



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.

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### Front








### Back







# TAN YI JIA

Filmmaker | Web Designer






## INFO

-  Singapore
-  +65 9123 4567
-  contact@tanyijia.site
-  tanyijia.site
-  linkedin.com/in/tanyijasg







## SKILLS

-  Filmmaking
-  Photography
-  Excel
-  Software Dev
-  Web Design

## SOFTWARE

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

## LANGUAGES

-  English
-  Mandarin
-  Javascript
-  HTML5
-  CSS
-  VBA

## 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, though my programming journey began when I played with LUA scripts in Roblox as a 10 year old. I seek for every website to be designed effectively yet aesthetically.

## EXPERIENCE

- Filmmaker**  
YJ Studios - Freelance  
October 2013 - Present
  - I've done many freelance jobs and passion projects, producing professional-grade films for companies and events.
  - Produced music videos, wedding films, and event montages
  - Handled production for several short films
  - Worked as a production assistant for a local television series
  - Attained second runners-up for a 24-hour film competition

- Web Designer**  
YJ Studios - Freelance  
June 2020 - Present
  - I specialise in UI/UX design and am familiar with full-stack programming for web applications and Telegram bots.
  - Developed a web portal for Green School Singapore
  - Designed a full-stack website for Tembusu Welcome Week 2020 with MySQL, Bootstrap, Node.js, and Express.
  - Made a Telegram bot for NUS students to set custom temperature-taking reminders during the COVID-19 season.

- App Developer**  
YSI Southeast Asia  
September 2020 - Present
  - I was hired to develop a full-stack web application connecting like-minded founders striving for sustainability goals in the SEA region.
  - 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

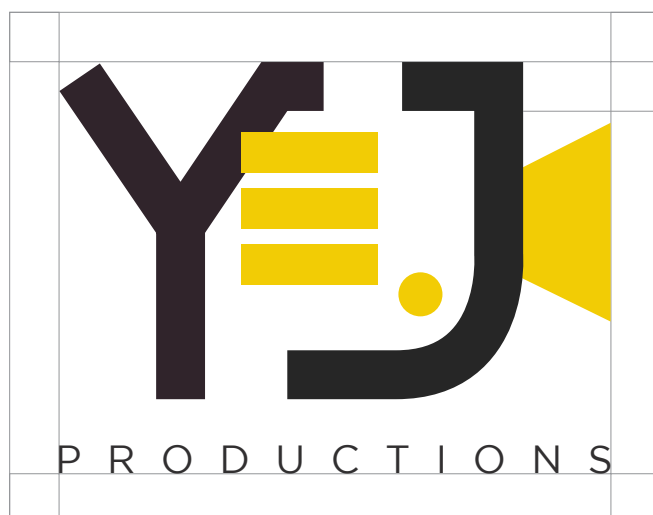
- The Ngee Ann Kongsi Scholarship
- Shell Bronze Medal



### ■ 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 used 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.

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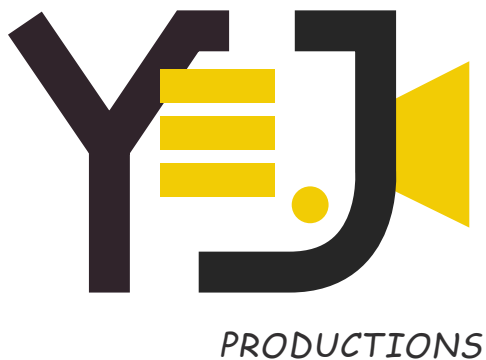


## ■ How NOT to use the logo

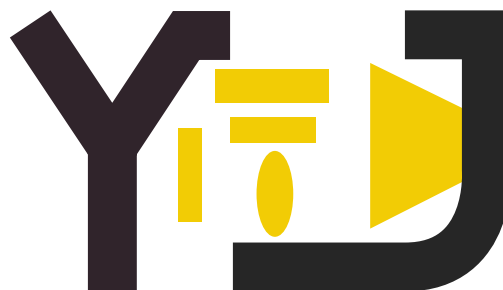
The arrangement, size, and colour of every element in my logo have been meticulously and intentionally designed in the way it is presented. Below are some examples of what you should NOT do when using the logo. When in doubt, contact me to ask before making any changes.

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Do **NOT** adjust the kerning, typeface, or text alignment.



Do **NOT** shift or resize elements.



Do **NOT** use other colours.



Do **NOT** add or remove 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.

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### Primary Monochrome

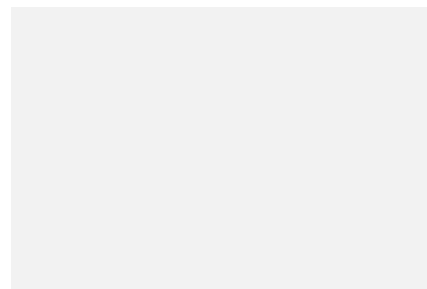


#### DARK GREY

#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***

