

Hannah Haslem Brand Guidelines

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Who am I?

Hi, I'm Hannah Haslem, a UI/UX Designer and Front End Developer 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

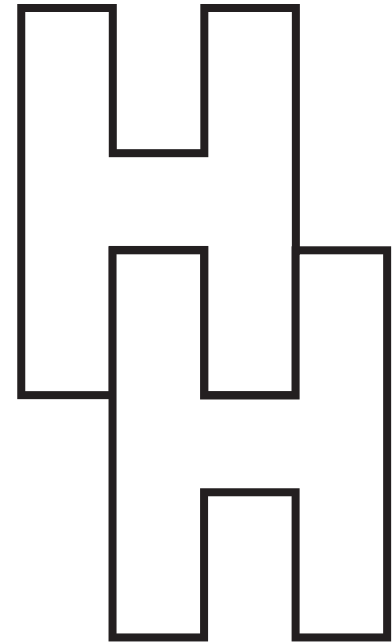
Monogram Design

My Monogram is...

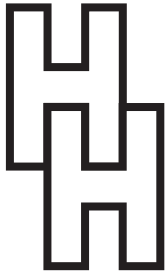
- Professional
- Interlinked
- Simple
- Bold

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.



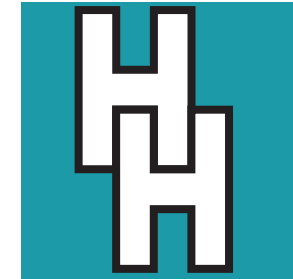
Monogram Do's



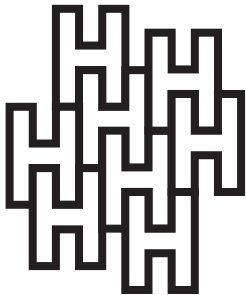
Do use the original colours



Do use given colour palette



Do use with approved coloured backgrounds



Do use monogram to create patterns



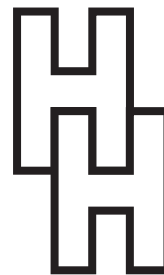
Do use with images



Do use inverted colours



Do use gradient fill on one letter, using approved colours

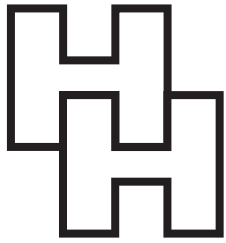


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Do use with wordmark

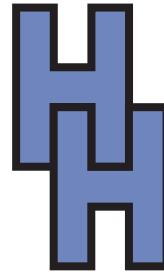


If changing stroke colours, use approved colours

Monogram Dont's



Do not stretch



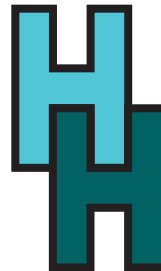
Do not use colours outside of the given colour palette



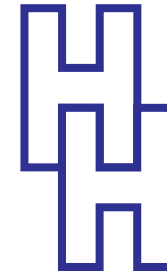
Do not adjust the stroke width



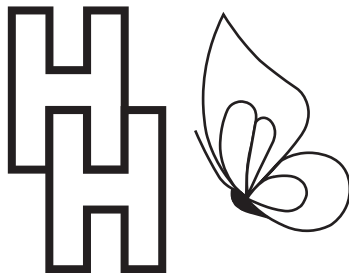
Do not squash



Do not mix two or more colours



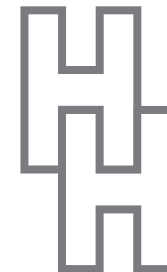
Do not change the stroke colour to unapproved colours



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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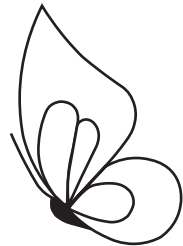
Do use original colours

Hannah Haslem

Do use approved
colours

Hannah Haslem

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 inverted
colours



Do create pattern with
the letter H

Wordmark Dont's

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Do not use unapproved
colours

