



P R O D U C T I O N S

BRAND GUIDE

Style & Creative Guidelines

■ Business card and resume

The Yi Jia Productions business card seeks to be minimalistically elegant with a touch of gold for excitement and creativity. A QR code at the back leads potential clients to my website when scanned, where they can see my portfolio and learn more about me and what I do. My resume can be found on the following page.

Front



Back



TAN YI JIA

Filmmaker | Web Designer

INFO

- 📍 Singapore
- 📞 +65 9678 4612
- ✉ contact@tanyijia.site
- 🌐 tanyijia.site
- 🌐 linkedin.com/in/tanyijiasg

SKILLS

- 🎥 Filmmaking ██████████
- 📷 Photography ██████████
- 📊 Excel ██████████
- 💻 Software Dev ██████████
- 🖱 Web Design ██████████

SOFTWARE

- 🔗 Adobe Suite ██████████
- 🔗 Google Suite ██████████
- 🔗 Visual Studio ██████████
- 🔗 Microsoft Office ██████████
- 🔗 Figma ██████████

LANGUAGES

- 🔗 English ██████████
- 🔗 Mandarin ██████████
- 🔗 Javascript ██████████
- 🔗 HTML ██████████
- 🔗 CSS ██████████

PROFILE



Filmmaking has been my passion ever since I made my first short film at the age of 15. I've always desired to make films that inspire, that enrich the lives of others in ways that no other medium can.

I discovered my passion for web design and development after designing my own website and Telegram bot. I seek for every website to be designed effectively yet aesthetically.

EXPERIENCE

Filmmaker Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in nibh sed ante facilisis sodales.

YJ Studios - Freelance
October 2011 - Present

- Produced music videos, wedding films, and event montages
- Managed the production process for several films
- Worked as a production assistant for a local television series
- Insert another bullet here

Web Developer Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in nibh sed ante facilisis sodales.

YJ Studios - Freelance
June 2020 - Present

- Developed a web portal for Green School Singapore
- Designed a themed website for Tembusu Welcome Week 2020
- I like trains
- Another bullet here

Web Developer Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in nibh sed ante facilisis sodales.

YSI Southeast Asia
September 2020 - Present

- Created a landing page for the web application
- Designed the wireframes with multiple prototypes for consideration
- Collaborated with a team using the MERN stack

EDUCATION

2019 - Present National University of Singapore
BSC (Honours) in Communications and New Media
Minor in Interactive Media Development
Expected Date of Graduation: May 2023

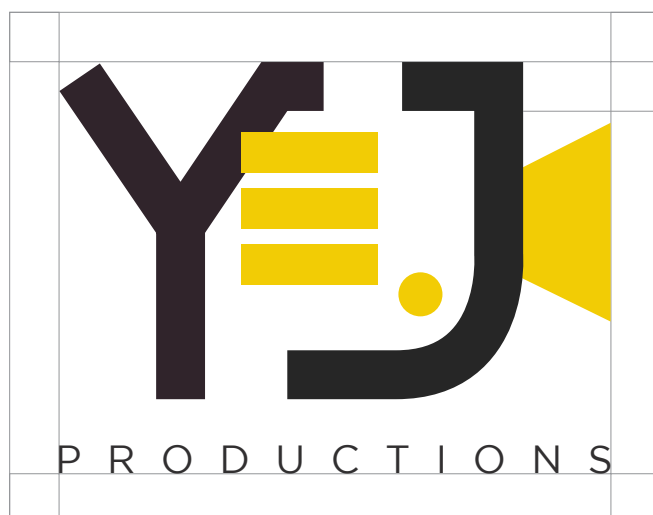
AWARDS

The Ngee Ann Kongsu Scholarship
Shell Bronze Medal



■ How to use the logo

My logo has been carefully constructed to resemble a film camera with a hamburger icon within for web design. The thickness of the “Y” or “J” in the wordmark should be use as a spacing guide. You may use the logo with or without the “productions”. The logo should always be placed on a contrasting background, and the provided variants may be used for different backgrounds. As far as possible, the logo with original colours should be used. In cases whereby there is a yellow/gold background (or a similar shade), the monochromatic colours on the colour palette (page 5) can be used to replace the gold elements.



