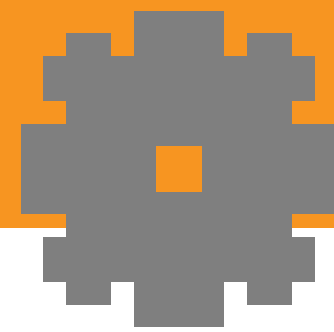


# BRANDING STYLE GUIDE

Brad Schmitz



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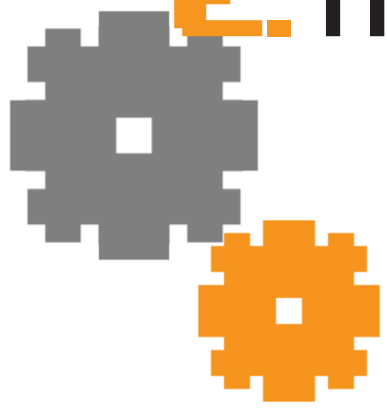
**E.** Audience

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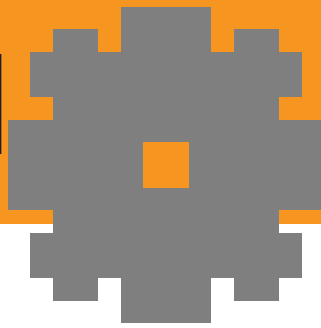
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# A. BRAND MISSION



## MISSION

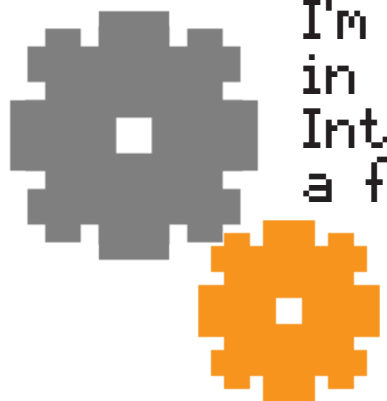
The mission of my personal brand is to convey two main things:

1. My creative and intellectual personality, and
  2. My love of video games and technology and their creation.
- The brand is also supposed to subtly convey some of my other personality traits, such as my spontaneity. Plus, an 8-bit style is something that is fairly uncommon and helps me stand out.



## ELEVATOR PITCH

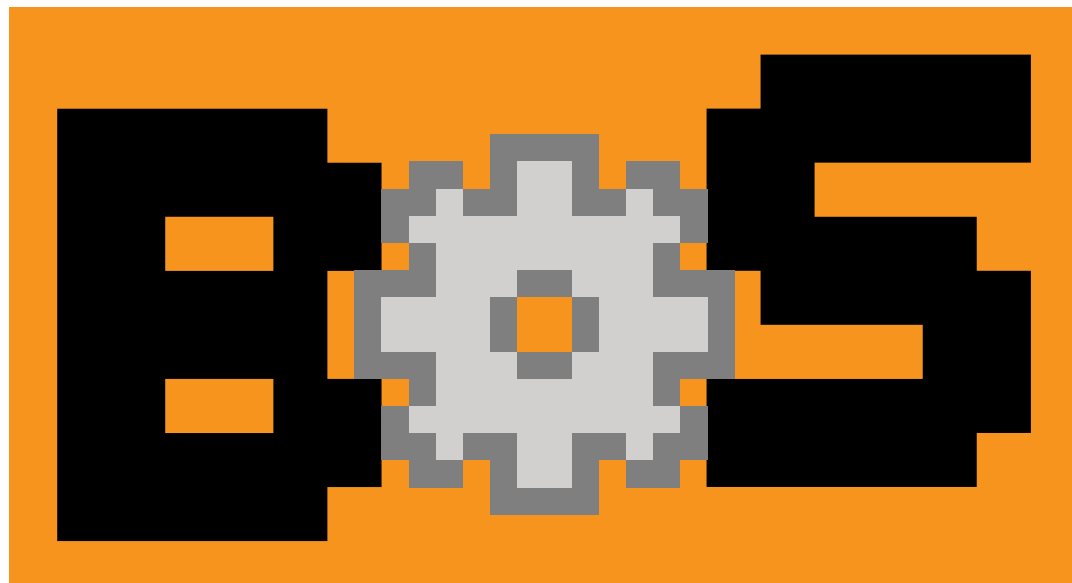
I'm a student at Miami University and will be graduating in a few years with a degree in Computer Science and Interactive Media Studies. I've been working on developing a few small video games, as well as learning web design and graphic design. If you ever need anyone for any design work or music, let me know! These areas have been strong passions of mine for a long time.



