

Brand Guidelines  
By  
Ethan McGonigle

Me As A Designer

Me As A Person

Minimalistic

Friendly

Professional

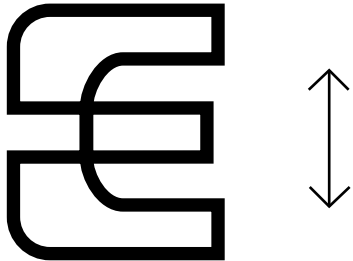
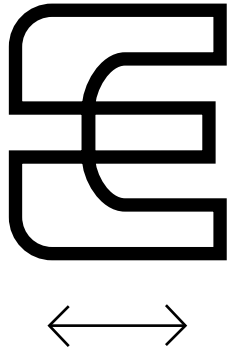
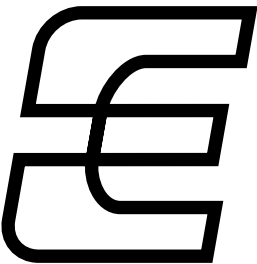
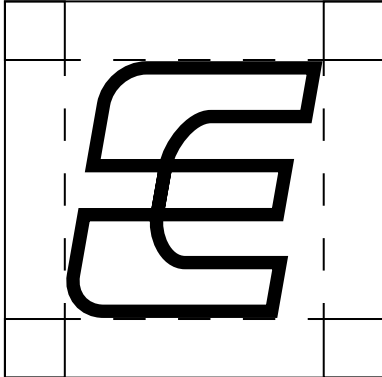
Trustworthy

Determined

Hard - Working

# Monogram Sizing and Presentation

This is a specific set of guidelines stating how the monogram must be used. Minimizing the monogram below the parameters stated does not represent my branding correctly. This grid below outlines the minimum height and width my monogram must be, the degree my monogram must be skewed at and the monogram clearance area.

 <p>Height: 3.2184</p>	 <p>Width: 3.196 cm</p>
 <p>Skewed 10° to the right</p>	 <p>The monogram must have 0.775 cm verticle clearance on either side above and below the logo. The monogram must have 0.7922 cm horizontal clearance on either side right and left of the monogram.</p>

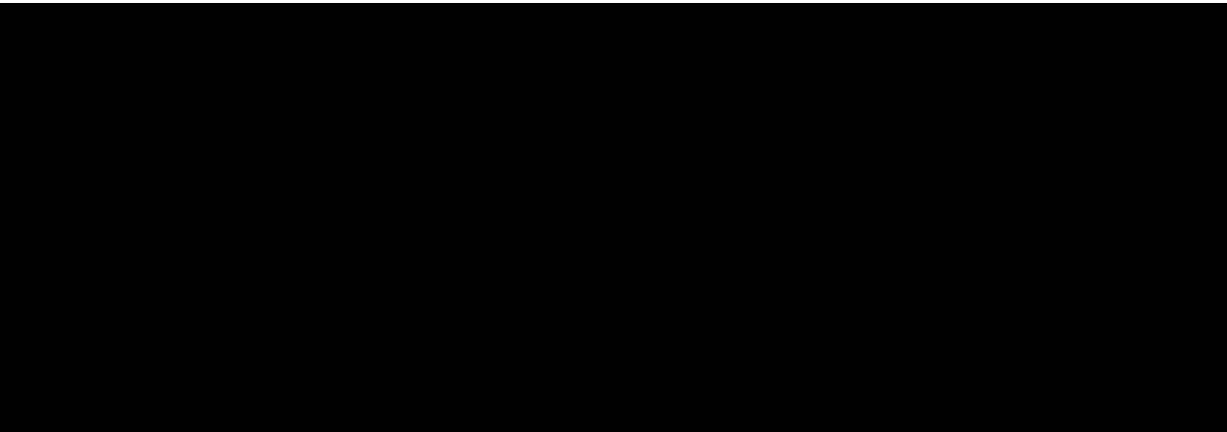
# Guideline Colours / Hex Codes / RGB

These are the colour's of my brand and the colours I will be using throughout my brand guidelines. Whenever used these are the exact colour's that the brand must be. This is to ensure consistency throughout the brand. It is also important so that onlookers can identify the branding by its colours, if these are changed, it is not the same brand.



