



CHONG XIAO XUAN

Brand Style Guide

LOGO

On Charcoal background



LOGO

On any other background



BUSINESS CARD

Front



Back



Card dimensions: 85.6mm x 53.98mm

RESUME



CHONG XIAO XUAN

UI/UX Designer

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Profile

I am a highly motivated individual with a strong interest for front-end web development and media design.

Education

National University of Singapore, 2021-2025

B.Soc.Sci (Hons) in Geography
Minor in Interactive Media Development

Portfolio



Scan here for my portfolio or visit it at
www.portfoliolink.com

Experience

Sustainability Intern

May 2023 - Jul 2023

Health Sciences Authority

- Insert short description about experience here 1
- Insert short description about experience here 2

Pet Grooming Assistant

Jan 2021 - Aug 2021

Pawsitive Image

- Insert short description about experience here 1
- Insert short description about experience here 2

Events Planning Intern

Nov 2018 - Dec 2018

Dope Entertainment

- Insert short description about experience here 1
- Insert short description about experience here 2

Skills

Adobe Illustrator, InDesign, Photoshop



Figma



JavaScript, HTML, CSS



Languages

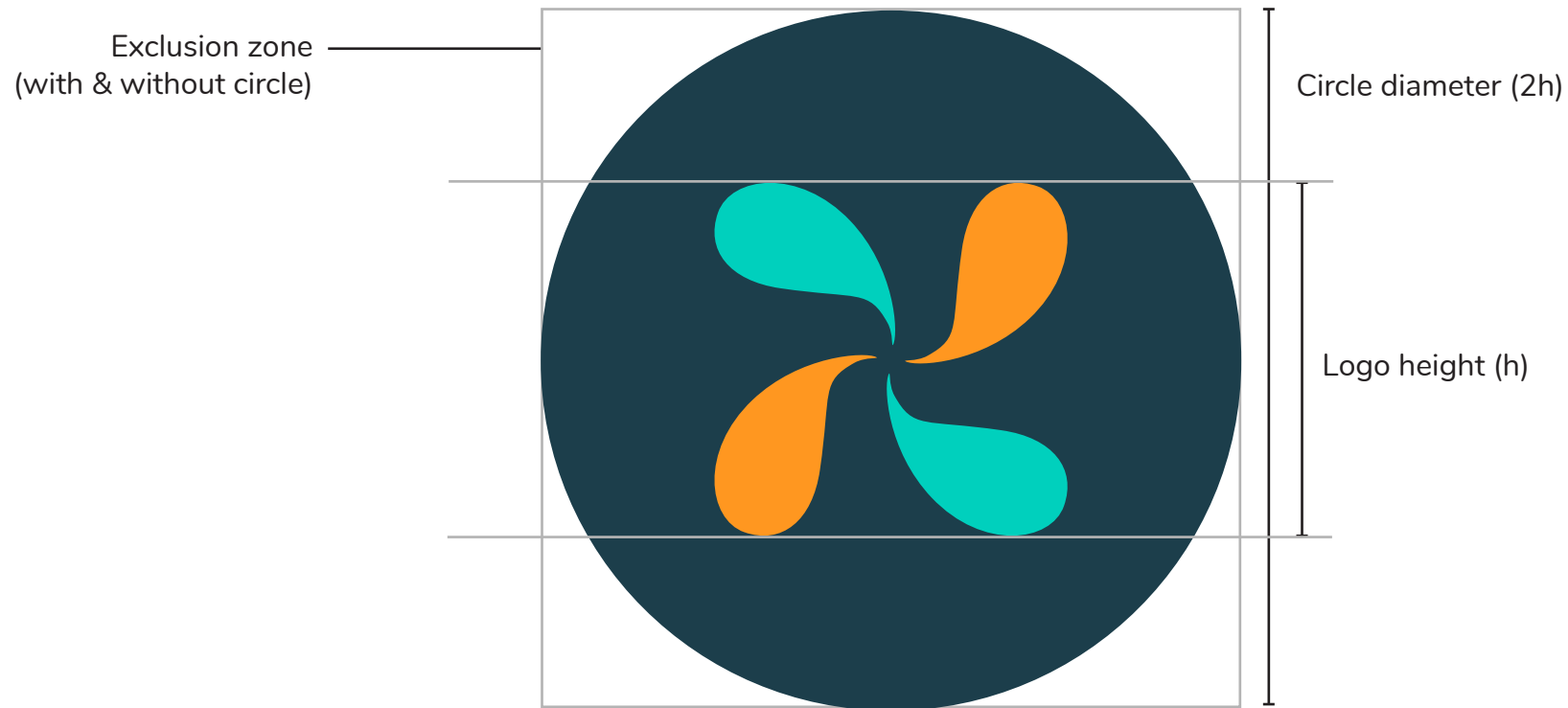
Written

English, Chinese

Spoken

English, Mandarin, Cantonese

DO USE



LOGO GUIDELINES

DO NOT



Change colours



Reflect or shear



Rotate



Distort



Rearrange logo elements



Use non-Charcoal coloured
backgrounds

LOGO GUIDELINES

COLOURS

