

# Chris Sheridan

# Hi there!

## Who am I?

My name is Christopher Sheridan, but that usually takes too long to say so just call me Chris, (and if you think that's long wait until you discover I have 4 middle names.)

## What am I?

Good question, in many ways I'm still trying to work that out. But what I know is that I'm enthusiastic, friendly, creative and funny(or so I hope.)

# Tone

# I am...

- >Casual, friendly and fun
- >Honest and humourous when needed
- >Positive, open, interested- always open to new ideas

I speak in first person, because its more personal in my opinion, and sounds less pompous than using your own name every time you wan't to say something about yourself.

**Why I do  
what I do.**

I'm completely and utterly obsessed with sci-fi, comics and every type of movie genre and I want to apply that enthusiasm and creative inspiration into what I design.

## **Mission, not so impossible.**

I don't necessarily want to reinvent the wheel when it comes to design, but rather take what I've learnt over the years and what I love and have my own personal take on design.

**Core  
values.**

## **Bold**

I want my designs to have a strong, vivid, and clear appearance, to stand out from the crowd.

## **Recognisable**

I aim to produce work that is instantly synonymous with a product.

## **Creative**

Every project of mine should have 100% effort and imagination behind it.

**Say hello to my little friend...**

**My  
Monogram**

# The Basics

>Fig.1 should always be the same distance apart.

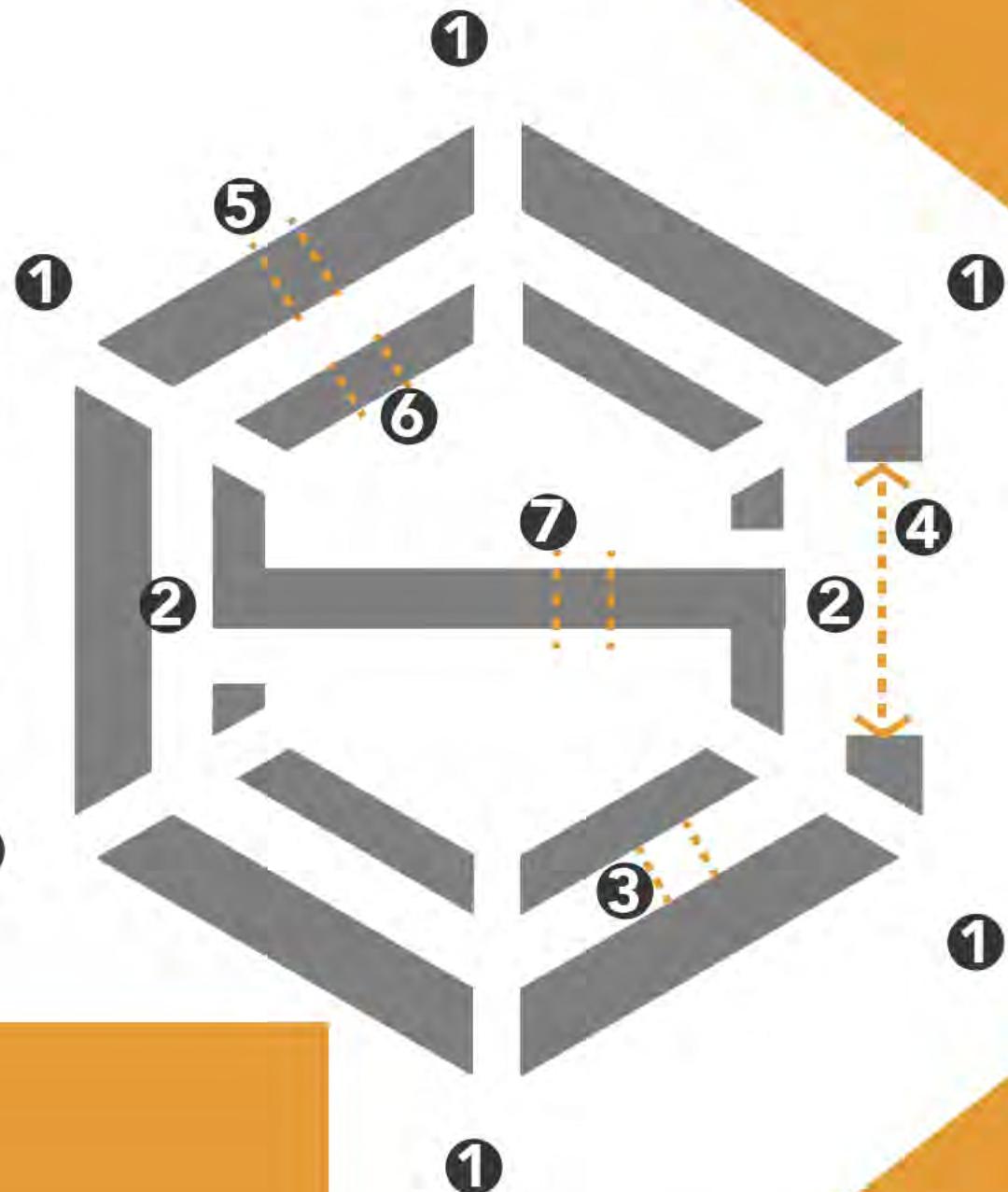
>Fig.2 should always be the same size as Fig.6.