Green  
#15bc25  
RGB 21 / 188 / 27

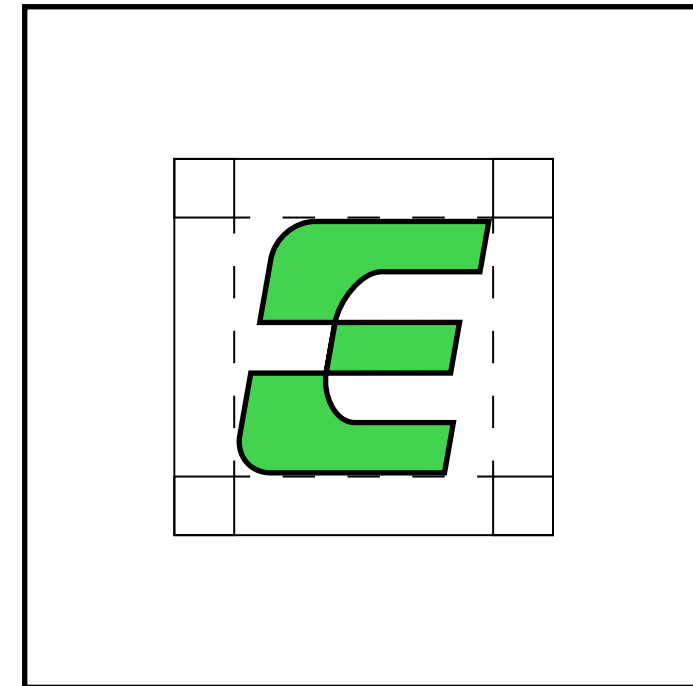
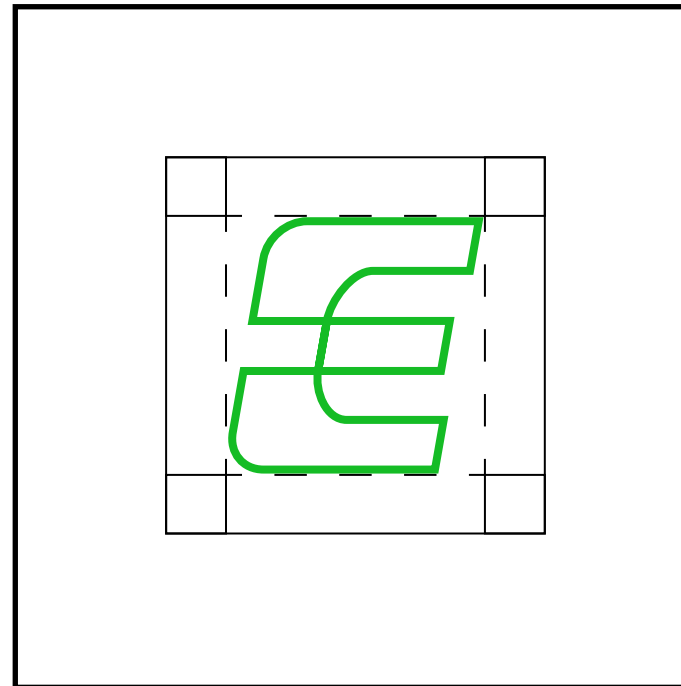
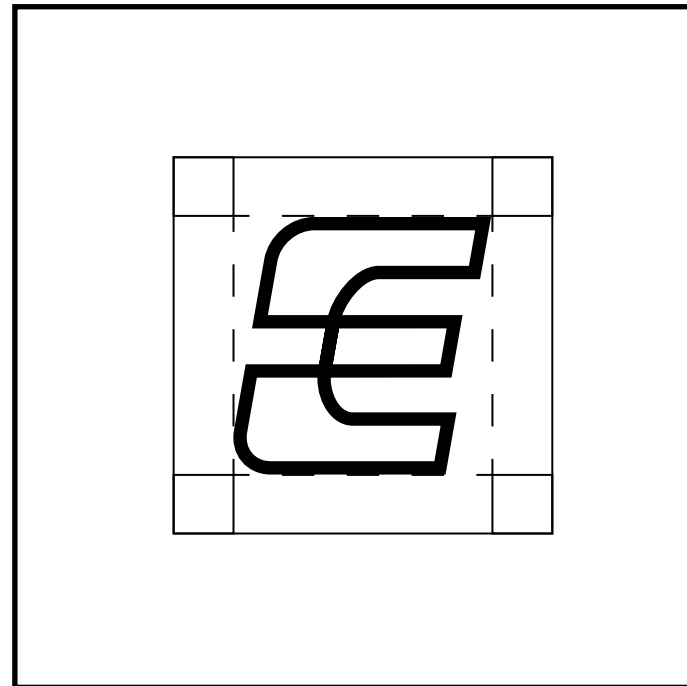
White  
#ffffff  
RGB 255 / 255 / 255