Brand colours

Charcoal

HEX: #1c3e4b
RGB: 28, 62, 75
CMYK: 63, 17, 0, 71

Turquoise

HEX: #00d0bd
RGB: 0, 208, 189
CMYK: 100, 0, 9, 18

Princeton Orange

HEX: #ff9720
RGB: 255, 151, 32
CMYK: 0, 41, 87, 0

Text Colours

White

HEX: #ffffff
RGB: 100, 100, 100
CMYK: 0, 0, 0, 0

Night

HEX: #0f0f0f
RGB: 6, 6, 6
CMYK: 0, 0, 0, 94

TYPOGRAPHY

Page Headers

SOLEIL EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

“: !@#\$%^&*? ,+-= /

Section titles

NUNITO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

“: !@#\$%^&*? ,+-= /

Sub-headers

SOLEIL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

“: !@#\$%^&*? ,+-= /

Body text

NUNITO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

“: !@#\$%^&*? ,+-= /

COMMENTARY

Ideation

For this final project, I chose to work on creating a brand for my self-identity in hopes selling myself as a UI/UX designer to potential employers. With that in mind, I set out to achieve two goals within my brand:

- (1) Represent myself and my values
- (2) Showcase my sensibilities towards being a UI/UX designer

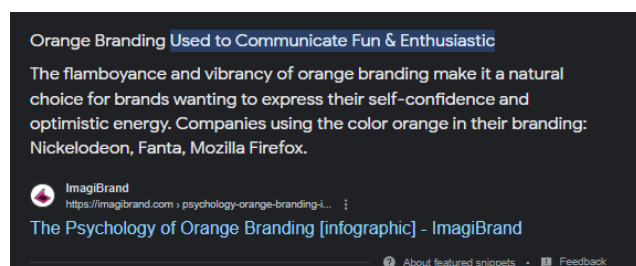
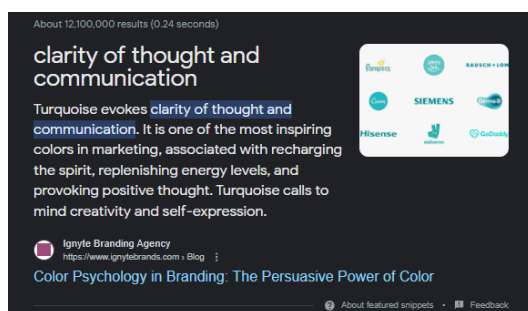
For (1), I started off by reflecting on my values and figuring out what I want potential employers to know about me. I concluded that I want to be known as adaptable, a good communicator, and optimistic. To add a personal touch to it, I also would like to portray my love for nature, especially the sea, which brings me a sense of calm and peace.

