

Kez.

Brand
Guidelines

Who?

Kez. If we're being professional it's Kezie Todd but otherwise Kezie is hard to spell so don't sweat it.

What?

Creative monster.

I speak in

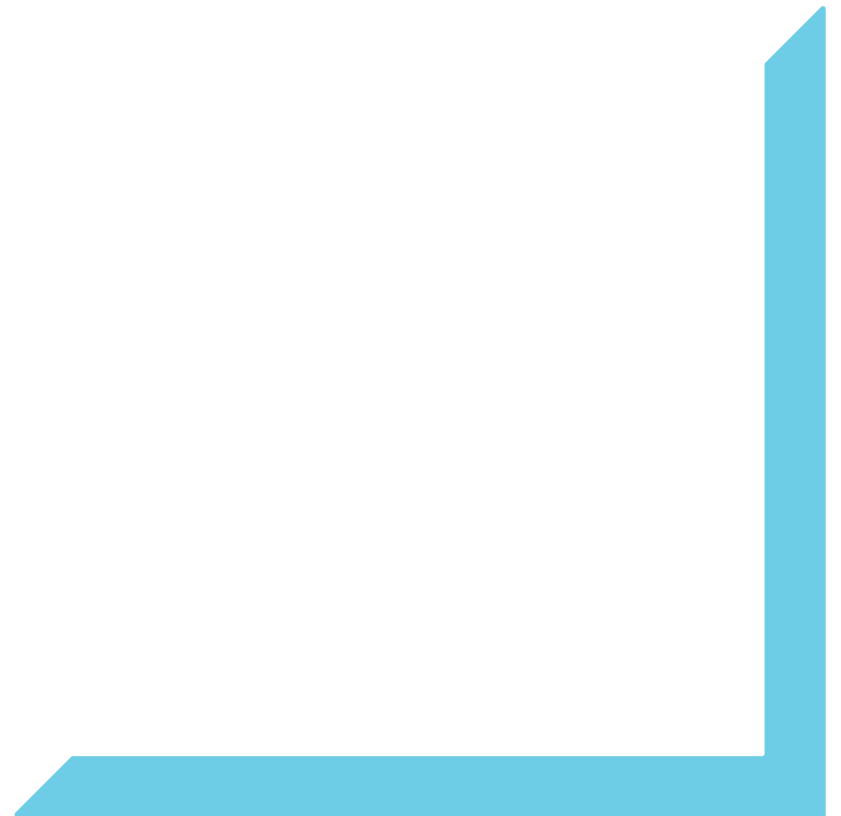


person.

st

The Tone is...

- + Casual, concise, and friendly.
- + Informal but never impolite.
- + Honest but positive and engaging.



why?

Mission...

Apply the personality of illustration to design and make the people see the world in a new way. Practical can be fun, cute can be creepy, and everything has a story.

Vision...

To use visual storytelling and problem-solving to grow in the design field and show that fun does not mean pointless.

Values

1

Solutions

In the simple and the surprising.

2

Enjoyment

Functional and fun for the best user experience.

3

Personality

Everything has a story to tell.

4

Work Ethic

Give 100% and put effort into every project, big and small.

5

Consistency

Every project should be high quality work to make you proud.



Meet

Mono

the
ogram





The Monogram is...

- + Bold and sleek.
- + Professional.
- + An icon of the brand's style.

Use when...

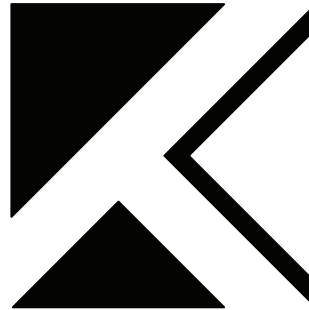
The goal is to convey the ***style*** of the brand in the simplest and most professional fashion.



Do:



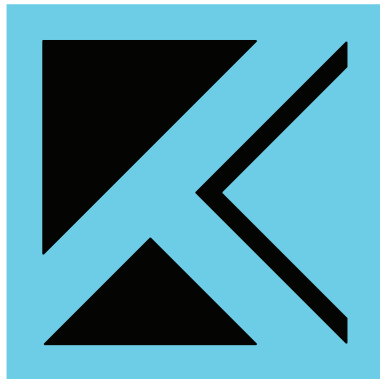
Use it!



Use in black



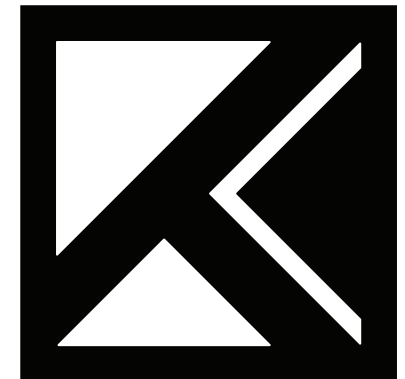
Use in a solid,
approved colour



Use coloured
backgrounds



Use in visual
extensions



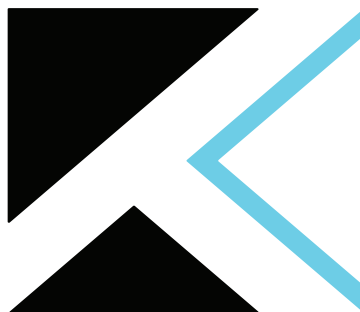
Use in reverse

Do

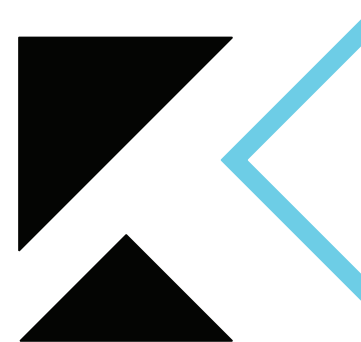
Not:



Squash



Stretch



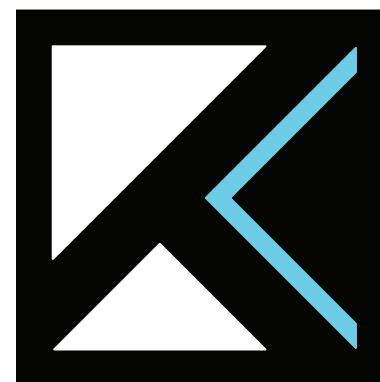
Move arrow



Mix 2+ colours or
change arrow



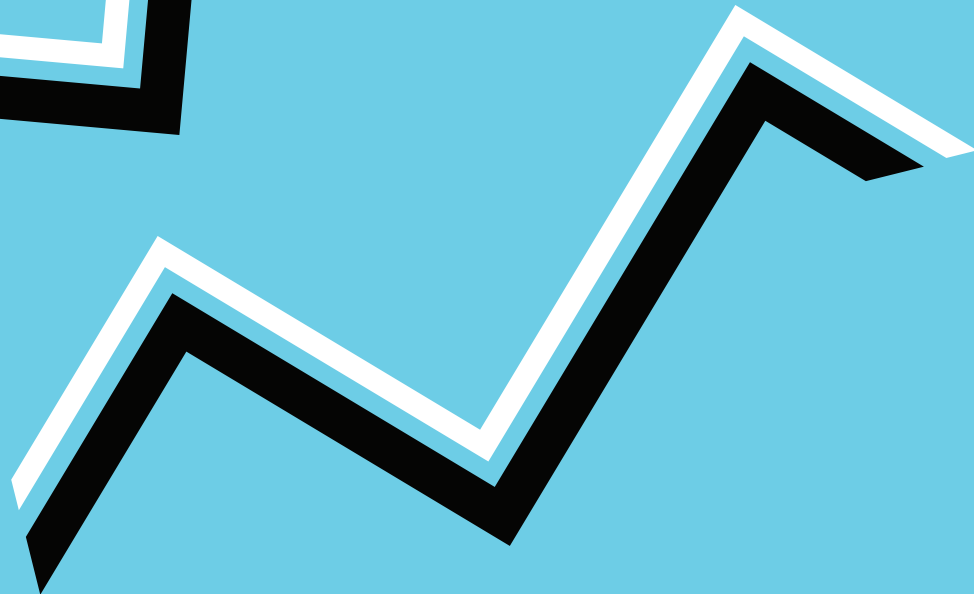
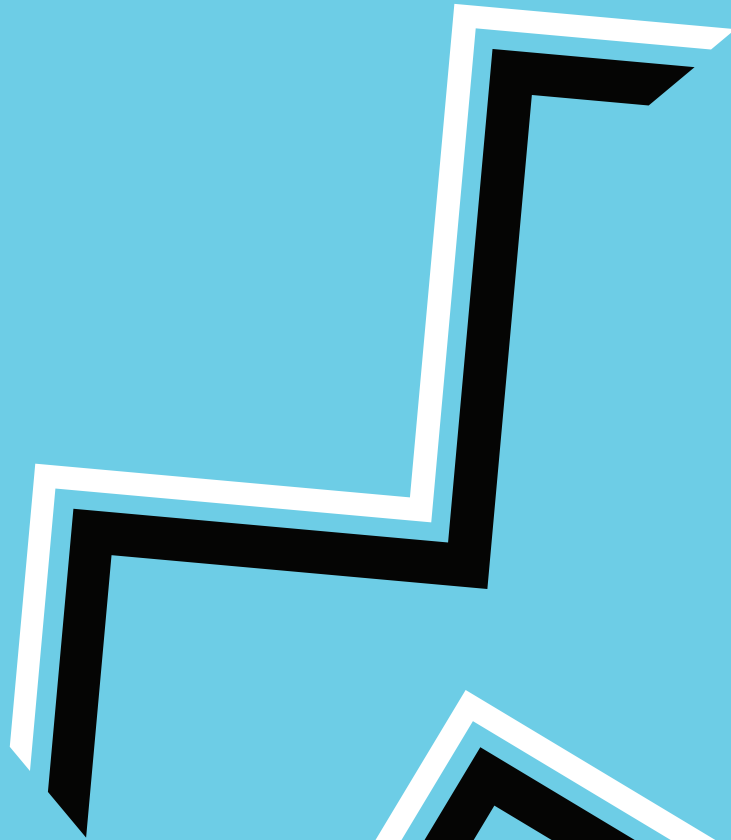
Rotate when not
used as a pattern

