



An Liu

Portfolio Style Guide

Logo Identity:

An Liu Portfolio identity system provides strength to the customers and can be represented as a brand to people. The design of this logo describes my full name and the content about this website to customers. The purpose of this logo design is to communicate with customers that all the information in this website are personal information about An Liu.

The logo is displayed on a solid black rectangular background. It consists of the text "Liu An Portfolio" in a sans-serif font. "Liu An" is in white, and "Portfolio" is in red. The text is centered horizontally and vertically within the black box.

Liu An **Portfolio**

Logo:

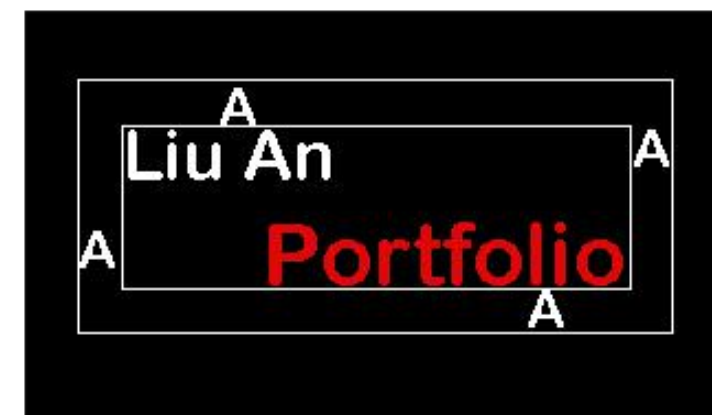
Primary Version, Clear Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter “A” in the word An determines how large that space should be.

Horizontal Option



Vertical Option



Logo:

Minimum Sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize.

Minimum sizes for print

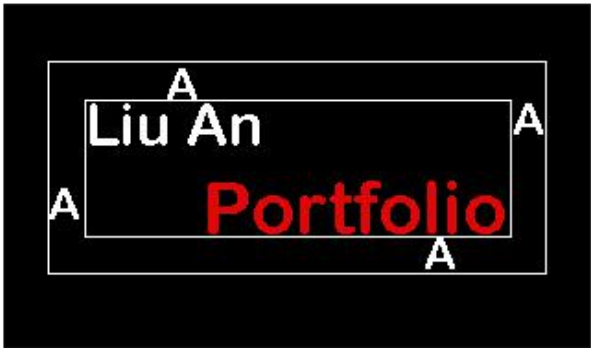
Minimum sizes for web



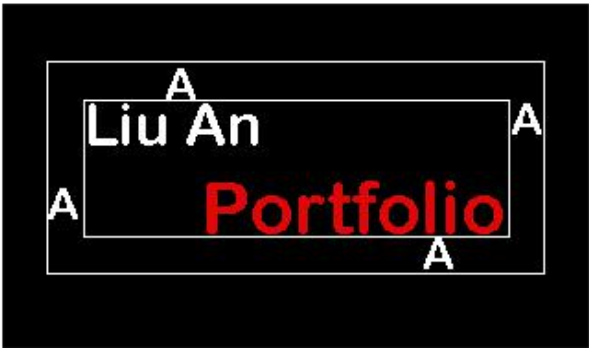
0.44 in



32 px



1.0 in



72 px

Logo:

Alternate Colour Versions

A number of alternate colour versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.



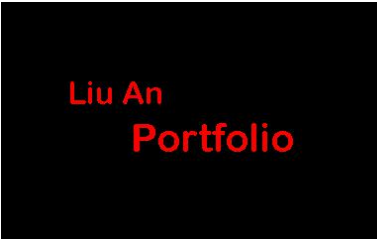
White & Red



Red & White



All White



All Red

Brand Colours

The primary palette should be used as much as possible in order to promote red as the overarching colour.



HSLA 356, 91%, 45%, 1
RGB 220, 10, 24
Hex dc0a18



HSLA 0, 100%, 100%, 1
RGB 255, 255, 255, 1
Hex ffffff

Brand Fonts

The primary font is Lustria and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Alternate font: when Lustria is not available, use Arial.

Primary font family: Lustria.
To be used on most communications.

Characters

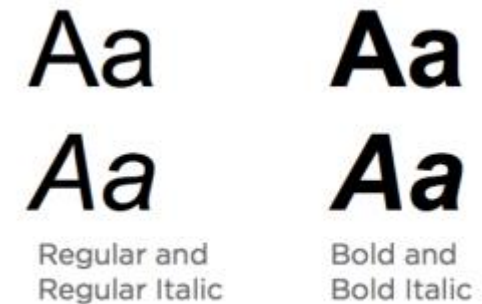
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZabcd
efghijklmnopqrstuv
wxyz1234567890'?'“!”
(%)[#][]{@}/&\<-+÷×
=>®©\$€£¥¢:;,.*

<https://fonts.google.com/specimen/Lustria>



Primary font family: Arial.
To be used on most communications.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789





THANKS

If you have any questions regarding the style manual or require artwork, please contact me by email andyvviar@gmail.com