Simple, Casual, Bold
- Personal

When to use it ?

My visual marque is more illustrative and playful so it should be used more casual situations such as social media.
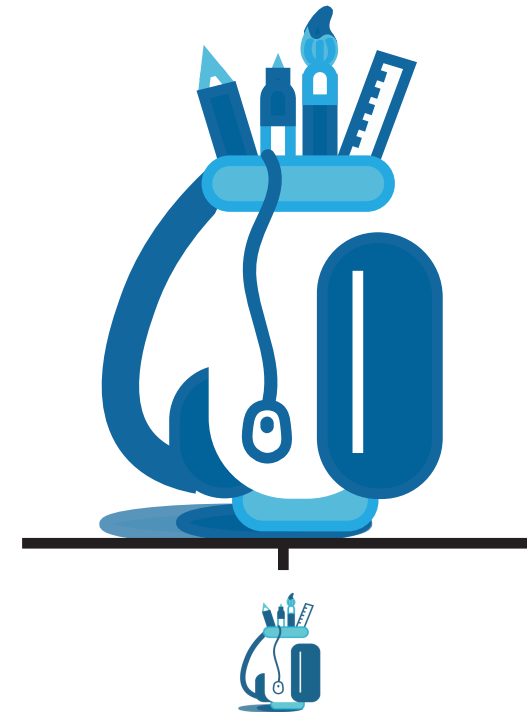
11

Usage

Coloured Version
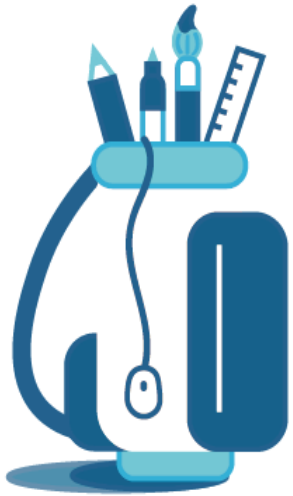
Ryan Bennett

Should be paired with a word mark
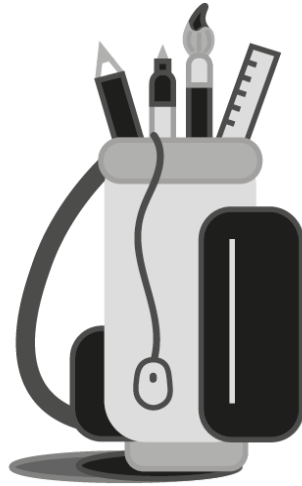
Minimum scale 15mm x 20mm or 56px x 75px
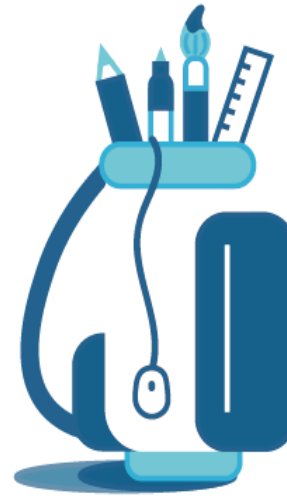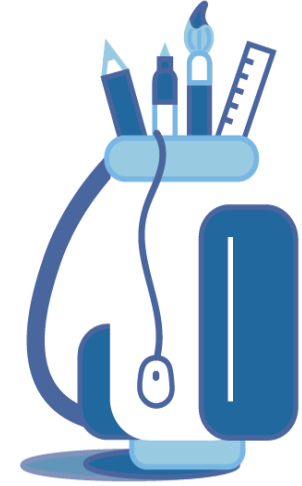
The Do's

Do use it in its original form

Do use it in Grayscale

Do use it good with padding around it

Do use it in approved colours

The Dont's

Do not change the shape of the marque
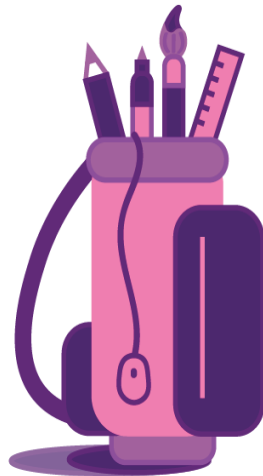
Do not use colours outside the colour palette

Do not distort

Do not rotate the visual marque

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My Word is Final

Wordmark

My Wordmark is...

- Professional
- Simple, Bold and modern
- Used to support my monogram and visual marque

When to use it ?

It should be used to reinforce my brand and can be seen alongside my monogram or visual marque. This is so that people associate the brand with me.

Ryan Bennett

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Usage

This shows you the ways that I would like to see my wordmark paired with my monogram and visual marque

Ryan Bennett

Ryan Bennett

Ryan Bennett

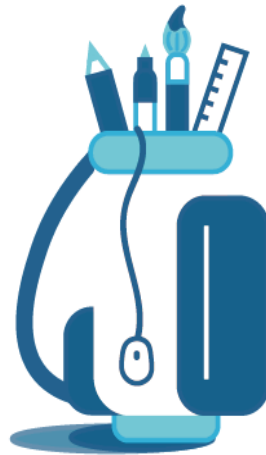# The Dont's

Ryan Bennett

Do use it in its original form

Ryan Bennett

Do use it in approved colours

Ryan Bennett

Do use it with a approved coloured background

Ryan Bennett

Do use it inverse colours

Ryan Bennett

Do use it with the visual elements from the brand

Ryan Bennett

You can change the colour of each word, but try not to

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The Dont's

Ryan Bennett

Do not reattach the, "a" and, "t"

Ryan Bennett

Do not use colours outside the colour palette

Ryan Bennett

Do not distort

Ryan Bennett

Do not rotate unless through 90 degrees

RyanBennett

Do not remove space between words

Ryan Bennett

Do not stack on top of each other

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The Type

The Typeface

Interstate

Interstate is a simple modern looking font that really complements my monogram because of the sharp diagonal cuts on the stem of the longer letters.

Variants

Interstate has 16 different styles so there are plenty to choose from. However, I try to only use 3 of these

Interstate

Interstate

Interstate

If Interstate is unavailable or doesn't work Open Sans is very similar.

Open Sans

Feeling Blue

HEX   3399C1
RGB   51,153,193
CMYK   71,21,0,24

HEX   FFFFFF
RGB   255,255,255
CMYK   0,0,0,0

HEX   005F9A
RGB   0,95,154
CMYK   100,38,0,40

More Colours

These are colours that I approve to use if you can't use blue. You can also use different shades of blue but try to stick to the original palette.

HEX 9278B5
RGB 146,120,181
CMYK 19,34,0,29

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HEX	562583
RGB	86,37,131
CMYK	34,72,0,49