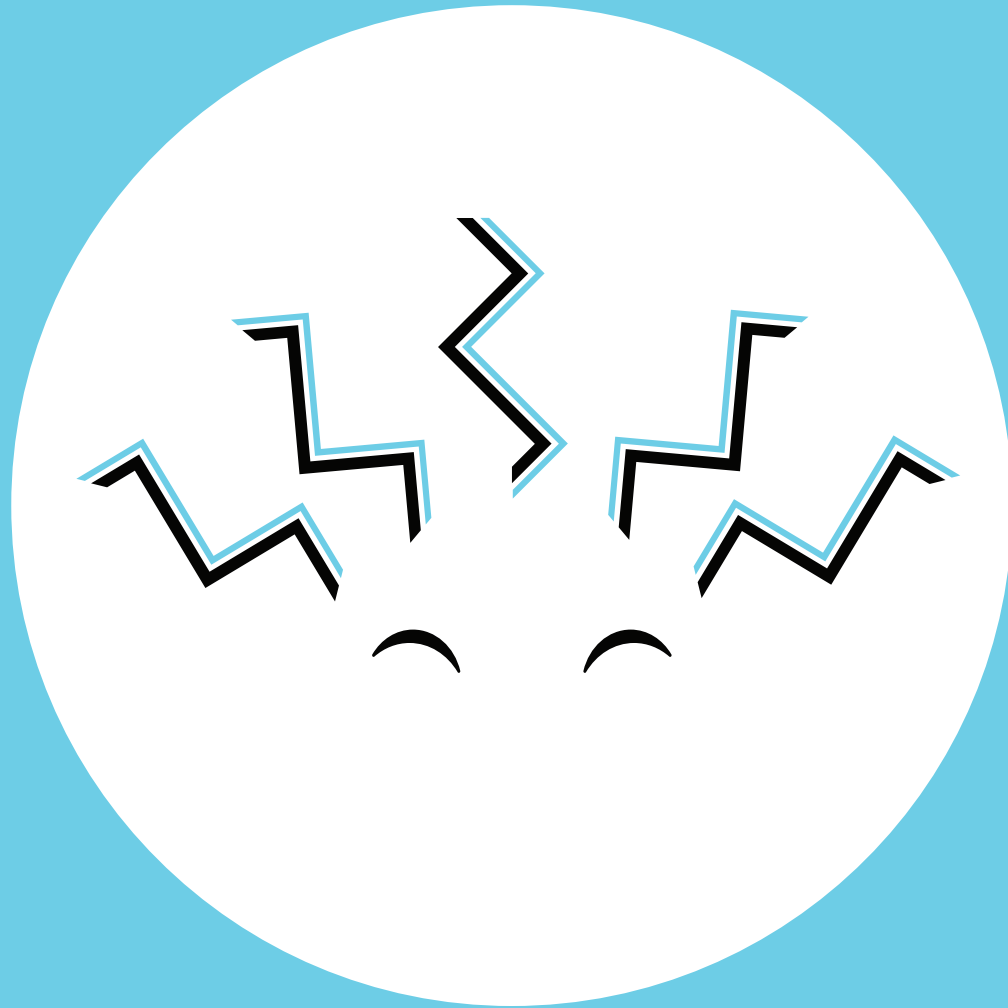


Use colour when
reversed

Marque
Me







The Visual Marque is...

- + Illustrative and vibrant.
- + Playful.
- + An icon of the brand's character.

Use when...

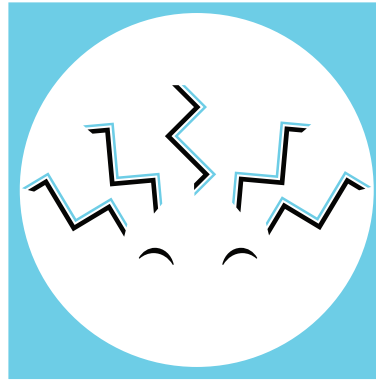
The goal is to convey the *personality* of the brand in the simplest fashion.



Do:



Use it without a
frame



Use it with a frame



Use on blue
background



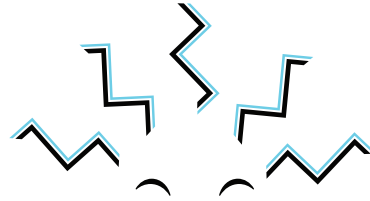
Use in black and
white if necessary

Do

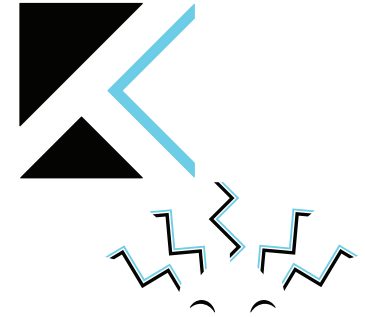
Not:



Squash or Stretch



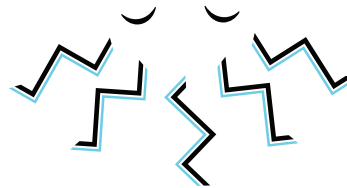
Reposition hair



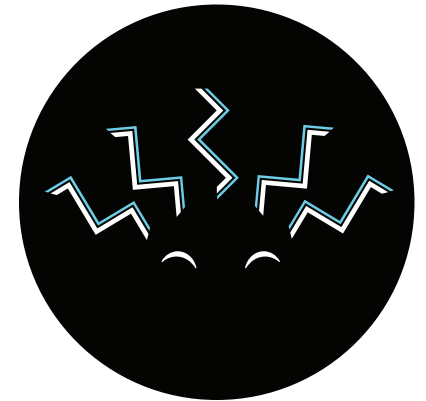
Use with
monogram



Use with other
colours



Rotate



Use in reverse

Make a

Mo

ork

A large, stylized light blue L-shaped graphic that frames the text. It consists of a vertical bar on the left and a horizontal bar at the bottom, with a small diagonal cutout at the top-left and bottom-right corners.

Kezie Todd

The Wordmark is...

