

GROEIDE

Brand Guidelines

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01

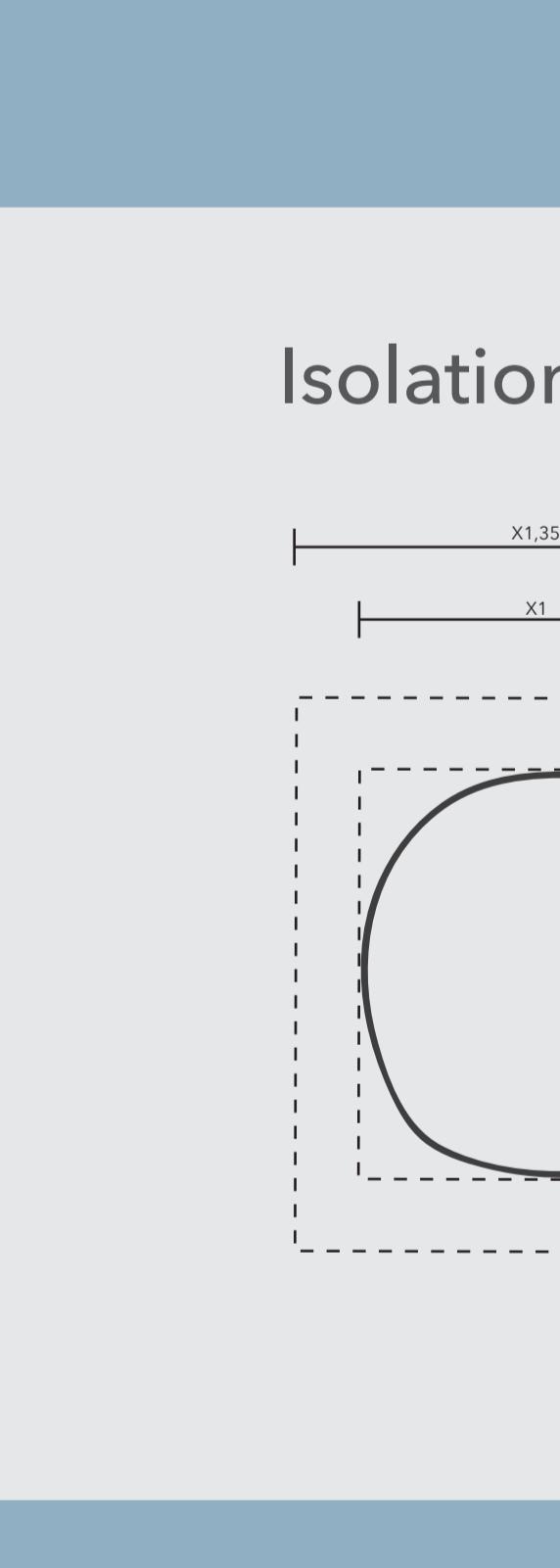
Profile

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.



