

HELLO

Welcome to my brand style guidelines.

Here I will tell you how to use my brand.

I will talk about the right and wrong
ways of presenting my brand. This will
help you get to know it a little bit better.

MY BRAND

I want my brand to have a very friendly tone. I want to make sure that the user can see me and my personality throughthe brand. My brand is suppose to represent me as a person! I love to express my feelings, thought in a creative way, most likely through illustration! Always using my everyday tools, pens, markers and pencils. I like to keep a minimalistic and strong details in my designs using colours that make me happy.

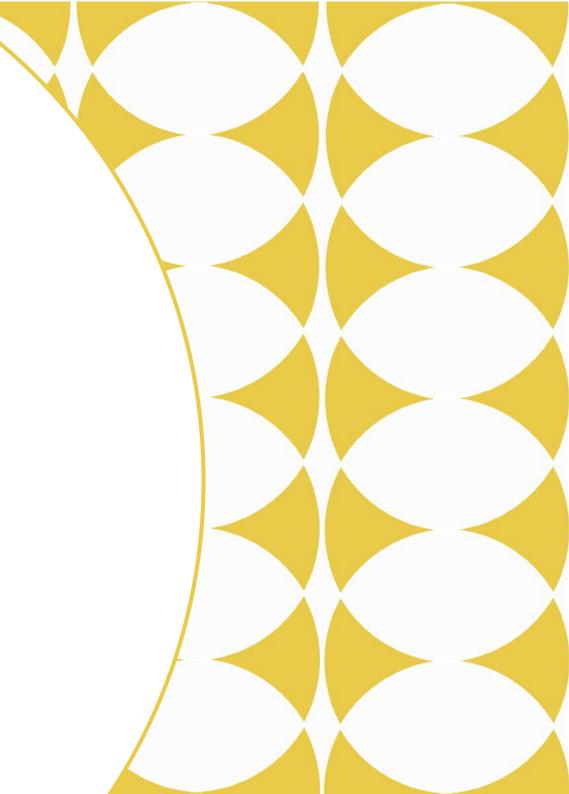
WHO AMI

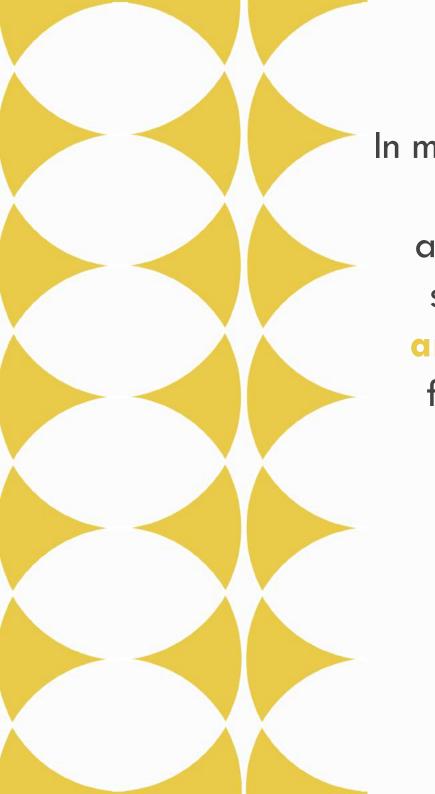
VALUES:
ATTENTION TO DETAILS
COLOUR
SIMPLICITY
MESSAGE

I AM A PASSIONATE, ETHUSIASTIC
AND CREATIVE HUMAN BEING.
BORN IN KRAKOW, POLAND. I
LOVE TO EXPAND MY KNOWLEDGE
AND SKILLS. I HAVE ALWAYS BEEN
OBSSESED WITH GALERIES AND ART
AND I KNEW I WANT TO LEARN AND
GROW AS A DESIGNER.

PERSONALITY: ENTHUSIASTIC PASSIONATE FUN!