■ How NOT to use the logo

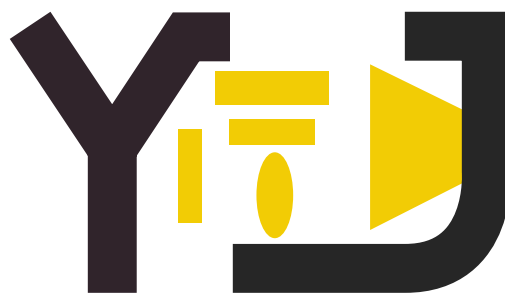
The arrangement, size, and colour of every element in my logo have been meticulously and intentionally designed in the way it is presented. Below are some examples of what you should NOT do when using the logo.

Do **NOT** adjust the text spacing.

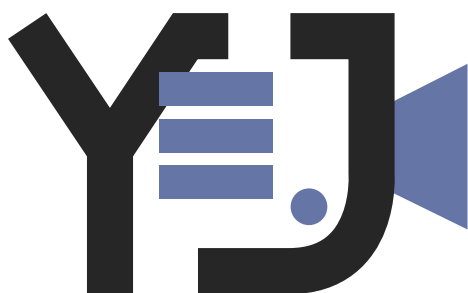


PRODUCTIONS

Do **NOT** shift or resize elements.



Do **NOT** use other colours.



Do **NOT** remove or add elements.



■ Light monochrome and gold

There are three main colours in my colour palette. My brand is primarily monochromatic, accompanied by a tinge of gold. Other shades of the monochrome spectrum may also be used, but should be kept within the shades of the dark grey and mild white. Different tints of gold may be used apart from the listed shades as long as the integrity of the colours is still maintained.

For an example of how the colours can work well together, you can refer to the resume on page 2.

Primary Monochrome

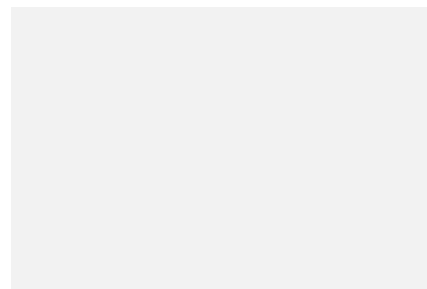


DARK GREY

#262626

R 38 | G 38 | B 38

H 60 | S 65.2 | L 9



MILD WHITE

#F2F2F2

R 242 | G 242 | B 242

H 0 | S 0 | L 94.9

Secondary Gold



LIGHT GOLD

#F2CB05

R 242 | G 203 | B 5

H 50 | S 96 | L 48.4



MEDIUM GOLD

#F2B705

R 242 | G 183 | B 5

H 45 | S 65.2 | L 9



DARK GOLD

#F29F05

R 242 | G 159 | B 5

H 39 | S 65.2 | L 9

Gotham and Open Sans

Gotham has been chosen as the primary typeface for the design for its readability and boldness. Rounded yet sharp on the edges, it portrays my friendliness mixed with boldness and elegance. Gotham can be used for both headers and body text. Open Sans can be employed for the body especially when large bodies of text are needed due to its thinner style. As far as possible, Gotham should still be used for headers.

Variable weights can be used to establish visual hierarchy, with heavier weights used for headers and lighter weights for body copy. Tinting and opacity can also be adjusted for the same effect. Body copy should never be smaller than 9 pt with sparse exceptions due to site accessibility standards. *Italics* should be used sparingly.

For light text on dark backgrounds, font styles should be one step heavier for readability (e.g. Gotham Light --> Book). For every font weight, the style that's **two steps heavier** allows for sufficient contrast to serve as the boldface.

GOTHAM

Aa

Gotham Bold
I AM AN EXAMPLE OF A HEADER.

Aa

Gotham Book
 I am an example of body copy.

Light
 Book
Medium
Bold
Black

Light Italic
Book Italic
Medium Italic
Bold Italic
Black Italic

OPEN SANS

Aa

Open Sans Bold
I AM AN EXAMPLE OF A HEADER.

Aa

Open Sans Book
 I am an example of body copy.

Light 300
 Regular 400
 Semibold 600
Bold 700
Extrabold 800

Light 300 Italic
Regular 400 Italic
Semibold 600 Italic
Bold 700 Italic
Extrabold 800 Italic

