

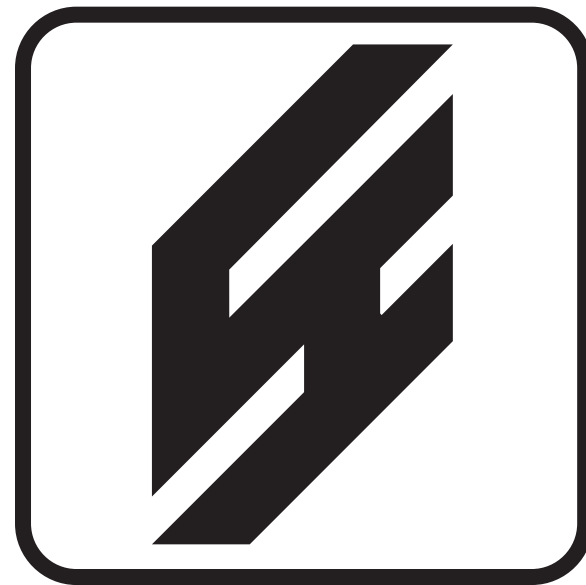
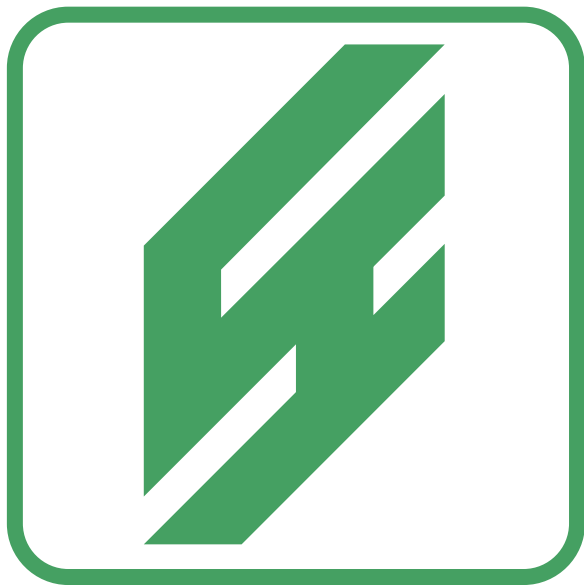
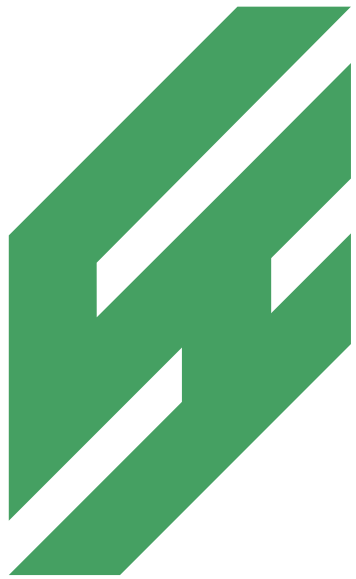
# Brand Guidelines

Scott | Hogsett

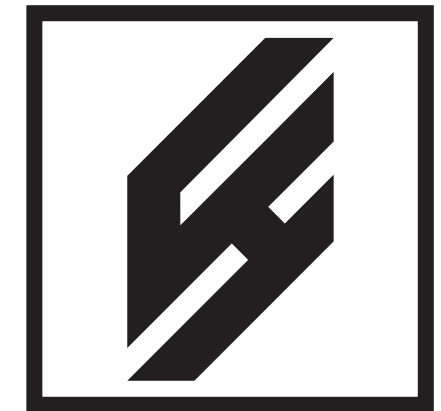
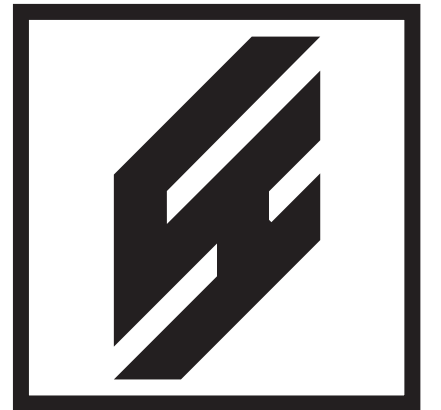
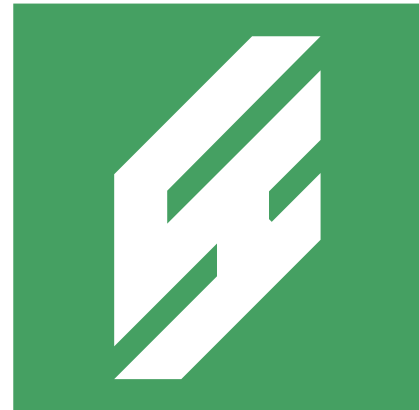
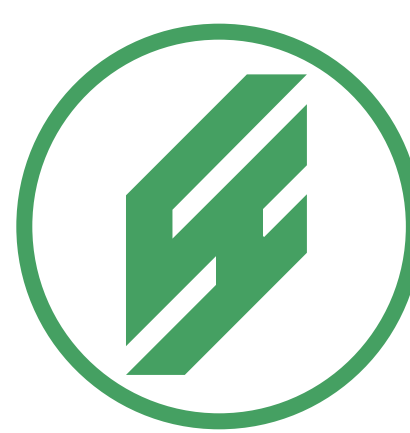
Hi, it's me, and yes I am important enough to have my own Brand guidelines.