TONE OF VOICE

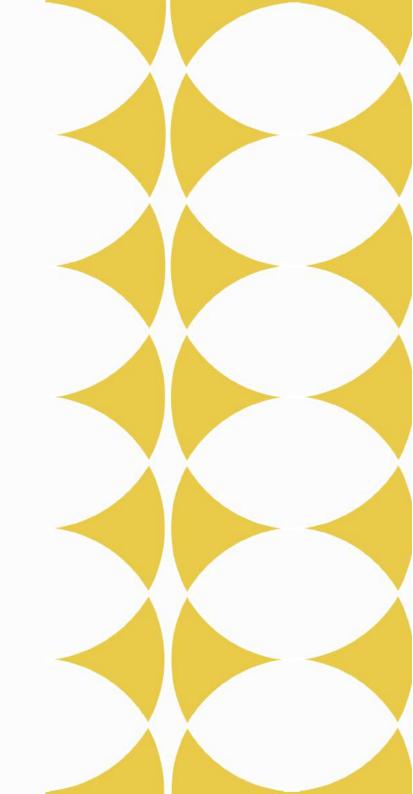




In my brand I want to talk in first person, as I want the user to feel comfortable approaching me. The language I use is suppose to be friendly, approachable and kind. I want the user to be able to feel like they are listening and talking to a friend. This makes it easier to connect with the brand.

MY MONOGRAM







IT IS ONLY SUPPOSE TO BE PRESENTED ON IT'S OWN OR WITH THE THE WORDMARK.

MANNER.

THE MONOGRAM REPRESENTS MY INITIALS 'WB'. IT IS BOLD, VIBRANT, STRONG AND SIMPLE.







Use in the approved yellow and grey.



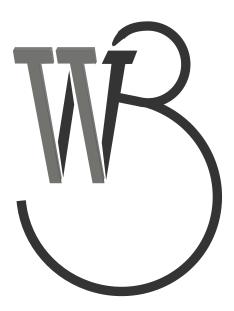
Make sure the B is created using circles.



Make sure all angles match in the W.



Make sure the small B belly edge is rounded.

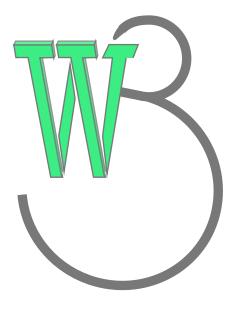


Use in approved greys if neccessary.

MONOGRAM DO'S



Do not strech the monogram.



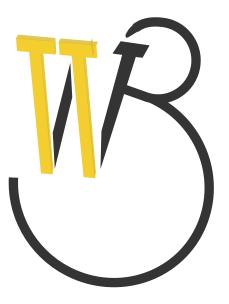
Do not change the colours.



Do not change the width of th line.



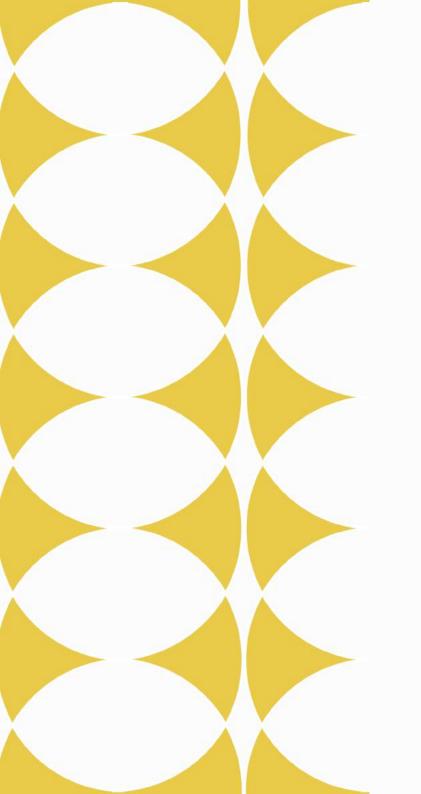
Do not forget the rounded edge.



Do not change the angle

MONOGRAM DONT'S

MY WORDMARK



Wiktoria Bigaj

Wiktoria Bigaj

USE:

THE WORDMARK IS
SUPPOSE TO BE USED WITH
A MONOGRAM AND THE
VISUAL MARK. THE
WORDMARK MAY BE USED
ON IT'S OWN.

THE WORDMARK IS FROM THE SANS
SERIF FAMILY. THE FONT I HAVE
CHOSEN IS THE TWENTIETH CENTURY
IN BOLD, (Tw Cen MT). I LIKE HOW
CLEAN AND SIMPLE THE FONT IS.
IT IS EASY TO READ BUT I ALSO
THINK IT IS A STRONG FONT
THAT MAKES A STATEMENT.

