

A large, light pink circle is positioned on the right side of the image, partially overlapping the white background. It contains the text 'HI!' and 'I'M ELLIE.' in white, and 'Welcome to my Brand Guidelines' in dark grey.

# HI!

I'M ELLIE.

**Welcome to my  
Brand Guidelines**

# CONTENT

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**Colour**

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**Layout**

A large, solid pink circle is positioned on the right side of the image, partially overlapping the white background. The text 'BRAND STORY' is centered within this circle.

# BRAND STORY

# BRAND STORY

## Who?

I'm Ellie. If the first page didn't already give that away.

## What?

I'm a human. A human who loves to express my creativity and fun personality through illustration. Whilst also offering a helping hand and using real life experiences to design awesome interfaces.

## Why?

I aim to produce designs with nothing but positive and enthusiastic attitude to ensure the best possible outcomes. My goal is to use my skills and passion to make the world a better place.

# CORE VALUES



Passion

Creativity

Quality

A large, stylized pink speech bubble graphic that points towards the left, containing the text.

**1** I SPEAK IN  
**ST**  
PERSON

# TONE OF VOICE



Personal

Friendly

Concise

A large, solid pink circle is positioned on the right side of the image, partially overlapping the white background. The text 'MONOGRAM' is centered within this circle.

# MONO GRAM





# THE MONOGRAM

IS...

Professional and clean whilst also adding character with it's offbeat style.

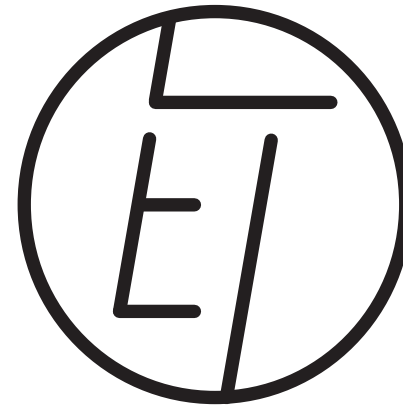
USE...

When the purpose is to present the brand in it's most prossesional manner.