- + Sharp and Geometric.
- + Professional but characterful.
- + The connector between the monogram and visual marque.

Use when...

The goal is to convey the ***name*** of the brand in the simplest fashion and introduce either the monogram or visual marque.

Kezie Todd

Use:

with monogram

1

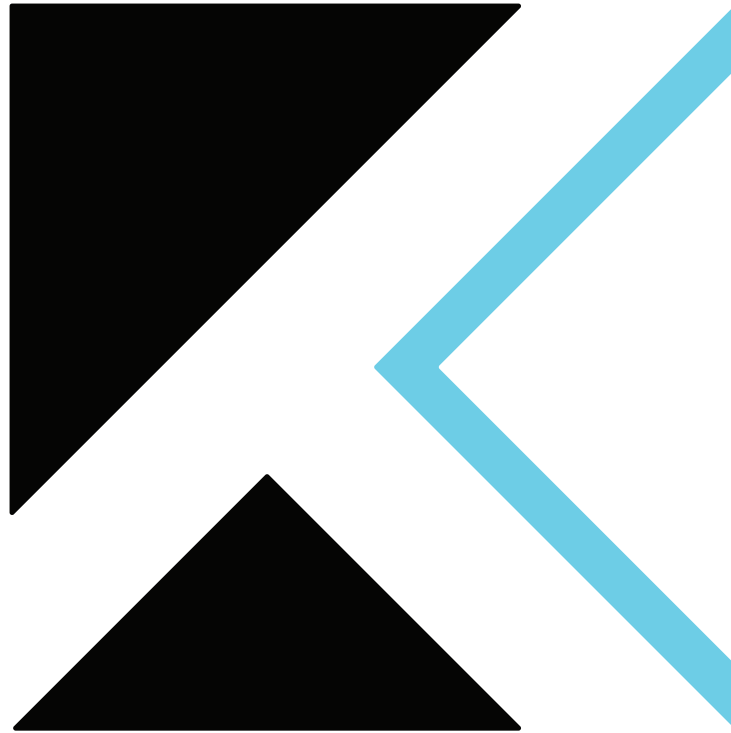
Default

Align below monogram when introducing brand/monogram.

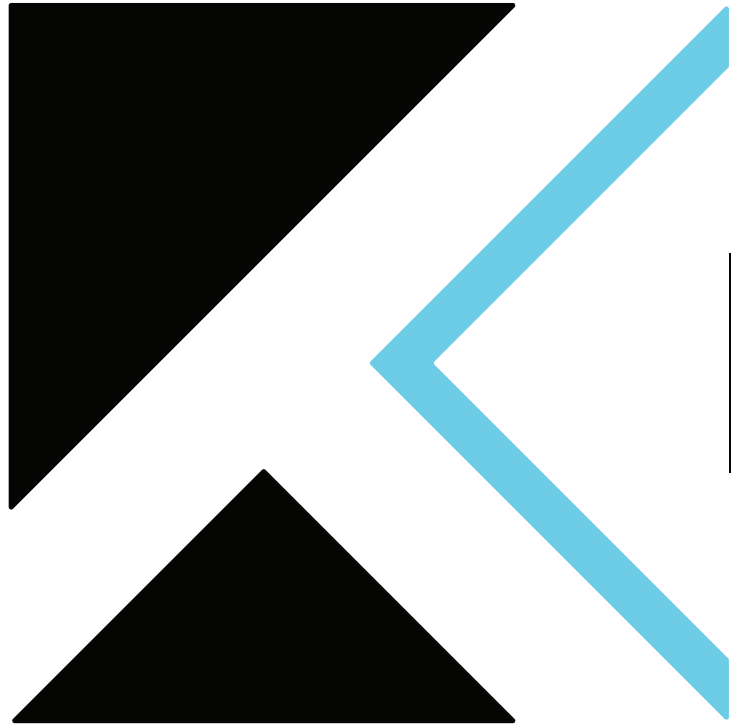
2

Horizontal

When there is limited vertical space or in letterheads.



Kezie Todd



Kezie Todd

Use:

with visual marque

1

Peeking

Only ever align the wordmark below the visual marque.



Kezie Todd

Say it

LOUD.

How does that look?

It looks like **Futura**. Sometimes that's bold, sometime it's medium, and occasionally it's book. Choose wisely.

Why?

Because Futura is geometric, both round and sharp, curly and angular. It should be presented as bold but friendly, with the visual quirks emphasised

Futura

Futura

Futura

Bold
Medium
Book

Bold

Headings
135pt
11.25em

Medium

Subheadings
36pt
3em

Body
21 pt
1.75em

Book

OR:

Google Fonts

1

Open Sans

Bold = Extra-Bold,
Medium = Bold, Book = Regular

2

Nunito Sans

Bold = Black,
Medium = Bold, Book = Regular

Colour

Pantone	2197 U
RGB	106 212 235
HEX	6AD4EB
CMYK	47 0 11 0

Pantone	Black
RGB	0 0 0
HEX	000000
CMYK	70 50 30 100

RGB

255 255 255

HEX

FFFFFF

CMYK

0 0 0 0

More?

1

Alternative

An approved colour may replace the blue in certain cases.

2

Secondary

Expand the palette with approved colours.

Pantone	102 U
RGB	255 236 45
HEX	FFEC2D
CMYK	0 0 81 0

Pantone	1787 C
RGB	237 25 86
HEX	ED1956
CMYK	0 99 55 0

Never Enough?

The secondary palette is fluid. Designs should follow the primary three colour palette pattern but the highlight colour may change. Contact me for details and possible usage of additional colours.

