



Chantel Oatman
Branding Style Guide

Chantel Oatman

Digital Visuals & Branding

Table of Contents

My Brand	Brand Characteristics • My Services	1
Inspiration & Portfolio Work	• Pink Rose Inspired • About My Portfolio Work	2
Methods of Expression – Color	• Color Scheme • An Advanced Look – Colors & Visuals	3
Methods of Expression – Typography	• Typography – “Poppins” • Main Title – Chantel Oatman • Sub-Headings & Text Links • Section Headings, Paragraphs, & Buttons	4
Methods of Expression – Logo	• Logo – Conveying Message • Logo Clearspace & Use Explained	5
Business Card	• Business Card	6
Singage	• Signage	7

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My Brand

Brand Characteristics

My brand is a mix of bold lasting impressions, and elegant, fine, and welcoming expressions. I captured the bold, lasting feels through the grey and dark pink colors, the thick fonts, and through my different portfolio pieces. I captured the elegant and welcoming feel through the light pink and white colors, the use of a thin font-style, and the use of whitespace.

My Services

Chantel Oatman – Digital Visuals & Branding:

“Creating visuals and brands that stand out in the in the vastness of the digital market.”

I looked for phrase to best capture the essence of all I offer, within a couple words, and that phrase is “digital visuals & branding.” This phrase captured that my work is around digital visual components, as well as branding work. This phrase furth looked at includes my 3 main service categories, as listed below:

- **Photography** – creative, headshots, photoshoots, promotional
- **Graphics & Design** – custom, icons, logos, vectors, web design,
- **Branding** – branding style guides, business cards, custom, promotional advertisements

Inspiration & Portfolio Work

Pink Rose - Inspired

Below is one of my original, creative photography pieces, which inspired my colors and styling for my site. I wanted the site to have both a professional and elegant feel, as well as a creative and bold standing flavour to it, and the rose-inspired pinks were the perfect way to do this.



About My Portfolio Work

The images, graphics, and branding within my portfolio are all a handful of my original, digital creations. The portfolio pieces showcased in my portfolio site are a few of my favourite pieces of work that I found best expressed my style and abilities as a digital artist and designer.

If want to use one of my portfolio pieces for any reason, please contact me, Chantel Oatman, using the contact page on my site at: chanteloatman.com.

Colors – Methods of Expression

Colour Scheme

#494949	#a858a2	#ae73b1	#ffffff
<ul style="list-style-type: none">• #1a0d3c - I used this darker grey color as my paragraph text color, for it added a nice contrast to the pinks and white used throughout the website. As well, this color against the white allows for easy reading, not too contrasting, but enough to look the part and stand out with a nice balance.	<ul style="list-style-type: none">• #512c75 - I used this dark pink color for the main background of my site. This darker pink added a nice contrast to the lighter shades, as well as the darker grey, and draws the eye in with its boldness. The boldness gives off a strong lasting impression, as well as adds a nice welcoming, elegant feel in contrast to the other colours	<ul style="list-style-type: none">• #78599a - I used this lighter pink color for the borders, buttons, for it complemented both the dark and light colors used in the site, as well as added a more light and airy feel in comparisson to the bolder pink, to create a greater sense of harmony and balance with the colors throughout the site	<ul style="list-style-type: none">• #512c75 - I used white as the button text, as well as the color for my section backgrounds, for it allowed the text and imagery to stand out, as well as to give off a clean, crisp feel to it, providing a a nice contrast to the bold colors and a look of professionalism

An Advanced Look – Colors & Visuals

Main Buttons

For my general site buttons, I used the lighter pink color with the regular, thinner font-style, and a settle double border. I used the more light styles in order to show some more of that professional, elegant, clean-cut look, in contrast to my more bold aspects of my website

Typography – Methods of Expression

Typography – “Poppins”

I used one font throughout my site, which is “Poppins.” I decided to use one font with 3 different font styles, for it created a sense of balance and harmony of a familiar, consistent, and repetitive font type. As well, this font is easy to read and the tracking and leading on the letters are just the right fit to allow for easy reading as well.

Main Title – Chantel Oatman

Poppins – Semi-bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

I used this font for my main title for it was a nice contrast to the thinner fonts within my site. As well, since my portfolio is showcasing my work, it is important that my name stands out, so this bolder style of font made my name pop out to the user.

Sub-Headings & Text Links

Poppins – Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

I used this font for my sub-titles and my links because within in my website, the links and the sub-titles are more often than not the same font-size as my paragraph fonts, so in using this thicker font, it made sure that the titles and links stood out against the paragraph text.

Section Headings, Paragraphs, & Buttons

Poppins – Regular

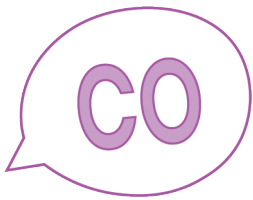
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

I used this font for my section headings, paragraphs, and my buttons, for this font is a nice contrast to the thicker font-stylings, as well as creates a sense of harmony and balance through its contrast. As well, the thin look of the font also gives my website more of an elegant and professional, but creative and pretty feel, that I was aiming to achieve for my site.

Logo – Methods of Expression



Logo – Conveying Message



For my logo, I decided to use my initials of my first and last name, for I am marketing my own portfolio work and wanted to incorporate my name somehow into the logo. I did this by placing my initials into the speech bubble.

The idea behind the speech bubble came from the concept of that the key to all quality customer satisfaction is through communication. The speech bubble symbolizes both quality communication, and the work I do, which revolves around branding. I also incorporated my rose chosen colors in this.

Logo Clearspace and Use Explained

The design goal was simple but effective, and in this case, it is showing more with less, a great use of space, effectively get my message across of creating a space in the market for the customer, space for creativity and future additions as a company grows, and layouts that are of getting your message across in simplest, but most effective ways, as possible.



This Logo's colors are not to be changed or altered in any way from the colors it is shown as to the left, but the clearspace around the logo is free to creativity; can be used on any patterned or colored background (as shown on the left of example), as long as:

- the background/color/pattern does not contain any foul or cruel language or graphics on it
- you are not promoting my work as your own or negatively

Business Card



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Photography - Creative, Headshots, Photoshoots, Promotional

Graphics - Custom, Icons, Logos, Vectorized Images

Branding - Branding Style Guides, Business Cards, Custom, Promotional

Email: chanteloatman@info.com
Website: www.chanteloatman.com

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Signage

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