>Fig.3 should always be the same distance as Fig.5.

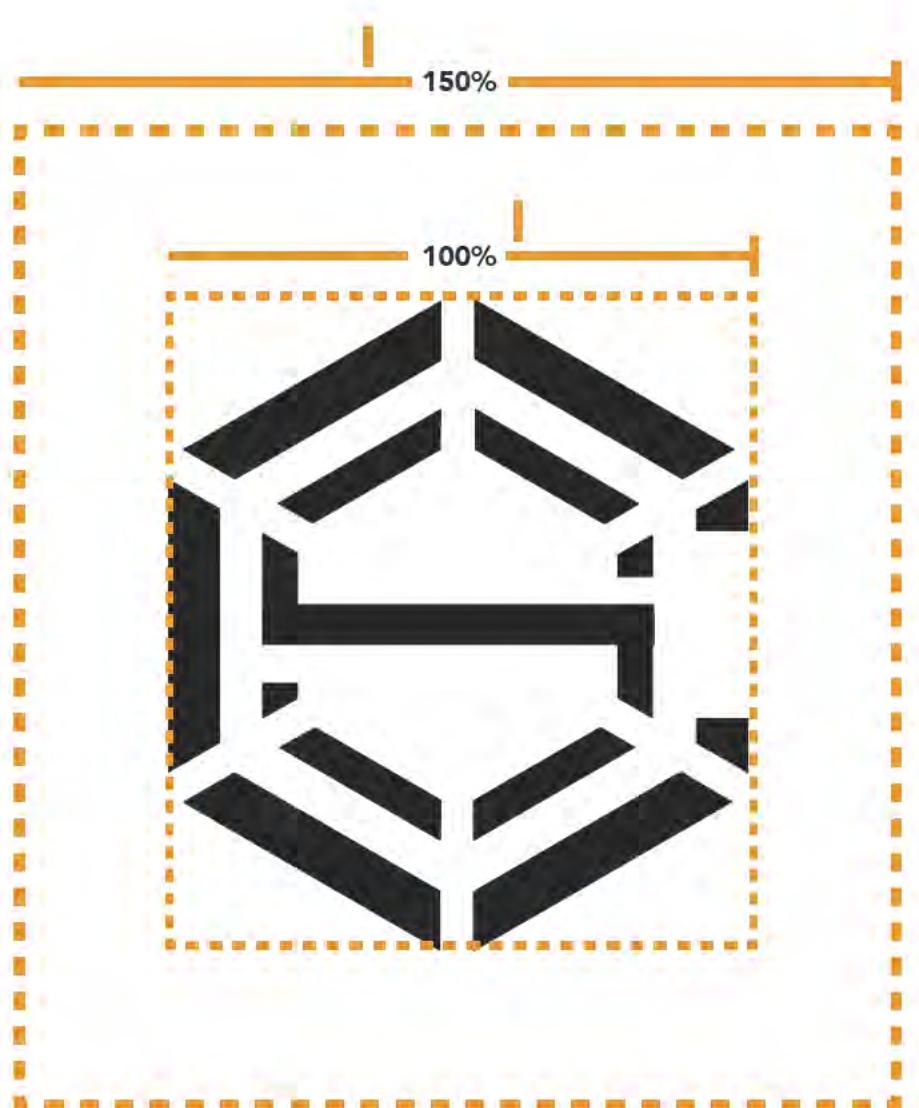
>Fig.4 should always align with the S.

