

Brand Guidelines



Caoimhe Walsh

the brand

The voice of the the brand is compiled of detail, minamilism, creativity and imagination. It's aim is to display class and professionalism.

The brands main focus is on visual communication design considering branding, identity, grahics and web design.



Brand Values

The brand prioritizes precision, perfection authenticity and quality combined to confidently satisfy clients .

The emphasis invested in these key values is a main contributor to the standard and elegance of the brand.



Logo



The brand logo should include the visual marque, wordmark and monogram, or the monogram can be used on its own.



Monogram



The monogram can be used on its own, without the wordmark or visual marque.



Visual Marque



The visual mark incorporates two pencils and a curser into the shape of a crown. This stands for excellence and creativity of the brand.



Clear Space

353.5

266



Minimum Size



CAOIMHE WALSH



CAOIMHE WALSH



CAOIMHE WALSH



Misuse



Do not-
overemphasize
the logo



Do not-
accessorize
the logo



Do not-
change the colour
of the logo.



Do not-
Alter the sizing
and layout of the
complete logo



CAOIMHE WALSH
Do not-
Use the wordmark
without the visual
marque.



Do not-
Use the visual
marque without
the wordmark.



Colour Palette



Typography

Raleway

The typeface is clean, simple, and universal — it is used to reinforce the minimal, classic and professional feel throughout the brand.

For the wordmark, RALEWAY is used in capitals. For any text used in conjunction with the brand, RALEWAY is also used.

Alternative typeface: Avenir



Mockups

DisPLayed:
Letterhead,
business cards and
envelopes.

This is an indication
on how the brand
should be presented.