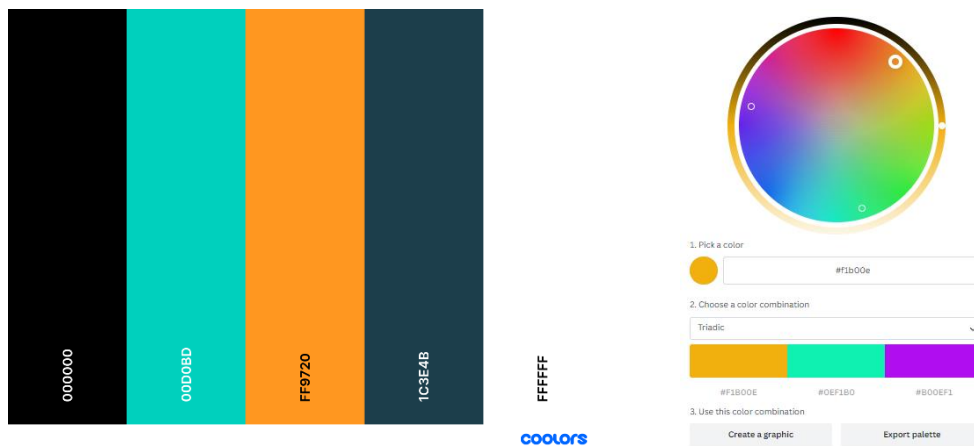
For (2), using my knowledge through UI/UX modules that I have taken, I wanted to create a brand with an overall vibe that is professional, clean, appealing, and most importantly – functional.

Colour palette

I began my brand creation processes with selecting my colour palette. Since it would be something infused throughout the brand, I figured that I would use the brand colours to showcase my values.

I researched on the meanings of different colours and used a colour wheel tool (thanks Canva!) to find a balance between exhibiting my values and colour harmony.





Through some research, I found that turquoise would be a colour I would like to represent my work values – clarity of thought, communication, and creativity, which are important in the UI/UX industry. On the other hand, orange represents my positivity and confidence as a person. I picked Charcoal to add more contrast to my palette and to act as a safe background colour for my brand.

Hence, the three main colours of my brand would be Turquoise, Princeton Orange, and Charcoal. I tried to adopt a triadic colour scheme with some tweaks to keep the colours from being overly flashy. Black and white, which are neutral colours, will be used mainly for text to ensure ample contrast with the backgrounds for readability.

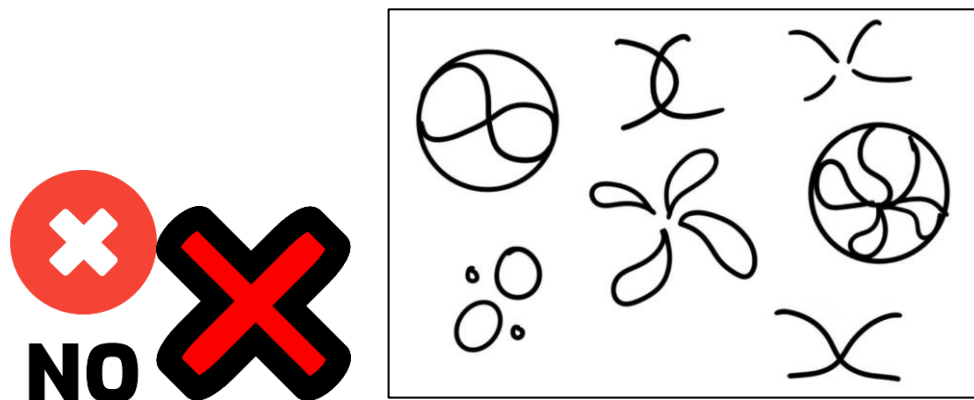
Typography

I used Soleil as the font for my headers as I felt that the asymmetrical counters of this geometric sans serif typeface made it look sleek and modern. It has a large x-height, increasing its readability at different scales. Nunito was my option for body text as it also looks modern and clean, but the rounded edges made it softer than Soleil and more suitable for longer paragraphs of text. To create hierarchy, I used different font-weights for the text, such as Soleil Extrabold for page headers and Soleil bold for sub-headers. Nunito Bold was used for section titles while Nunito Regular was used for body text. Space and proximity were engaged to show the particular font type and its purpose without using dividers to prevent a cluttered page.

Logo

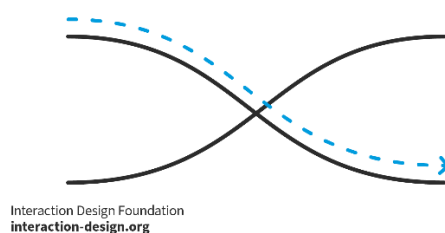
For my logo, I decided to go for a cross between a letterform and an abstract mark. I wanted to incorporate my initial, the letter 'X', in the logo without it being the focus. This allows me to incorporate a subtle representation of myself into the logo, just like how I hope for every design that I create to have a subtle hint of my personality.

