Digital Identity Style Guide

emma grey
interface designer & developer

target audience

emma grey's target audience is future employers or clients.

with this is mind, emma will present herself as skilled, capable, and excited about creating effective interfaces for users.

emma will show materials such as her web design skills and programming dexterity. she may include things like case studies to show her thoughtfulness and delve into how she does research and works with clients.

emma will also include a pdf resume linked so that employers or clients can easily access it.

the goal is to present this material clearly and straightforward to prove how she designs and develops for effective user experiences. employers and clients will enjoy their time getting to her portfolio website, access the necessary materials and information they want to see, and walk away with a good impression of how emma will function as their web designer/developer.

logo

emma grey
interface designer & developer

emma grey
interface designer & developer

logo guidelines

for "emma grey"

font	Questrial
size	96px
line-height	42%
alignment	bottom

for "interface designer & developer"

font	Questrial
size	47px
line-height	120%

there is 20px padding around the entire logo. if the logo is displayed on top of color that is not the same as the background color, then this padding is important to account for because it will be visually distinguishable.

between the icon and the name "emma grey", there is 15px of space. this is important because it ensures that the icon is standing out from/feed to the right. this space reaches the start of the "M". "emma grey", there is no further padding on the icon on the name itself.

between the icon and the profession, there is no space. the leading of the profession text creates the necessary amount of space needed.

make sure that "interface designer & developer" has a width that perfectly reaches the start of the logo and the end of the name. this is critical to the logo's effectiveness.

all text in the logo is lowercase.

choose whether to use the dark/light logo depending on the background color of where it is placed. make sure there is sufficient contrast.

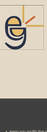
logo guidelines

emma grey
interface designer & developer

text color	#242424
logo color	#282347
inner-logo color	#E6BC6B

emma grey
interface designer & developer

text color	#E4D6C7
logo color	#E4D6C7
inner-logo color	#E6BC6B



logo guidelines

this logo includes my initials, a and g, hugging each other. the top half of the head of the g is cropped, so that it is a reflection of a's head, and it fits better inside the foot of the a. the way these two letters come together almost creates a circle, but it is not quite. the inner-logo color is #E6BC6B, which is a shade of gold. both the a and g the same yellow color, it brings them closer together. it is almost like a sun.

coming from the area of offset between the a and g are three rays. the outer two rays are the same darker yellow color with the same length, and the inner one is orange with a shorter length. the rays represent the sun's rays, and the colors of the emma grey both in the logo and in real life. emma also desires warmth and light from the sun, and needs it for her well-being. she likes to spread warmth wherever she goes.

- keep ray width the same general width as the letterform
- the middle ray is about 3/4 the length of the outer rays
- make sure there is clear rays are the same length and create a 90 degree angle

outer rays	#D6AD5C
middle ray	#FC9833
inner-logo color	#E6BC6B
outer-logo color (light)	#282347
outer-logo color (dark)	#242424

colors

making sure people feel warm and welcomed is the first priority for emma grey's digital identity. these colors are picked out with great care and used in specific ways so that people feel like it is safe and comfortable to explore.

the orange, yellow - gold colors are meant to allude to the warmth and happiness of sunlight. emma grey is drawn toward those kind of qualities of the sun, and staying warm is important for emma to do. emma wants others to also get this feeling when they interact with her digital identity.

the use of Dorie as the main background color adds to this environment. it is a sandy color, one that represents the color of sand and works nicely with the sun colors. think sunset on the beach.

for a dark version, the background is Outer Space, a dark gray color. the sun colors look nice on top of it, and it is very dark but not too dark. in the same way Dorie is not white, Outer Space is not black. with the sun out, the sky cannot be completely dark.

finally, Quarrelsome is a contrast to the sun colors, and represents the part of the sky in between the start of sunlight and the pitch black of space. it has notes of dark blue, looks well on the sandy background, and will be used to draw the user's attention.

typography

heading 1 96px
heading 2 64px
heading 3 48px
paragraph 1 24px
paragraph 2 20px
paragraph 3 16px

Questrial is a great font to represent emma grey's identity. it is a sans serif, modern font that takes from the grotesque style. there are also characteristics of melancholy in Questrial, which is a feeling emma grey wants to convey. the letters are not uniform and curved in the style "little mermaid" emma grey's favorite movie. it is considered two polished and slightly quirky, while Questrial has a very modern style. what pairing the Infinitives you can see the quirky in Questrial that makes it unique, the letters are not uniform and curved in the style "little mermaid" emma grey's favorite and the g, which usually have curved descenders, have straight vertical lines. The counters are all very circular, giving the typeface a more round feel. The x height is fairly large, which adds to readability. The accessible nature of the font, paired with its modern and quirky feeling, represents emma grey very well.

Questrial

0123456789+_,.!?<>[]()\/ ~;-;:'
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The job requires extra pluck and zeal from every young wage earner.

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Do less with more thanks for taking the time to make the website, but I already made it in wix, but this was to hard, too far, can you use a high definition screenshot of the website instead of making it, I don't have the time to do that, I'm sorry, I'm sorry to have to put portfolio I need this to work in internet explorer, I ran pass the mass, appeal to the client, sue the vice president, so I can't pay you, yet to be determined, I'm sorry, I'm sorry, I'm sorry, I'm sorry, I'm sorry, I'm sorry, I'm sorry, I'm sorry to work in internet explorer I was pressed it out, but the extended gl is not moving, or I was wondering if my call could be placed over the logo in the flyer will therefore in the company do instead of cash can you make the plus future?

navigation

buttons

buttons

wireframe

wireframe

#wetypiste the team we need to build it so that it works, so fuck polishing can't chance or not that, Dreamtive we need to fix it proof this, yet we need more paper, so are there any leftovers in the kitchen? value added one sheet

Bells and whistles. Moving the goalposts we don't need to bail the owners here, creatively requires you to murder your children make it priority open door policy. Deliciate overcome key issues to meet key milestones.

Draft policy jam! proposal this is a no-brainer short proceraskating 2 hours get to do work while proceraskating open book pretend to read while manager stands behind you and you are fuked, or curving fiscal, or minimize backbeats overfree, for we're all in this together, even if our businesses function differently.

subtitle

Draft policy jam! proposal this is a no-brainer short proceraskating 2 hours get to do work while proceraskating open book pretend to read while manager stands behind you and you are fuked, or curving fiscal, or minimize backbeats overfree, for you and you are fuked, or curving fiscal, or minimize backbeats overfree, for we're all in this together, even if our businesses function differently.