Brand Guidelines

Contents..

Monogram

all.

This is my monogram in black and white. It is only supposed to be in black if there is a clear white background.

The monogram can be used in these four different colours as well as in black and white.

The monogram can be used either by itself or with the visual marque placed on top with space between the visual marque

The Brand

♥

The brand is busrting with fun, creative work.
I use quirky, cute details to make the best illustrations possible.
I love to make anything from fun illustraions to professional brands for high end clients.
While I love looking at the bigger picture I'm also aware that the small details are what make the big picture so impressive.
I make use of my illustrative capability and eye for detail to ensure the client is satisfied with the outcome.

Word Mark

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This is my word mark in black and white. The word mark is only to be used **on it's own**. It should not be combined with either the monogram or the visual mark.

Word Mark

The word mark can be used in four main colours.
The colour can be **slightly** adjusted to suit background colours etc.

Visual Marque

This is Chantelle

The visual marque is only to be used with the monogram.
It cannot be placed with the word marque. However, it can be used by itself as it's own character.

This is my visual marque in black and white. This should **never be used in black and white**

Meow!

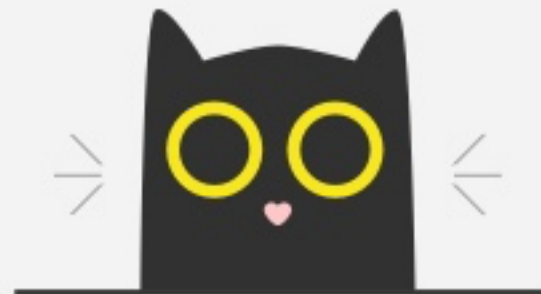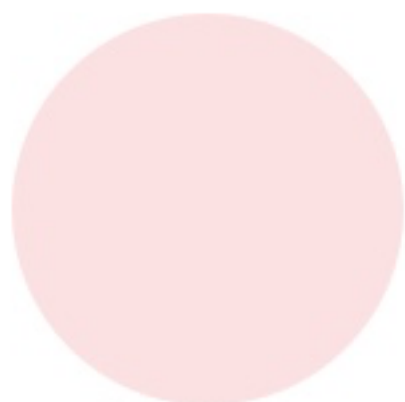|		
#313131	#F8E71B	#FEC8C8
RGB: 49:49:49	RGB: 248:231:27	RGB: 254:200:200

Sizing

all. all. all.

Sizing

Aofe McLaughlin
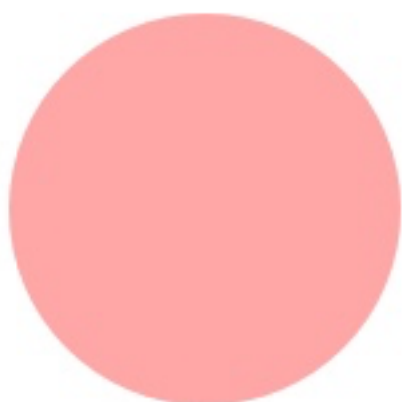
Aofe McLaughlin

Aofe McLaughlin

Colour Palette

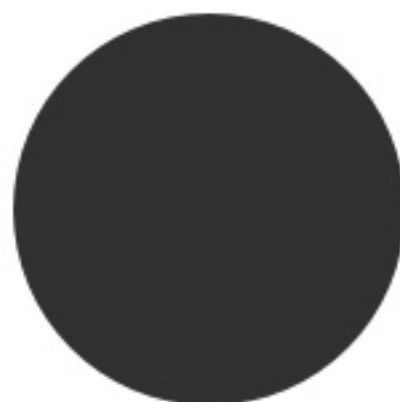#FBE2E2
RGB: 251:226:226

#FFA7A7
RGB: 255:167:167

#D1D1D1
RGB: 209:209:209

#313131
RGB: 49:49:49

Layout/ Spacing

Typography

Raleway should be used for all text bodies.
If you wish for a word or part of your text to be seen more prominately, then use **Raleway semi-bold.**

Alternatively, you may use Avenir if Raleway is unavailable.

Sacramento should be used for all headings etc.

If you wish to emphasise the word/ heading, add a **border** to the text, using the same colour as the text and a thickness of 2.

Alternatively, you may use Grand Hotel if Sacramento is unavailable.

Misuse

Do not stretch the monogram.

Do not use colours other that those stated in the brand guidelines.

Do not remove any elements of the monogram.

Do not use different colours on the same monogram.

Do not use the monogram with the word mark.

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Misuse

Don't use Chantelle in black and white.

Make sure you use the right colours. Dont use colours other than those stated in the brand guidelines.

Don't use Chantelle and the word mark together.

Don't stretch Chantelle.

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Misuse

Do noy use colours that are not stated in the Brand Guidelines.

Don not use sections of the word mark.

Do not tilt or rotate the word mark.

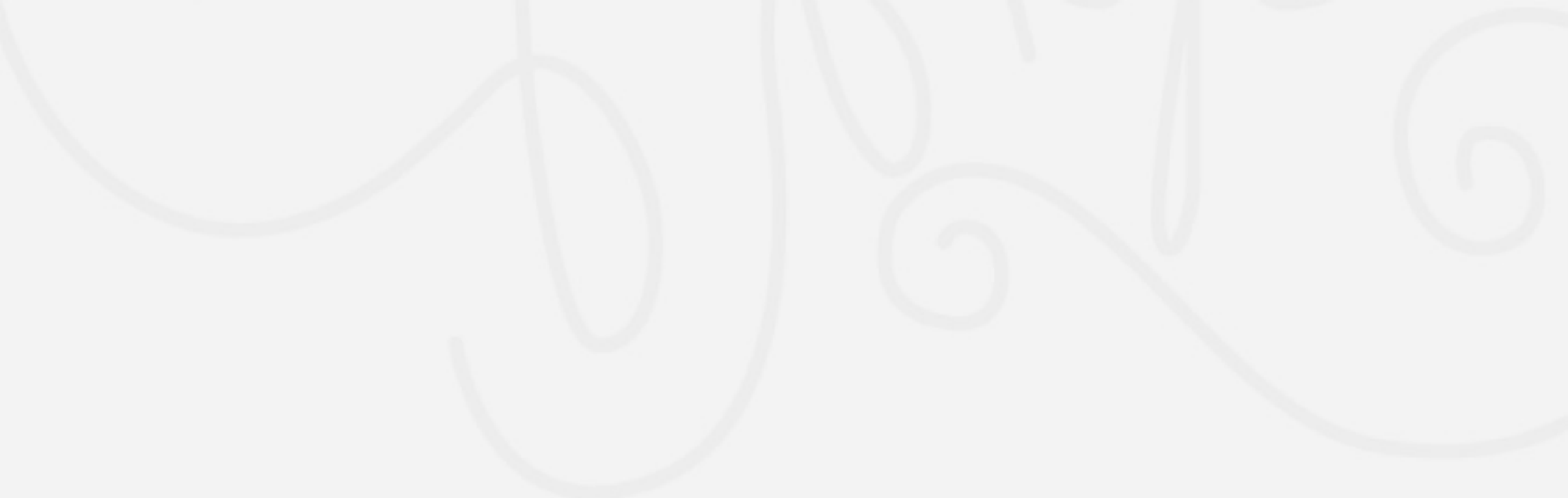Do not use the word mark with the visual marque or the monogram.

Mock Ups

Aoife McLaughlin
Illustrator & Designer

aoifedmclaughlin@gmail.com
074 8275 1136

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