HannahHaslem

Do not remove spacing
between the two words

Hannah Haslem

Do not squash wordmark

Hannah Haslem

Do not rotate wordmark

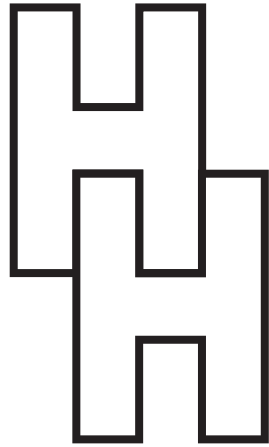
Hannah Haslem

Do not use unapproved
fonts from the approved
font family

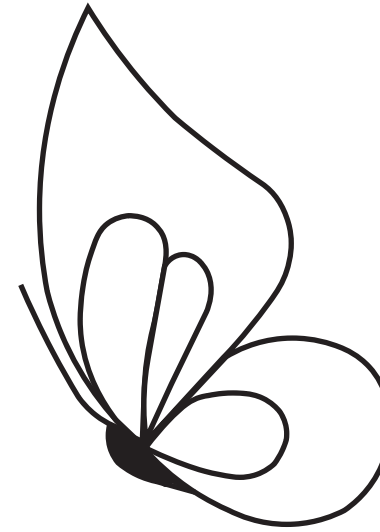
H nnah H slem

Do not remove letters
from the wordmark

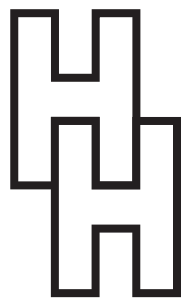
Ways to pair the Wordmark



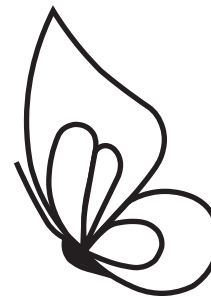
Hannah Haslem



Hannah Haslem



Hannah Haslem



Hannah Haslem

Visual Marke Design

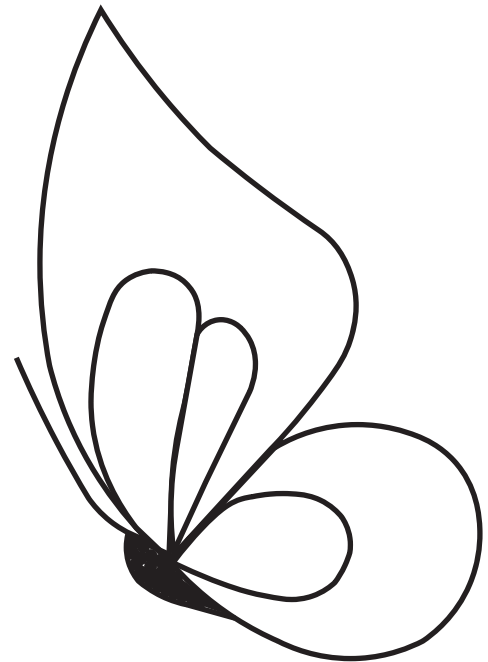
Visual Marque Design

My Visual Marque is...

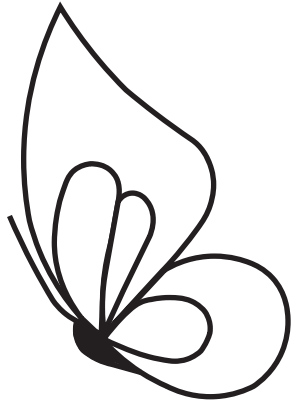
- Fun
- Illustrative
- Modern
- Recognisable

When you should use my Visual Marque?

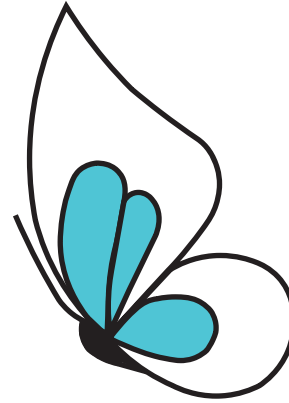
My Visual Marque is a fun representation of myself. It should/can be used in both professional situations and on my social media accounts as it representative of my brand.



