



# dominic mcgrath

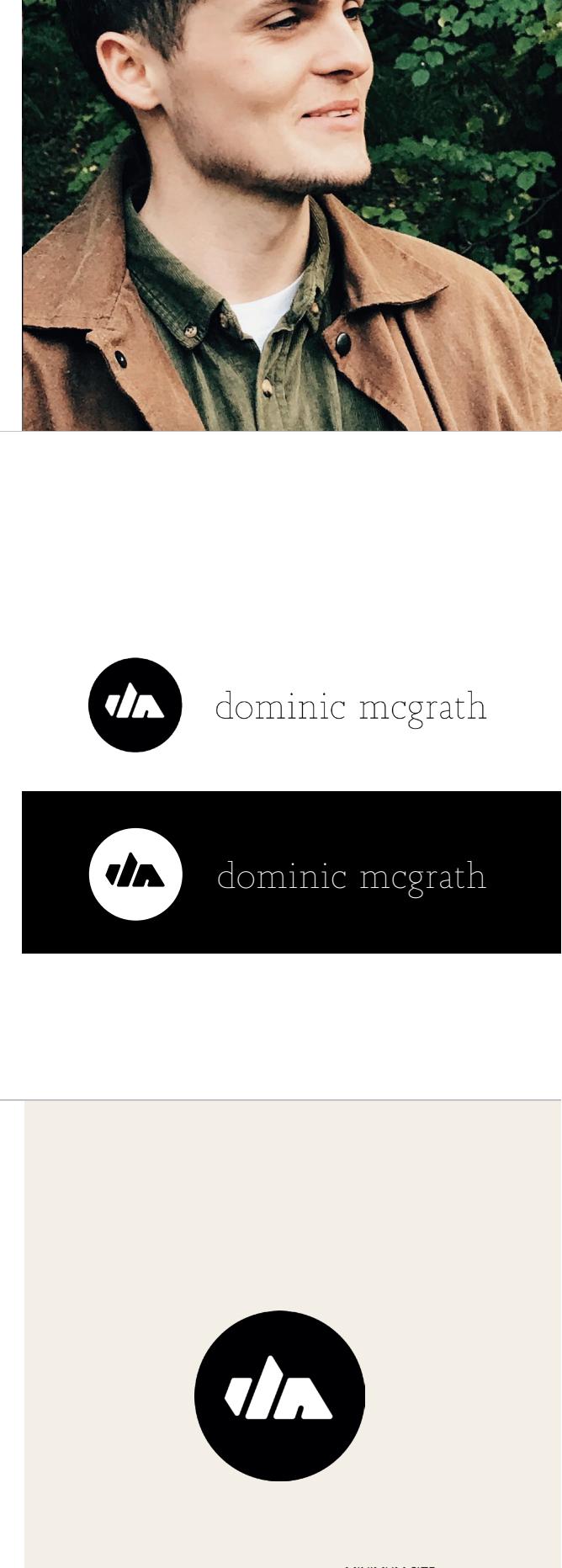
## Brand Guidelines



### 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.

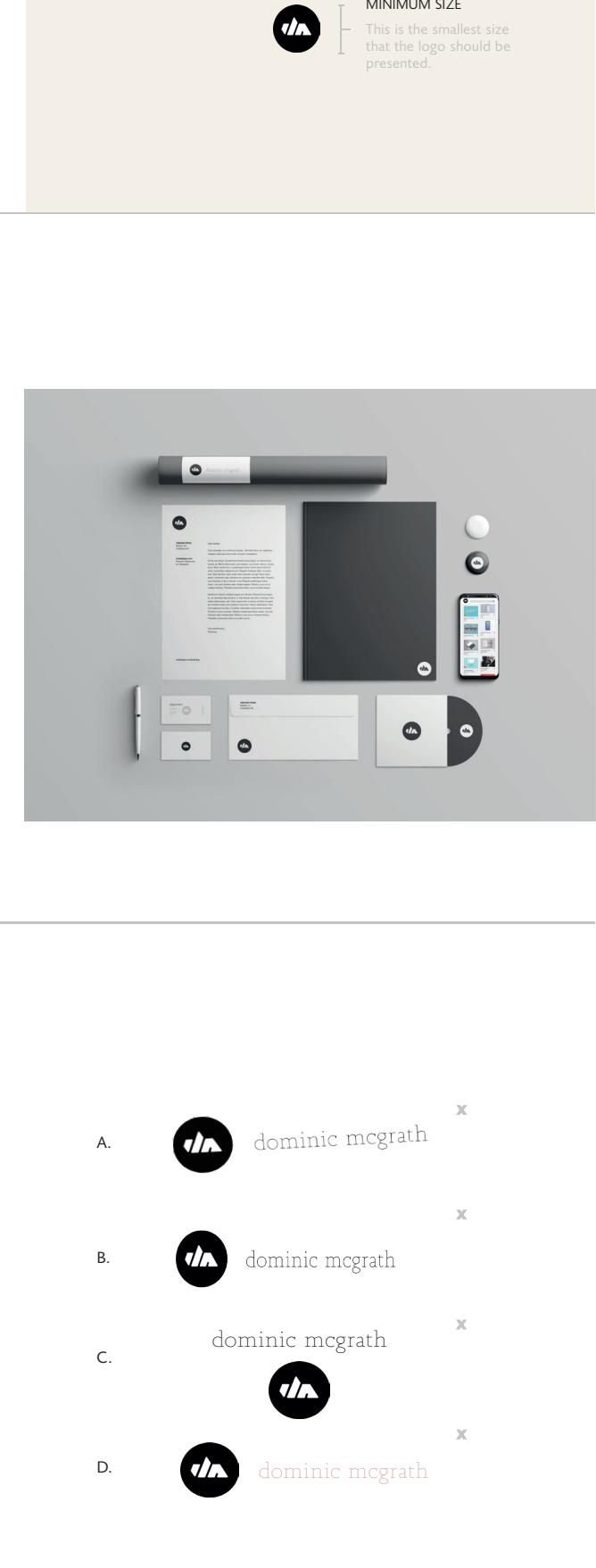


### Brand Guidelines

#### 01 About

## dominic mcgrath

I am an ixd student from Belfast, learning my craft at Ulster University. I am determined and passionate, a vanilla coke enthusiast and see myself as a sponge soaking up all things design.



### Brand Guidelines

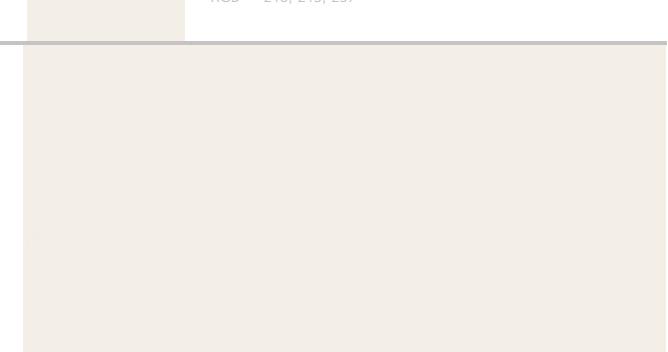
#### 02 Logo

This is the primary logo. It is a combination of monogram and wordmark.



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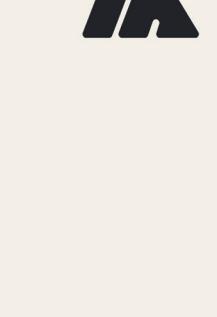
This version is for the logo on dark backgrounds.



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#### 03 Monogram

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 presented.



### 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.

Examples of uses: Business cards, letterheads, envelopes, badges and document covers.



### Brand Guidelines

#### 05 Logo misuse

When using the logo, do not:

A. Rotate.

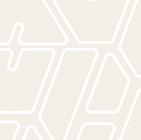
B. Squash or stretch.

C. Place monogram below wordmark.

D. Use off brand colours.



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#### 06 Colour

Colour is an integral part of brand identity. Consistent use of colour will not only reinforce the cohesiveness of the brand it will also communicate a certain feeling.

The primary colours are the key indicators of the brand. Black is most often used for typography, whereas navy, blue and greys act as supporting colours that can be used for backgrounds and design elements.



HEX #030404

CMYK 25, 0, 0, 98

RGB 3, 4, 4



HEX #171a23

CMYK 34, 26, 0, 83

RGB 23, 26, 35



HEX #cfcccc

CMYK 0, 1, 1, 19

RGB 207, 204, 204



HEX #f6f3ed

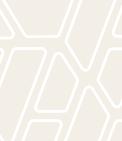
CMYK 0, 1, 4, 4

RGB 246, 243, 237

#### 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.



#### 08 Typography

Typography is a key tool when used consistently. This set of typefaces convey the modern and professional feel of my brand and should be used across all print and web applications.



JOANNA NOVA THIN

THIN

UPPERCASE

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0



JOANNA SANS NOVA

REGULAR

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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