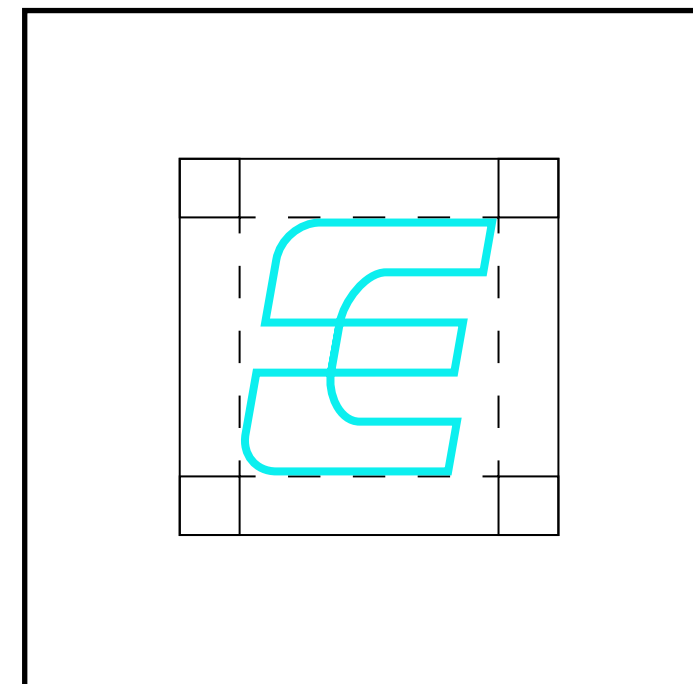
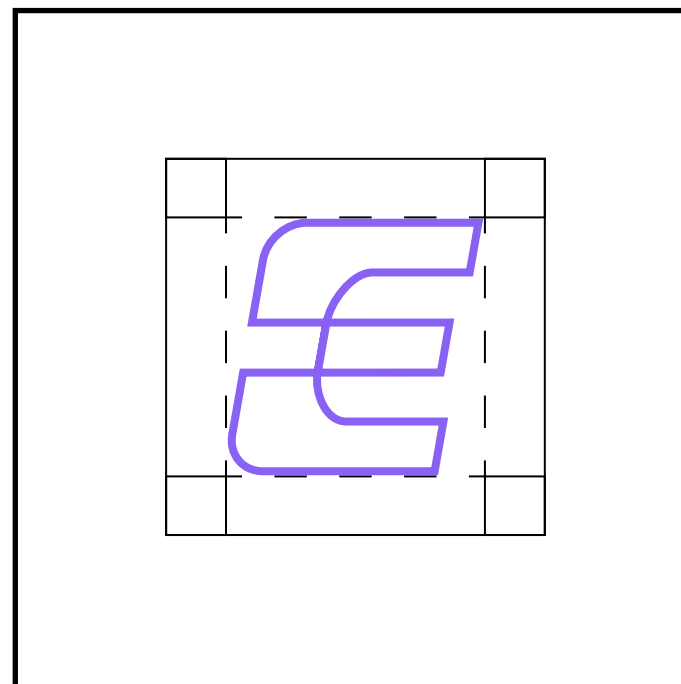
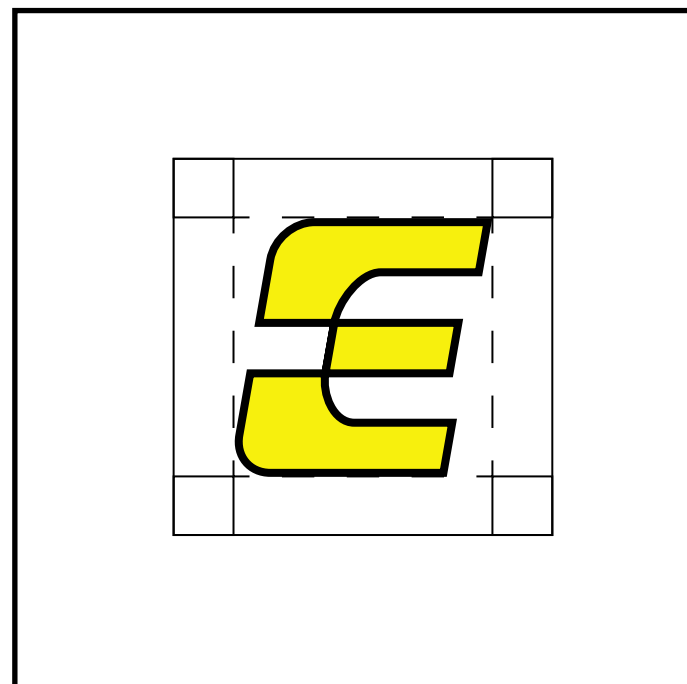
Black  
#000000  
RGB 0 / 0 / 0