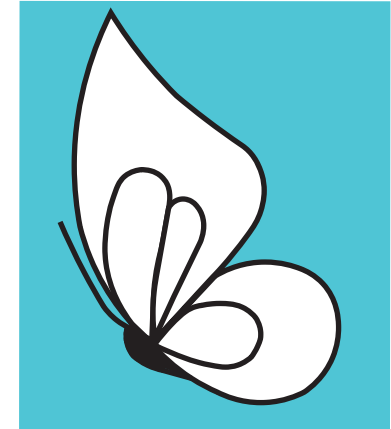
Visual Marque Do's



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

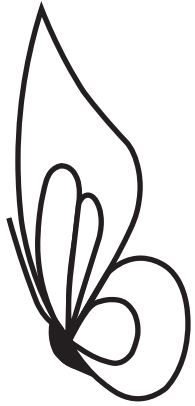


Do use inverted
colours



Do use black and white
variations

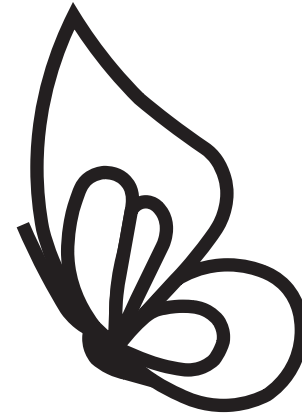
Visual Marque Dont's



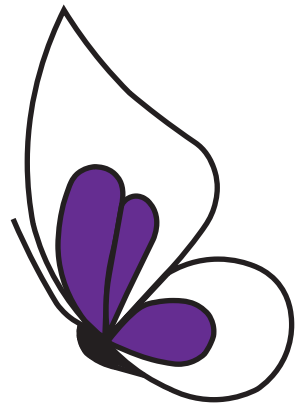
Do not squash the
visual marque



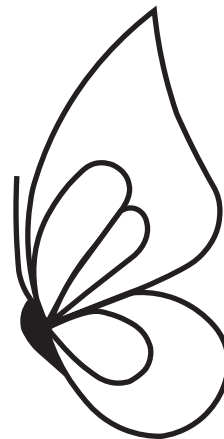
Do not stretch the
visual marque



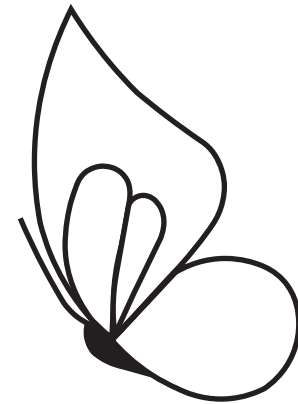
Do not change the
stroke width



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

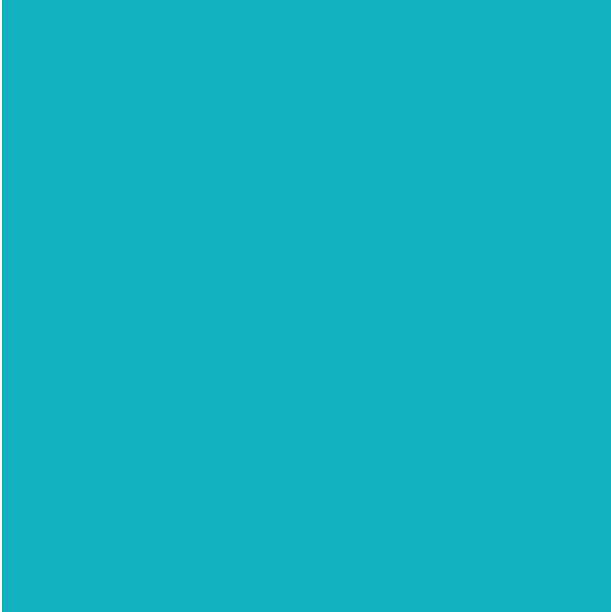
22pt

Brand Colour Palette

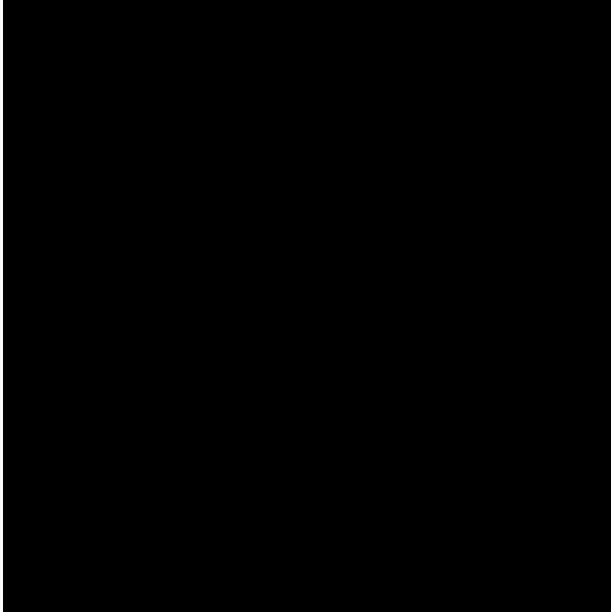
Primary Colour Scheme



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

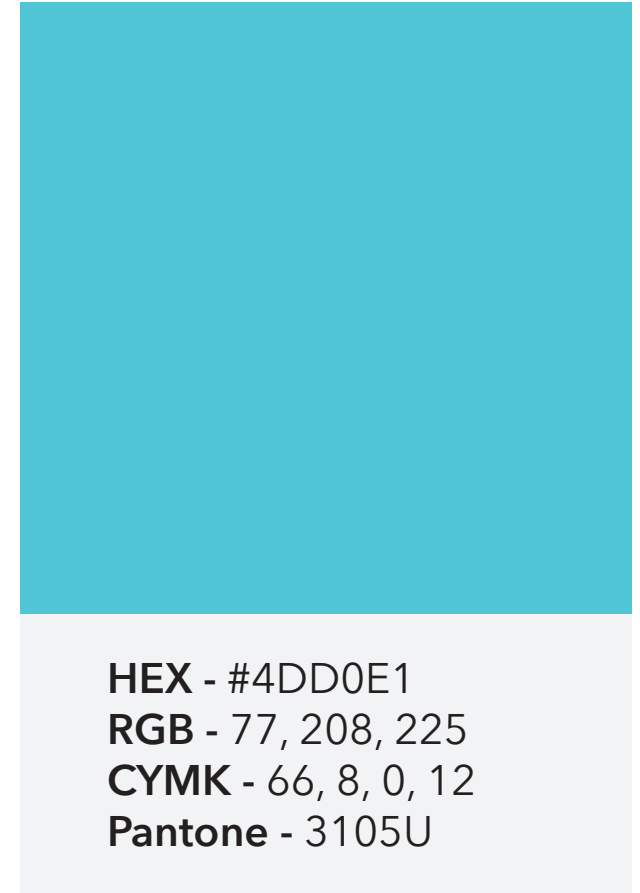
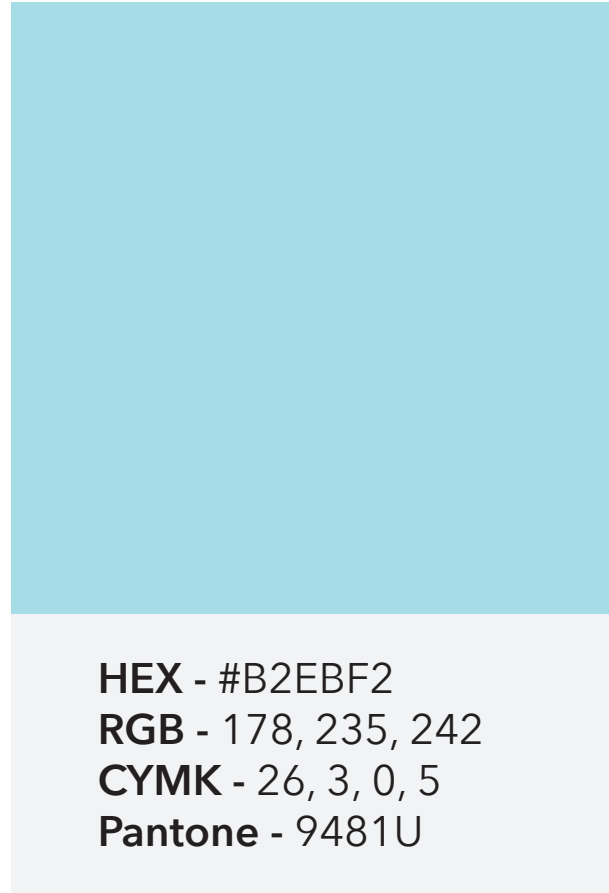
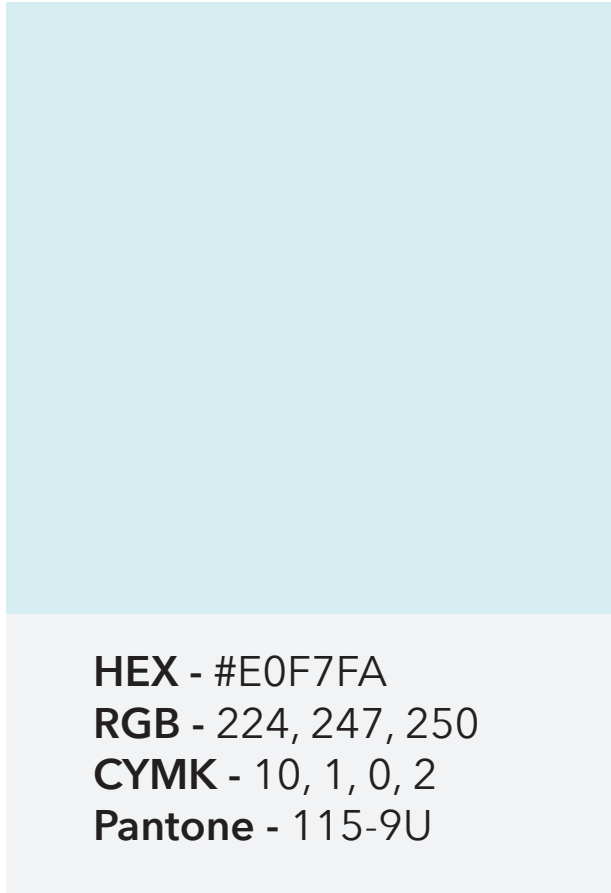


