



GROEIDE

Brand Guidelines

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01

Profile

Profile

Who am I?

My name is Gro Eide and I'm an Interaction Design student from Norway.

I'm a minimalist at heart and love complementing that into my designs. When I'm not busy with school or otherwise creating, I spend most of my time traveling and hiking.

What is my goal?

My goal is to grow as a designer and make the web a more aesthetically pleasing place in the process.

I would also like to fulfil my clients needs in a way that fulfills my own.

03

Values

PROBLEM
SOLVING

I want to **help the client** by focusing on three things: Creativity, design-thinking and plenty of deep breaths.

OPEN-
MINDEDNESS

I believe **open-mindedness** uncovers new knowledge and skills that helps me grow as a designer.

QUALITY

I'm a **quality-driven** person chasing for memorable and meaningful designs and will work as hard as I can to accomplish that.

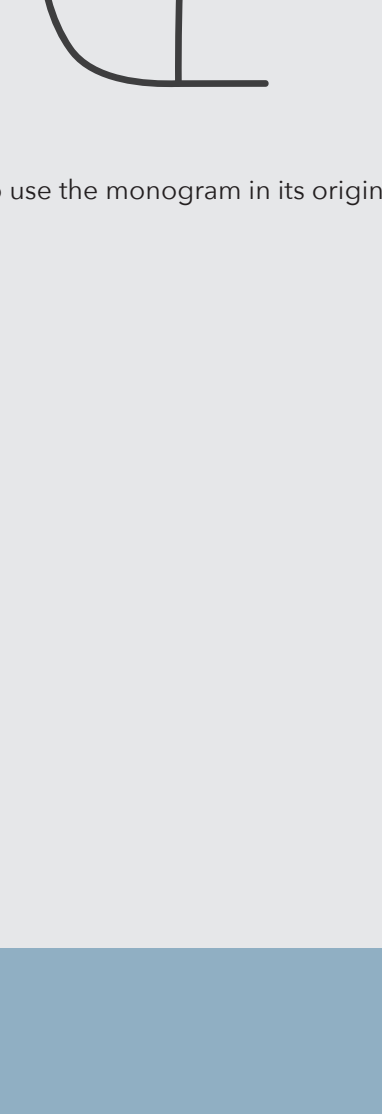
04

Monogram

Monogram

My Monogram is...

- Simple
- Sophisticated
- An angle of 90°



When I use my Monogram...

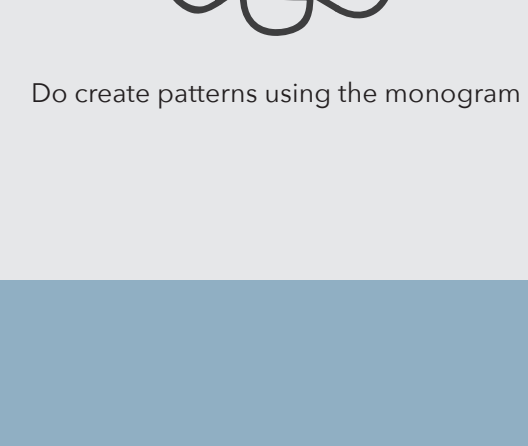
My monogram is the most important expression in my brand identity and shall only be used by me.

06

The Do's



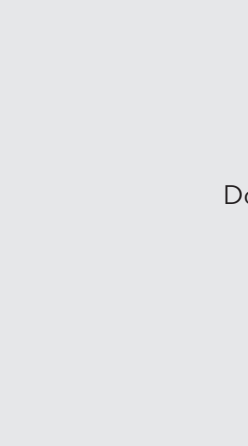
Do use the monogram in its original state



Do use the monogram with neutral pictures



Do use with approved colours



Do create patterns using the monogram

07

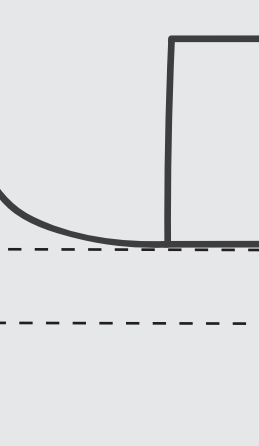
The Don'ts



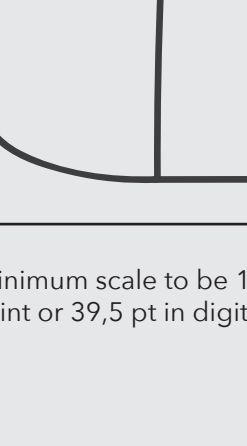
Don't tilt or rotate the monogram unless it is to create patterns