# B. LOGO

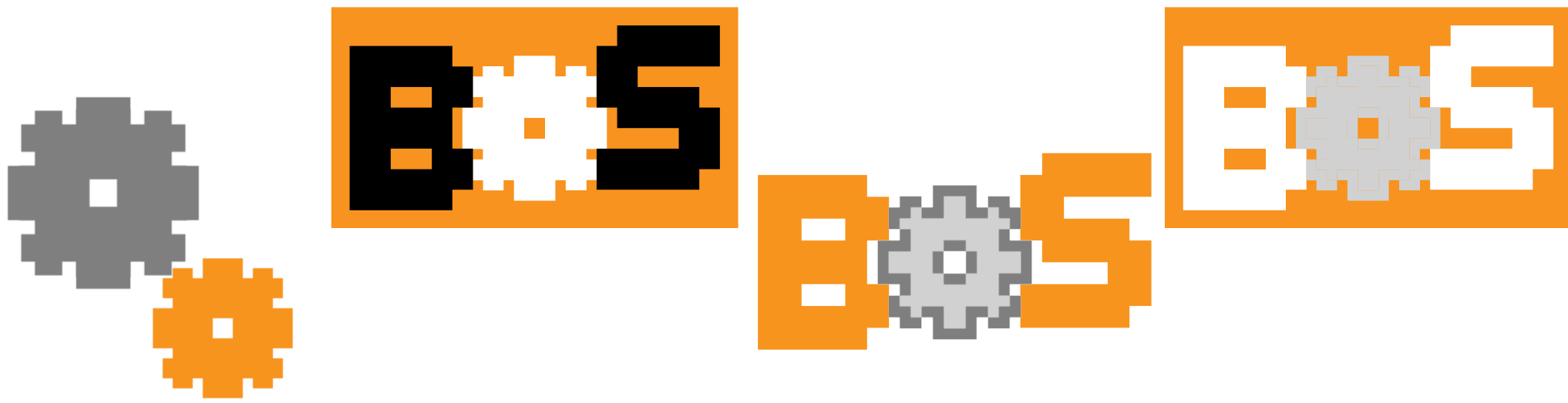


## THE LOGO

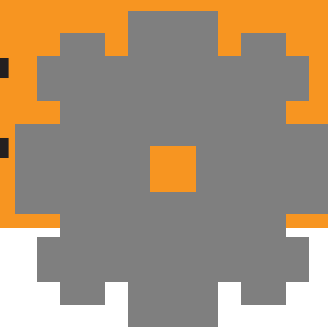


My logo incorporates my initials, B and S, interlocked with a cog. The cog is meant to convey both logic and creativity, as if these two concepts "drive" me. The pixel font is meant to show my love for technology and video games.

## OTHER VERSIONS



# C. COLOR PALETTE



**Orange**

CMYK: 0, 49, 98, 0  
RGB: 247, 148, 30  
HEX: #F7941E



**Black**

CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
HEX: #000000



**Dark Grey**

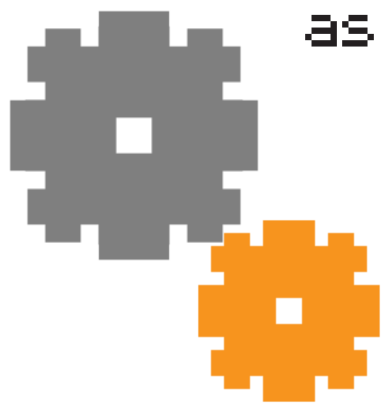
CMYK: 52, 43, 43, 8  
RGB: 127, 127, 127  
HEX: #7F7F7F



**Light Grey**

CMYK: 17, 13, 13, 0  
RGB: 209, 209, 209  
HEX: #D1D1D1

The main color of this design is orange, as orange is my favorite color and I try to use it in a lot of my work. Both shades of grey and black serve as contrasting colors, as well as being colors associated with technology.



# D. TYPOGRAPHY



## MAIN TITLES UPHEAVAL

I felt Upheaval, being a huge and brassy 8-bit styled font, made a good choice for the main titles of the style guide.

## BODY

Pixelmix

Of all the 8-bit fonts I checked out, I felt Pixelmix was the most readable in a body situation, due to its thin and simple style.

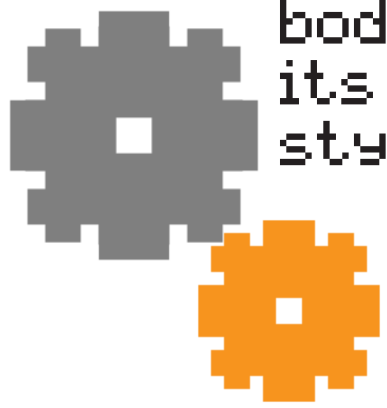
## ALT. TITLES Pixel Miners

Pixel Minders was sort of a happy medium between a header and body font. It's bold but styled more similarly to Pixelmix.