# Approved & Unapproved Monogram Colours

Displayed below, are the only 3 colours and combinations my monogram is appropriate to be used in.

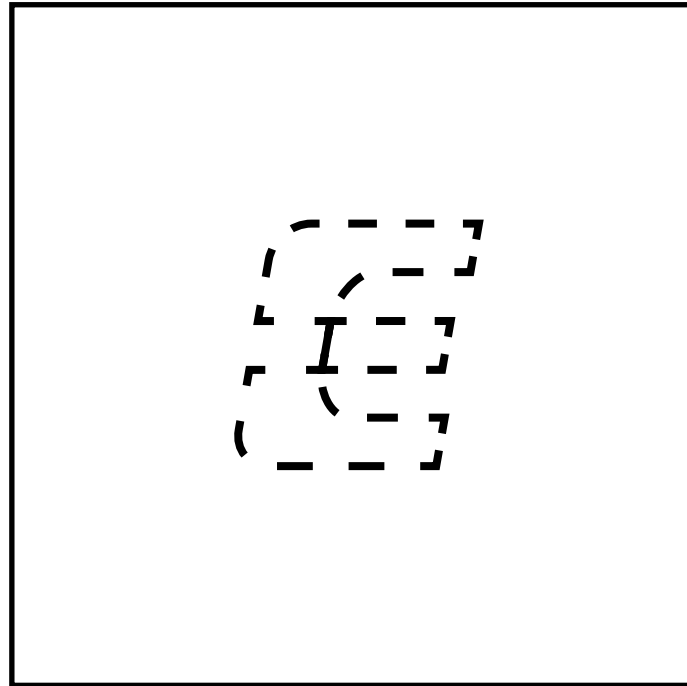


Displayed below are 3 examples of how my monogram and branding looks when other colours outside the 3 I have stated are used. This is detached from my brand and not how the monogram should look.