# MONOGRAM DO'S



Ensure the monogram is inside the circle



Use in black & white if necessary



Ensure both angles are 80°



Ensure all caps are rounded

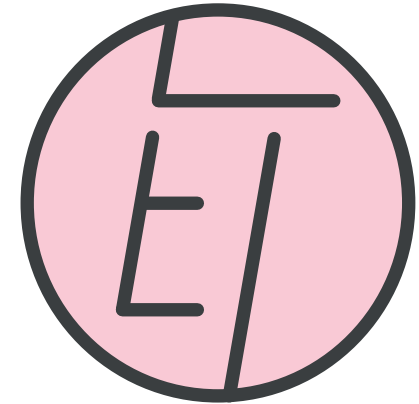
# MONOGRAM DONT'S



Extend other lines



Apply unapproved colours



Fill the inside the circle with colour



Adjust stroke width



Stretch, rotate or flip



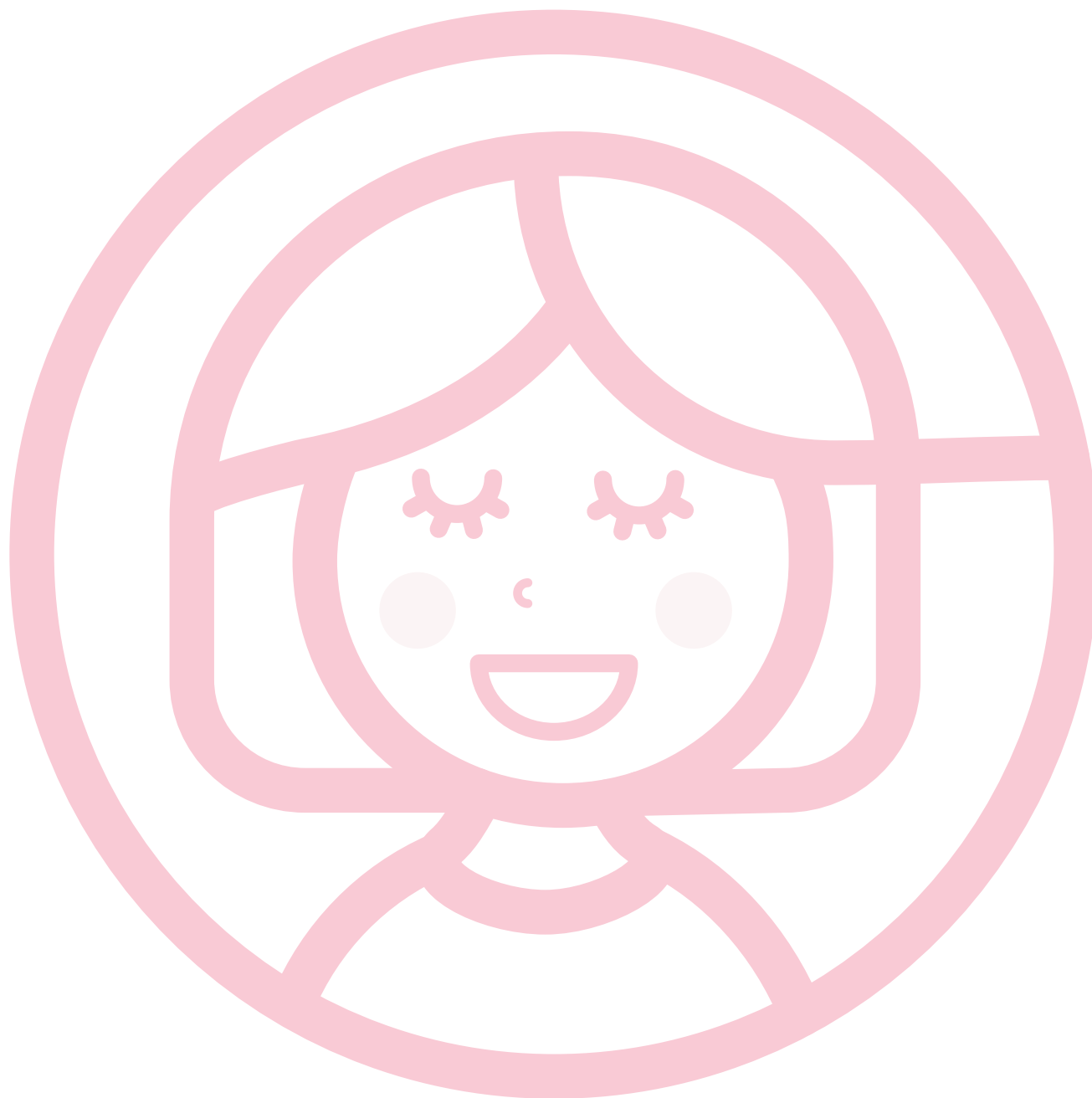
Place monogram in other shapes

V I S

U A L

M A R

Q U E



# THE VISUAL MARQUE

IS...

Me! Putting a face to the name was best to present my personal and friendly approach.

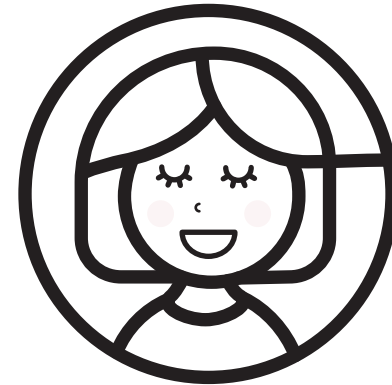
USE...

When the purpose is to present the brand in a personal and playful manner.

# VISUAL MARQUE DO'S



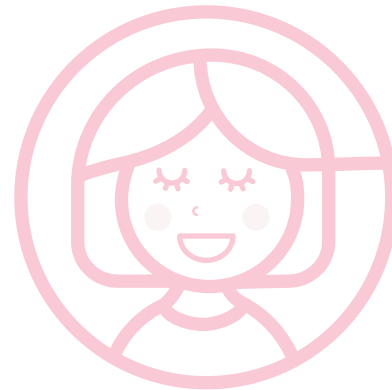
Ensure the visual marque is inside the circle