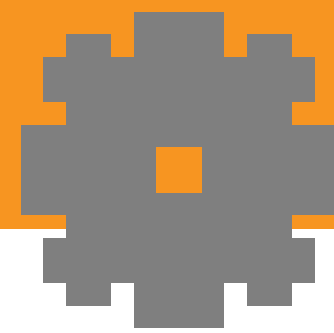
## LOGO FONT

Endless Boss Battle

Endless Boss Battle has a unique 8-bit style that I felt suited my logo incredibly well. It's bold but more curved than Upheaval, making it seem more "creative".



# E. AUDIENCE



## PERSONA I: STEVE PERRY



Occupation: Video game designer/studio owner

Location: Sydney, Australia

Gender: Male

Age: 35

Income Level: 100K

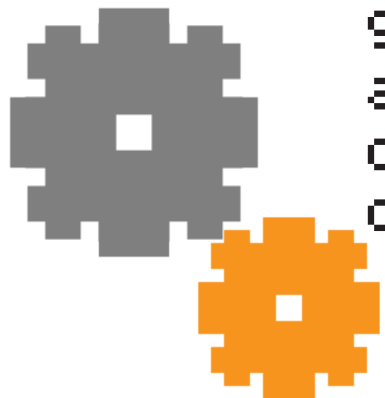
Marital Status: Single

Education: Master's Degree in Business

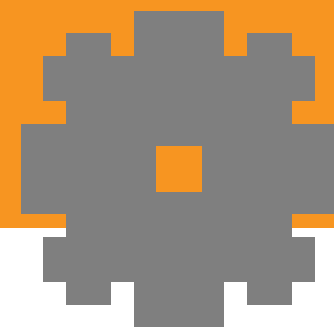
Aspirations: Make lucrative and critically renowned video games

Best Way To Reach: Make good video games and market self well relating to game creation

My main clients are companies who are hiring video game designers, and with unique personal branding and strong game designer characteristics conveyed in my brand, I hope to stand out among other designers.



# F. TONE



I'M TRYING TO BALANCE LOGIC AND CREATIVITY. I FEEL THE VIDEO GAME THEME SYMBOLIZES THIS IN A WAY.

Me

LOGICIANS (MY PERSONALITY TYPE) PRIDE THEMSELVES ON THEIR INVENTIVENESS AND CREATIVITY, THEIR UNIQUE PERSPECTIVE AND VIGOROUS INTELLECT.

16 Personalities

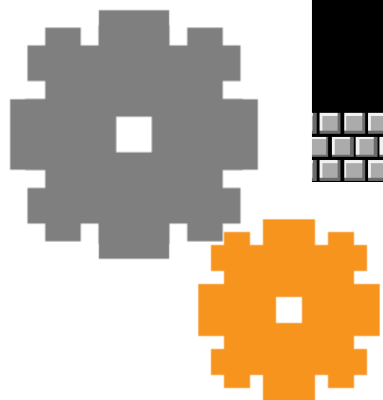
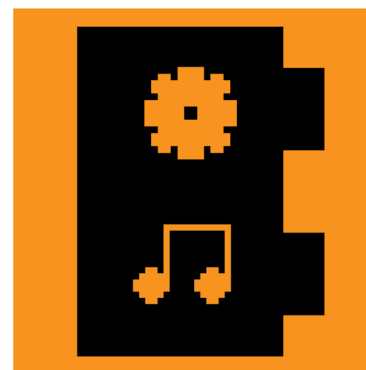
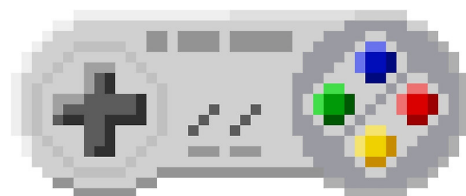
YOU'RE ONE OF THE SMARTEST PEOPLE I KNOW AND ARE ALWAYS WILLING TO HELP PEOPLE.