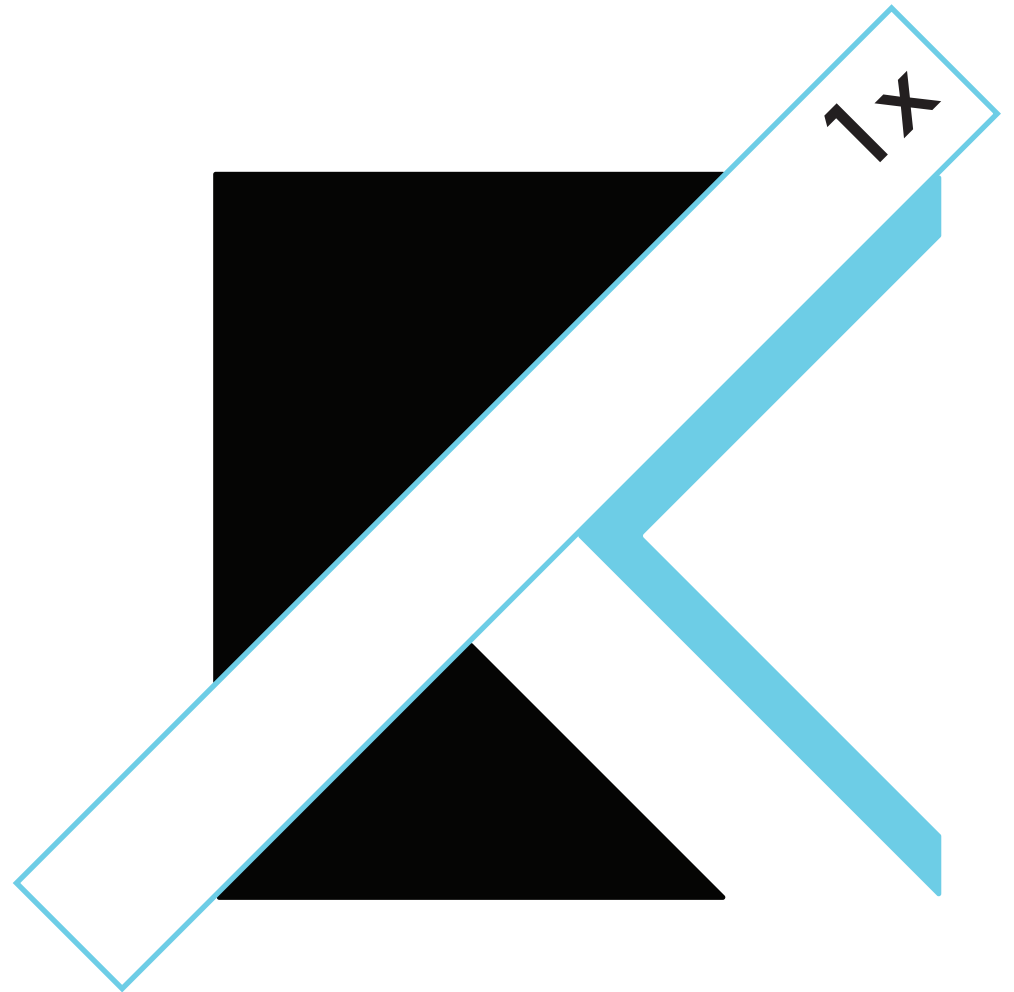
**All
Together
Now**

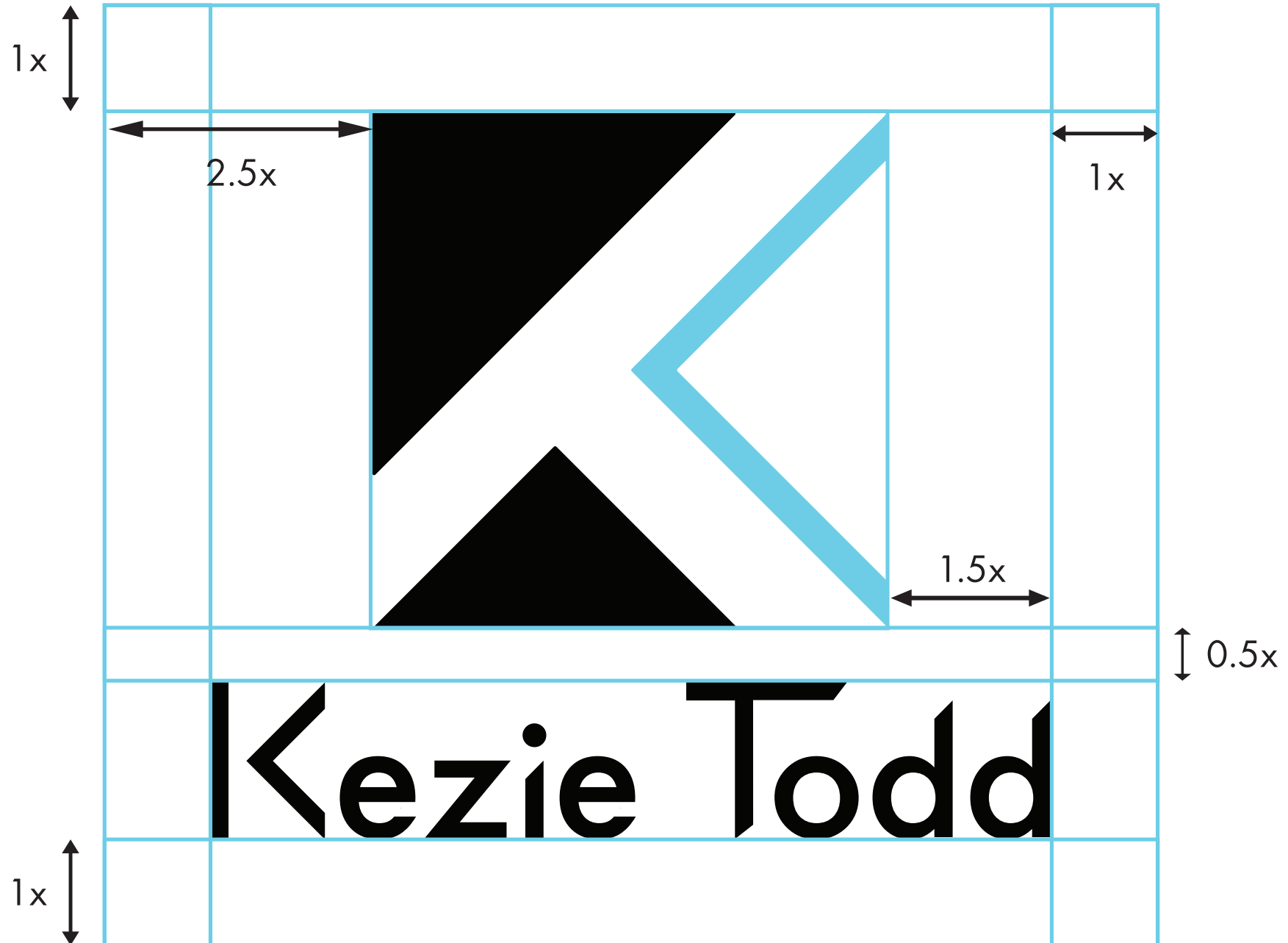
Base Measure