I thus embarked on a sketching spree to gain some inspiration for my logo while keeping my goals in mind. I had to be careful not to make my logo look repulsive, which is a natural tendency of logos represented by a cross. I also focused on creating a scalable logo that would work well different sized screens/products without looking different to ensure brand recognition.



Finally, I picked the shape of a water droplet turned into a pinwheel through repetition to create a flowing effect to represent my adaptability, and a hint of my love for the sea. I alternated the Turquoise and Orange for the logo to create a sense of balance and to showcase the brand colours. Charcoal was used in the circular background for the logo. I adopted Gestalt's principle of continuity to subtly represent the letter X in the logo across the gap in the middle of the pinwheel.

Gestalt Rule: **Continuity**



I created two versions of my logo for use on Charcoal or other backgrounds. This was especially important to suit both dark and light mode UIs.



Business Card

I decided to create a business card the size of typical credit cards () so that the recipient can easily store it away in their wallets or card holders. My main aim was for the business card to serve its purpose, without unnecessary details. I decided to include a QR code to my design portfolio (the sample QR code goes to my linkedin page) as I felt that it would improve a potential employer's experience of getting to know me. This allows them to view my past works and know more about me before contacting me through my phone number or email.

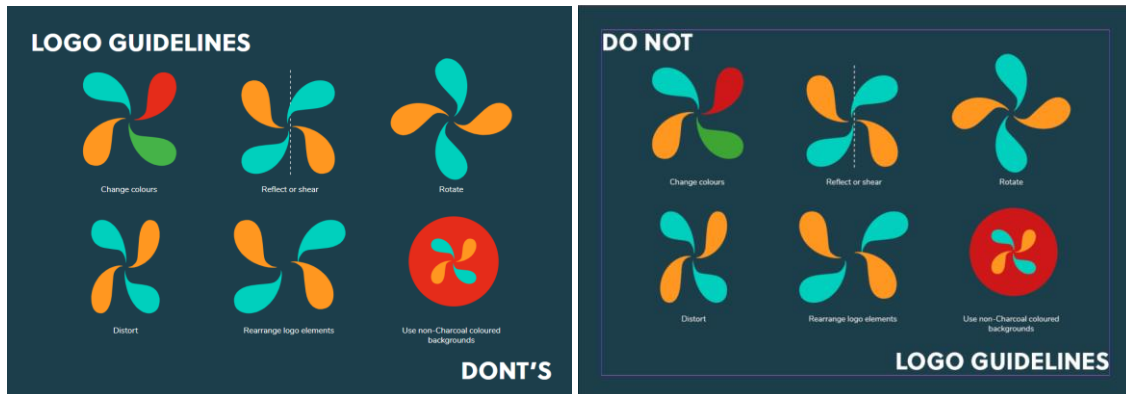
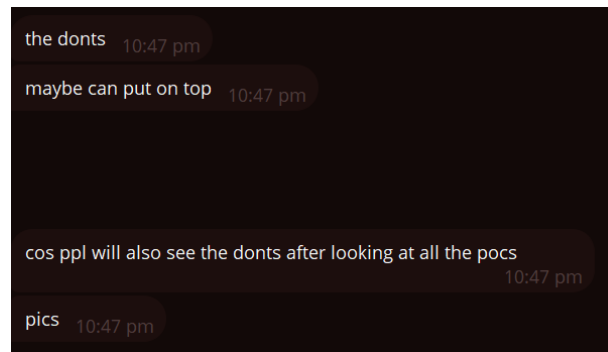
Resume

I aimed to follow the layout of typical resumes so that information will be intuitive for the reader to find. Similar to my business card, I included a link to my portfolio for potential employers to view my past works. I adopted a progress bar for my skills to show my skill levels, and also to represent that I am in progress of learning the skill. I used open-path lines of different colours to divide space on the resume without enclosing the sections.

Post-critique edits

1. Rearrange information

My friend noted that he did not realise the icons on the don'ts page was things he should not do to the logo but instead thought that they were variations of the logo. I decided to rearrange the DO NOT and DO to the top left instead, which allows the audience to be clearer about what they are looking at.