>Fig.5 should always be the same distance the whole way around the C.

>Fig.6 should always be 75% of Fig.5.







## Spacing

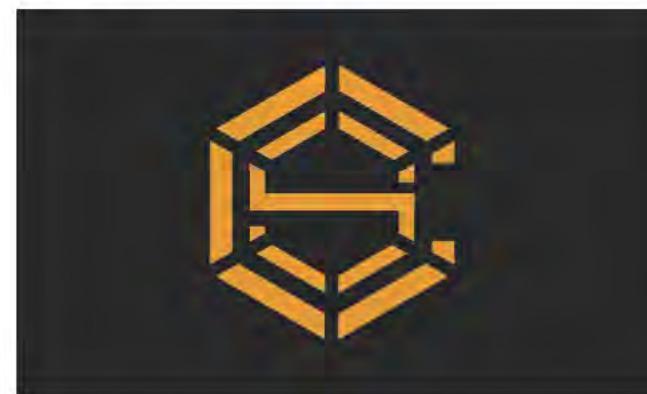
When you're using the Monogram with other items be sure that you give it some breathing room. The empty space around the logo should be at least 150% of the width of the logo. To ensure that you can still see the Monogram properly and it does not lose its visual impact, do not go any smaller than 41 pixels in height or width.

# Colour

1



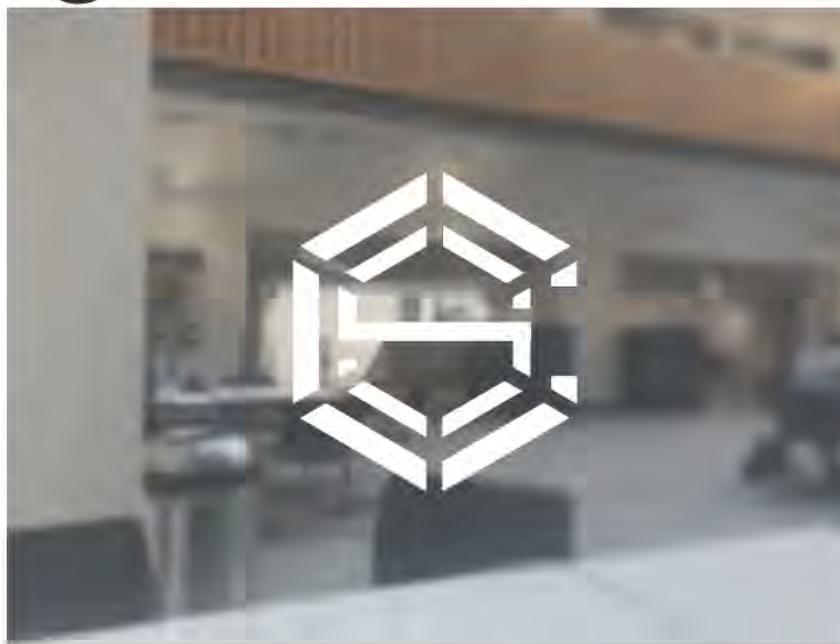
2



3



4



## When using colour

Colour is a beautiful thing it can turn something boring and bland on its head and create a completley different story. Thats why I like to offer a range of options when using colour.