WHEN PRESENTING MY
BRAND IN THE MOST SIMPLEST
FORM, I MAY ONLY USE THE
WORDMARK, THIS WOULD
BE ON MORE RARE
OCASSIONS.



When using with the monogram, make sure it is in line with the bottom line edge.



Use in approved grey and yellow. Text being grey and the dot element yellow.



Use in black and white if needed.



Wiktoria Bigaj

When using with the visual mark make sure the wordmark is at the bottomof the visual mark.



Wiktoria Bigaj

Make sure the wordmark is centered to the visual mark. Use in black and white if needed.

WORDMARK DO'S



Do not place the wordmark in any other place than what presented in the approved section.



When using with the visual mark do not overlap the wordmark over the visual mark.



Do not change the colour of the wordmark to non approved colours eg. yellow.



Wiktoria Bigaj

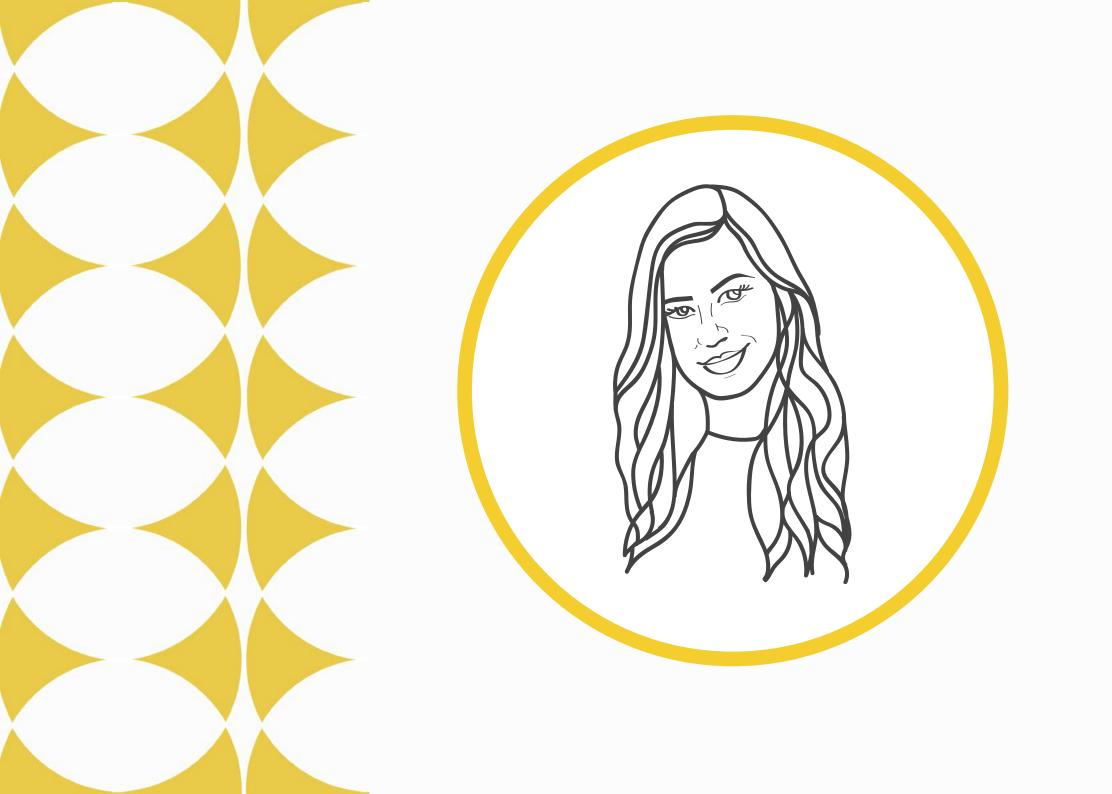
Make sure not to change the colour to any-thing else apart from approved grey and black.



Make sure when using the wordmark with the monogram that the 'j' in the wordmark is connected to the tale of the monogram as a separate element.