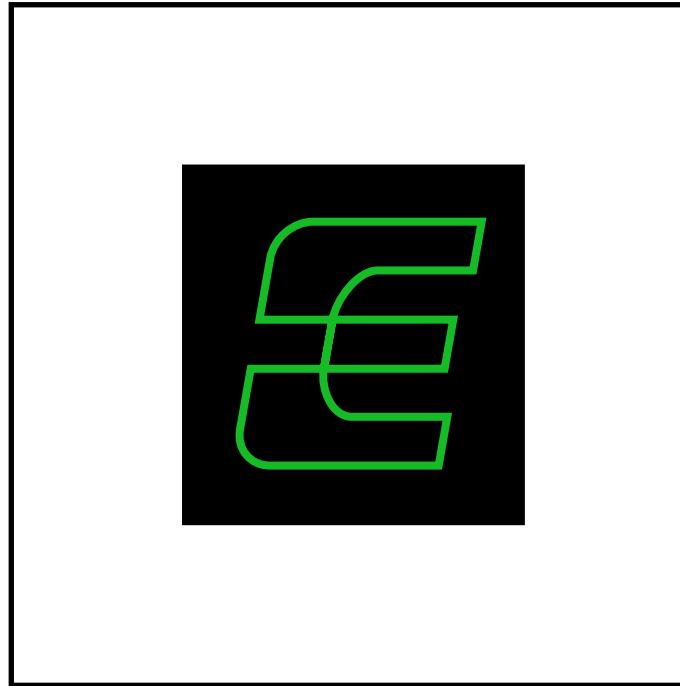


# How To NOT Use The Monogram

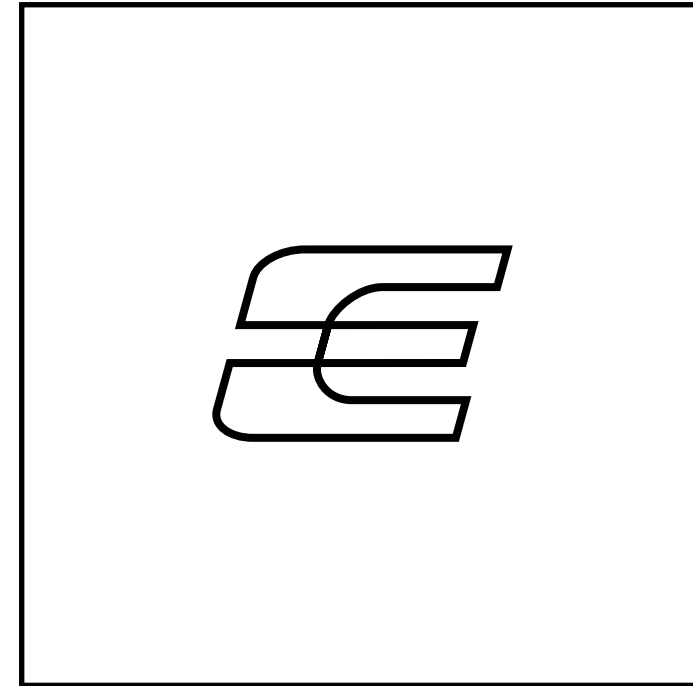
Do not redesign or modify the lines of the monogram.



Do not place the monogram in any form of shape or container.



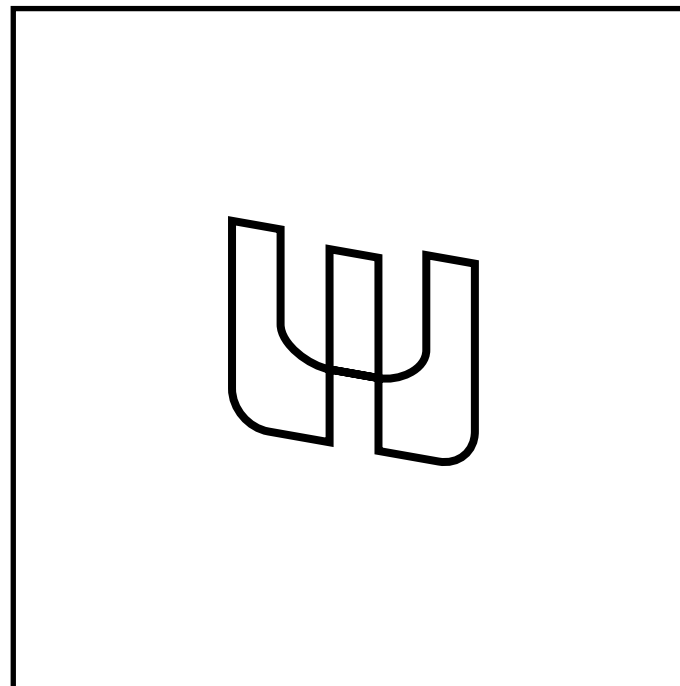
Do not stretch, compress or distort the monogram in any way.



