



Thomas BM

Crafting new worlds

Contents Brand Book

Hi! My name is Thomas!

I'm a full stack software developer, mainly oriented to web applications. Also, I'm a student at Universidad Cenfotec.

I believe in the excellence through the good practices and continuous improvement, which means I consider myself a person with high attention to detail, taking care of the craftsmanship in anything created, coded and produced by me. As a developer, I think that change can be achieved by spreading science and education, and technology is the key to this path.

I designed this brand book to allow myself to sign all the work I produce and makes me fell proud. As you should have already noticed, I like spacial aesthetics and my brand is totally based in this idea.

Now with this in mind, **let me introduce to you this world I crafted...**





Color Palette



Pink Diamond

#E673FC

R: 230 G: 115 B: 252



Saturn's Rings

#A04CC1

R: 160 G: 176 B: 193



King's Dragon

#2F2763

R: 47 G: 39 B: 99



Wonder's Magic

#422486

R: 66 G: 36 B: 134



Deep Space

#292544

R: 41 G: 37 B: 68



Fonts

Hello world!
Hello world!
Hello world!

Montserrat Bold
“First, titles need presence!”

Montserrat SemiBold
“Second, subtitles help you focus!”

Montserrat Regular
“Third, text must be readable”

Montserrat Italic
“Lastly, if you ever quote me, use *this*”



Logo



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Technically speaking, this is an imagotype kind logo. It combines my name and my two initial family names letters with a minimalist ringed planet logo linked with the cursive form of the letter **T**.

Beauty is simple.



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Vertical Imagotype

Sometimes regular imagotype may not fit, so it can be used in this form.

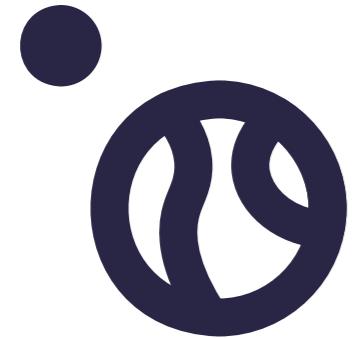


Isotype

Isotype can be extracted if name and slogan are not required.



Icons



These worlds inspire me, so I designed minimalistic icons of them to stay inspired each time I see them!



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