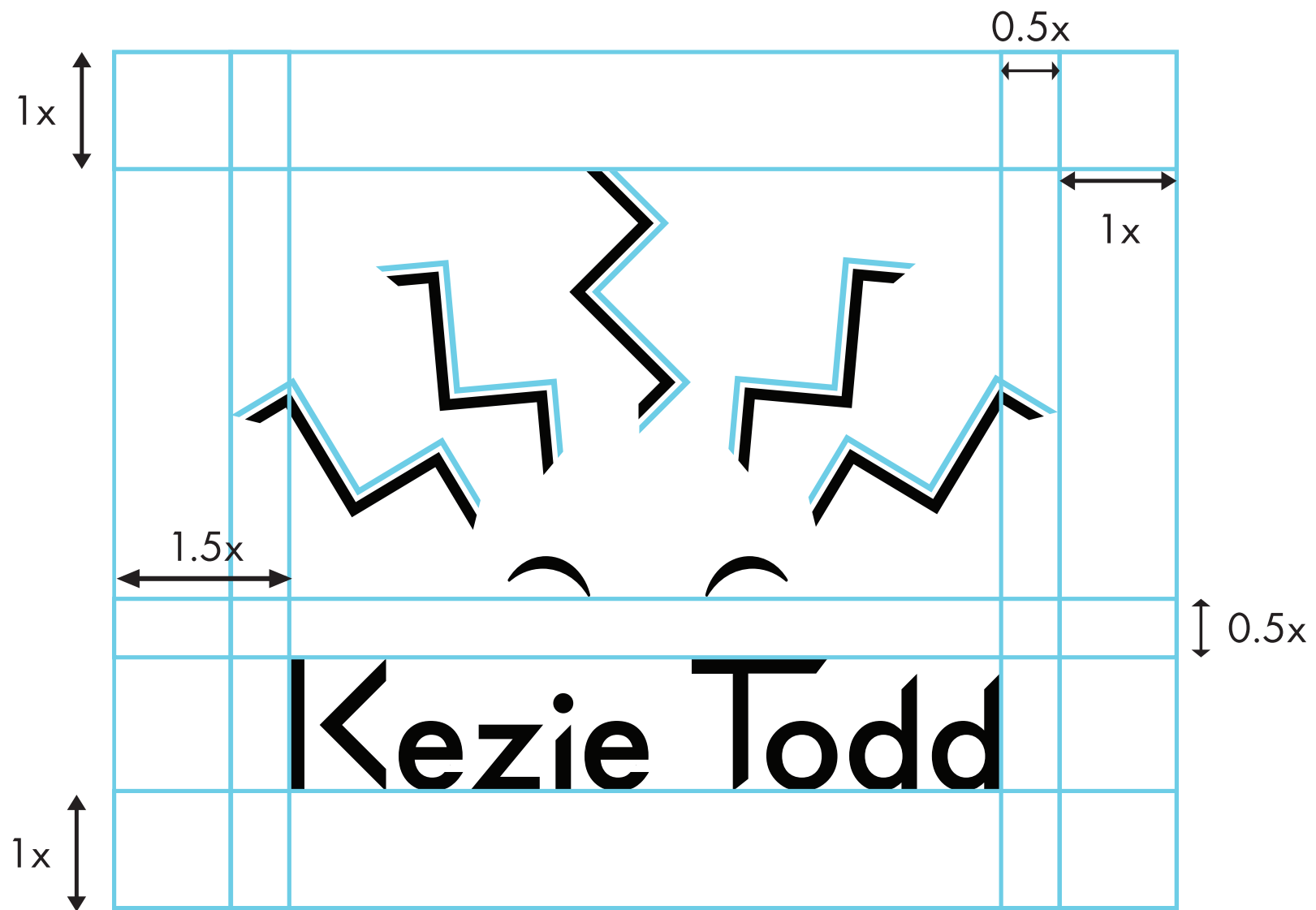
Use the width of the 'T' in the monogram as a base value and calculate padding and margins from there.