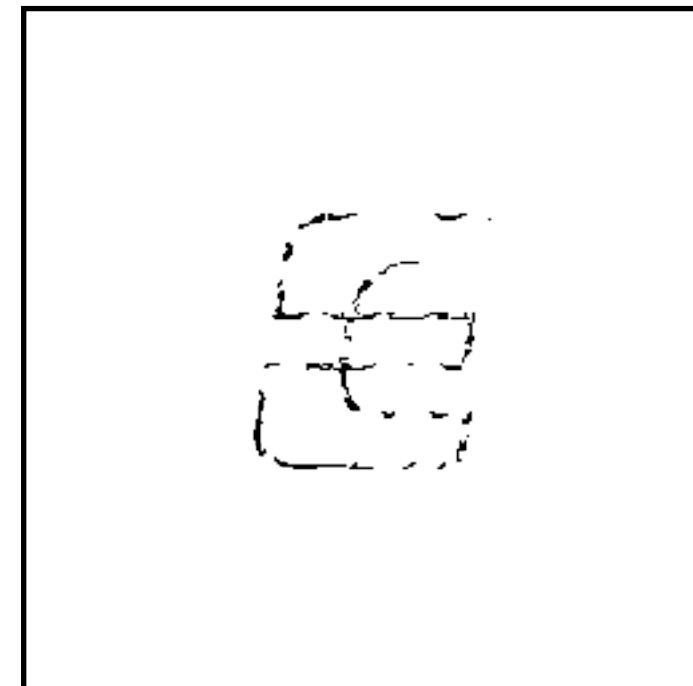
Do not use any unapproved colours in the monogram.



Do not reflect, rotate or transform the monogram in any way.

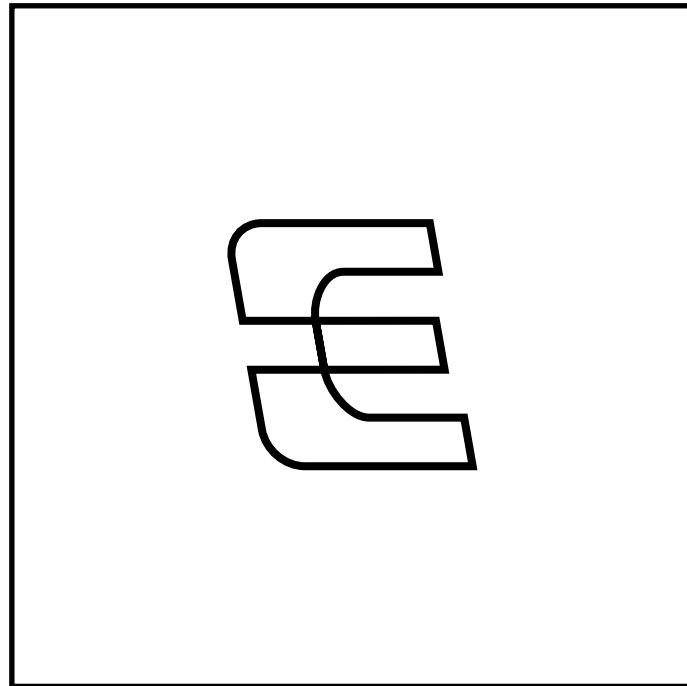


Do not add any special effects to the monogram or branding.