# Monogram

do's



don't's



# Monogram

## do's

My monogram should be used primarily in green, against a light blue until further development and updates.

In terms of an icon or other icon esque circumstances there is a border that I have created for when it might be necessary, but the monogram on it's own should be the primary use.

## don't's

The designs I included for the don't's of the monogram are a bordered monogram and a unused design that I have on my tumblr, I included this as a reminder not to include.

The borders that I don't want to include is the non curved square and the circled border, the circle looks out of place with the straight lines of the monogram.

The straight edged square doesn't compliment the monogram like the curved edge.

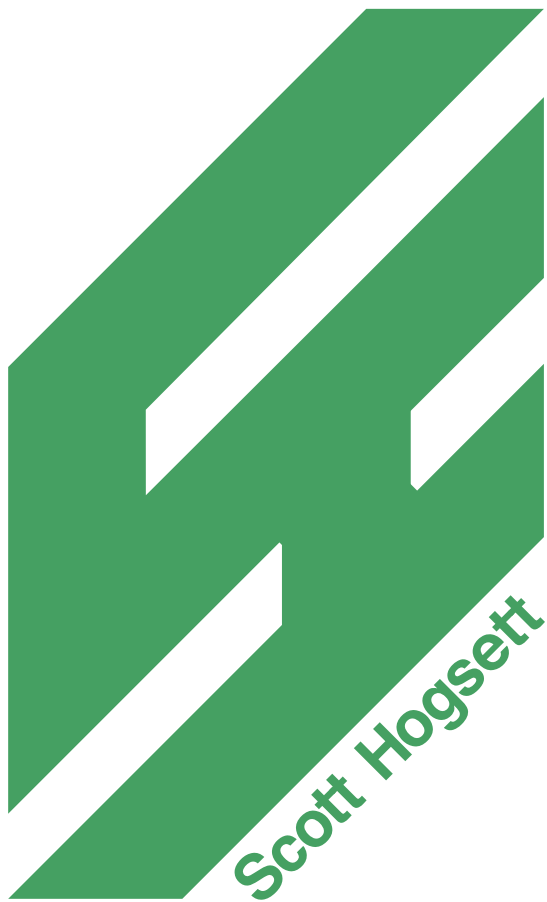
# Animated GIF



The gif was a addition that I made and should be used in instances that supports the GIF format such as social media and my portfolio website, the GIF should be used as a way to show potential clients that I have these skills and I could add this to there own project.

# Wordmark do's

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# don't's



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# Wordmark

## do's

The word mark was something I wanted to be simple because the monogram was already very detailed.

For the wordmark to sit on it's own I added the lines you see above, I think that this has enough presence with the detail it has.

For the monogram and wordmark combination the wordmark will sit at an angle, parallel to the bottom line of the monogram.

this version will not feature the lines to not overcomplicate because the monogram is detailed enough.

