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.



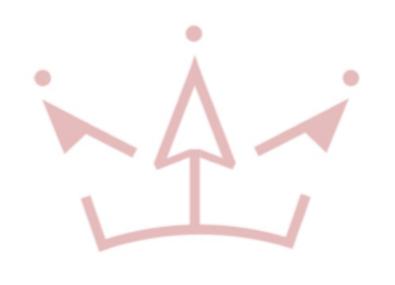
Monogram



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





Minimum Size









Misuse



Do notoveremphasize the logo



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



Do notaccessorize the logo



CAOIMHE WALSH

Do not-Use the wordmark without the visual marque.



Do notchange the colour of the logo.



Do not-Use the visual marque without the wordmark.



Colour Pallette















Typography

Raleway

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

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

Alternative typrface: Avenir



Mockups

DispLayed: Letterhead, business cards and evelopes.

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