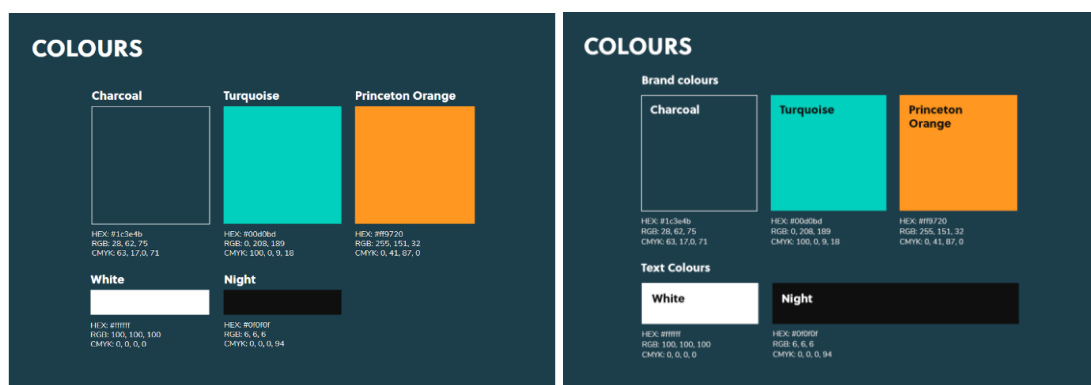


Before

After

2. Represent font colour to be used on each background on the colour itself

I self-critiqued that perhaps I could make the colour guidelines more informative. Thus, the appropriate text colours to put on each brand colour was placed under and on the respective brand colours for the audience to know which text colour to use on which background colour to maintain ample contrast between the text and background.



Before

After

3. Business card edits

Angelina suggested that I could better make use of the space on the back of my business card instead of including my logo twice. I decided to remove the logo on the back and replace it with a QR code

where recipients can scan to view my portfolio to get to know me better. I used my brand colours to create a gradient for line and QR-code to make the business card feel less plain and 2-D.



Before



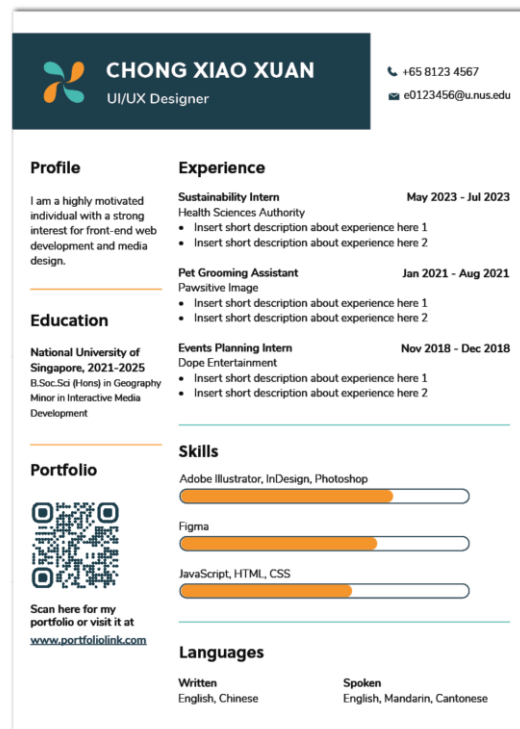
After

4. Resume edits

Angelina also commented that the Charcoal side of my resume looks separate from the white side, and that I could better arrange the elements according to their categories.