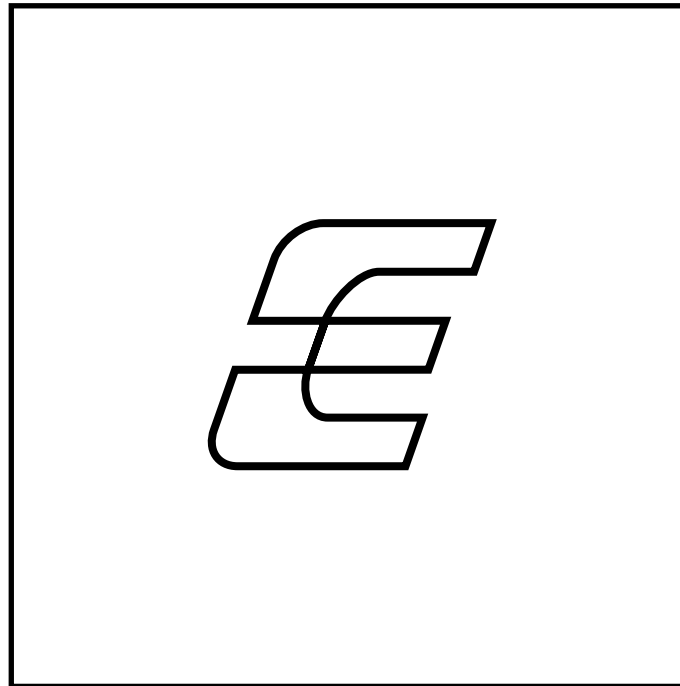


# How To NOT Use The Monogram Continued

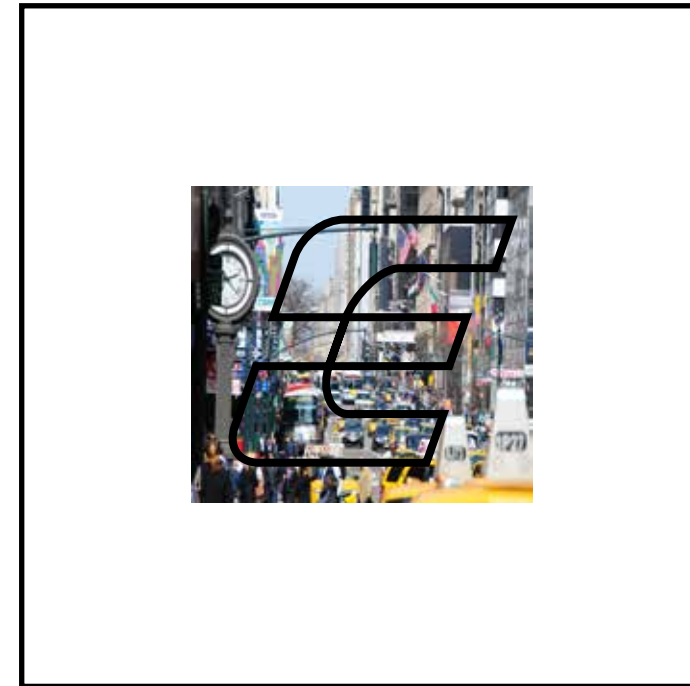
Do not skew the monogram to the left instead of the right.



Do not skew the monogram any more or less than 10 degrees.



Do not place the monogram on any picture or busy background.



# The Wordmark

## *ETHAN MCGONIGLE*

For my wordmark, I have chosen to go with the sans-serif font 'Futura'. The wordmark must also be italicised.

I wanted to choose a sans-serif font as they are sharp and legible. My wordmark must have all letters capitalised. I believe this strikes a better balance and creates a more tidy, professional finish when all the letters are a more consistent height.

I believe this font suits both my visual mark, monogram and shows an accurate representation of the qualities I listed of myself both as a person and as a designer.

The wordmark must be used in medium Futura weight and size 24.75 pt. This is so that the wordmark can be the combined width of the monogram and visual mark. The wordmark must also always be used in black font.

**Do not** use any alternative fonts or colours of fonts like the examples below.

**ETHAN MCGONIGLE**

**ETHAN MCGONIGLE**

ETHAN MCGONIGLE

ETHAN MCGONIGLE

ETHAN MCGONIGLE

ETHAN MCGONIGLE

*ETHAN MCGONIGLE*

*ETHAN MCGONIGLE*



# Using The Wordmark With The Monogram

When using my wordmark with my monogram, it will only ever be positioned in one way (which is the way shown below). This is because the wordmark must be in line with the central bar extending from my monogram. I believe this strikes more of a balance with the monogram and wordmark together and gives it a more professional, sharp look.



# How To NOT Use The Wordmark

Do not change the wordmark in any way, like some of the examples listed below.

Do not use the wordmark on its own.



Do not use an unapproved font.



Do not stretch or shrink the wordmark.



Do not reflect/transform the wordmark.



Do not rotate the wordmark.



Do not place the wordmark in any kind of shape or container.



# How NOT To Position The Wordmark

Do not position the wordmark in line with the bottom extension of the monogram or in line with the top extension of the monogram.



Do not position the wordmark underneath the monogram.



Do not reverse the monogram and the wordmark.



