



Who am I?

Hey, I'm Calum. I aspire to be an Illustrator and UX/UI designer. Welcome to my brand guidelines. My brand is:

Minimal
Professional
Cool

My Values

I value the opinions of others and believe in hard work to produce the best and most creative outcome. I value:

Simplicity
Quality
Communication

How do I speak?

Throughout my brand i will speak in first person. I am a personable person, I want this to come through in the brand. This will help to form a friendly and approachable vibe. I speak:

First Person
Friendly
Professional

Monogram

My monogram should be used as the main representative of the brand. It should always be the first choice over the brand wordmark and visual.

Minimal

Bold

Modern





DO'S



Do use on own.



Do use with
wordmark.



Do use brand
colours.



Do use on images.

DONT'S



Don't use other colours.



Don't Rotate.



Don't split.



Don't split colours.



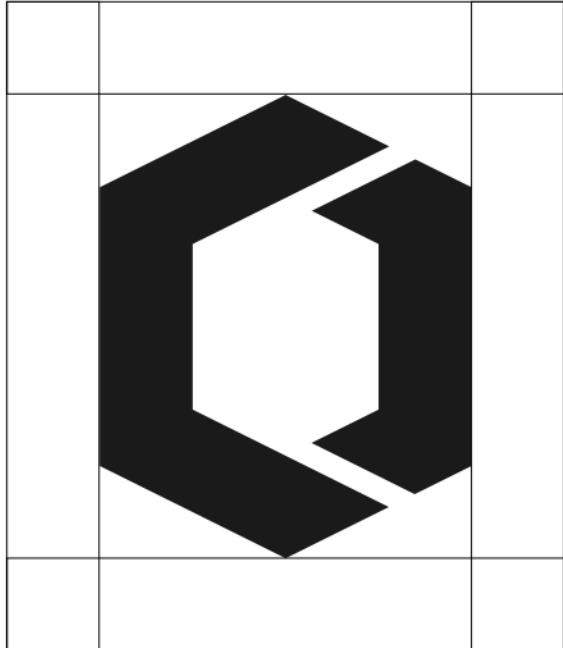
Don't fill.



Don't stretch.

Isolation Zones

Ensure the monogram is isolated within this zone. This is measured using the width of the horizontal lines in the monogram itself.



Wordmark

The wordmark is another representative of my brand. It's best not used on it's own. But it can be if suitable/required.

Clear

Bold

Modern

CALUM ORR

DO'S

CALUM ORR

Do use on own.

CALUM ORR

Do use brand
colours.



CALUM ORR

Do use with
brand assets.



CALUM ORR

Do use on images.

DONT'S



CALUM ORR

Don't mix colours.



CALUM ORR

Don't split colours



CALUM ORR

Don't rotate



CALUM ORR

Don't use other
colours.



**CALUM
ORR**

Don't stack.



CALUM

Don't seperate

Isolation Zones

For the wordmark use the same isolation measurements as the monogram. The only exception for this is when they are used as a combination together.



Isolation Zones

When pairing use the same measurements.
Except the wordmark can be paired half the width to the monogram.



Visual Marque

The visual marque should be used as the secondary representative of the brand. This should be used to represent the brand in a more casual form.

Clear

Bold

Modern





DO'S



Do use on own.



Do use brand
colours.



Do use with
brand assets.



Do use on images.

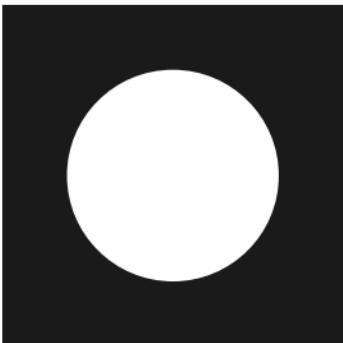
DONT'S



Don't use with
monogram.



Don't rotate.



Don't fill.