Before



After

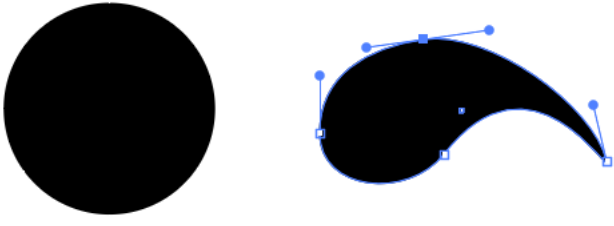
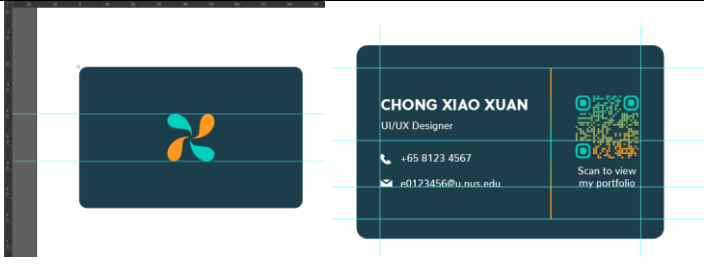
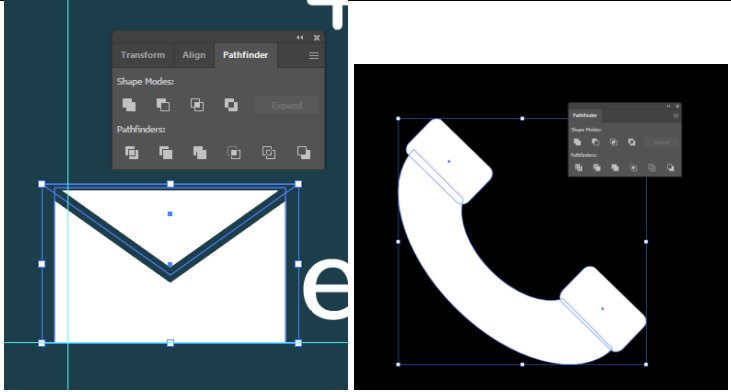
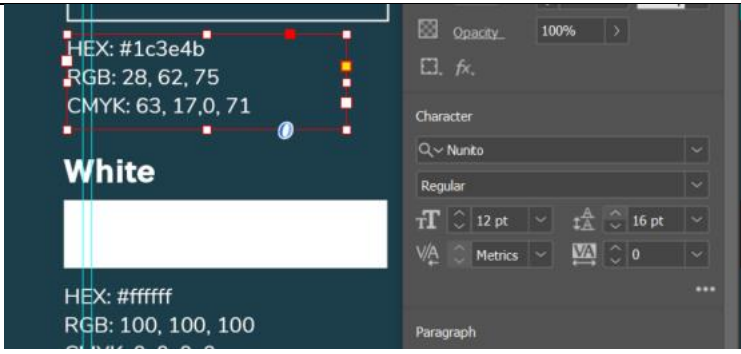
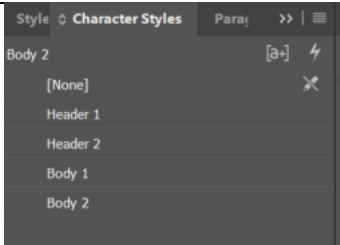
I decided to use the Charcoal background to highlight my name and title as I want those to be impressionable. I removed the sub-header 'contact me' as I felt that the phone number and email were quite obvious as contacts (especially with the icons) and did not need a header. I also

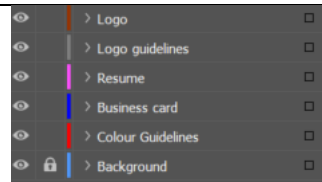
decreased the height of the progress bars as I felt that they were too attention-grabbing and had too much visual weight, decreasing the focus towards other sections of the resume. Instead of using a line to separate the left and right side of the resume, I decided to use margins to create an even space between both sides, such that the reader perceives the left and right side to hold different categories of content.

Reflections

Creating a personal brand and its guide was an interesting experience which allowed me to use the adobe software that we learnt in class to create something practical and useful. It made me think deeper into what I would like to represent my work and personal values, as well as how I can use different design elements to showcase these values. I made sure to remind myself that everything I place into my brand style will have to serve my purpose of selling myself as a UI/UX designer to potential employers. Through this final project, I have also become more comfortable with adobe tools and might turn to adobe more instead of Canva in the future! My journey of creating a personal brand definitely doesn't stop at submitting this assignment and I would continue exploring improvements to my personal brand. Some classmates mentioned that my logo is really scalable so I would explore applying it to more uses in my online portfolio, such as using the logo in a circle as a loading icon which spins (fitting for a pinwheel-looking logo).

Adobe applications

	<p>Droplet shape in logo</p> <p>Create circle with ellipse tool → Direct selection tool to move anchors around and change the shape of paths with handle</p>
	<p>Business card formatting</p> <p>Using rulers and guides to set size of logo and other elements on business card</p>
	<p>Creation of icons</p> <p>Used pathfinder tool to create icons by combining shapes</p>
	<p>Text</p> <p>Increased leading to improve readability</p>
	<p>Text</p> <p>Created character styles for more convenient application of styles to text</p>



Layers

To organise the different sections and prevent accidental change to one section when working on another