Don't reflect the monogram



Don't use more than one colour



Don't stretch the monogram

08

Scale and Isolation

Isolation Area



Minimum Scale

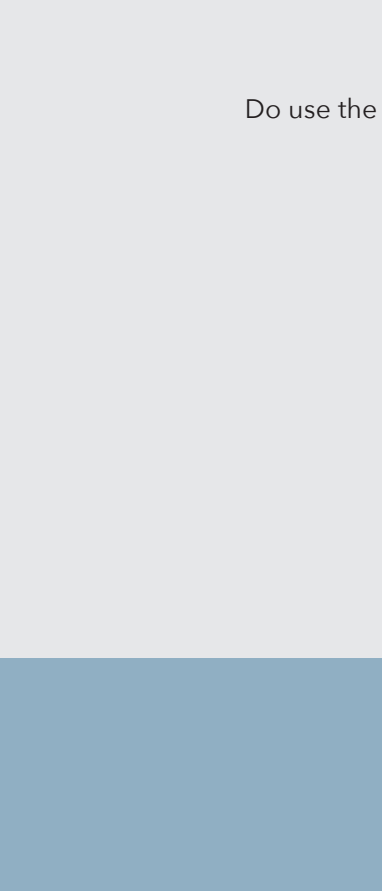


Visual Marque

Visual Marque

My Visual Marque is...

- Punny because my name literally means to grow
- Symbol for growth, both personally and professionally
- Modern and simple

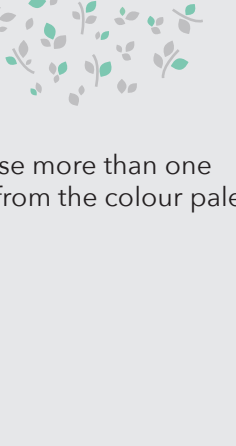


When I use my Visual Marque...

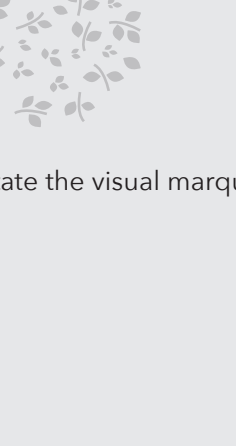
My visual marque is to be used to represent my brand only.

