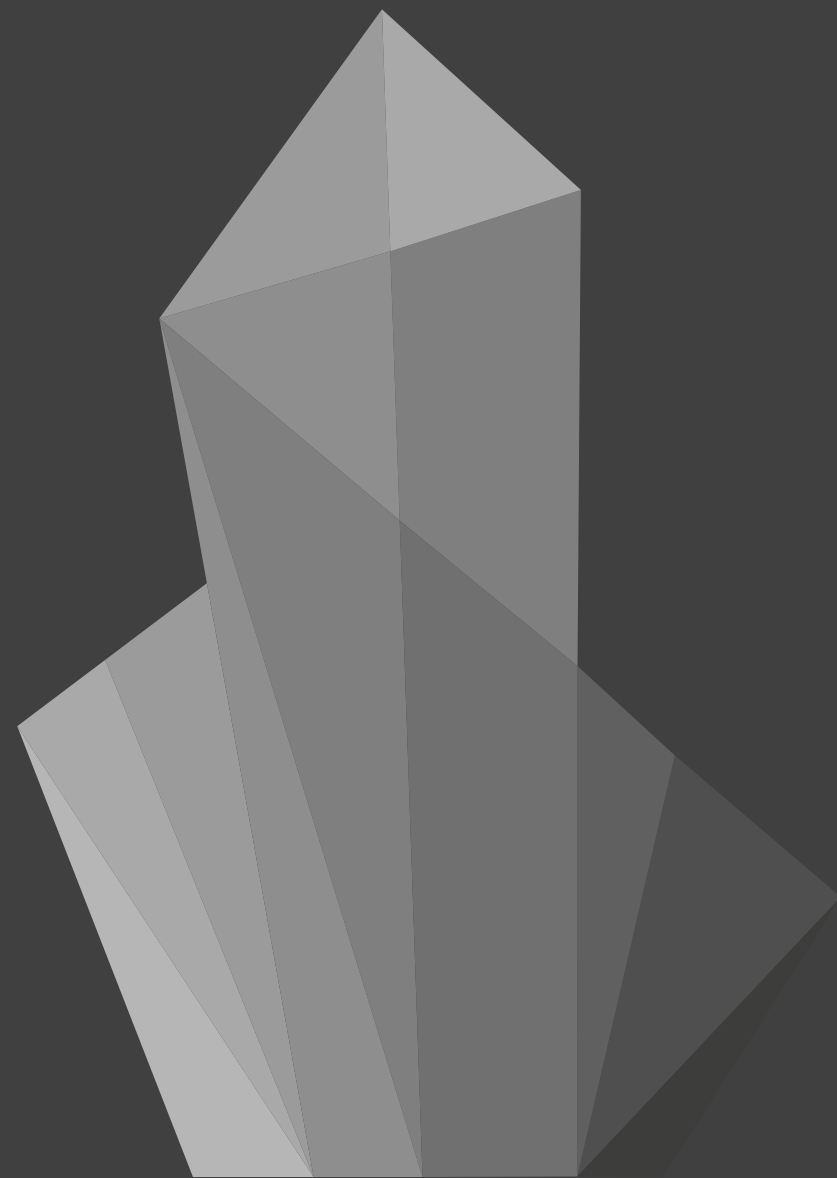


# BRAND GUIDELINES



# INTRO

## HEY, MY NAME'S GEMMA.

I'm a hockey playing, nap taking, ice cream eating student who attempts to design all things digital.

This is my personal branding in which I have developed to be used to represent myself. The branding itself is minimalistic and geometric using angular forms to create both the monogram and visual marque. Along with this the word mark is a monospaced typeface, bringing the angular and regular form across the entire branding.



# VOICE AND TONE

Within my brand, I will talk about myself and about my work in the first person and also in a light hearted way. In doing this, it should let my personality shine through and allow my clients and anyone looking at my work or website to see what I am like and make me seem more approachable.

This can include

- Making a joke (or two) surrounding what I do in my leisure time
- Talking in an unprofessional manner at times such as “if you need a hand, got any questions or just fancy saying hey - pop me a message!”
- Making lighthearted jokes surrounding my work such as “This is one of my greatest hits”



# BRAND DICTIONARY

Within my brand, specific words should always be associated with my branding.