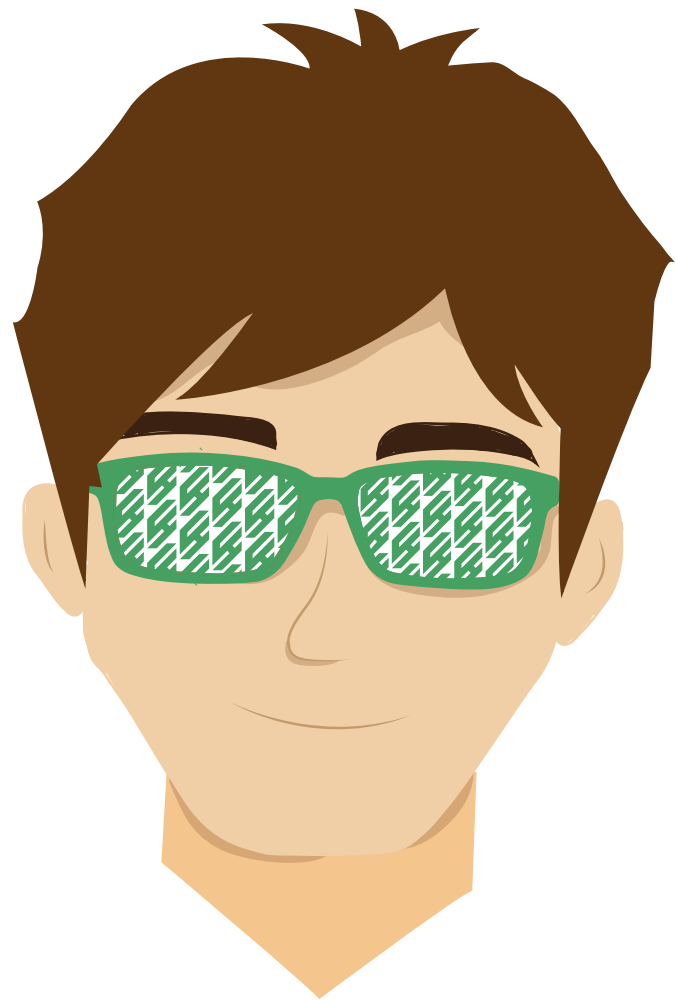
## don't's

These are a few ways not to use the wordmark, don't use the lined wordmark with the monogram because it becomes too detailed and busy.

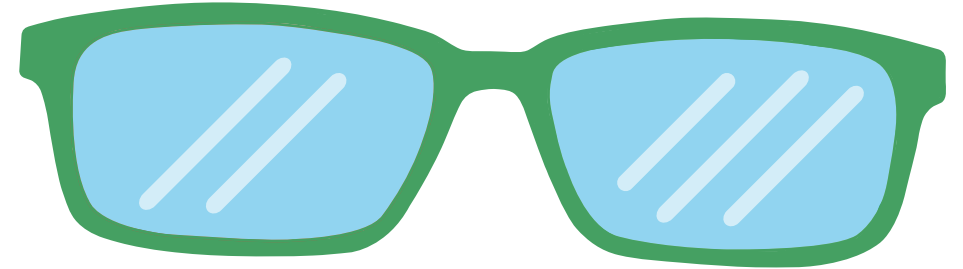
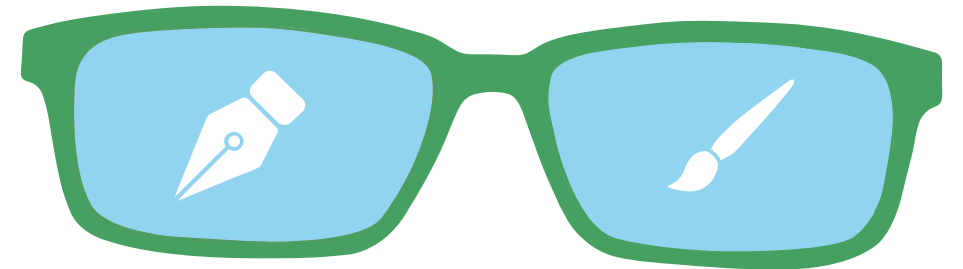
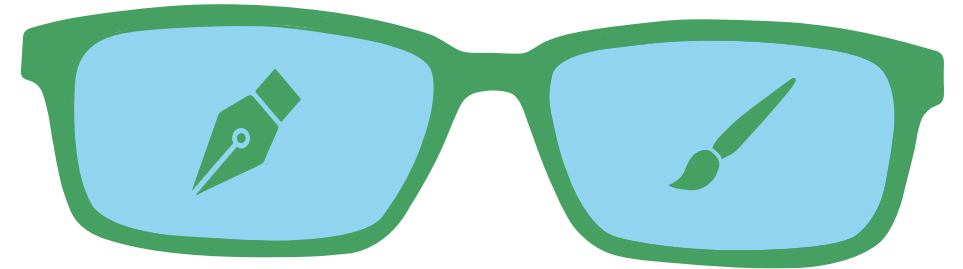
There are other wordmarks with alternate line details that should be avoided.

# Visualmarque

## do's



## dont's



# Visualmarque

## do's

The visualmarque can be shown in two ways, the glasses on their own for more discreet places that the detail of the character design won't work or the length of the monogram also doesn't work.

the character visualmarque should be used For more banners and bigger pieces of branding such as facebook, twitter, website backgrounds and stationery big enough to present the full detail of the design.

