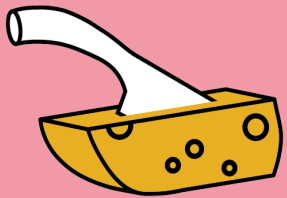


The background of the slide is a vibrant pink field filled with various abstract geometric elements. These include teal-outlined triangles, orange rectangles, yellow wavy lines, purple circles, and small black and white dots. A large teal triangle on the left side contains the text 'brand guidelines'.

# brand guidelines

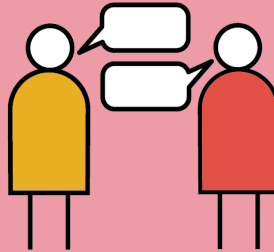
**My brand is much more than just a logo. It is a visual system made up of dot, line and plane. These elements come together in my brand to convey who I am as a designer, my personal likes and my heritage. This brand shows who I am as a person and what I stand for.**

# Brand Values



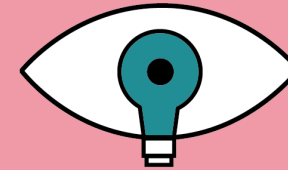
## Cutting Edge

Fresh, innovative ideas and new experimental designs. UI, graphic design, UX, illustration, web design and fine art. All new, different and fun.



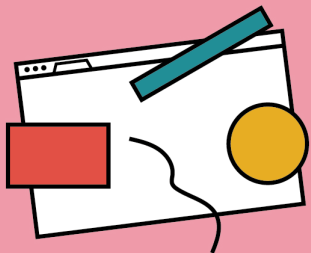
## Creating a Conversation

The conversation you want to create, I can help cultivate it. Whether it's about your services or a conversation about rights, I will start it.



## Great Ideas

Ideas, designs and interactions like nothing else. A hunger for the brilliant and the genius.



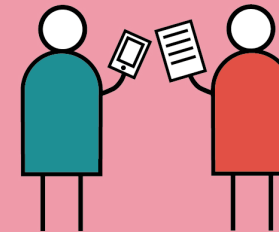
## Being Creative

As a creative person I have a need and a passion for creating. I love experimenting and trying something new.



## Helping Others

Design can help people in their everyday lives. Whether it is helping get more customers, make your brand recognisable or profiting a cause.



## Focusing on the audience

I use psychology in my designs and put the people who view the designs at the centre.

# Colour Palette



Black		White	
RGB	00, 00, 00	RGB	255, 255, 255
CMYK	00, 00, 00, 100	CMYK	00, 00, 00, 00
HEX	#000000	HEX	#ffffff

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



Papaya		Mustard		Rose		Aqua	
RGB	235, 90, 76	RGB	230, 171, 41	RGB	239, 115, 131	RGB	24, 146, 152
CMYK	2, 80, 72, 00	CMYK	8, 33, 96, 1	CMYK	1, 69, 33, 0	CMYK	80, 22, 38, 5
HEX	#E24E24	HEX	#EgB000	HEX	#EB6E80	HEX	#008F95

## Monogram: variations

(01)



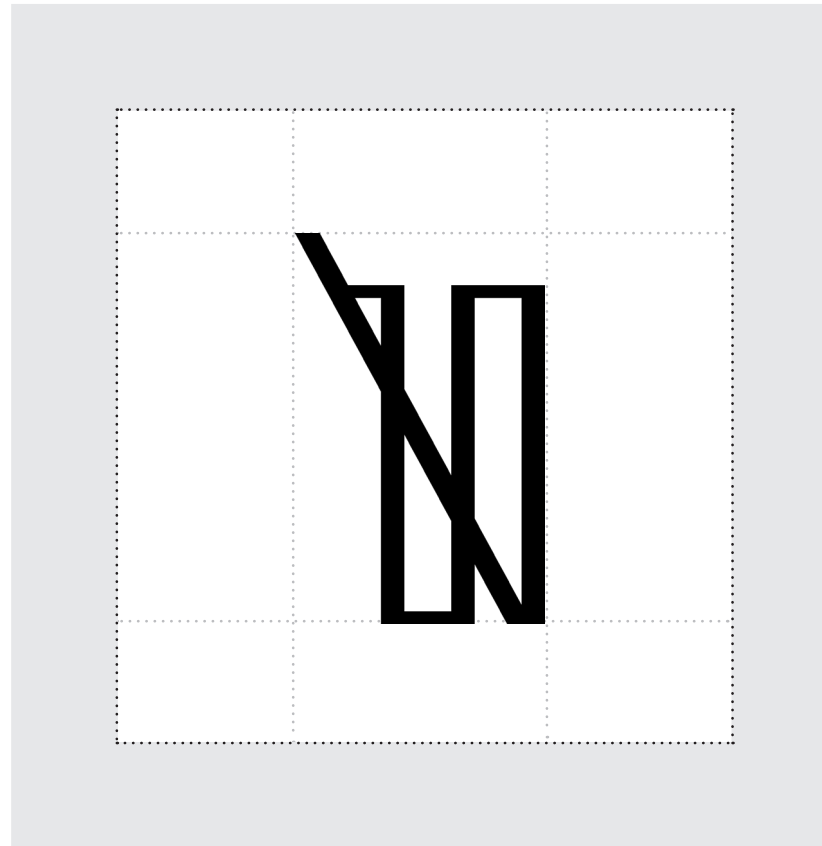
(02)



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The black monogram is the main monogram that is used within my brand. The black monogram is to be used against a white background only. The white variation is to be used against flat colour backgrounds. The monogram must never be placed against the visual extension, photographs or other varying imagery.

# Breathing space



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The monogram must have at least 7px breathing spaces top, bottom, left and right. In a square ratio there is to be 7px more spacing on the left and right sides than the top and bottom. The monogram is not to be skewed, made thinner, wider, shorter or taller, and it is not to be rotated or flipped.

# Wordmark Typeface

## Futura PT Heavy

I really like the geometric sans serif feel of the font. Using the weight 'Heavy' I think it's thick stroke have the same design language as my monogram and that it matches my brand materials due to their geometric nature. It is also a Google Font which is perfect for web dev.

Futura PT Heavy must not be used for copy or headers within brand materials or my digital precedence. Futura PT Heavy is exclusively for my wordmark. The default setting of Futura PT Heavy are to be used (no different kerning etc.) This ensures consistency throughout print and web. For screen 100pt is the base mark.

**taramcallister**

**taramcallister**

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# Wordmark and Monogram

(01)

**taramcallister**



(02)

**taramcallister**



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This is how my monogram and wordmark must be displayed when displayed together. The wordmark must be displayed 27px from the top of the monogram and must be centred. The font is 60.5pt and this is the size it must be displayed at with the monogram being 439px tall and 280px wide. These numbers are relative.



# Visual Marque



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The visual marque is the playful side of the brand and adds a bit of my personality. It is to be used within social media e.g. Twitter header and as a 404 error page on my portfolio site. The colouring of the packet is on-brand and should not be edited.

# Visual Extension



The visual extension is a flexible part of the brand. It can be used as an image, the shapes can be used alone, as a group, or only some.

# Brand Typeface

BODY COPY: RALEWAY LIGHT SET 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

HEADERS: RALEWAY MEDIUM SET 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

PAGE TITLES & MY WORDMARK. FUTURA PT HEAVY.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&\*!?**

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It was important to me that the typefaces used within my brand are accessible on the web hence why all the fonts I have chosen are Google Fonts hence can be used easily within web dev.

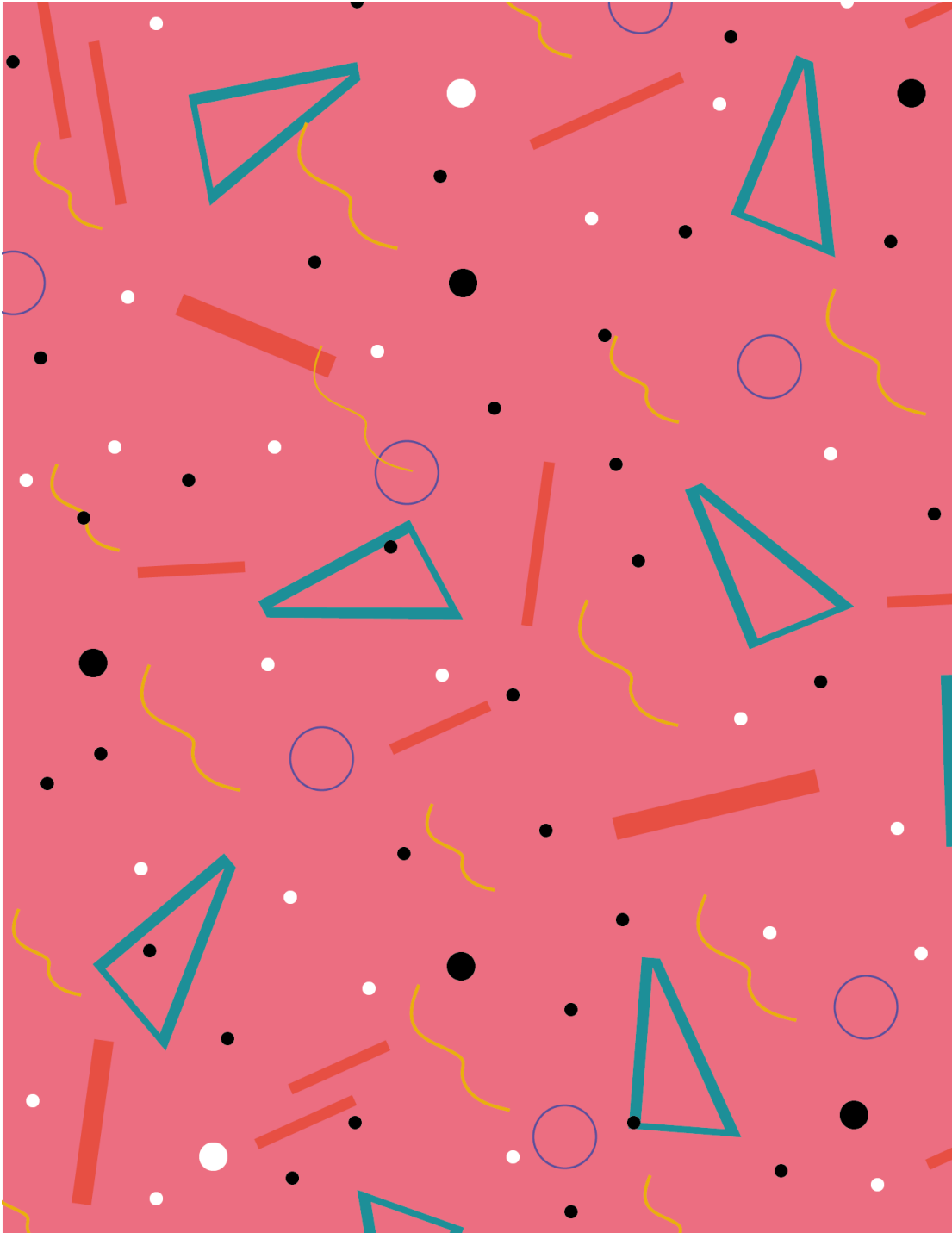
Tone of Voice

**HONEST**

**YOUTHFUL**

**APPROACHABLE**

**FRIENDLY**



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**Brand style guide**