1. The standard for if you want the monogram to fill the whole screen or an area
2. An alternative to Fig.1
3. The standard Monogram, in colour. This should be used when colour is needed First and foremost
4. For when the Monogram should be displayed on an image, the image should be blurred by 60% and the Monogram in white

**Do**



Use in Black  
and White



Use in Black  
and Orange in  
approved  
positions



Use in  
full Orange



Use in Orange  
with Black border



Use in White  
with Black  
border



Use in Black  
with Orange  
border

**Don't**



1.Do not stretch

2.Do not squash

3.Do not use unofficial colours

4.Do not apply outlines

5.Do not change  
the opacity



6.Do not change  
orientation



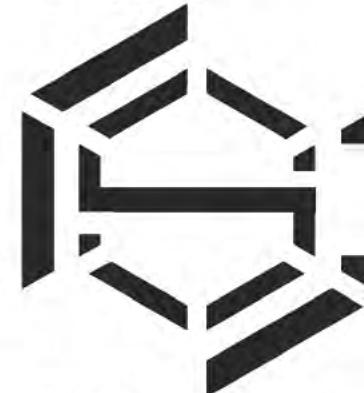
7.Do not rotate



8.Do not multiply



9.Do not change  
size of letters



10.Do not remove  
parts of monogram



11.Do not remove  
the C or the S



12.Do not fill with  
patterns or images



13.Do not add  
effects

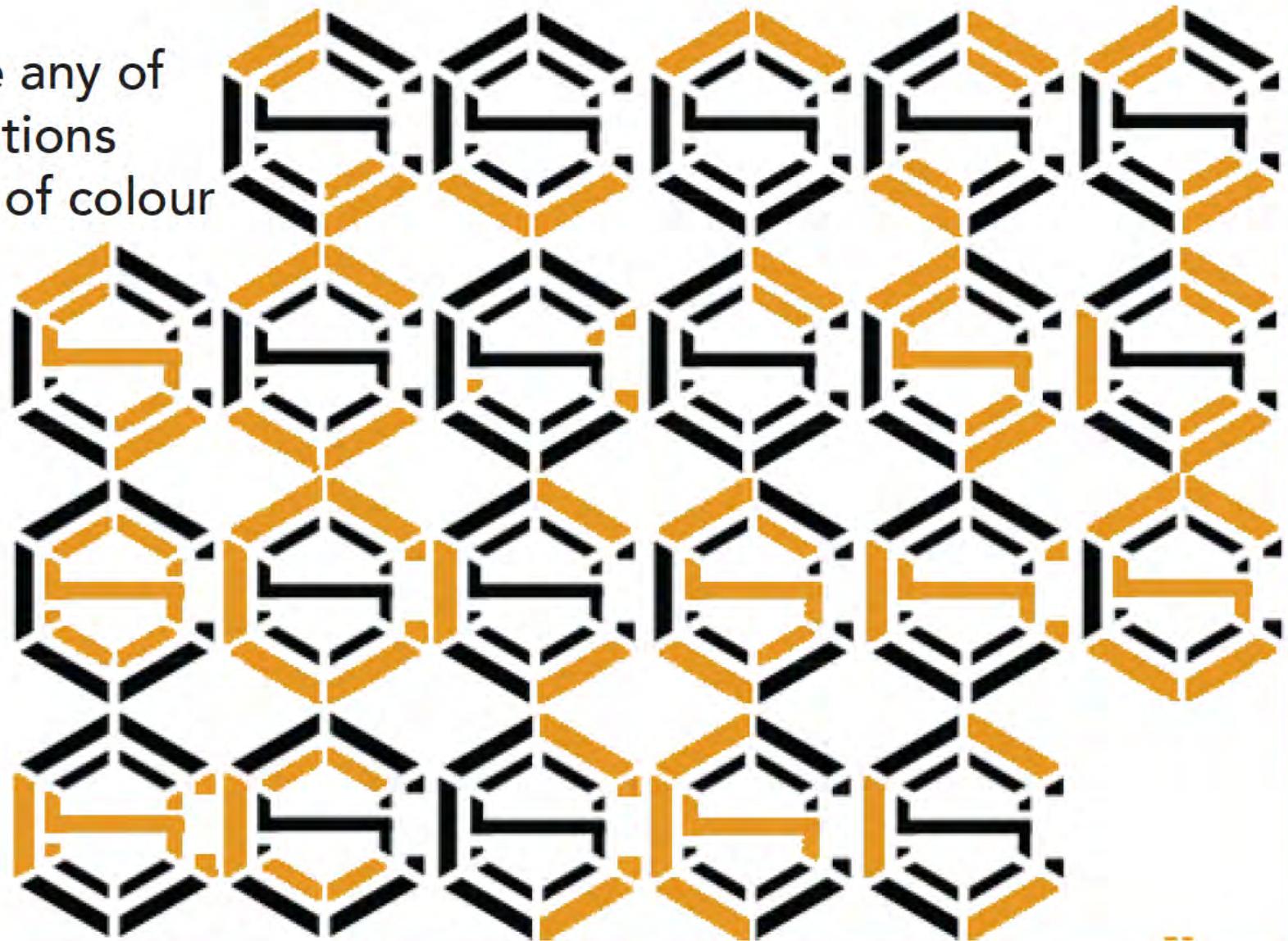


14.Do not fill with  
multiple colours



15.Do not add  
a drop shadow

Do not use any of  
these variations  
regardless of colour



**Visual  
Marque**



# The visual marque is...

- >Bold
- >Eye catching
- >Illustrative
- >A piece of me, it is a representation of two of my greatest loves(sci-fi/space and Illustration)

## Should be used when...

Can be used instead of the monogram if you choose to, preferably used on more illustrative projects



# Do

1



2



1. Use in full colour
2. With a border shape, as long as it is using the same colour as the helmet

**Don't**



1. Do not stretch



2. Do not squash



3. Do not rotate



4. Do not invert



5. Do not outline



6. Do not change  
colour



7. Do not remove  
pen



8. Do not enlarge  
or shrink pen



Do not change  
colour of the  
orange part of  
the logo

# Wordmark



**Chris  
Sheridan**



# Chris Sheridan

Avenir

Aa Ee Rr

Aa Ee Rr

A large, bold, black lowercase letter 'a' from the Avenir font family, centered on a light gray background.