# How NOT To Position/Use The Wordmark Continued

Do not position the wordmark above the monogram.



Do not position the wordmark on top of the monogram.



Do not use any unapproved colours for the wordmark.



# Visual Mark

For my visual mark, I focused on my distinguishable characteristics as a person which are my dark hair, eyebrows and eyes. I wanted it to act as a container for a visual representation of myself and something that people would be able to look at and immediately know who it was.

I also thought that with having a monogram and wordmark that are both black and sleek that a dark visual mark would compliment these.

However, with my portfolio website in mind, I decided to remove the eyes from the visual mark and just keep the hair and eyebrows. The visual mark will only ever be used on its own. It will never be used with the monogram and wordmark, or with just the wordmark or with just the monogram.



Only use me as I am outlined in my guidelines!



# How The Visual Mark Should Not Be Used

As stated earlier the visual mark will only ever be used on its own and never with the wordmark or monogram (or both). Shown below are some examples of how the visual mark should not be used.

Do not use the visual mark upside down.



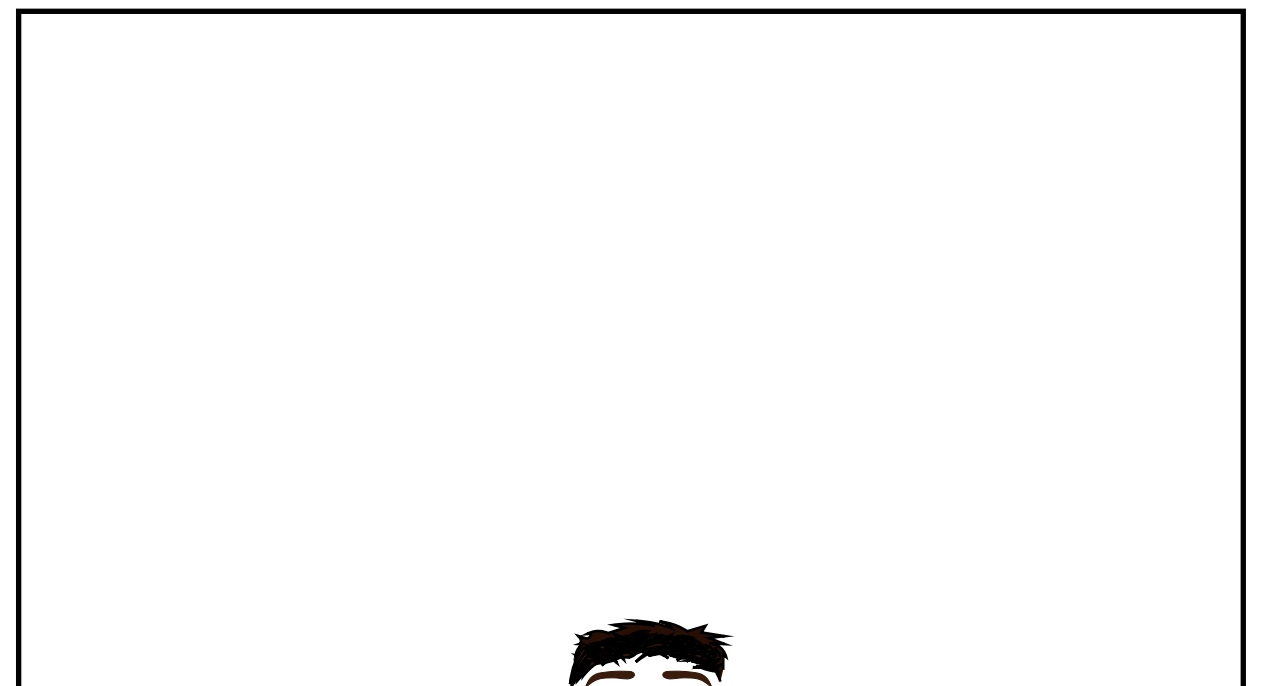
Do not use the visual mark diagonally.



Do not reflect the visual mark.



Do not scale the visual mark down extremely small.



# How The Visual Mark Should Not Be Used

Displayed below are a few examples of how the visual mark should never be used. I.E beside the monogram and wordmark.

