





Greetings.

I have created these guidelines to emphasise the can and cannot's of my brand. If you have any issues or questions, do not hesitate to contact me at:
agnewconor@yahoo.co.uk

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Monogram

In order to use my monogram,
you must follow these guidelines:

DO:

- * Keep the monogram coloured Teal and Black
- * Keep the monogram coloured Teal and White against a Black coloured background

DO NOT:

- * Rotate the monogram
- * Change the colour other than the original
- * Distort or warp the monogram
- * Gradient the original colours

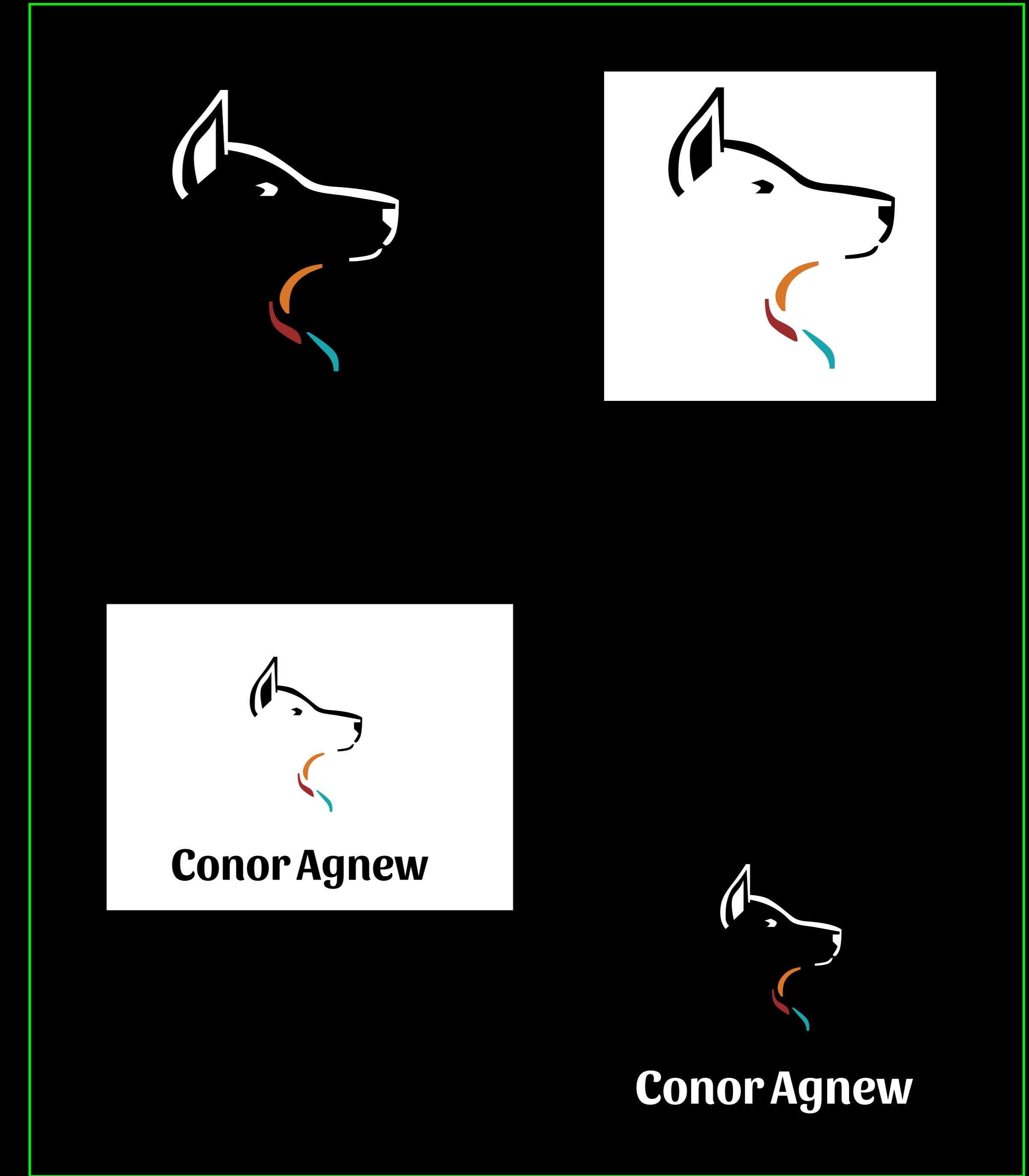


Visual Mark

In order to use my visual mark,
you must follow these guidelines:

DO:

- * Keep the visual mark coloured Black, Orange, Red and Teal (see colour palette on page 9)
- * Keep the visual mark coloured White, Orange, Red and Teal against a Black background (see colour palette on page 7)
- * Keep the visual mark by itself or ABOVE the wordmark



Visual Mark

In order to use my visual mark,
you must follow these guidelines:

DO NOT:

- * Change the original colours of the visual mark
- * Re-arange the original colours of the visual mark
- * Place the visual mark anywhere but above the wordmark
- * Rotate, flip, warp or distort the visual mark



Wordmark

In order to use my wordmark, you must follow these guidelines:

DO:

- * Keep the wordmark in the colour Black / White against a Black background
- * Keep the font 'Sansita'

DO NOT:

- * Change the colour from Black or White
- * Change the font, the size or the spacing between letters
- * Change the gap between the two words

Conor Agnew

Conor Agnew

Conor Agnew

Conor Agnew

Conor Agnew

Voice & Tone

In order to use my website, you should follow the below rules and guidelines:

DO:

- * Talk in first person whilst on my website
- * Talk in a friendly manner yet be professional

DO NOT:

- * Use inappropriate language
- * Be unprofessional and use a slang tone
- * Use abbreviations such as 'lol' or 'xo'

Nice to meet you!