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The Do's



Do use the visual marque in its original state



Do use with approved colours

12

The Don'ts

Don't use colours outside the colour palette

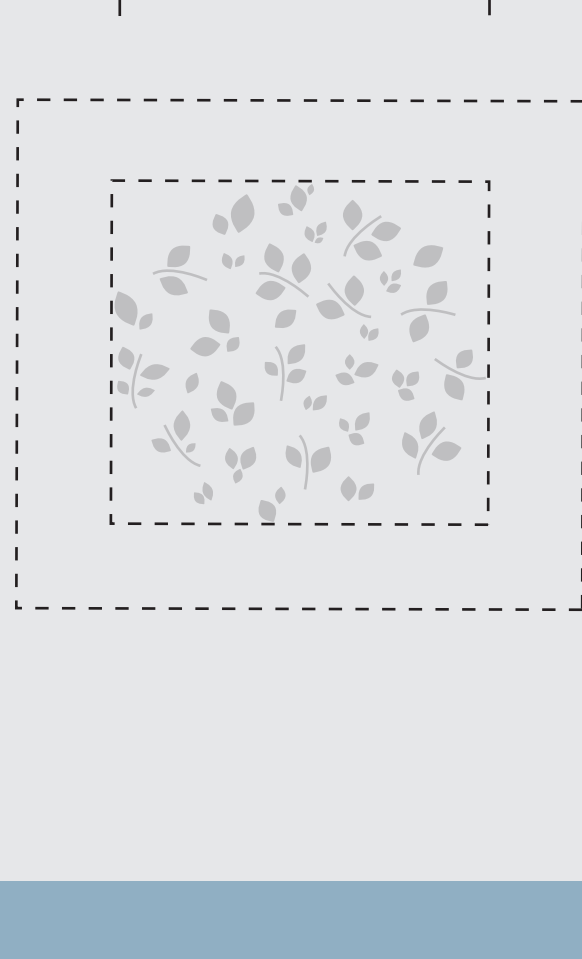
Don't stretch the visual marque

Don't use more than one colour from the colour palette

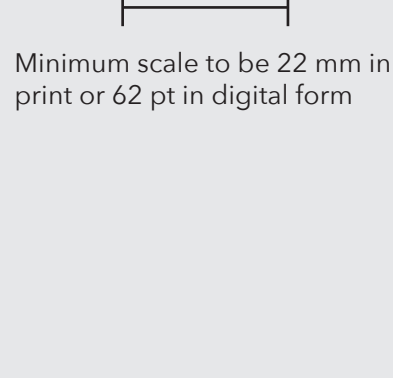
Don't tilt or rotate the visual marque

13

Isolation Area



Minimum Scale



Wordmark

Wordmark

My Wordmark is...

- Minimal
- Futuristic
- Professional

GRO EIDE

When I use my Wordmark...

My wordmark can be used alone or together with monogram and visual marque.

The Do's

GRO EIDE

Do use the wordmark in its original state

GRO EIDE

Do use with approved colours



The Don'ts

GRO EIDE

Don't use colours outside the colour palette

GRO EIDE

Don't change the spacing or kerning

GRO EIDE

Don't stack the wordmark

EIDE GRO

Don't reverse the wordmark

Scale and Isolation

Isolation Area



Minimum Scale

GRO EIDE



Typography

Typography

Avenir Next Ultra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Uu Vv Ww Xx Yy Zz Ææ Øø Åå

Avenir Next Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Uu Vv Ww Xx Yy Zz Ææ Øø Åå

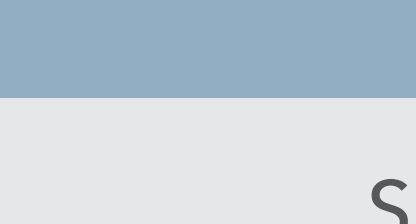
Avenir Next Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Uu Vv Ww Xx Yy Zz Ææ Øø Åå

Colour Palette

Colour Palette

Main Colour Palette



CMYK
(0,0,0,50)
HEX
#808080
RGB
(157,157,156)
Pantone
422 C



CMYK
(26,4,0,25)
HEX
#00FF00
RGB
(167,185,200)
Pantone
5435 C



CMYK
(0,0,0,80)
HEX
#333333
RGB
(87,87,86)
Pantone
7540 C

Colour Palette

Secondary Colour Palette



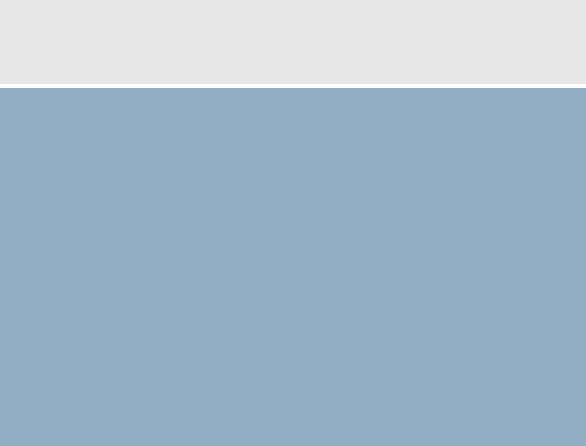
CMYK
(63,0,60,0)
HEX
#00FF00
RGB
(123,183,137)
Pantone
None



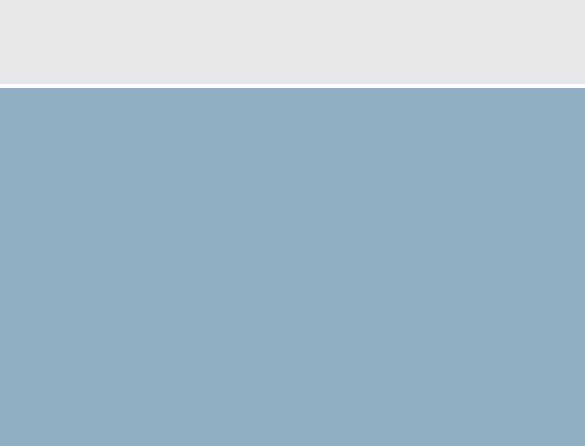
CMYK
(0,0,0,90)
HEX
#191919
RGB
(60,60,59)
Pantone
7540 C

Image Styling

Image Styling



Do use the images in their original state



Do use the images in black and white



Do lower the images' saturation