Minimum

The base margin should never be smaller than 30px, regardless of monogram size.

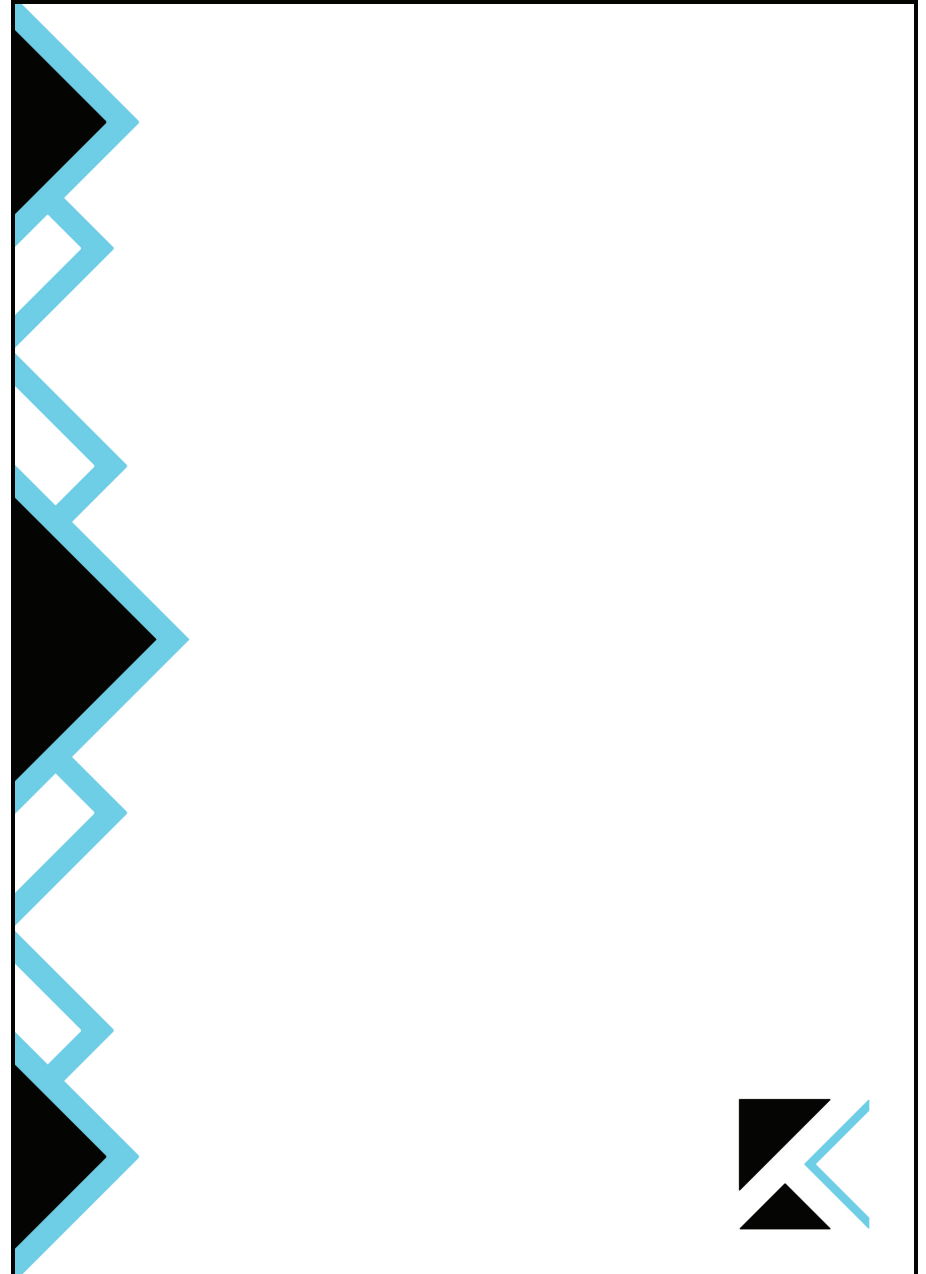






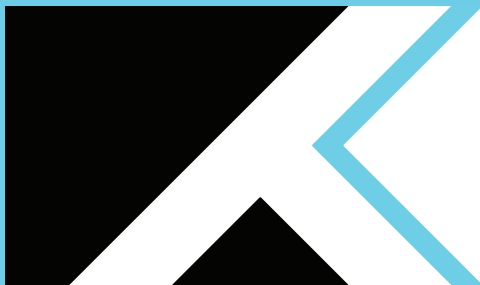
Letterhead

Make use of visual extensions for different stationary applications. For a professional letterhead, the monogram and not the visual marque should be used.