## don't's

These are a few ways not to use the wordmark, I included these unused designs because I wanted to include these designs in my process on my portfolio website but should be avoided from using them as the visualmarque



# Fonts

Helvetica Bold

Helvetica Regular

Helvetica Light

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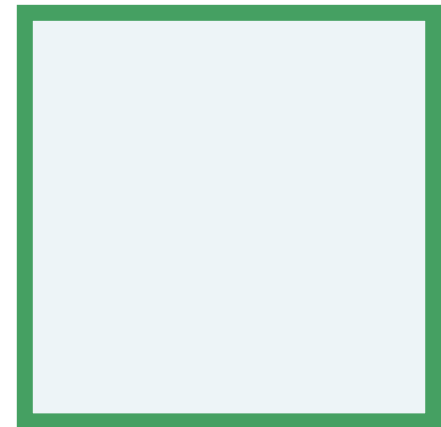
don't's

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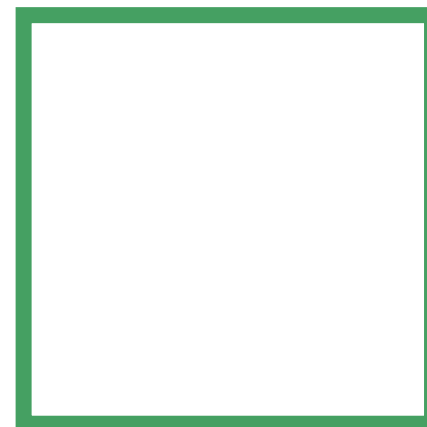
# Colours



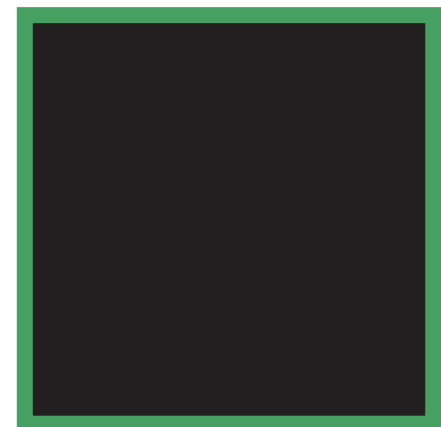
#46A061



#ECF2F5



#ECF2F5



#231f20

# Fonts

The t's on the word mark are joined to make it unique and should not be used without the connected t's.

The options on this are Helvetica bold, regular and light, these are the main font choices because they are from the same font-family and they can work well together because of this.

These will be used as a to cover most circumstances. Bold will be used for the titles and sub-titles, regular will be used for paragraphs and other text to establish hierarchy and light will be used as a back-up.

# Colours

These are the colours I will start of using for my brand, they provide a strong base that I think will give the brand a sharp and clean look.

The green colour has a good contrast with the blue and white and blue is subtle enough to let images on the portfolio stand out.

# Voice and communication

When it comes to the voice of my brand I would like to keep the language on my social media and my website professional but not too serious.

I believe that this would show a level of capability and trustworthiness to the client so that they are sure that any project would get done to schedule.

But also apply a light hearted tone as well to show a sense of positivity so that the client can have trust that I am creative and this could be reciprocated in the design of the project.

## examples of this

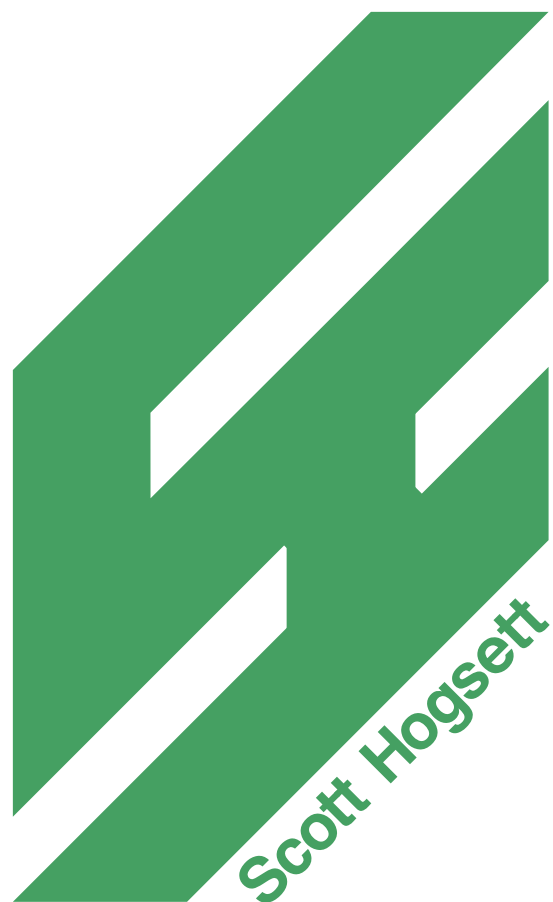
Website portfolio.

“Hi there, I’m Scott, Welcome to my Portfolio”.

“Get in Touch”

“Let’s work together and create something to remember”

# Brand Guidlines



Scott Hogsett