These include

- Geometric
- Minimalist
- Angular forms



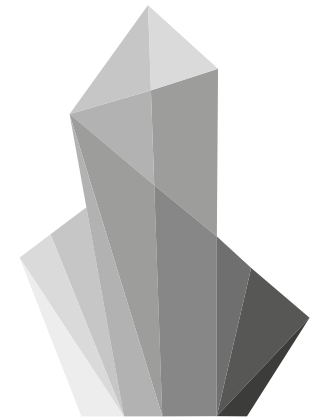
# LOGO



MONOGRAM

GEMMA  
FERGUSON

WORD MARK

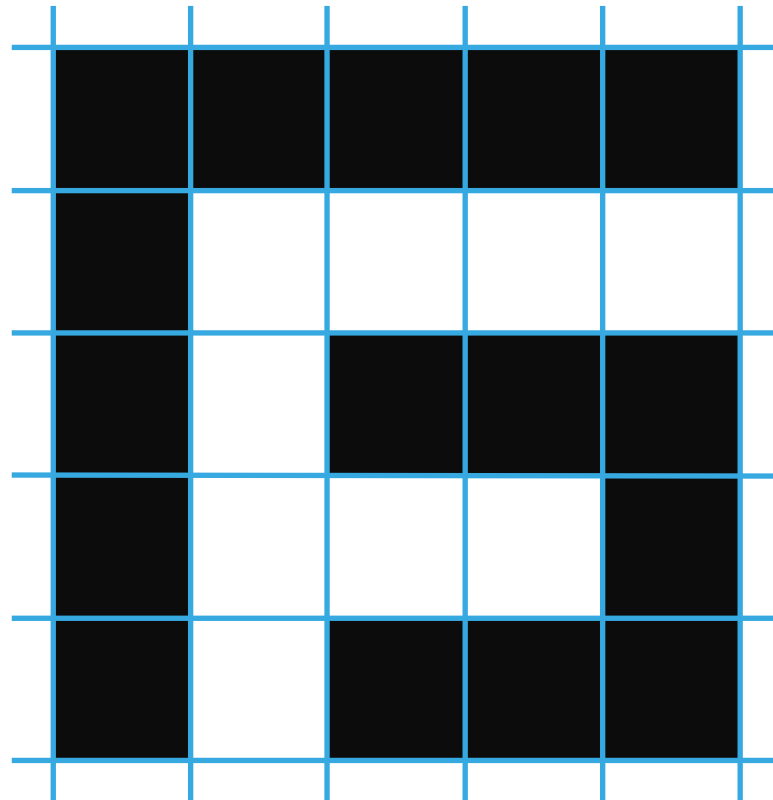


VISUAL MARQUE

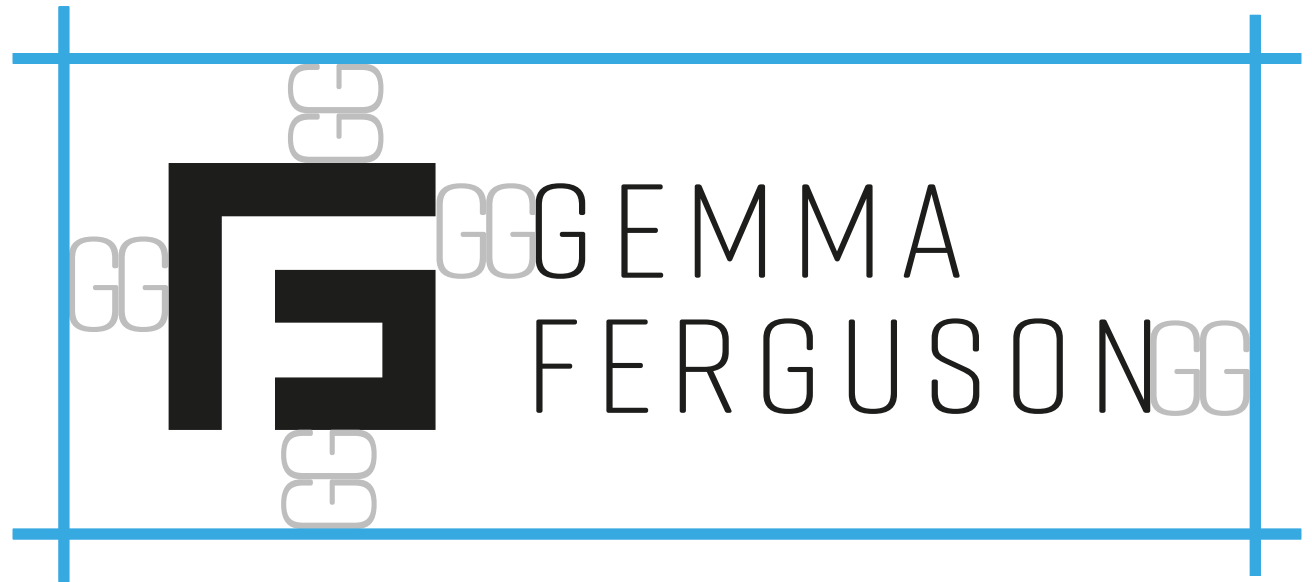


# LOGO RULES OF THUMB

- In ordinary occasions, only show the logo in the format shown.
- Only use logo in specified colours.
- Don't alter, rotate, warp or modify the logo.
- Don't surround the logo with other elements.
- Follow the clear space guidance stated in this document.



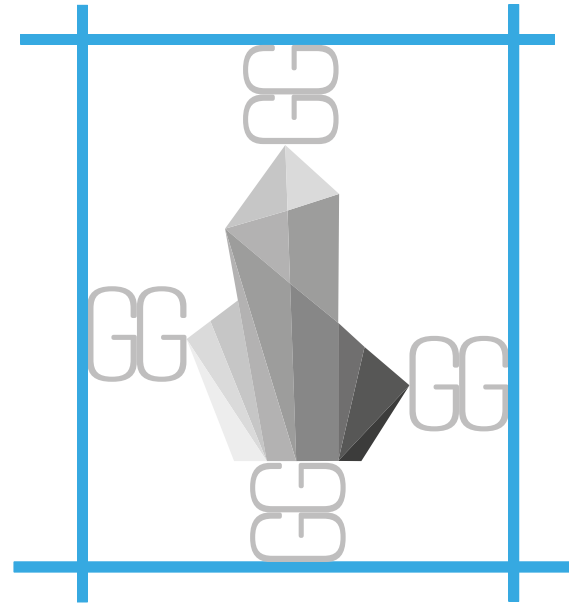
# LOGO SPACING



The area marked above should be kept clear of any other elements when using my branding. My monogram and wordmark should also always be separated by the spacing of two G's.



# LOGO SPACING



The area marked to the left should be kept clear of any other elements when using my visual marque.

The visual marque should never be paired with the word mark or monogram, should only be used as a pattern or a small token toward my branding.





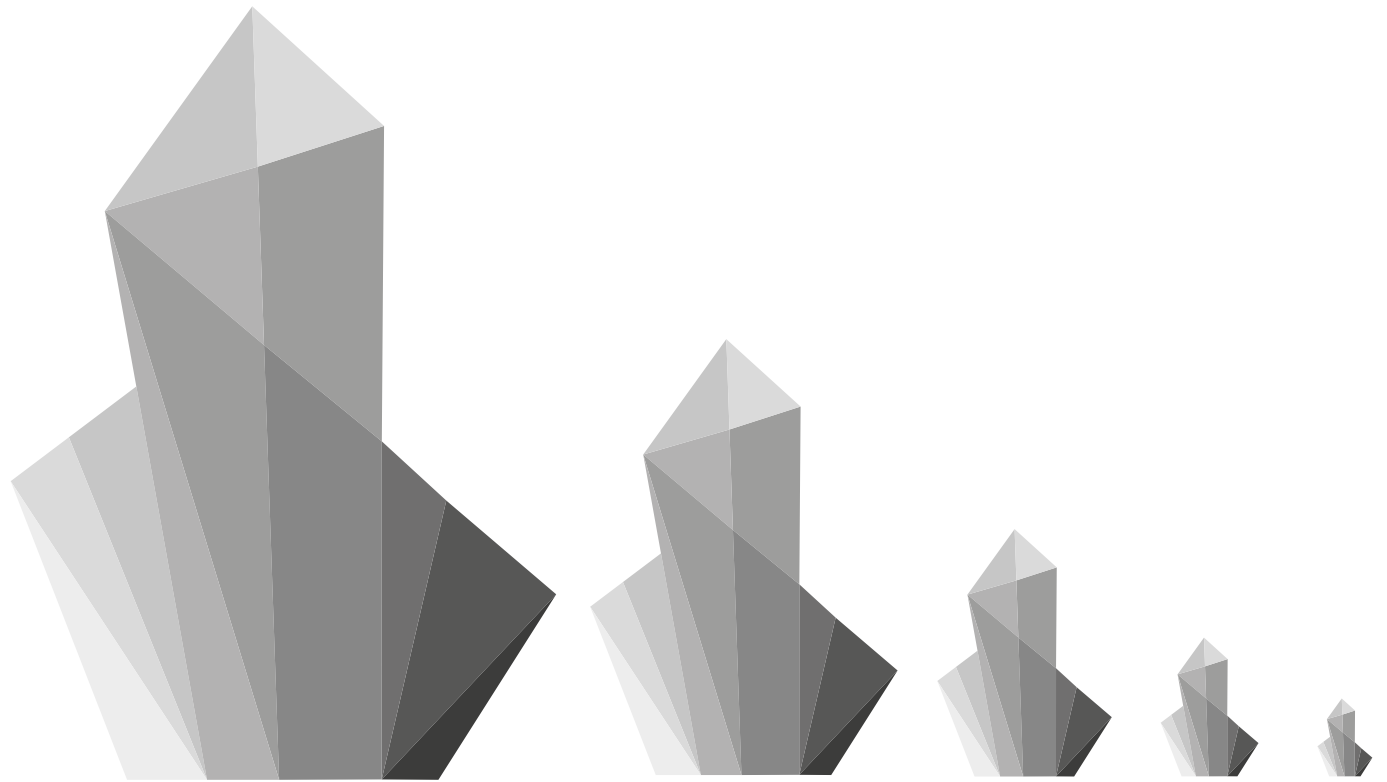
LOGO  
SIZING



 MINIMUM SIZE : 16px



# LOGO SIZING



MINIMUM SIZE :  
26x37px



LOGO  
COLOUR

GRAYSCALE :



GEMMA  
FERGUSON



GEMMA  
FERGUSON



GEMMA  
FERGUSON

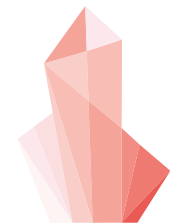
