



dominic mcgrath

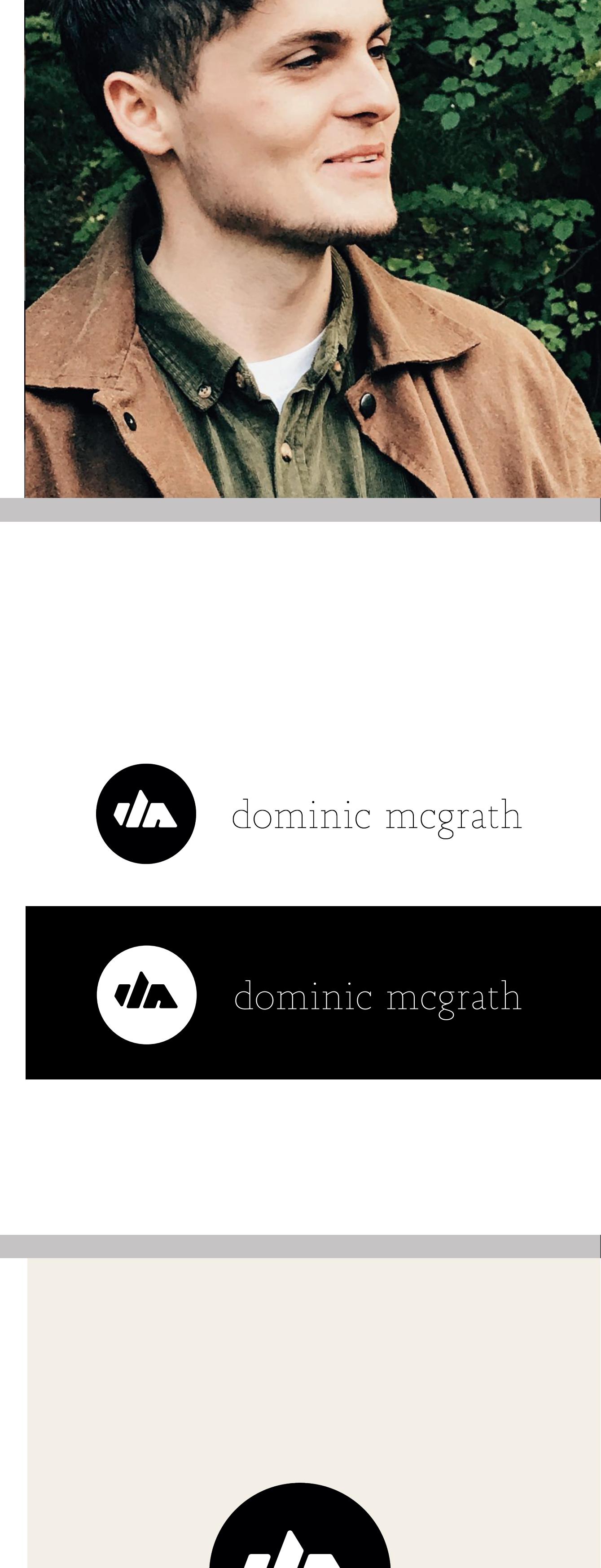
Brand Guidelines



Brand Guidelines

My Brand

After all the hard work put into creating my brand I want to make sure it is effective and stays that way. Following these guidelines will make sure the logo is used in an effective way and keeps my brand looking clear, professional and consistent.