Use in black & white if necessary



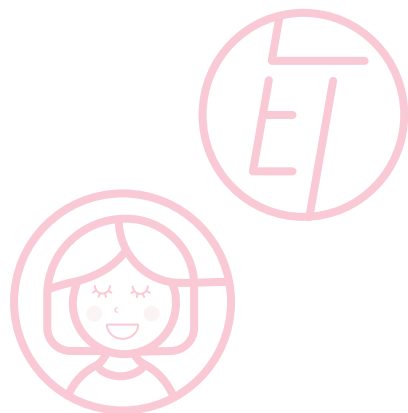
Use in other approved colours



Ensure all caps are rounded



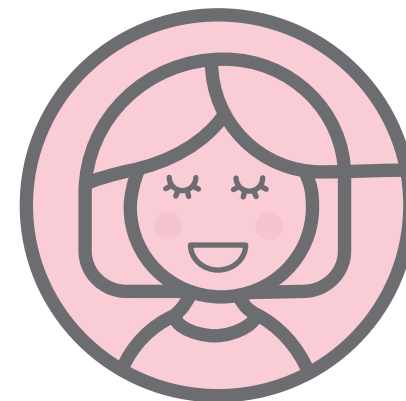
# VISUAL MARQUE DONT'S



Place with monogram



Apply unapproved colours



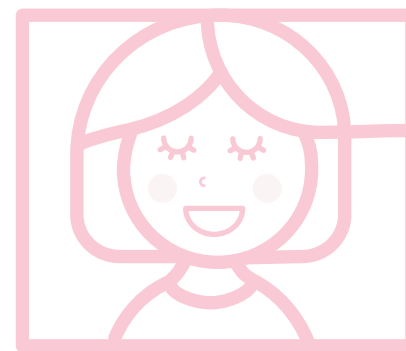
Colour the inside of the circle



Adjust stroke width



Flip, stretch or rotate



Place visual marque in other shapes

A large, solid pink circle is positioned on the right side of the image, partially overlapping the white background. The words "WORD" and "MARK" are written in white, bold, sans-serif capital letters across the center of this circle, arranged in two rows.

**W O R D**  
**M A R K**

ELLIE THOMPSON

# THE WORDMARK

IS...

DIN! DIN Condensed Bold to be percise. Modern and clean with its persoanlised touch that presents my brand.

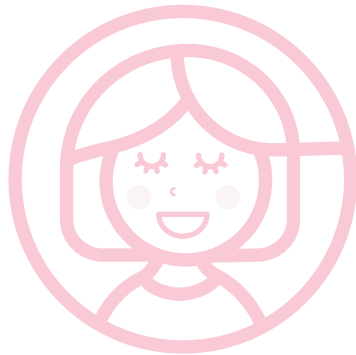
USE...

When the purpose is to present the brand name. Place with either monogram or visual marque suitable for its purpose.

# WORKMARK DO'S

ELLIE THOMPSON

Use in other aproved colours



ELLIE THOMPSON

Place the wordmark and visual marque together.  
Ensuring they are both alinged centrered

ELLIE THOMPSON

Use in black & white if necessary



ELLIE THOMPSON

Place the wordmark and monogram together.  
ensuring they are both alinged centrered

# WORKMARK DONT'S

ELLIE THOMPSON

Use with out broken lines in the E and T

ELLIE THOMPSON

Flip, stretch or rotate

ELLIE THOMPSON

Use unarppoved colours

ELLIE THOMPSON



Never allow the wordmark to over  
power the monogram or visual marque.

T Y P O

G R A P

H Y

A large, stylized pink speech bubble graphic with a pointed tail on the left side, set against a white background. The bubble is filled with a solid light pink color.

HELLO,

I'M DIN.



# TYPOGRAPHY

USE...

DIN Condensed Bold

Headings

115pt

# TYPOGRAPHY

USE...

DIN Condensed Light

Body text

21pt

A large, abstract, light pink shape that resembles a stylized arrow or a speech bubble, pointing towards the left. It occupies the right half of the image, with its tip extending towards the center. The shape has a smooth, rounded top and a pointed bottom, with a small notch on the left side.

**DON'T WORRY**  
**IF IT DOESN'T WORK OUT**  
**HERE ARE SOME ALTERNATIVES.**

# TYPOGRAPHY

## OPEN SANS


Bold headings

Regular body text

## FUTURA

Bold headings

Medium body text

A large, solid pink circle is positioned on the right side of the image, partially overlapping the white background. The text 'COLOUR' is centered within this circle.

COLOUR

A solid pink circle containing color information.

Pantone: 706 C  
RGB: 250 201 212  
HEX: fac9d4  
CMYK: 0 25 5 0

A white circle with a thin black outline containing color information.

RGB: 255 255 255  
HEX: FFFFFFFF  
CMYK: 0 0 0 0

A solid dark gray circle containing color information.

Pantone: 446 C  
RGB: 59 62 64  
HEX: 3b3e40  
CMYK: 70 62 59 48

A solid black circle containing color information.


Pantone: Black 6 C  
RGB: 0 0 0  
HEX: 000000  
CMYK: 75 68 67 90



**OR WHY NOT ADD A**



**OF COLOUR WITH THE  
SECONDARY  
PALETTE.**



**Pantone: 556 C**  
**RGB: 204 233 225**  
**HEX: cce9e1**  
**CMYK: 19 0 13 0**



**Pantone: 713 C**  
**RGB: 246 186 140**  
**HEX: f6ba8c**  
**CMYK: 2 30 47 0**



**Pantone: 2001 C**  
**RGB: 254 232 160**  
**HEX: fee8a0**  
**CMYK: 1 6 44 0**



**Pantone: 670 C**  
**RGB: 235 213 232**  
**HEX: ebd5e8**  
**CMYK: 5 17 0 0**



# SECONDARY PALETTE

IS...

An extension of the main colour palette. This secondary palette is vibrant and playful.

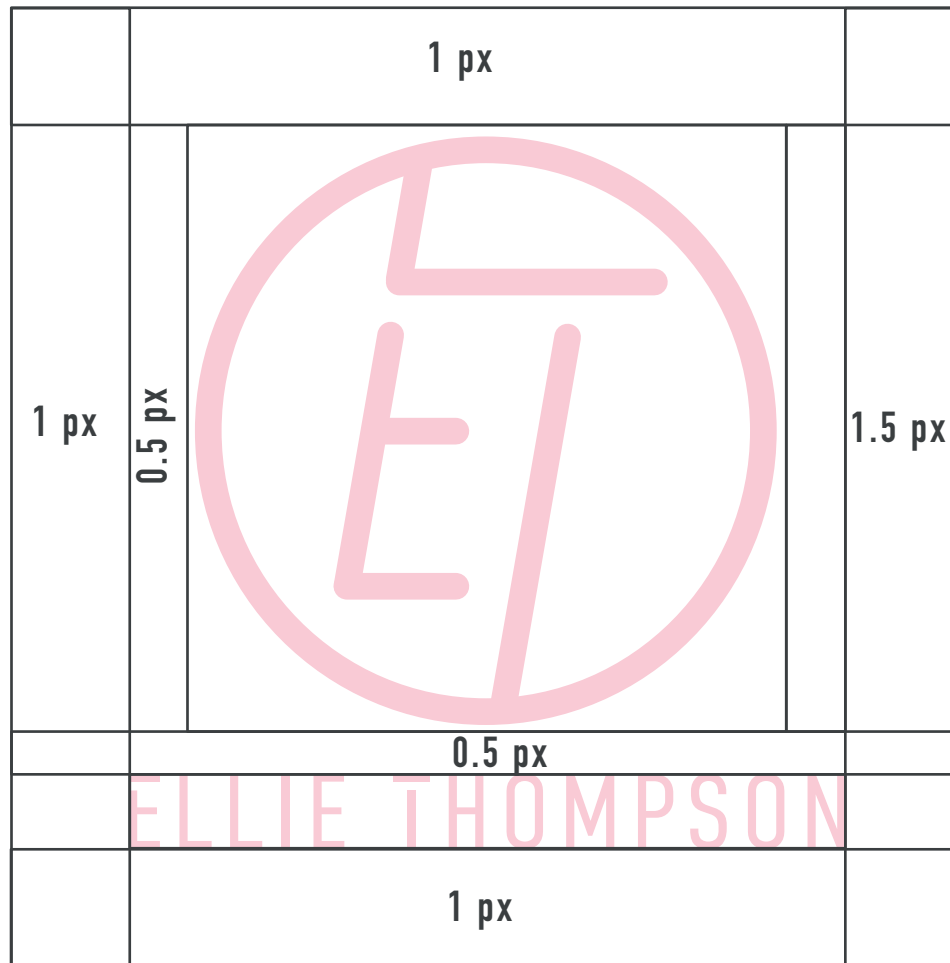
USE...

Only one colour from the secondary palette is to replace the pink. All colours together should only be used in visual extensions.