WORDMARK DONT'S

MY VISUAL MARK

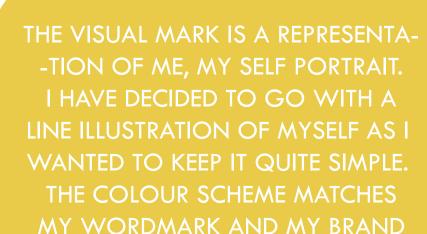


USE:

THE VISUAL MARK IS
SUPPOSE TO BE USED ON ITS
OWN OR WITH THE WORD-MARK. IT IS NEVER SUPPOSE
TO BE USED WITH THE
MONOGRAM.

-MARK. IT IS NEVER SU TO BE USED WITH MONOGRAM.

WHEN USING THE VISUAL MARK THE BRAND IS REPRESE-NTED IN THE MOST FUN AND NOT SO FORMAL WAY.



WITH THE POP OF YELLOW

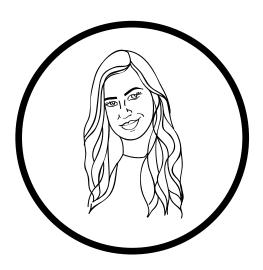
AND GREY LINES.







Make sure the illustration is centred in the circle.



Use in black and white if neccessary.



Make sure the lines are all the same width in the line drawing.



Make sure the outside circle line is always the same width and colour.

VISUAL MARK DO'S



Do not change the width of lines.



Do not change to an unapproved colour.



Do not use in combination with the monogram.



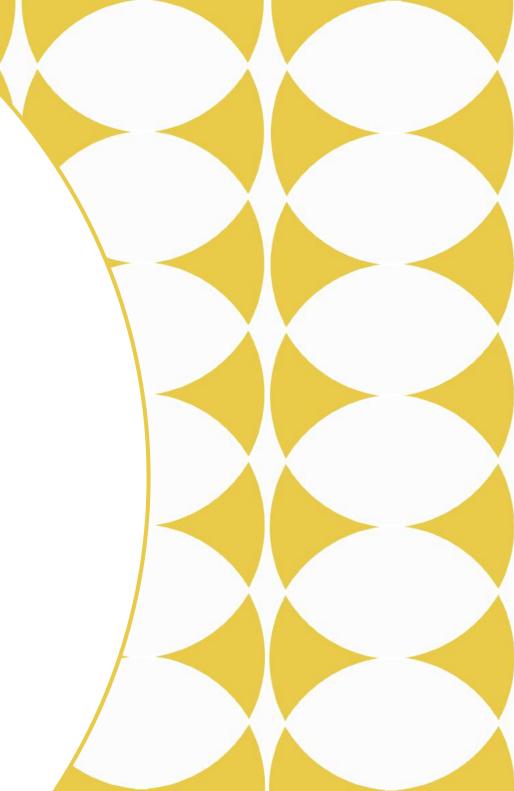
Do not stretch the visual mark in any way.



Do not add a 'background colour.

VISUAL MARK DONT'S

CHOSEN
FONT



I have decided on the font 'Twentieth Century' from the Sans Serif family of fonts, as I used it for my wordmark and I really like the simplistic geometric form of the font. It is clean and easy to read in combination of **Bold** and Regular type. I like how the simplistic for contrasts with my bold monogram and visual mark. At the same time using the bold type to make the font very strong and effective that creates impact.







ALTERNATIVE FONTS:

OXYGEN OXYGEN OXYGEN

ARIAL ARIAL ARIAL Both of these fonts are in the Sans Serif font family so they are easy to find and are quite similar to my main font in the simplistic form. Do not worry if TW Cen MT is out of your reach, there is great alternatives!