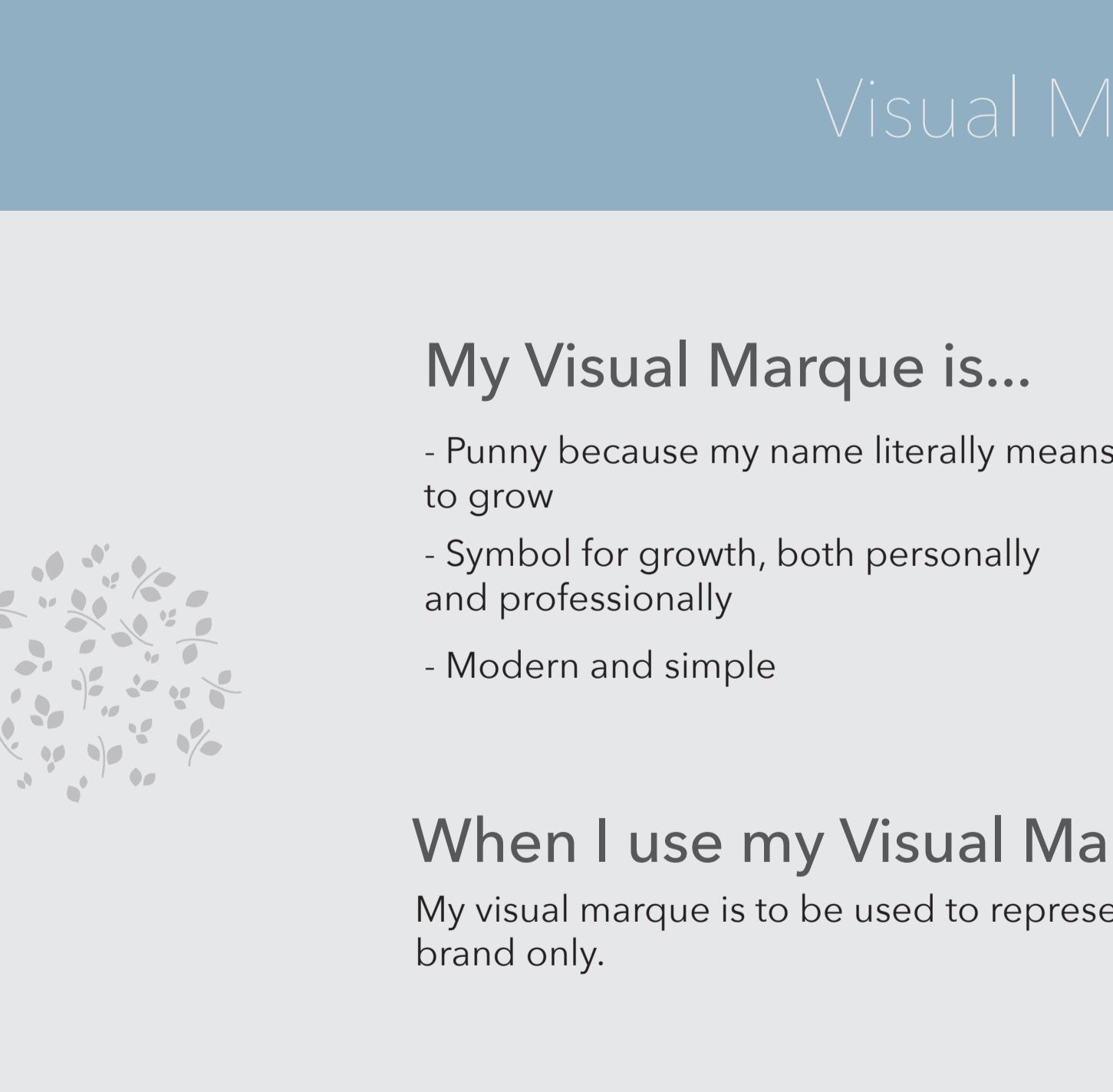
What is my goal?

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 fulfill my clients needs in a way that fulfills my own.

03

Values



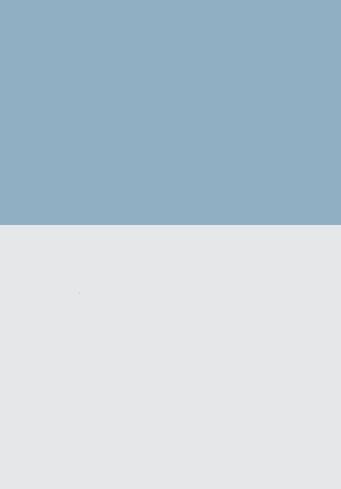
04

Monogram

Monogram

My Monogram is...

- Simple
- Sophisticated
- An angle of 90°



Do use the monogram in its original state

Do use the monogram with neutral pictures

Do use with approved colours

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

Don't reflect the monogram

Don't use more than one colour

Don't stretch the monogram

05

The Do's

Do use the visual marque in its original state

Do use with approved colours

Do create patterns using the monogram

07

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

11

The Do's

Do use the visual marque in its original state

Do use with approved colours

Do use the visual marque in its original state

Do use with approved colours

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

Don't tilt or rotate the visual marque

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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

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Scale and Isolation

Isolation Area



Minimum Scale



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Wordmark

Wordmark

My Wordmark is...

- Minimal
- Futuristic
- Professional

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When I use my Wordmark...