Don't split



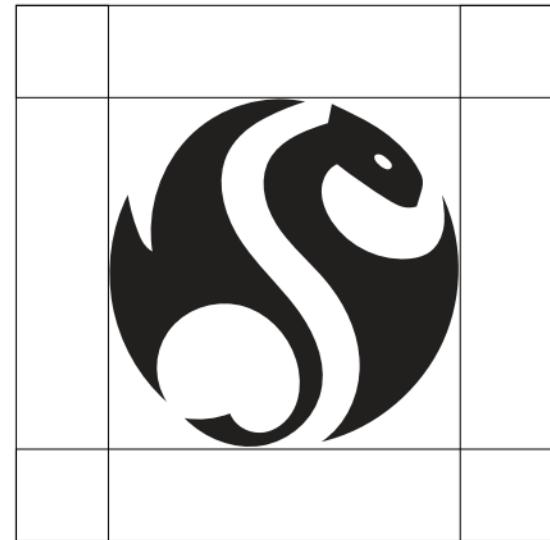
Don't stretch



Don't use other
colours.

Isolation Zones

When isolating the visual marque use the same isolation rules as with the monogram. This keeps measurements consistant throughout the brand.



Teko

Teko

Roboto

Roboto

Teko is the font used within the brand wordmark. This is to be used in titles/headers only.

Roboto is the secondary title/-header font. It can also be used for content when appropriate,

Acumin

Acumin

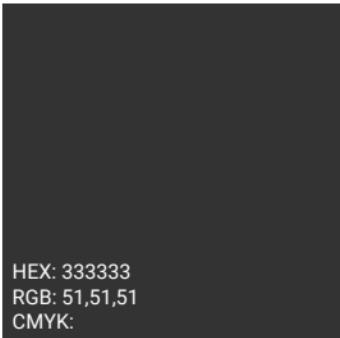
Acumin Variable Concept is the prominent font choice for content. This font is more legible when used in large quantities. Alternativley you can use Helvetica.



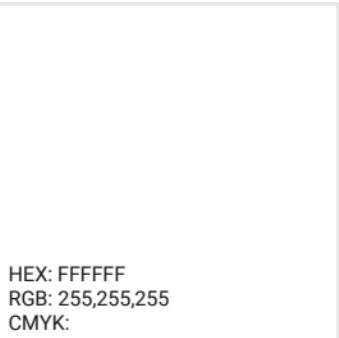
HEX: 1A1A1A
RGB: 26,26,26
CMYK:



HEX: 16AA0FF
RGB: 106,160,255
CMYK:

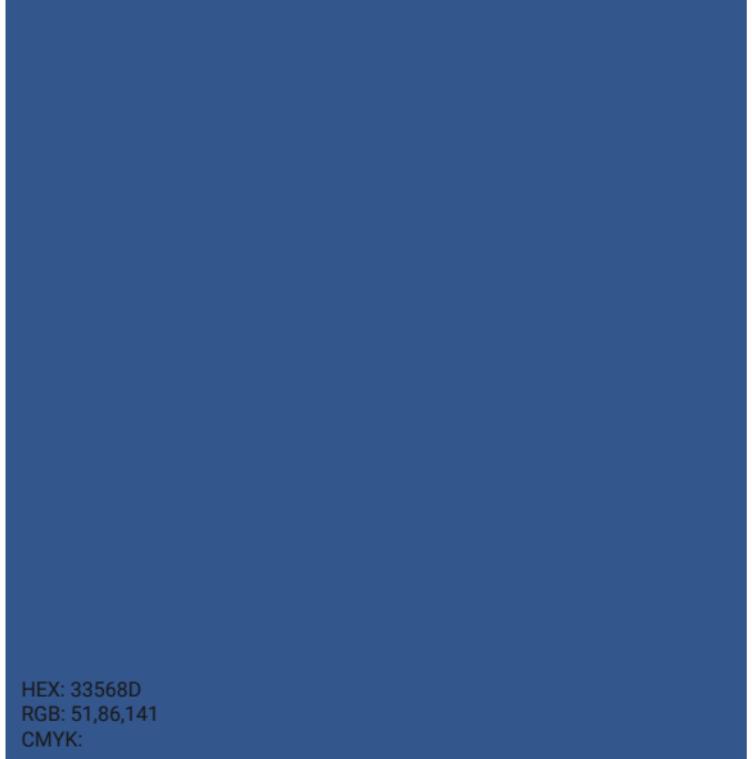


HEX: 333333
RGB: 51,51,51
CMYK:



HEX: FFFFFF
RGB: 255,255,255
CMYK:

This is the primary blue to be used within the brand. However should a more contrasting colour be needed use the lighter blue instead. It is only to be used in small quantities. This can be seen on the hover stats of the website.



HEX: 33568D
RGB: 51,86,141
CMYK:

