

# Hannah Haslem Brand Guidelines

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## Who am I?

Hi, I'm Hannah Haslem, a UX Designer based in Belfast, Northern Ireland. I am also interested in Photography, Drone Photography and Videography.

## My Core Values

1. Quality
2. Empathy
3. Creativity
4. Reliability

# Voice and Tone



I speak in  
First  
Person

## My Tone is...

- Casual
- Friendly
- Serious when appropriate
- Fun, in the right situations

# Monogram Design

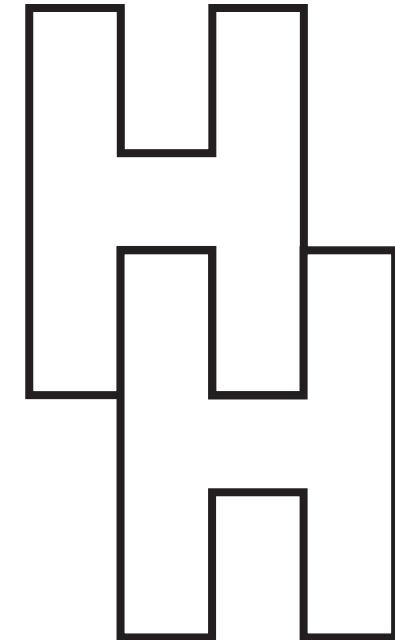
# Monogram Design

## My Monogram is...

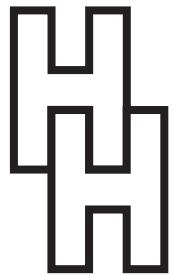
- Professional
- Interlinked
- Simple
- Bold

## When you should use my Monogram?

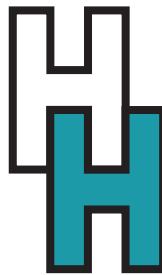
My Monogram is an important and professional element of my brand identity. It should only ever be used when representing myself in the professional world.



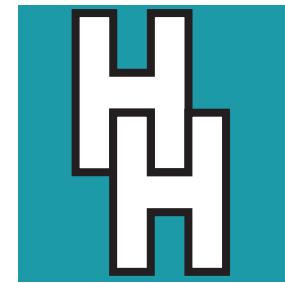
# Monogram Do's



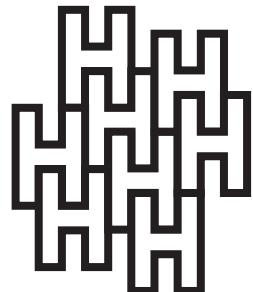
Do use the original colours



Do use given colour palette



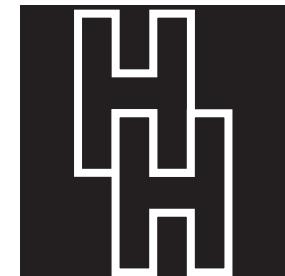
Do use with approved coloured backgrounds



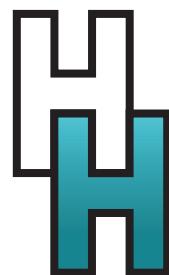
Do use monogram to create patterns



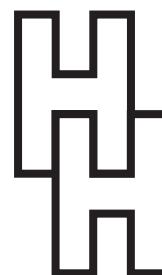
Do use with images



Do use inverted colours



Do use gradient fill on one letter, using approved colours



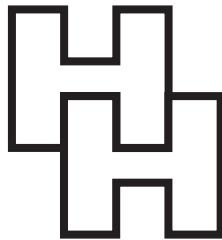
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Do use with wordmark

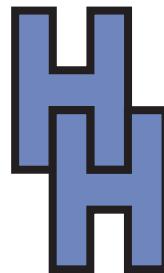


Do use with approved colours if changing stroke

# Monogram Dont's



Do not stretch



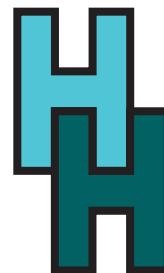
Do not use colours outside  
of the given colour palette



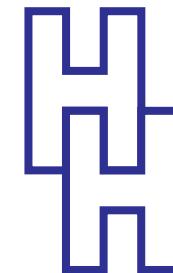
Do not adjust the  
stroke width



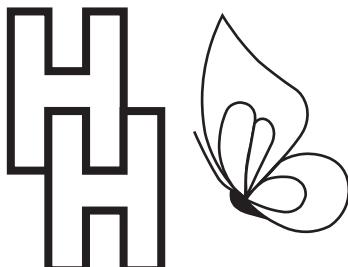
Do not squash



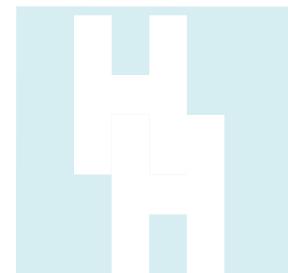
Do not mix two or  
more colours



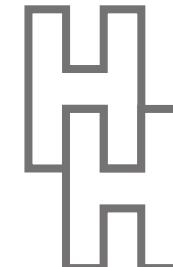
Do not change the  
stroke colour



Do not use with  
visual marque



Do not remove stroke



Do not edit the opacity  
of the design

# **Wordmark Design**

# Wordmark Design

## My Wordmark is

- Professional
- Clear
- Simple
- Compliments my Monogram design

## When you should use my Wordmark?

My Wordmark can be used with either my Monogram or my Visual Marque. Used in this way it will help people to recognise my brand and connect it to myself.

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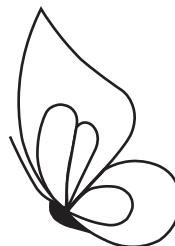
# Wordmark Do's

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Do use original colours

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Do use approved  
font variations, if  
needed



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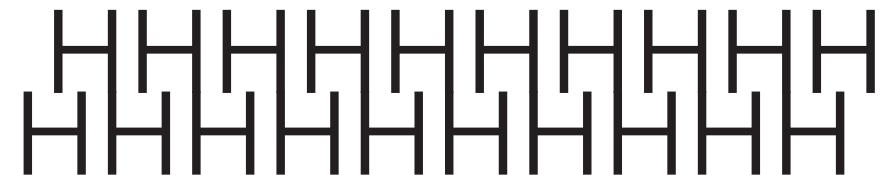
Do use wordmark with  
visual marque and  
other brand elements

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Do use approved  
colours

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Do use inverted  
colours



Do create pattern with  
the letter H

# Wordmark Dont's

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Do not use unapproved  
colours

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Do not squash wordmark

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Do not use unapproved  
fonts from the approved  
font family

HannahHaslem

Do not remove spacing  
between the two words

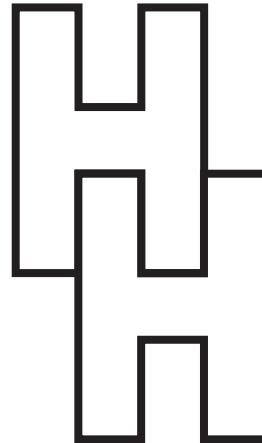
*Hannah Haslem*

Do not rotate wordmark

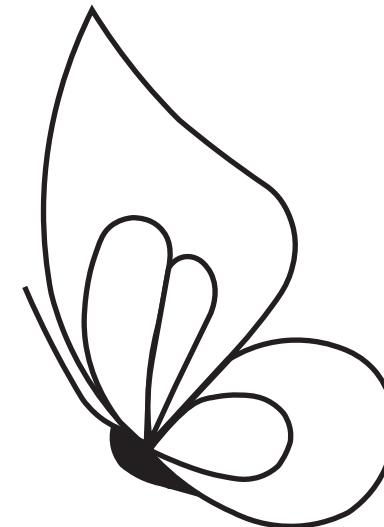
H nnah H slem

Do not remove letters  
from the wordmark

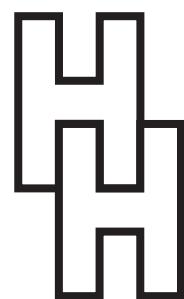
# Ways to pair the Wordmark



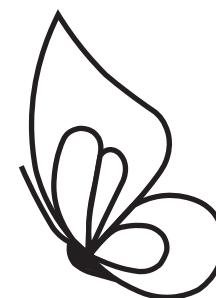
Hannah Haslem



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Hannah Haslem



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# Visual Marque Design

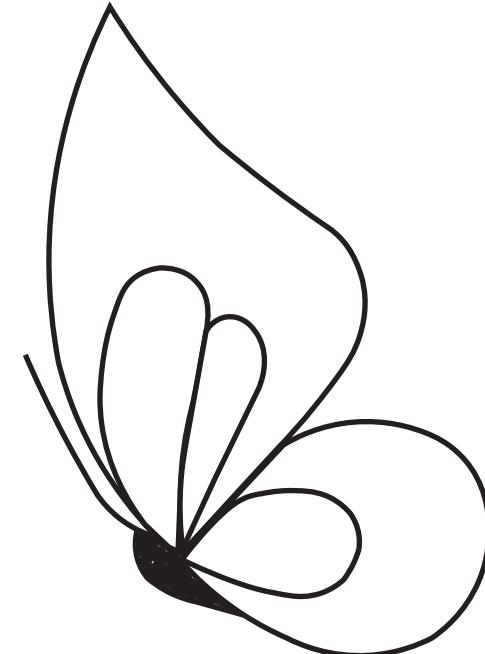
# Visual Marque Design

## My Visual Marque is...

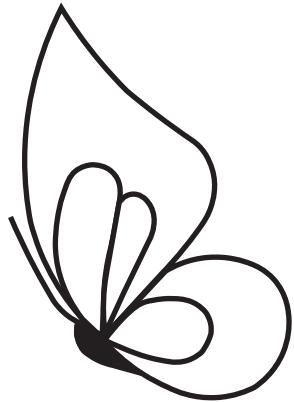
- Fun
- Illustrative
- Modern
- Recognisable

## When you should use my Visual Marque?

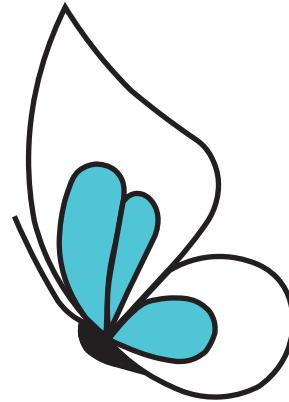
My Visual Marque is a fun representation of myself. It should/can be used in both professional situations and on my social media accounts as it representative of my brand.



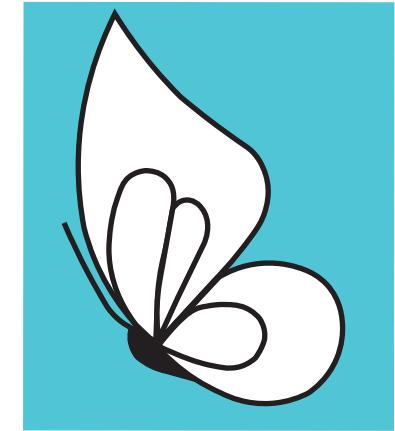
# Visual Marque Do's



Do use the visual  
marque in its original  
state



Do use one approved  
colour in visual marque



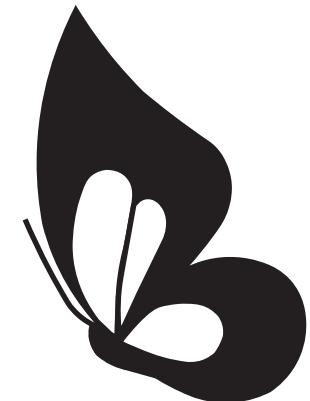
Do use with coloured  
background, only if  
necessary



Do use with images

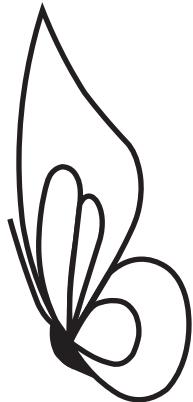


Do use inverted  
colours



Do use black and white  
variations

# Visual Marque Don't's



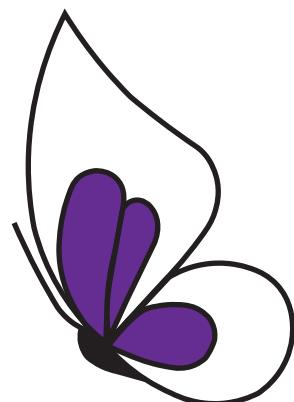
Do not squash the visual marque



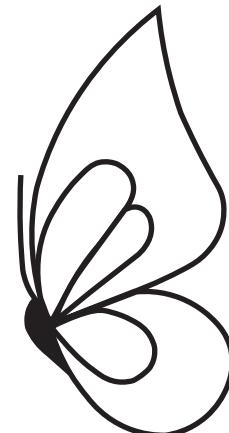
Do not stretch the visual marque



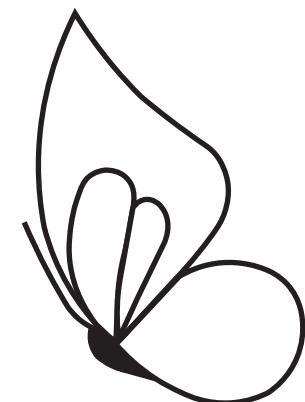
Do not change the stroke width



Do not use unapproved colours



Do not rotate the visual marque



Do not remove sections of the visual marque

# Typography

# Primary Typeface



Meet  
Avenir  
Next

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

Avenir Next Regular  
Avenir Next Medium  
**Avenir Next Demi Bold**

# Secondary Typeface

If any of the approved variations of fonts aren't available to you or don't work on your device. You can use;

**Corbel Regular**

**Corbel Bold**

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

# Uses of Typeface

**Headings**

Avenir Next Demi Bold

60pt

**Subheadings**

Avenir Next Medium

40pt

Body

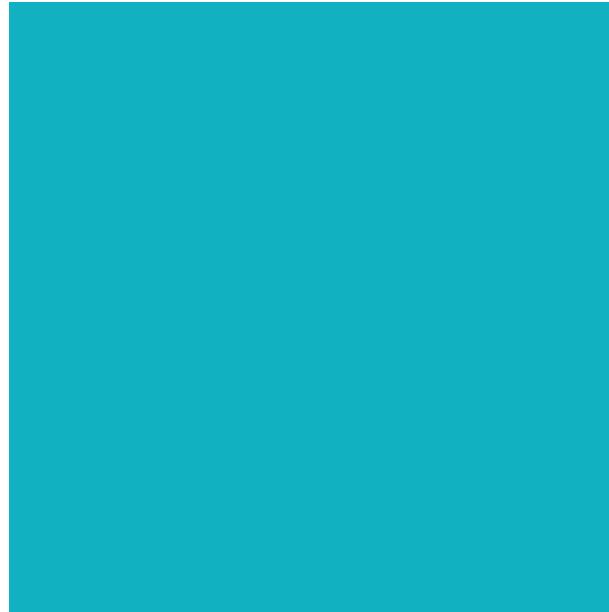
Avenir Next Regular

22pt

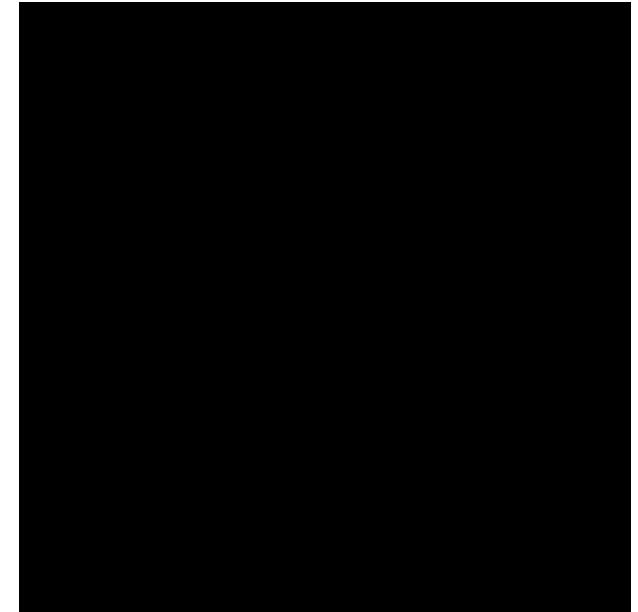
# **Brand Colour Palette**

# Primary Colour Scheme

**HEX** - #FFFFFF  
**RGB** - 255, 255, 255  
**CYMK** - 0, 0, 100, 0  
**Pantone** - None

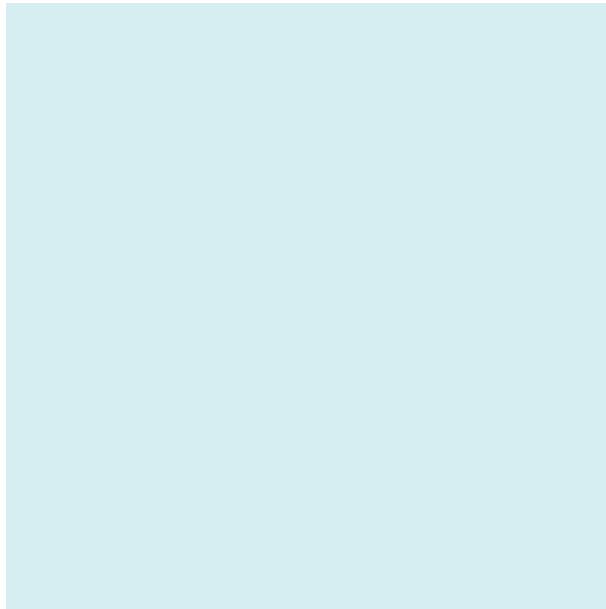


**HEX** - #00ACC1  
**RGB** - 0, 172, 193  
**CYMK** - 100, 11, 100, 24  
**Pantone** - 3125 XGC

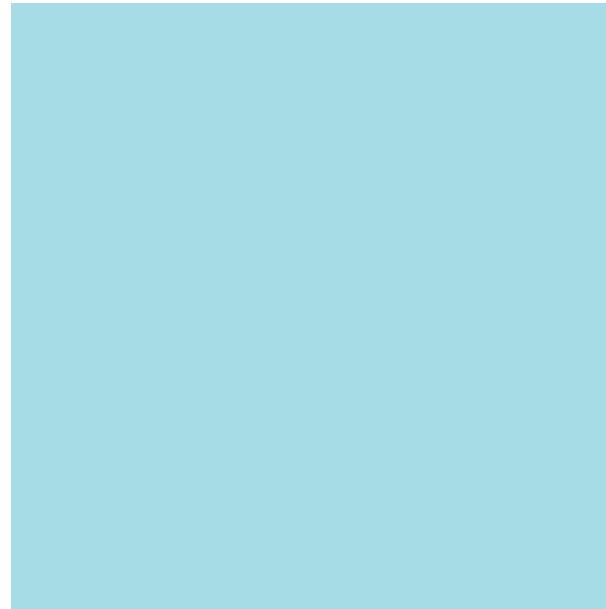


**HEX** - #000000  
**RGB** - 0, 0, 0  
**CYMK** - 100, 100, 0, 100  
**Pantone** - 419C

# Secondary Colour Scheme



**HEX** - #E0F7FA  
**RGB** - 224, 247, 250  
**CYMK** - 10, 1, 0, 2  
**Pantone** - 115-9U



**HEX** - #B2EBF2  
**RGB** - 178, 235, 242  
**CYMK** - 26, 3, 0, 5  
**Pantone** - 9481U

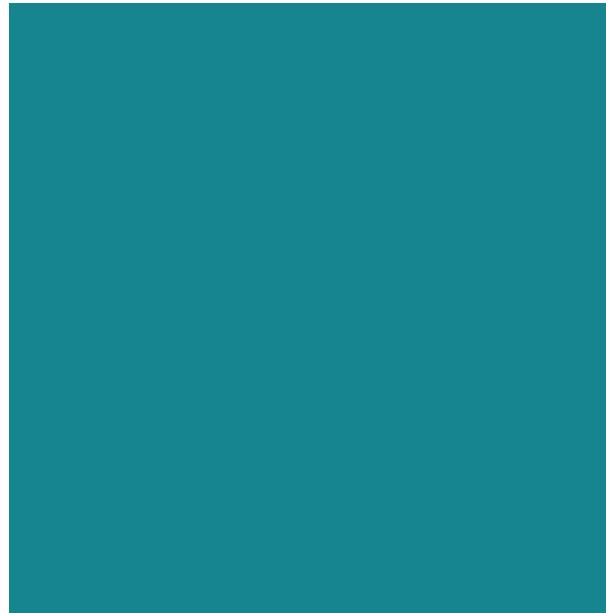


**HEX** - #4DD0E1  
**RGB** - 77, 208, 225  
**CYMK** - 66, 8, 0, 12  
**Pantone** - 3105U

# Secondary Colour Scheme



**HEX** - #0097A7  
**RGB** - 0, 151, 167  
**CYMK** - 100, 10, 0, 35  
**Pantone** - 7711C



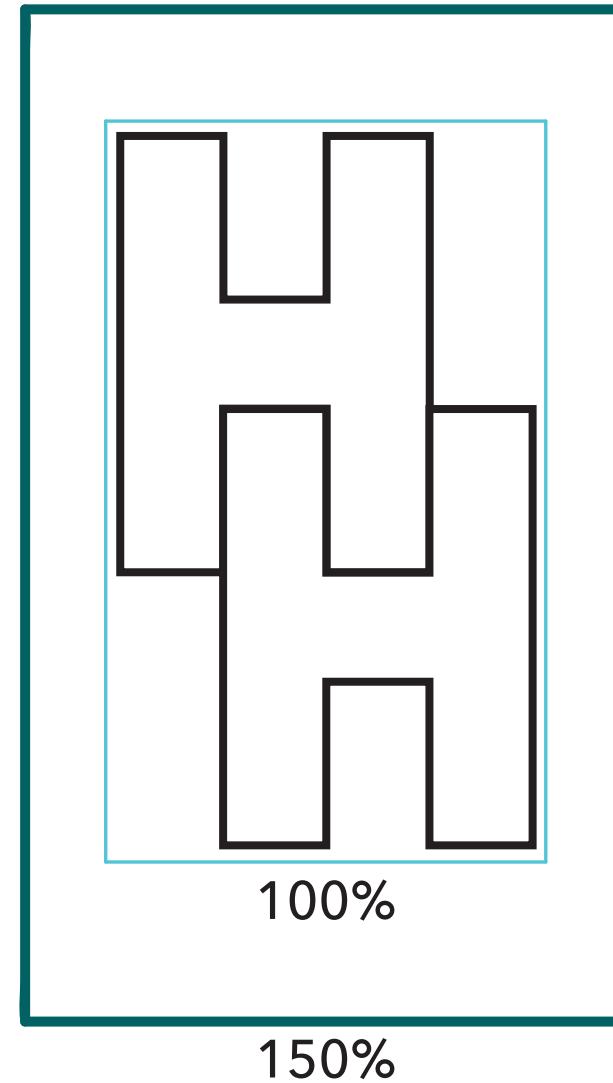
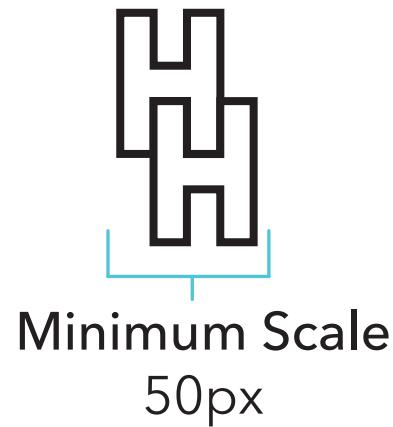
**HEX** - #00838F  
**RGB** - 0, 131, 143  
**CYMK** - 100, 8, 0, 44  
**Pantone** - 18-4735TCX



**HEX** - #006064  
**RGB** - 0, 96, 100  
**CYMK** - 100, 4, 0, 61  
**Pantone** - 323C

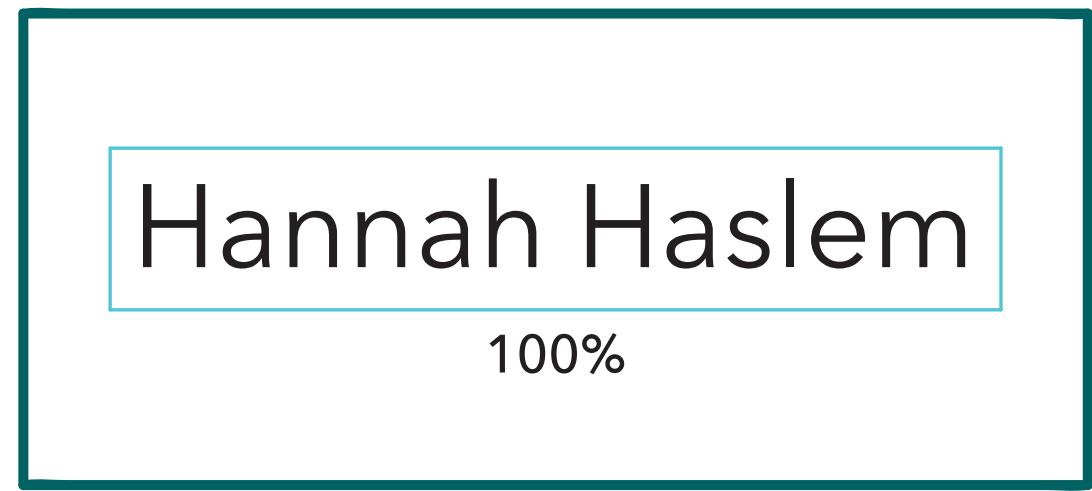
# Scale and Isolation Rules

# Scale and Isolation Rules for Monogram

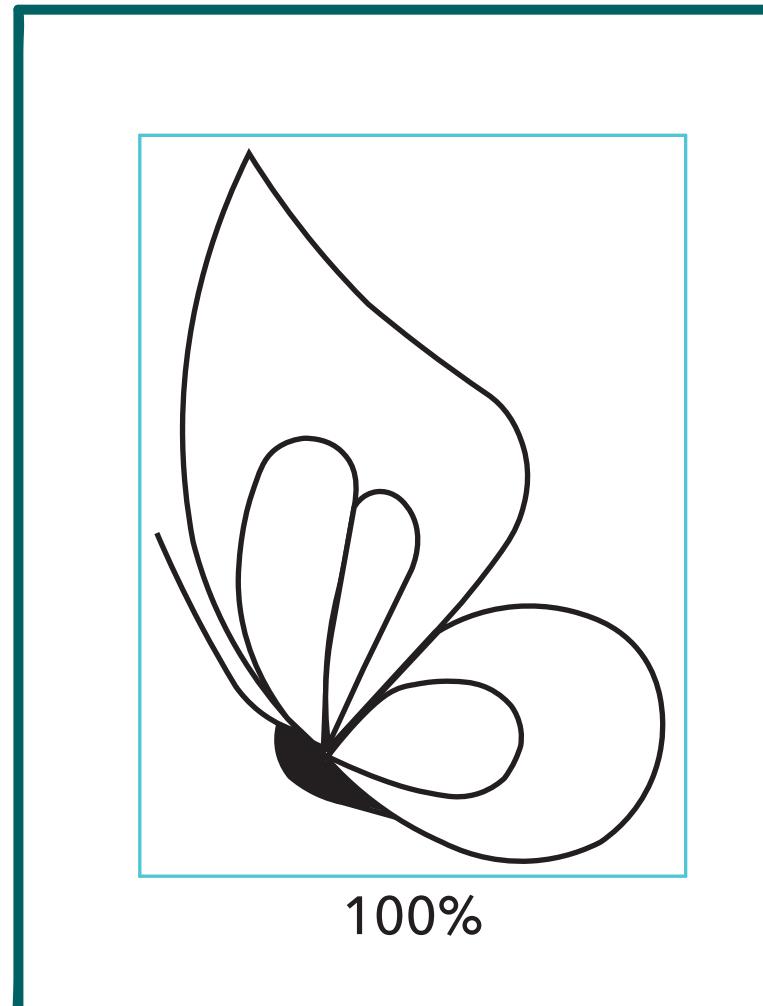


# Scale and Isolation Rules for Wordmark

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Minimum Scale  
90px

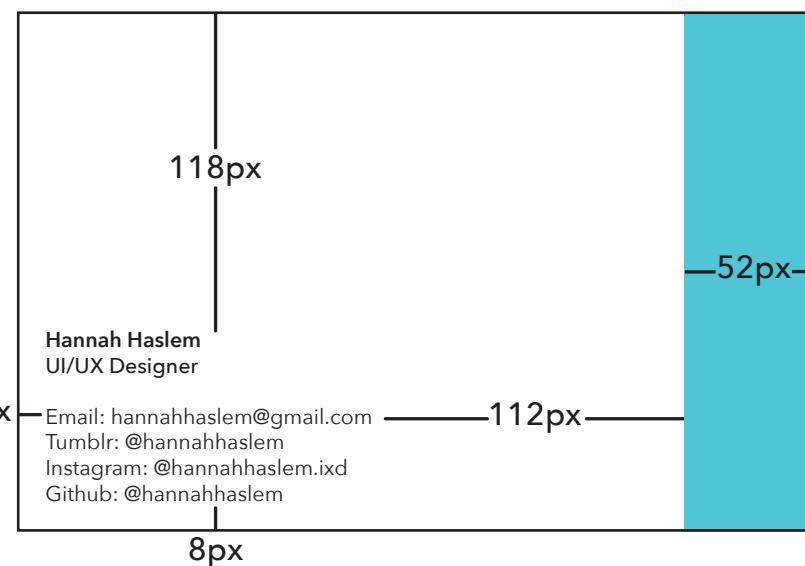
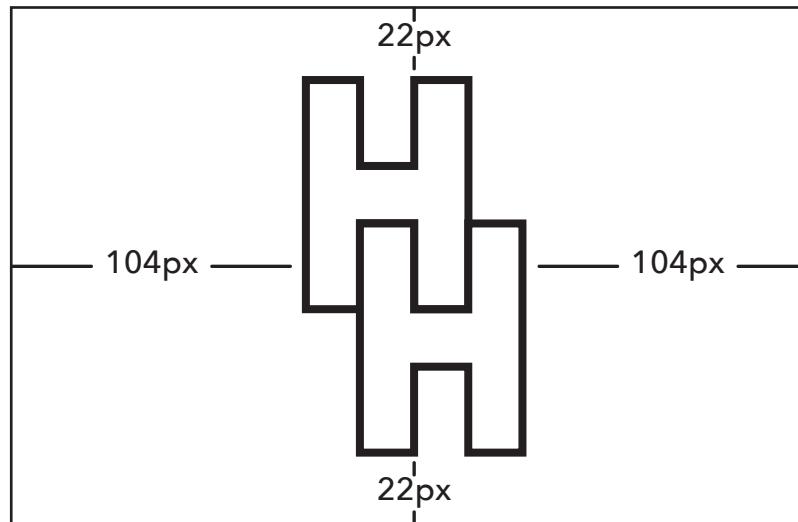


# Scale and Isolation Rules for Visual Marque



# **Business Card Layouts**

# Business Card Layout with Monogram



# Business Card Layout with Visual Marque