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

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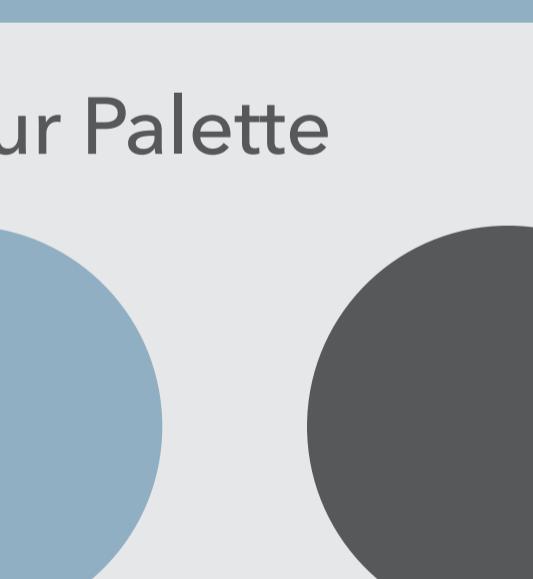
The Do's

GRO EIDE

Do use the wordmark in its original state

GRO EIDE

Do use with approved colours



Do pair the wordmark with the other elements

Do use the wordmark with neutral pictures

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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

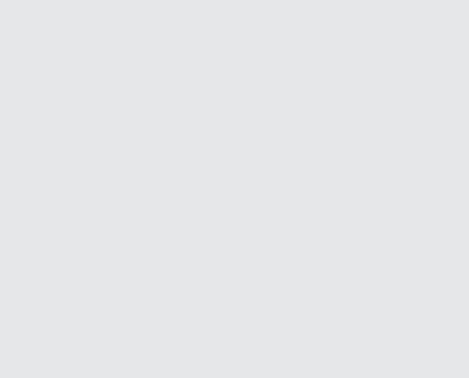
EIDE GRO

Don't reverse the wordmark

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Scale and Isolation

Isolation Area



Minimum Scale

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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 Åæ 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 Åæ 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 Åæ Øø Åå

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Colour Palette

Colour Palette

Main Colour Palette



Do use the images in their original state

Do use the images in black and white



Do lower the images' saturation

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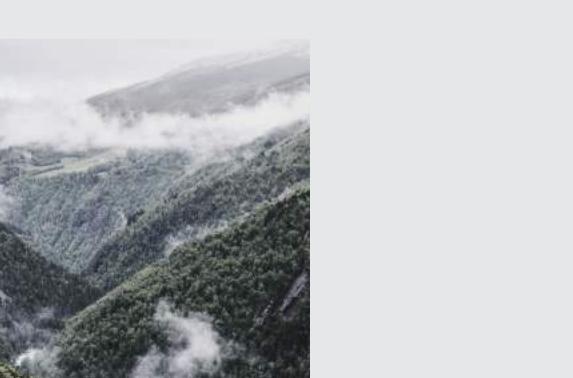
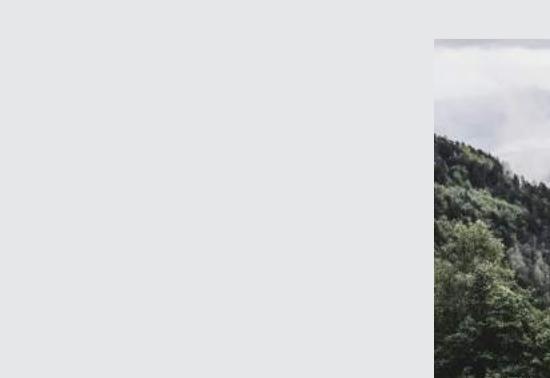
Secondary Colour Palette



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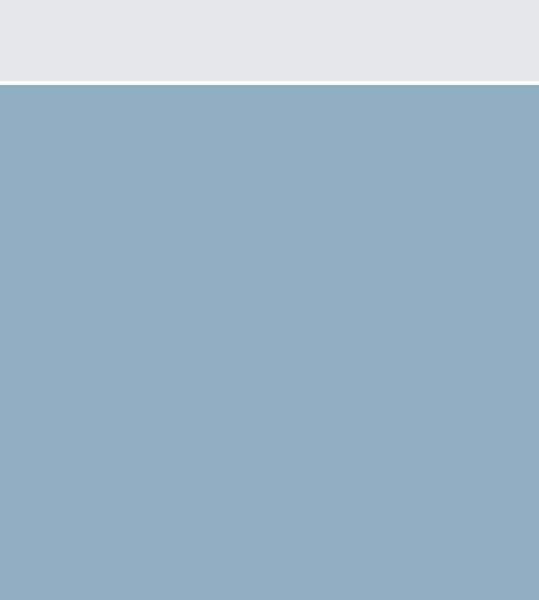
Image Styling

Image Styling



Do use the images in their original state

Do use the images in black and white



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