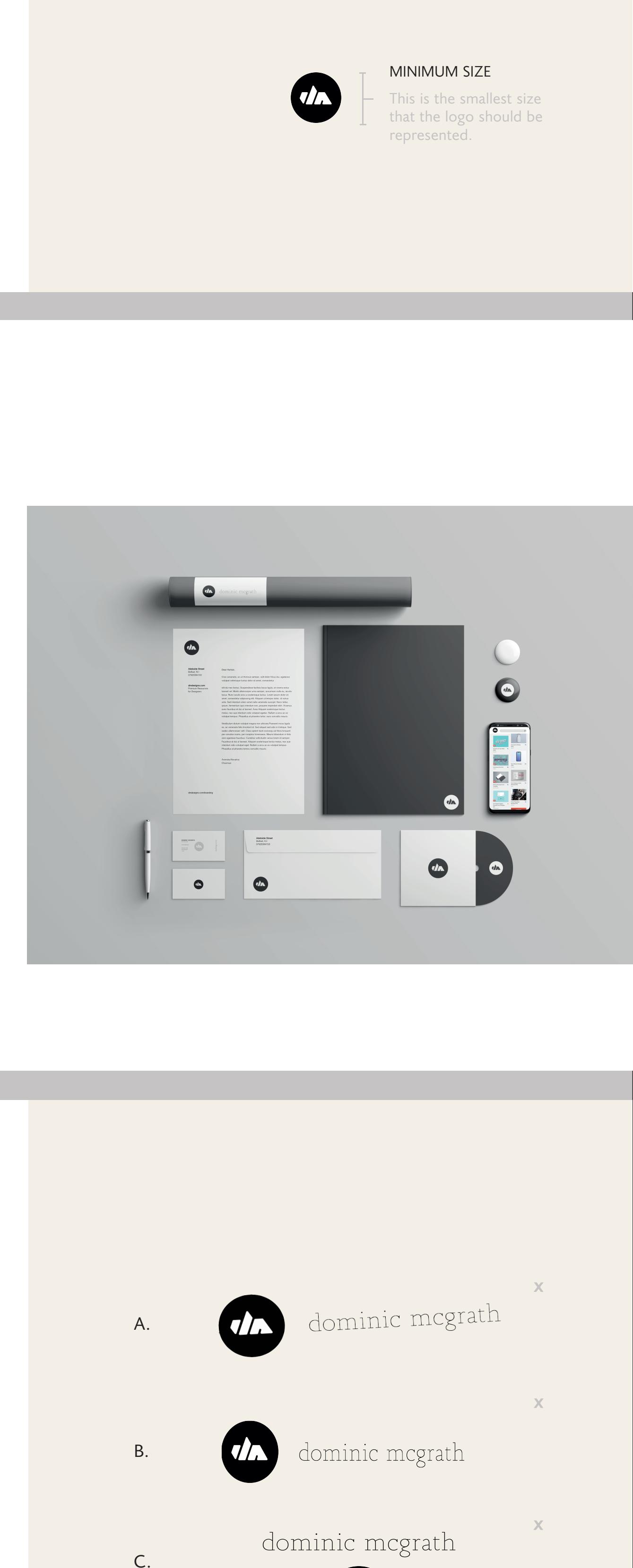


Brand Guidelines

01 About

dominic mcgrath

I am an ixd student from Belfast, learning my craft at Ulster University. I aspire to create work that leaves a lasting impression, striving to deliver simplicity, clarity and personality within each piece.



Brand Guidelines

03 Monogram

Simplicity.
Clarity.
Professional.

The brand monogram can be used in the corner of documents to subtly reiterate the branding throughout the viewing experience.



MINIMUM SIZE
This is the smallest size that the logo should be represented.



Brand Guidelines

04 Logo usage

This instructional image shows how best to place the logo/branding.

When using the logo:

Use plenty of clear space.

Use the monogram in most cases.

Primarily use the logo in black and white.



HEX #030404
CMYK 25, 0, 0, 98
RGB 3, 4, 35

HEX #171a23
CMYK 34, 26, 0, 86
RGB 23, 26, 35

HEX #2b2a2b
CMYK 0, 2, 0, 83
RGB 43, 42, 43

HEX #cfcccc
CMYK 0, 1, 1, 19
RGB 207, 204, 204

HEX #f6f5ed
CMYK 0, 1, 4, 4
RGB 246, 243, 237



Brand Guidelines

07 Visual Marque

Well the idea for a gorilla as my visual marque... The truth is, it was highlighted to me that the shape of a gorilla was embedded within my monogram and I just thought it was cool really, that's it.

However upon thinking more into it and also researching the characteristics of gorillas I thought it would be a great way to help convey strong independent design that would be able to stand on its own. The gorilla can also be used as a 'mascot' for my brand.