HEX - #00ACC1
RGB - 0, 172, 193
CYMK - 100, 11, 100, 24
Pantone - 3125 XGC

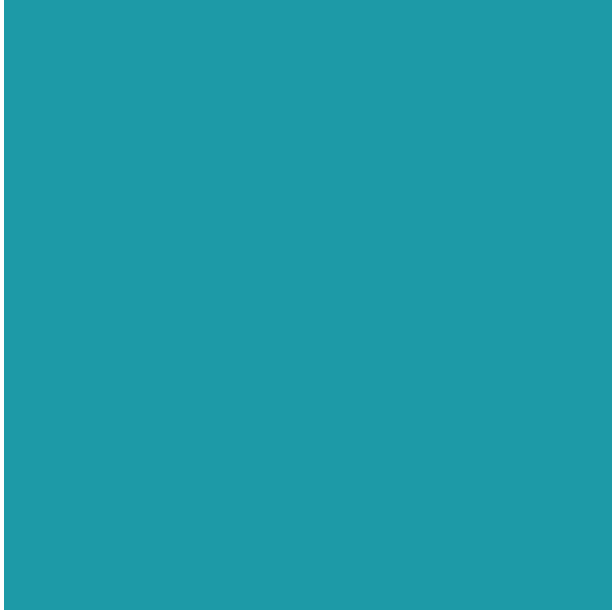


HEX - #000000
RGB - 0, 0, 0
CYMK - 100, 100, 0, 100
Pantone - 419C

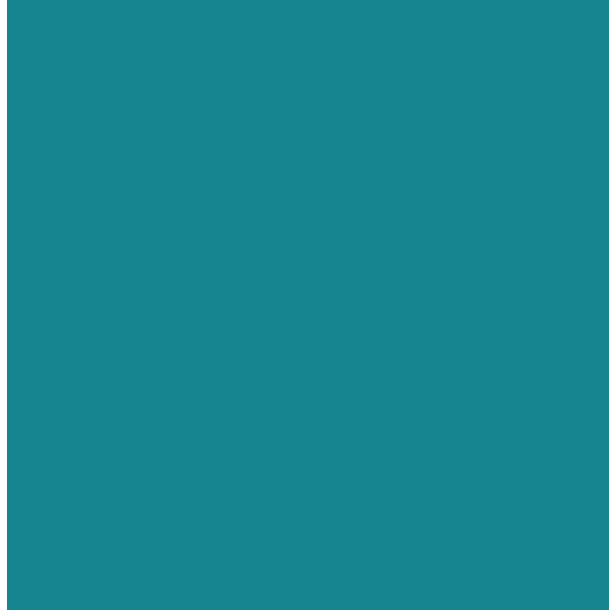
Secondary Colour Scheme



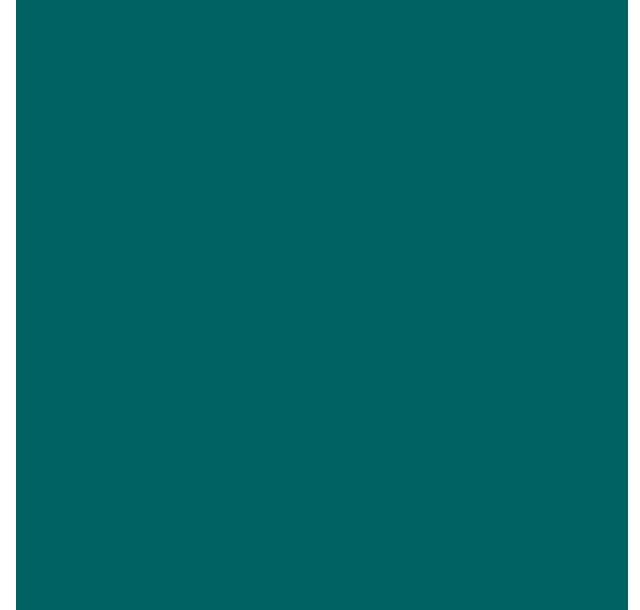
Secondary Colour Scheme



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



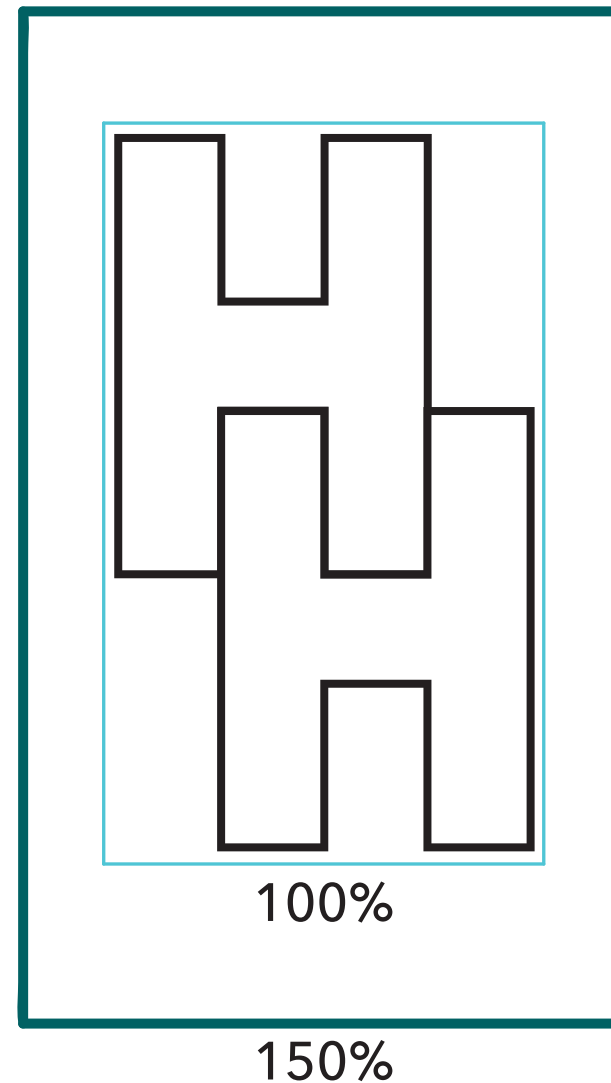
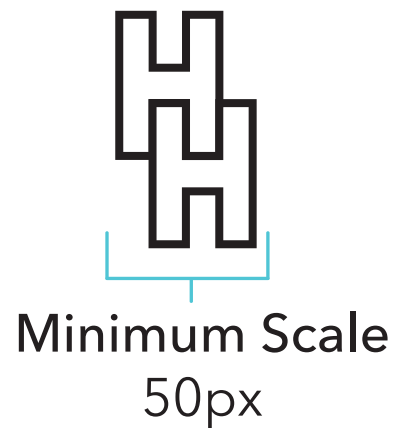
HEX - #00838F
RGB - 0, 131, 143
CYMK - 100, 8, 0, 44
Pantone - 18-4735TCX



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

Hannah Haslem




Minimum Scale
90px

The diagram shows the word 'Hannah Haslem' in a black sans-serif font. Below it is a light blue horizontal bracket with vertical end caps, indicating the width of the wordmark. Below the bracket, the text 'Minimum Scale' and '90px' are written in a black sans-serif font.