COLOUR PALLETE

CMYK: 0 0 02 074 HEX: 424241

RGB: 66 66 66

CMYK: 0 13 69 08

HEX: eacb49

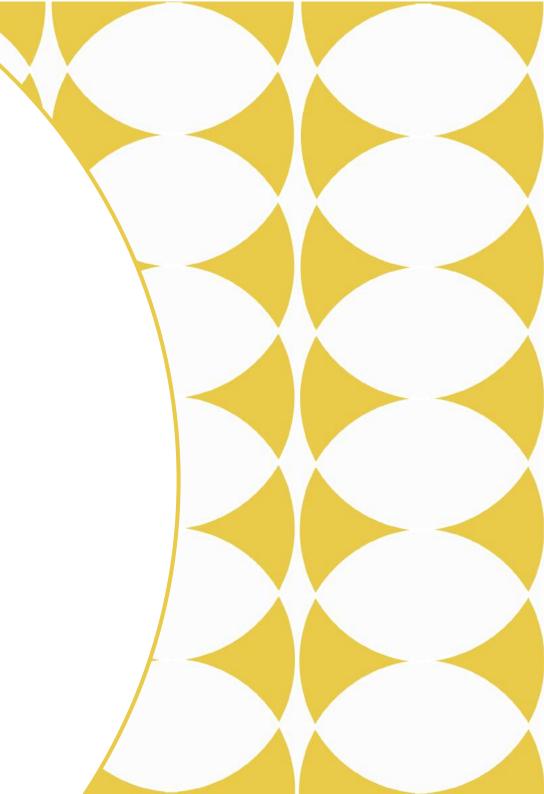
RGB: 235 234 73

CMYK: 0 0 0 0

HEX: ffff

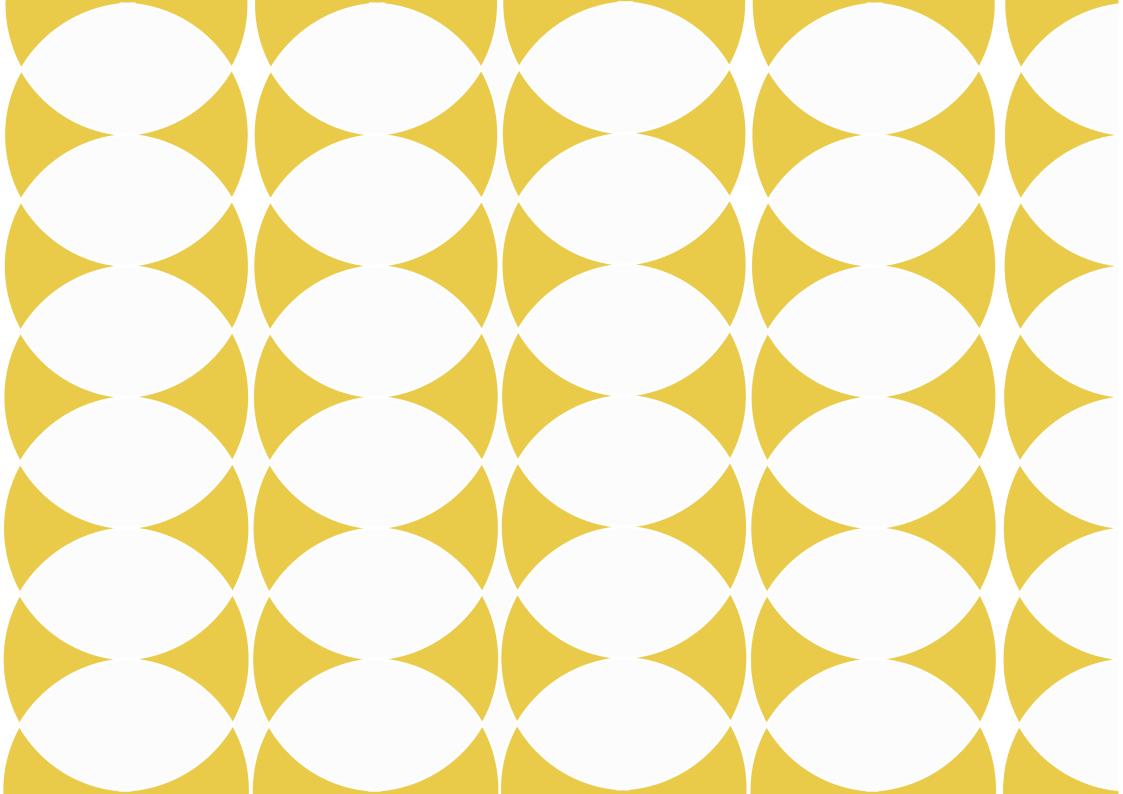
RGB: 255 255 255

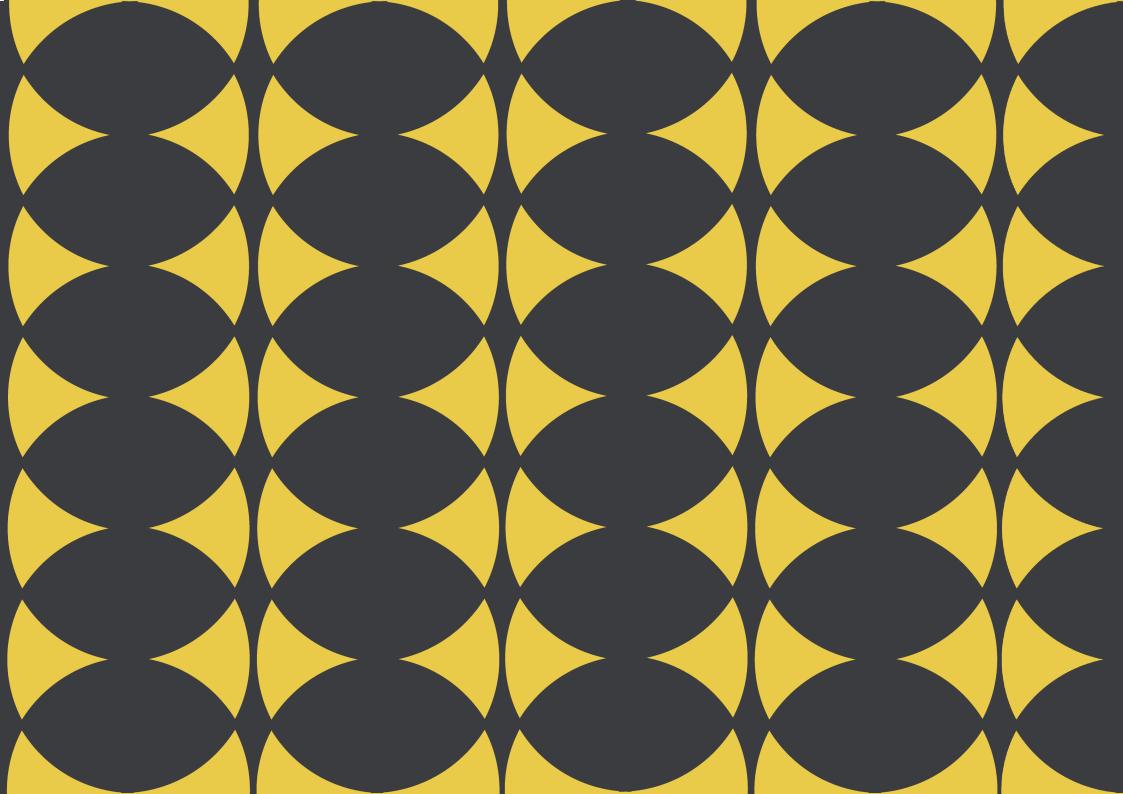
VISUAL EXTEN SIONS

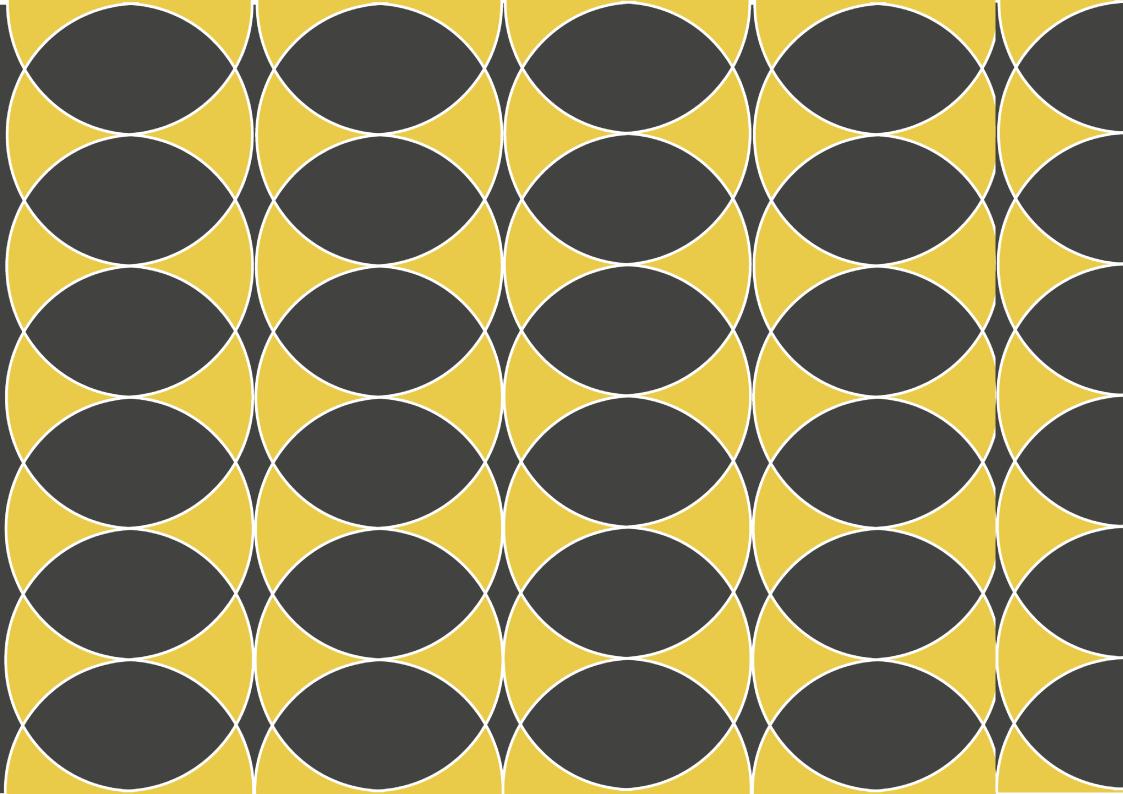




When creating my monogram I knew I want to create some patterns for my brand. I took