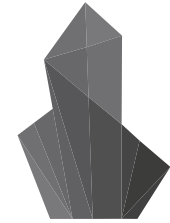
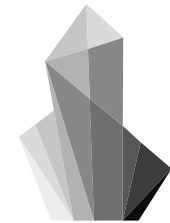
COLOURS:



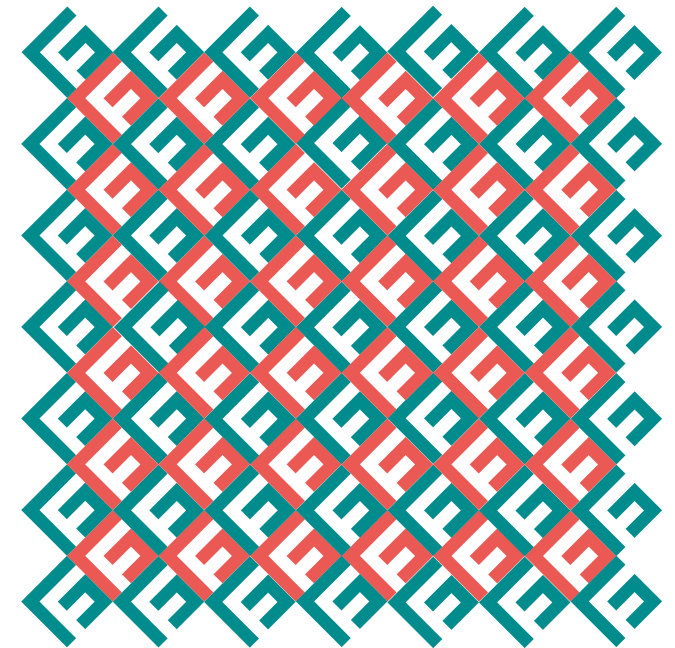
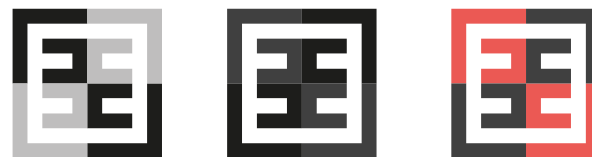
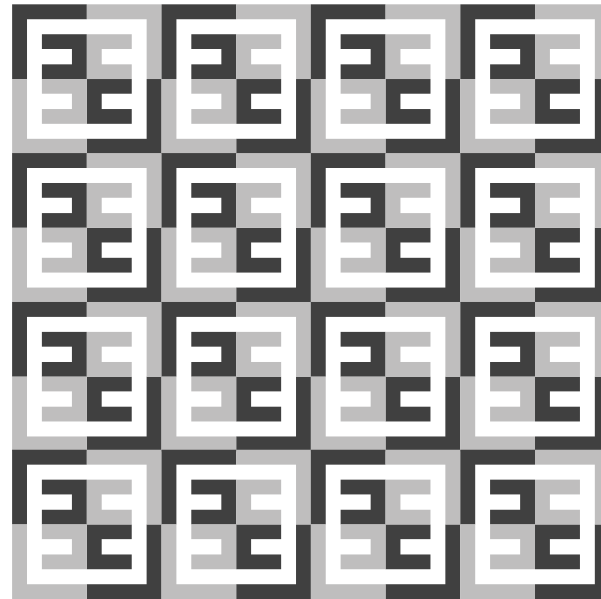
GEMMA  
FERGUSON



GEMMA  
FERGUSON



# LOGO PATTERNS



I created all of these patterns using my monogram, showing it in different colourways which can be used for different areas of my brand.



# LOGO BACKGROUND COLOUR

POSSIBLE BACKGROUND COLOURS:

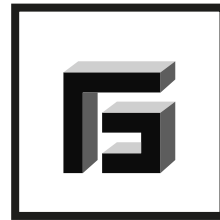


Background colours must stay consistent with my chosen colour scheme, which is also detailed inside this document. Above shows the logo in each colour paired with a background colour from my colour scheme. Any logo colours being used on the same background colour should use a colour two tones lighter.

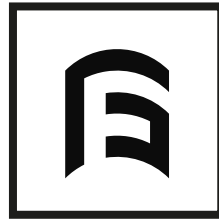


# LOGO MISUSE

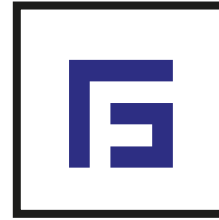
## LOGO MISUSE EXAMPLES:



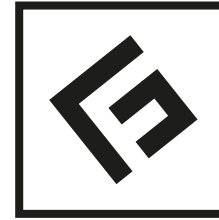
DO NOT-  
MAKE 3D



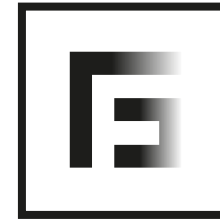
DO NOT-  
WARP LOGO



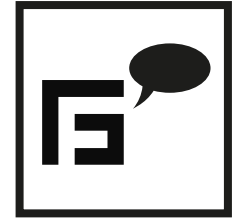
DO NOT-  
USE COLOURS NOT IN SCHEME



DO NOT-  
ROTATE LOGO



DO NOT-  
ADD GRADIENTS



DO NOT-  
ADD OTHER ELEMENTS



DO NOT-  
ROUND THE LOGO



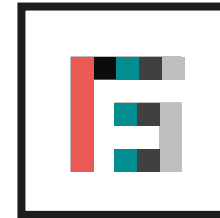
DO NOT-  
CHANGE TYPEFACE



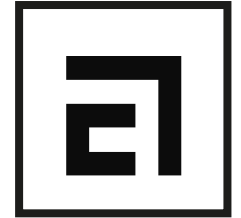
DO NOT-  
UNBALANCE THE LOGO



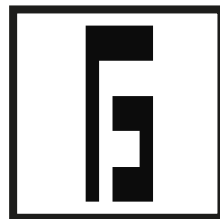
DO NOT-  
USE VISUAL MARQUE  
WITH THE WORD MARK



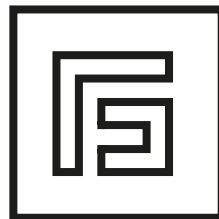
DO NOT-  
USE MULTIPLE COLOURS



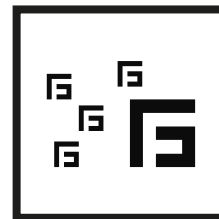
DO NOT-  
FLIP THE LOGO



DO NOT-  
STRETCH THE LOGO



DO NOT-  
APPLY OUTLINES



DO NOT-  
USE REPETITIVELY



DO NOT-  
ADD A DROP SHADOW



DO NOT-  
ALTER SHAPE

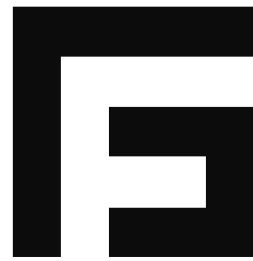


DO NOT-  
PUT LOGO IN A SHAPE

None of the above should take place whenever using my branding. If this is followed, it will maintain the consistency throughout all mediums, making my brand seamless. Hopefully, this will then increase the professionalism of my brand..



LOGO  
MONOGRAM  
OR VISUAL  
MARQUE

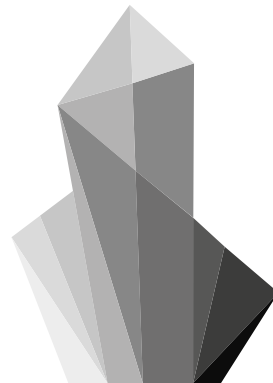


GEMMA  
FERGUSON

Wordmark should only ever be used alongside the monogram, but the monogram can still be used alone.



When using the monogram alone, this should be in circumstances when a more minimalist style is required. It can be enlarged to be used as a pattern or a layout.



The visual marque should never be used alongside the wordmark or the monogram. It can be enlarged to be made into a pattern or a layout.



# TYPE

## HEADINGS RIFT SOFT LIGHT 46PT

Body Text  
Proxima soft light 20pt

NOTES  
MONSERRAT REGULAR 10PT

My typeface choices are bold, simple, and modern. They continue the minimalist style across all areas of my branding. For headings, we use 'Rift soft medium', for body text we use 'Proxima soft light' and 'Montserrat Regular' for small notes or useful additions. 'Rift Soft Light' is also used for my wordmark.





# TYPE SIZING AND SPACING

## KERNING

kerning is the process of adjusting the spacing between characters.

Headings: 0

Body Text: 50

Notes: 30

## LEADING

Leading is a typography term that describes the distance between each line of text.

Headings: 46pt

Body Text: 22pt

Notes: 13pt



# IMAGERY

Imagery used to strengthen my brand should be minimalist so that it continues this theme across my branding.

See some examples below:



# IMAGERY COLOUR LOGO

The colour logo should be used whenever it must stand out against the imagery and be a feature point. The green and pink tones within my colour scheme were chosen for this reason, as a contrasting colour within my branding.

Examples below:



# IMAGERY GRAYSCALE LOGO

The grayscale logos should be used whenever they must blend into the photo and intergrate into the imagery. This is why I included these tones within my scheme. This is so that whenever required my branding and imagery can seem seamless.

Examples below:



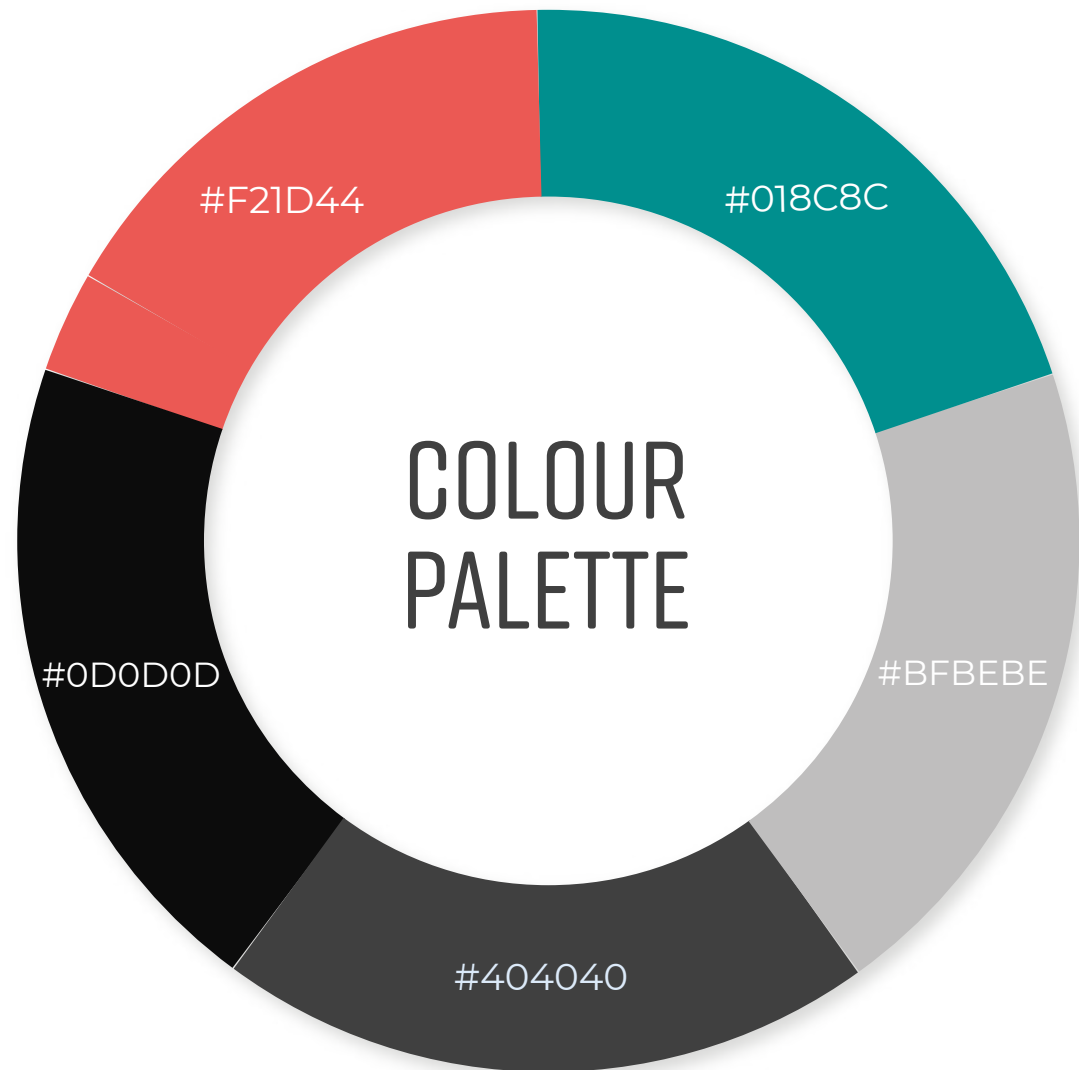
# IMAGERY VISUAL MARQUE

The visual marque can be overlayed on imagery as a subtle hint toward my brand. This can add pattern into the imagery and change the entire aesthetic.

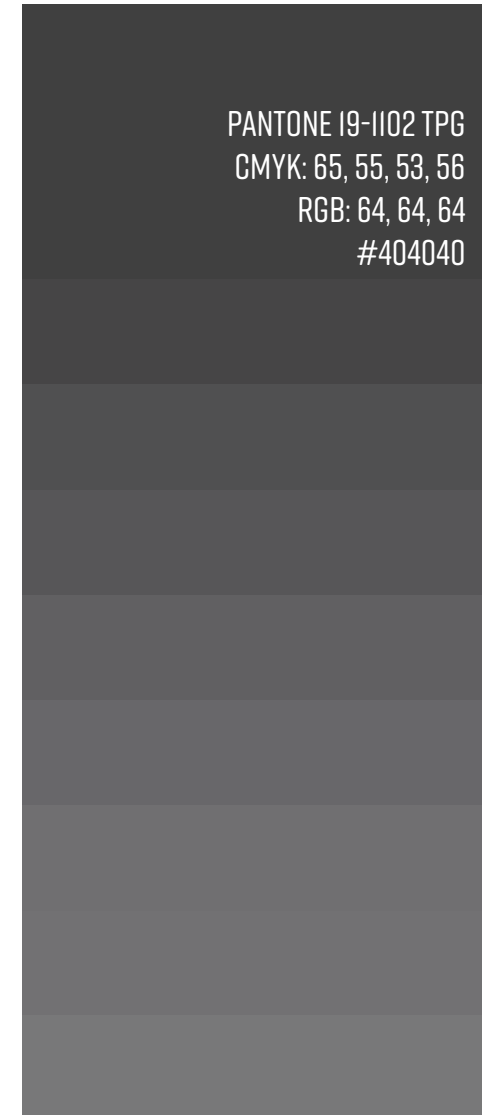
Examples below:



# COLOUR



# COLOUR TONE AND RANGE



# COLOUR TONE AND RANGE

PANTONE 18-4930 TPG  
CMYK: 82, 22, 45, 6  
RGB: 1, 140, 140  
#018C8C

PANTONE 13-0201 TSX  
CMYK: 28, 21, 22, 2  
RGB: 191, 190, 190  
#BFBEBE





# COLOUR TONE AND RANGE

PANTONE 419 C  
CMYK: 82, 72, 61, 90  
RGB: 12, 12, 12  
#0C0C0C



The majority of my branding should be plain in colour, using the grayscale tones provided. The introduction of the coral and turquoise tones should only be when sections need to be highlighted, or there are key words/aspects within anything created with my branding on it.