HS Classmate

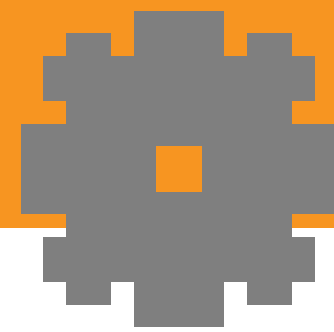




# G. SUPPORTING GRAPHICS



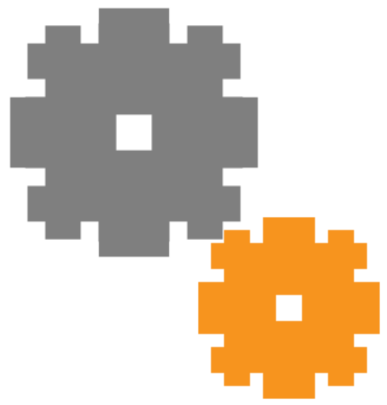
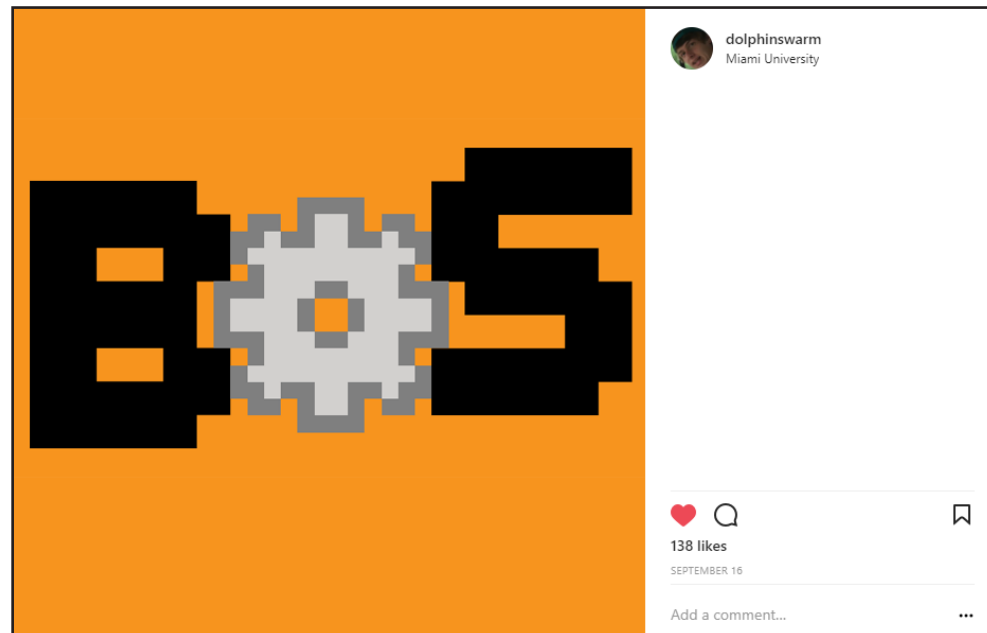
# H. SAMPLE DIGITAL ARTIFACTS



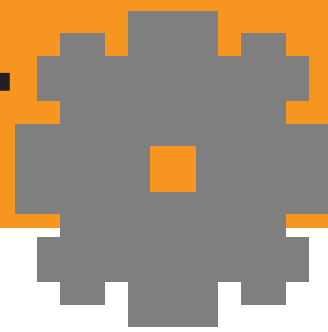
## TWITTER BANNER



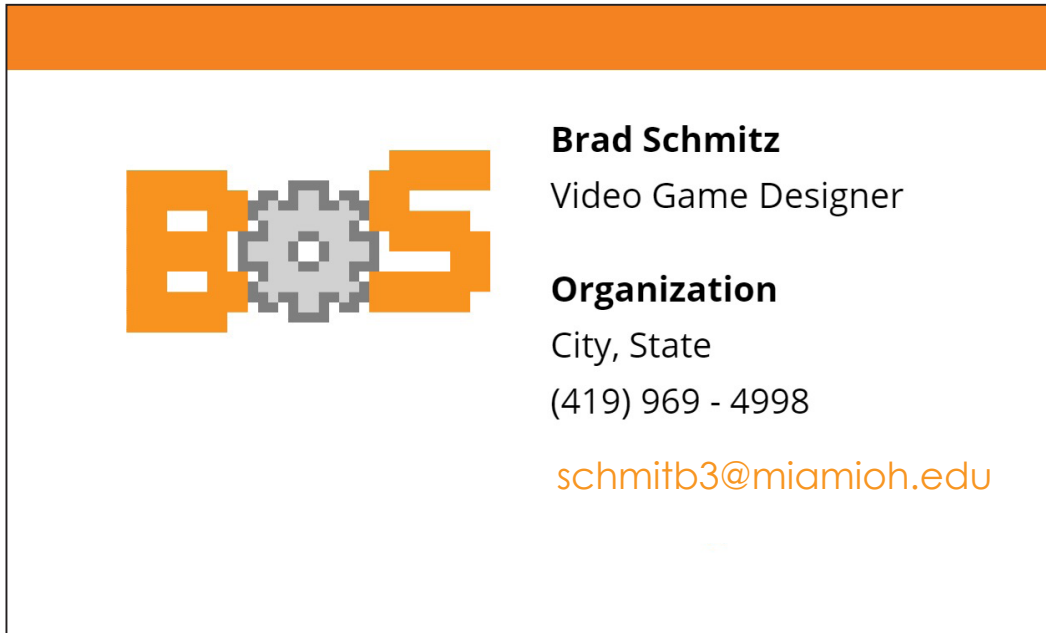
## INSTAGRAM POST



# I. SAMPLE PHYSICAL ARTIFACTS



## BUSINESS CARD



## HAT