the circle part out of my monogram and started designing some repeated patterns using the colour pallete from the monogram, visual mark etc. I wanted to make them quite bold but also simple and minimalistic, just like how I like to describe myself and my brand!



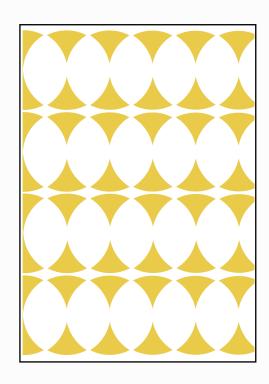




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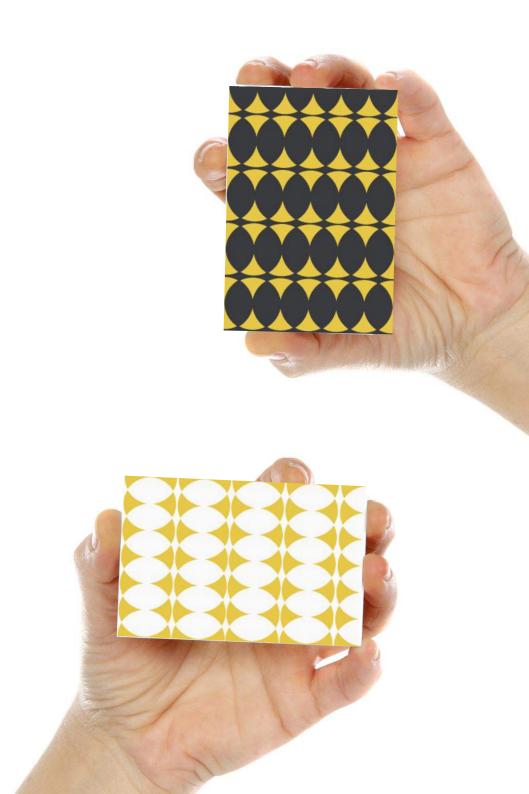




Here are just a few mock ups of how the pattern could work on bussiness card. This could also work for notebooks, cards, etc.







For my letter head I am using my monogram design for the most formal presenta--tion. Depending on the print I want to the colour version and the monotone version. The monogram is on the left side and the wordmark and my contact information on the right.

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