# MATERIALS

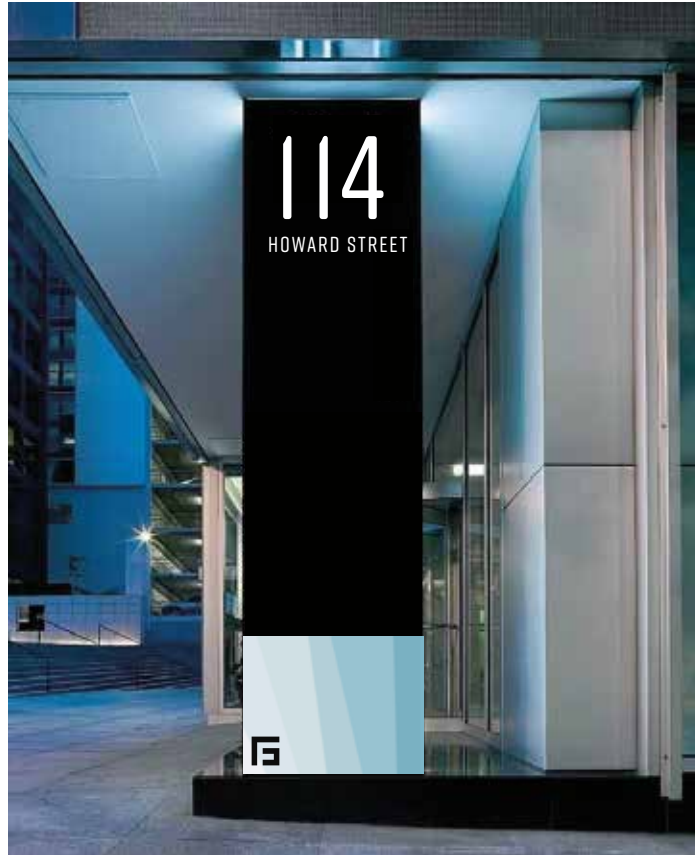
The next series within this document will show various examples of how my branding should be used in various situations. Such as indoor, outdoor and paper based materials and also how my pattern should be effectively used.

This will include examples of using my monogram, wordmark and visual marque effectively to create seamless designs which all relate back to my overall branding. Pairing my monogram with my visual marque can be difficult, but through this process i will show how to use my visual marque to create pattern which will be easily paired with my monogram and/or word mark.



# MATERIALS OUTDOORS

Examples:



Office entrance



Outdoor signage



# MATERIALS INDOORS

Examples:



Office ex. 1



Office ex. 2



# MATERIALS

## PAPER BASED

Examples:



Letter headed paper

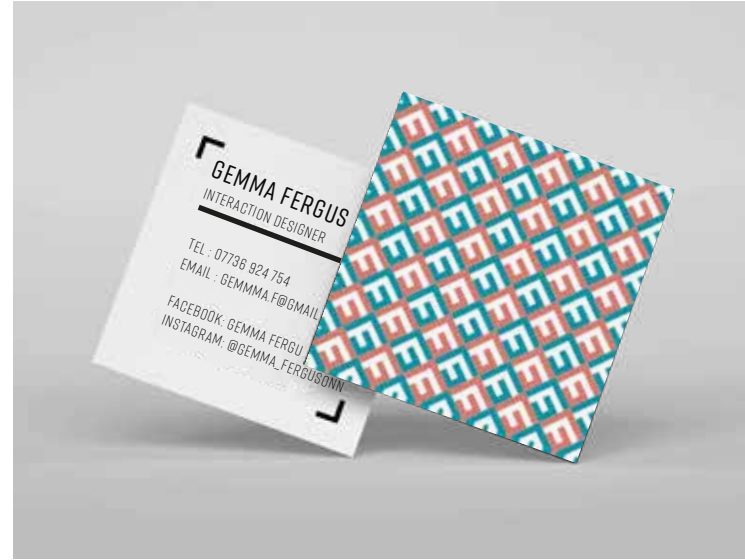


Business cards



# MATERIALS USING PATTERN

Examples:



BUSINESS CARDS EX 1



BUSINESS CARDS EX 2



# ANY QUESTIONS?

Feel free to pop me a message :

Email - [gemsf@btinternet.com](mailto:gemsf@btinternet.com)

Instagram - [@gemma.design\\_](https://www.instagram.com/gemma.design_)