Amsterdam.nl

abcdefghijklm  
nopqrstuvwxyz  
0123456789

# Avenir

Avenir

Avenir

Avenir

**Bold**

**Medium**

**Oblique**

# **Bold**

**Headings**  
150pt

**Sub-headings**  
36pt

# Medium

**Body**  
24pt

**For emphasis**

24pt

*Oblique*

**OR alternatively  
use Google Fonts**

# Roboto

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

**What  
Colours  
to use**

**RGB** 0 0 0

**HEX** 000000

**CMYK** 70 50 30 100

**RGB** 228 150 0

**HEX** E49600

**CMYK** 10 45 200 0

**RGB 255 255 255**

**HEX FFFFFF**

**CMYK 0000**

**Examples of my brand**

**In the  
Real World**

gaming  
+  
sport



# Advertising



# Advertising

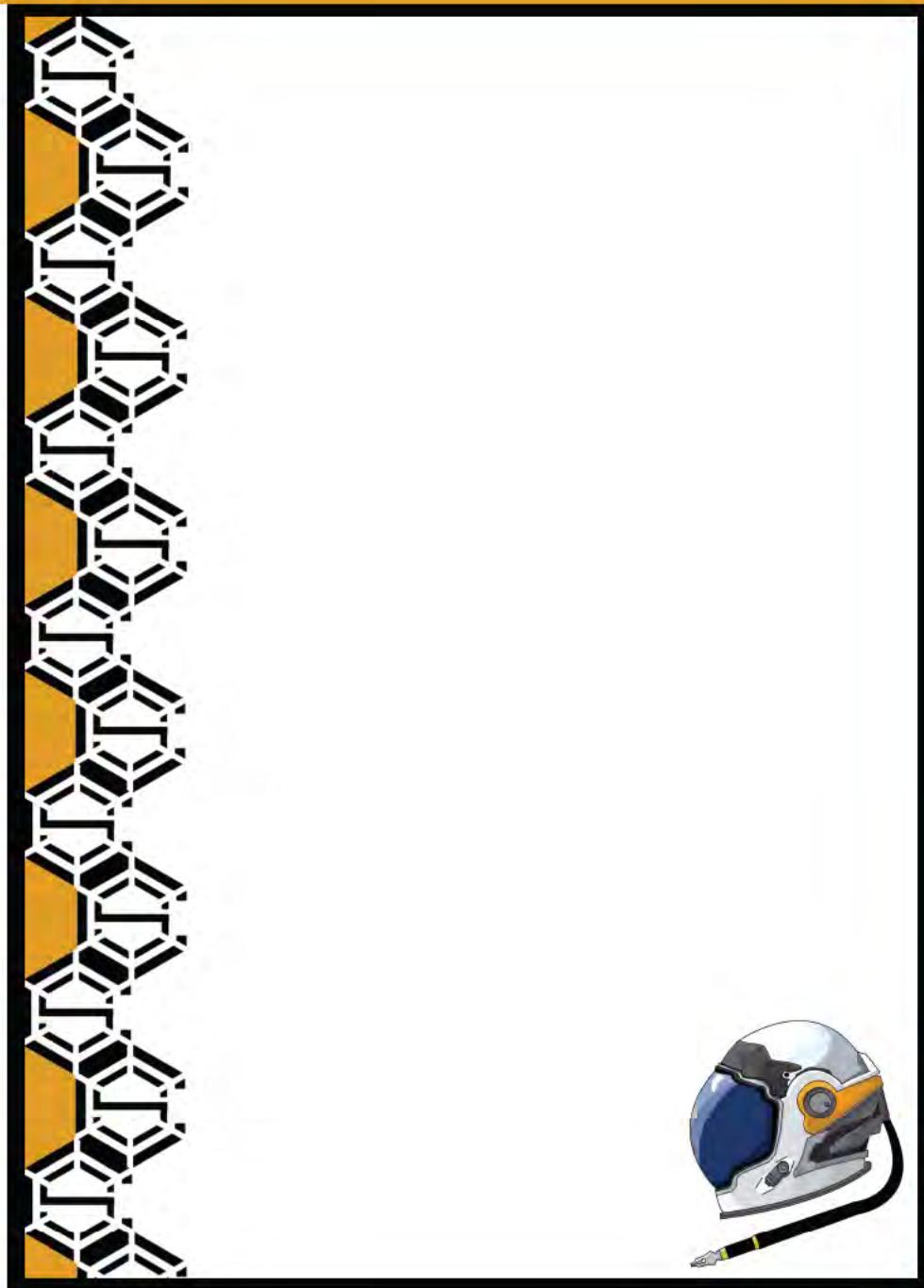




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ILLUSTRATION  
& DESIGN  
WWW.CHRISHERIDAN.COM

# **Letter-head**

For a professional letterhead the visual marque and the monogram shoyuld be used, the logo in any given corner and the monogram used as a pattern design



# Business card

variations



**Thanks for reading through my brand  
guideline, I hope this aids you in  
bringing my brand into your own projects.**

**NOW GO &**

**MAKE ME  
PROUD**