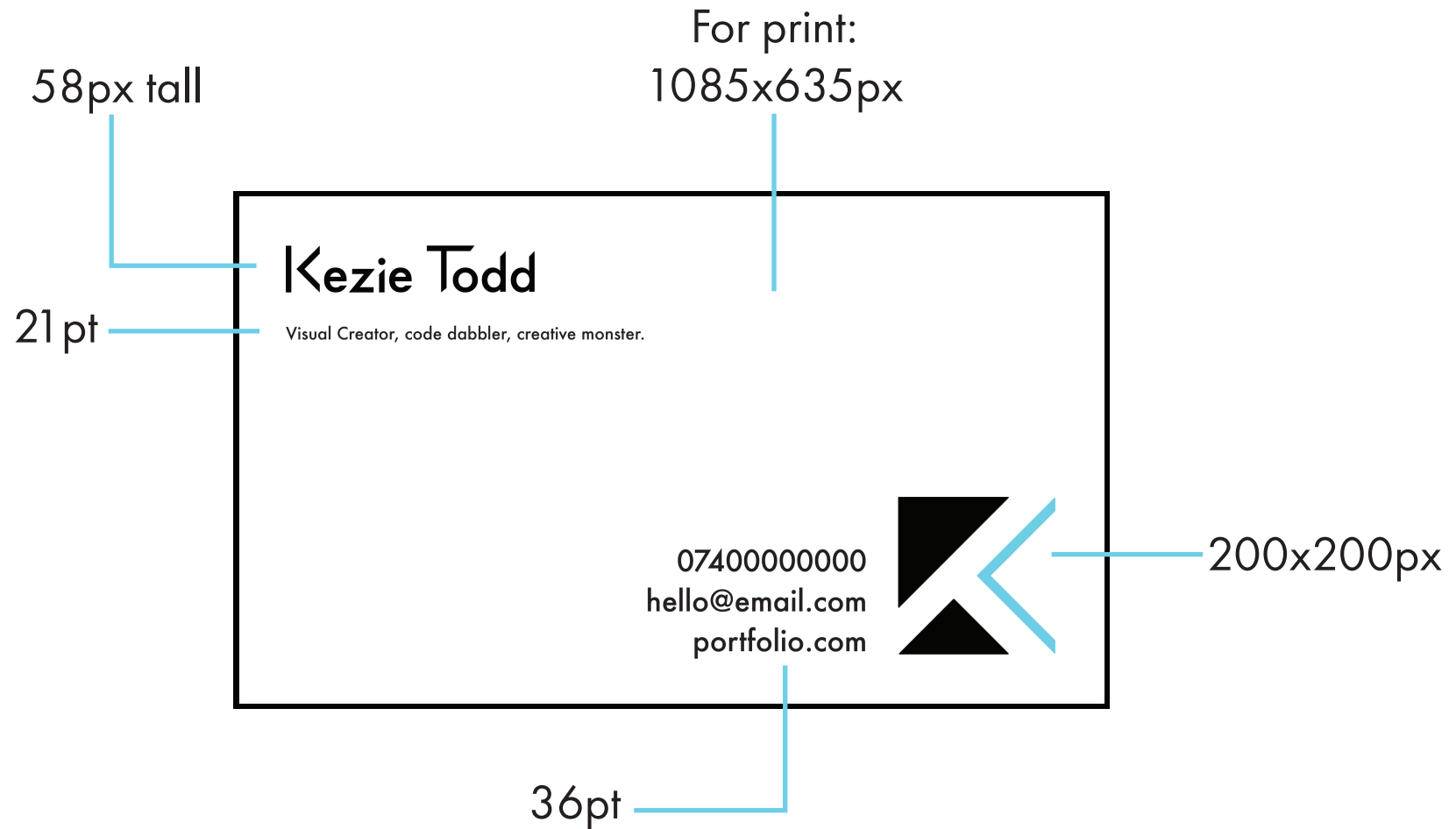


Business Cards

The monogram can be abstracted for varying business card designs. Depending on the application, a secondary colour may be substituted for the blue.

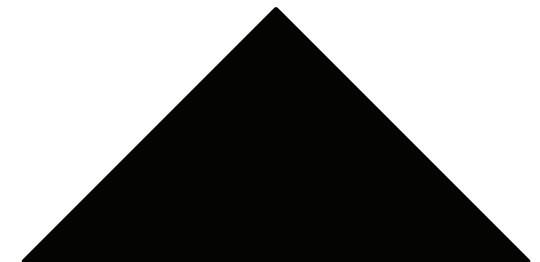
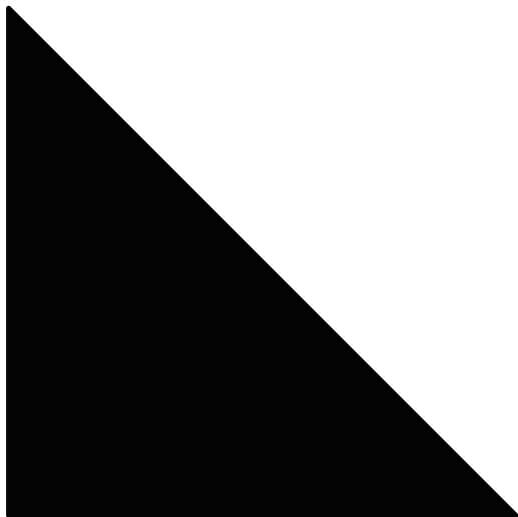


Business Card Sizing



Visual Extensions

Visual extensions may be created using graphical devices from the monogram. Any variety of angles and patterns may be used but the arrow in colour must be present.



**The
World
Created**

Images and Their Use...

Or not. In material representing the brand, simple vector graphics and illustration should be used. Photographs should only be used if necessary or when representing actual work.

Photorealism?

Never. If photographs are used they should be surreal, modified, or presented in a fashion that clearly sets them apart. Nothing that would break the immersion in the world of the brand.

Go

Forth +

Create