How can i contact you?

I like your work!

Yo, whats up?

Can i have your number?

Cool work lol!

Colour Palette

In order to use my monogram, visual mark and wordmark, you must adhere to the following;

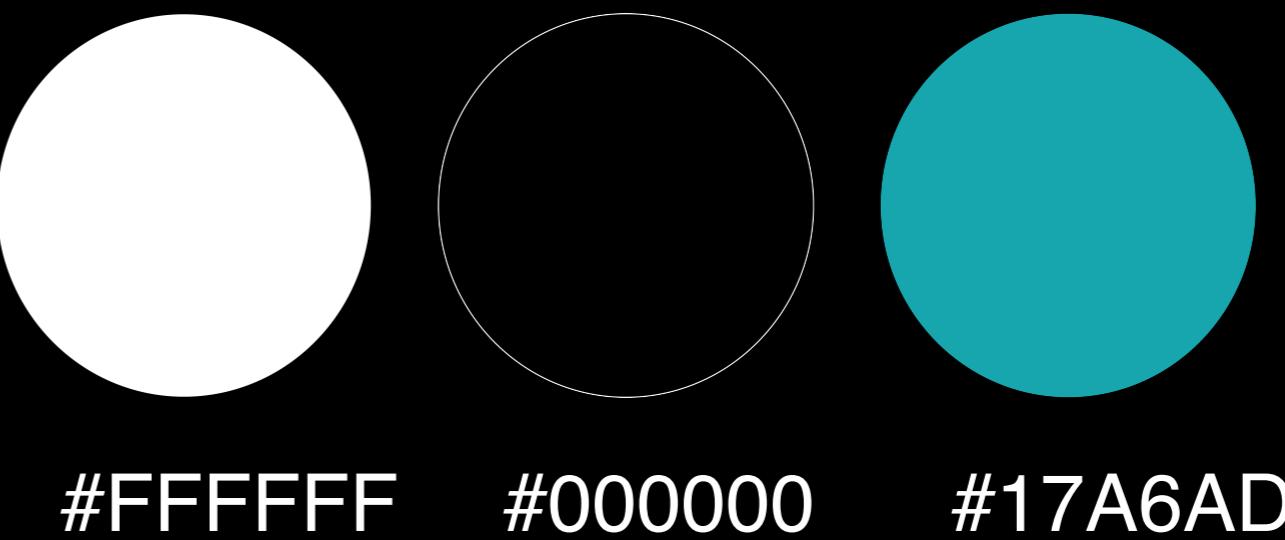
DO:

- * Use the following colours shown
- * Use the primary colour scheme for my brand and the secondary where thought necessary e.g illustrations for my website

DO NOT:

- * Change any of the colours in the palette or add any colours

Primary Colour Scheme

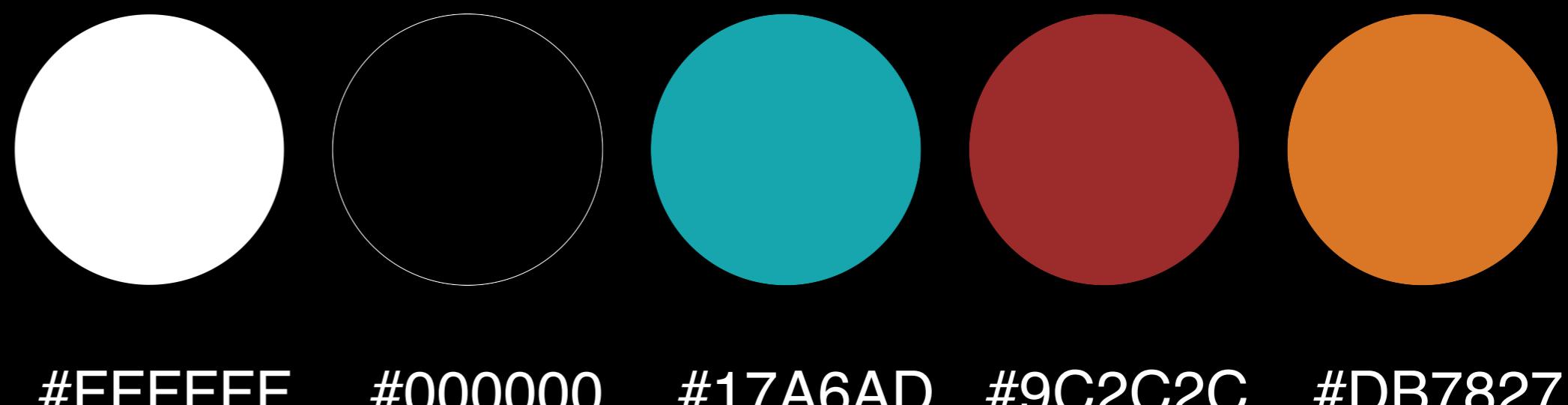


#FFFFFF

#000000

#17A6AD

Secondary Colour Scheme



#FFFFFF

#000000

#17A6AD

#9C2C2C

#DB7827

Typography

In order to use my wordmark and branding, you must follow the below typography guidelines;

DO:

- * When replicating my wordmark it is essential that the typeface 'Sansita Bold' is used

Sansita Bold is a fun and appealing typeface which is how i want to replicate my brand.

DO NOT:

- * Change the typeface from Sansita Bold
- * Use different Sansita fonts e.g 'Sansita Italic'

Sansita Bold

Sansita is a new Omnibus Type font designed by Pablo Cosgaya.

Thank you.

Thank you and please remember to follow these guidelines. If you have any questions, please don't be afraid to contact me at;
agnewconor@yahoo.co.uk

Happy branding!