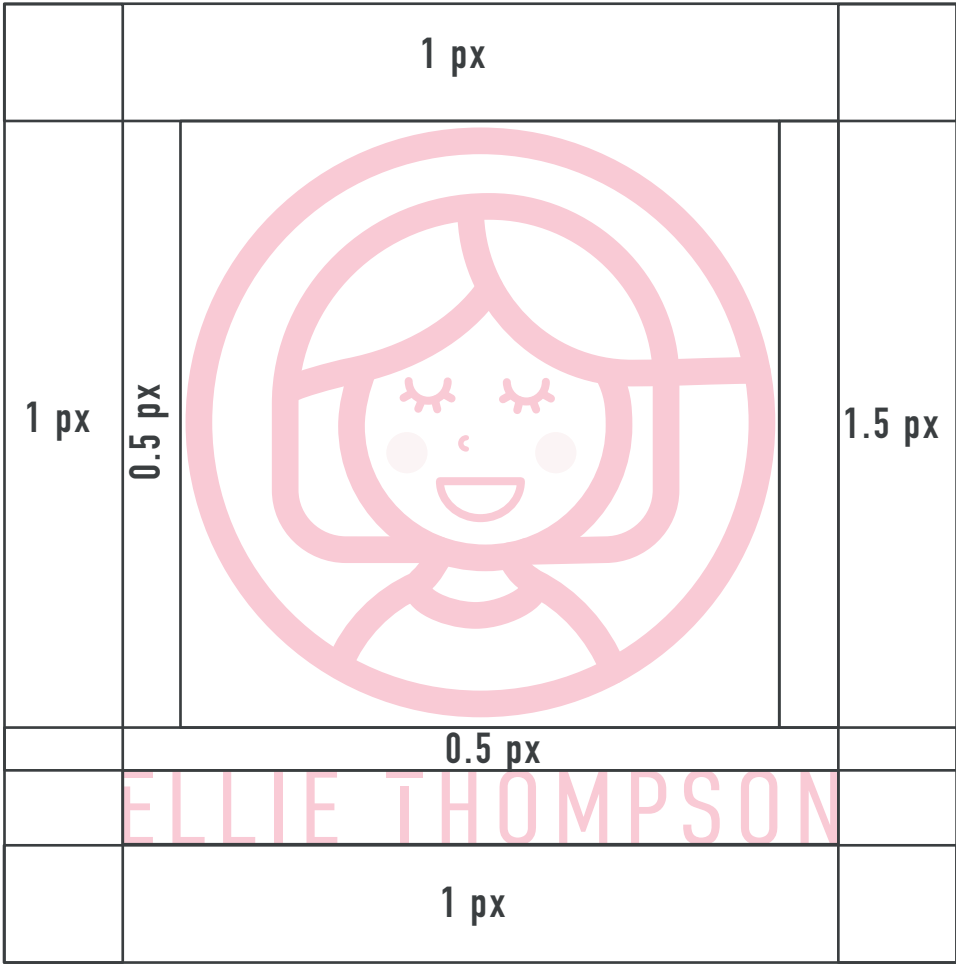
A large, solid pink circle is positioned on the right side of the image, partially overlapping the white background. The text 'LAYOUT' is centered within this circle.

L A Y  
O U T

# MONOGRAM LAYOUT



# VISUAL MARQUE LAYOUT



# LETTERHEAD

## USE...

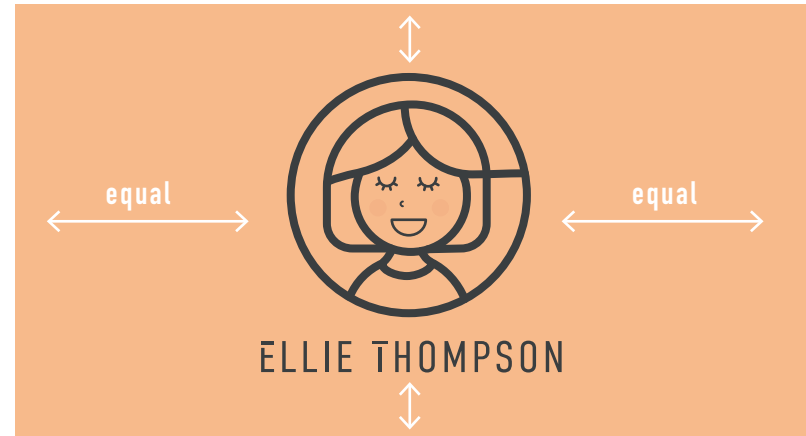
The monogram and wordmark for letterheads as this presents the brand in a professional manner. Ensure padding is neat using the width of the wordmark.



# BUSINESS CARDS

USE...

The visual marque & wordmark on business cards. Remember that only approved colours can be used.



# VISUAL EXTENTIONS

USE...

On business cards and other products like t-shirts & bags. Visual extentions should only be shapes took from the monogram and visual marque.



A large, stylized pink speech bubble graphic that originates from the left edge of the frame and points towards the right. It contains the text "OVER TO YOU!".

**OVER**  
**TO YOU!**