Hannah Haslem

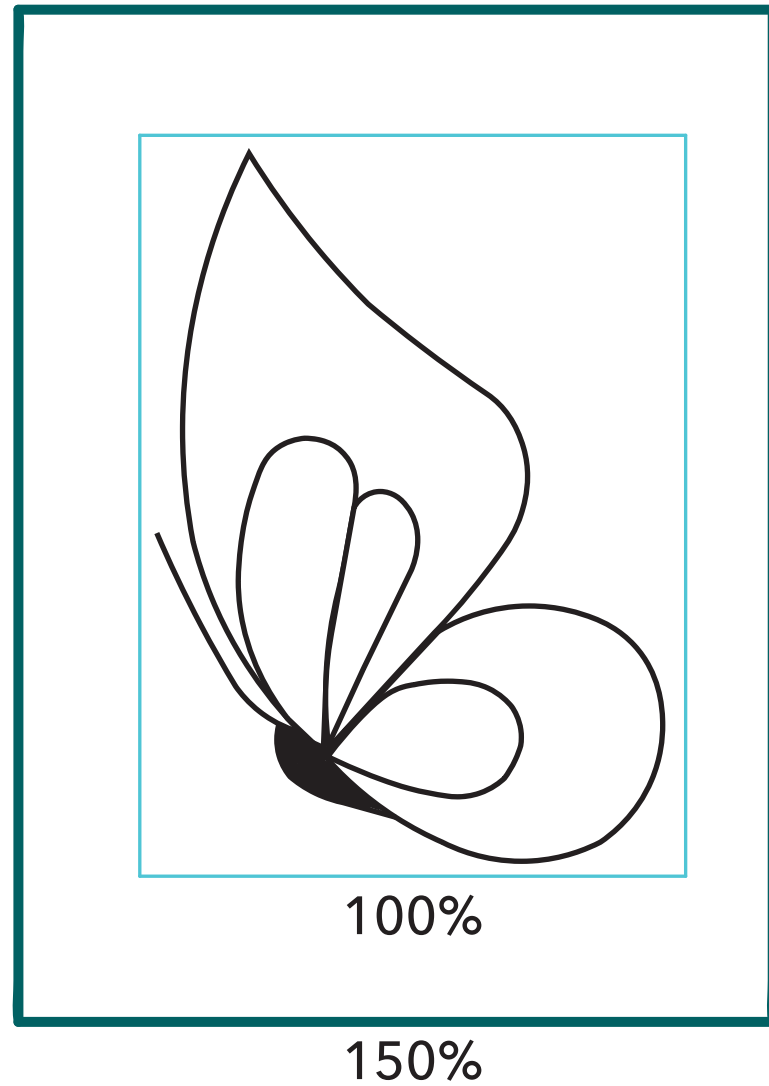
100%

150%



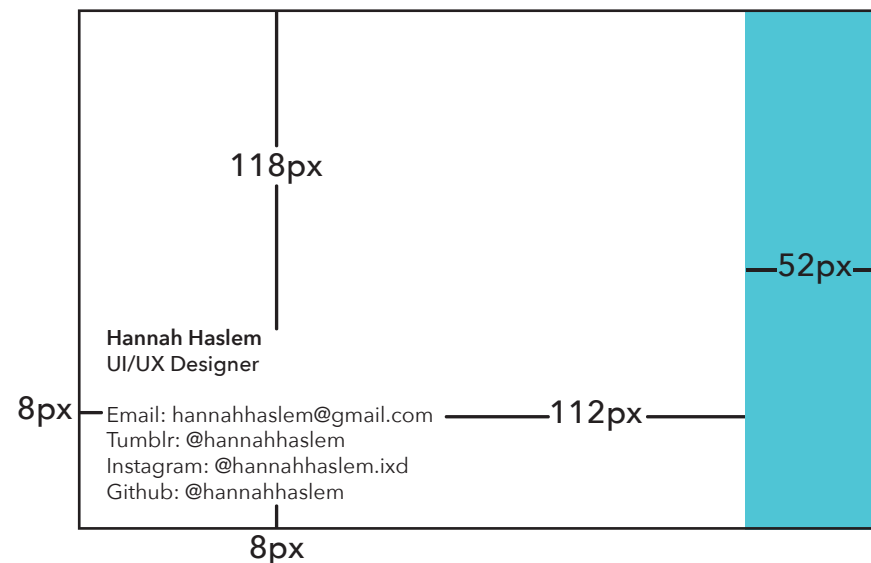
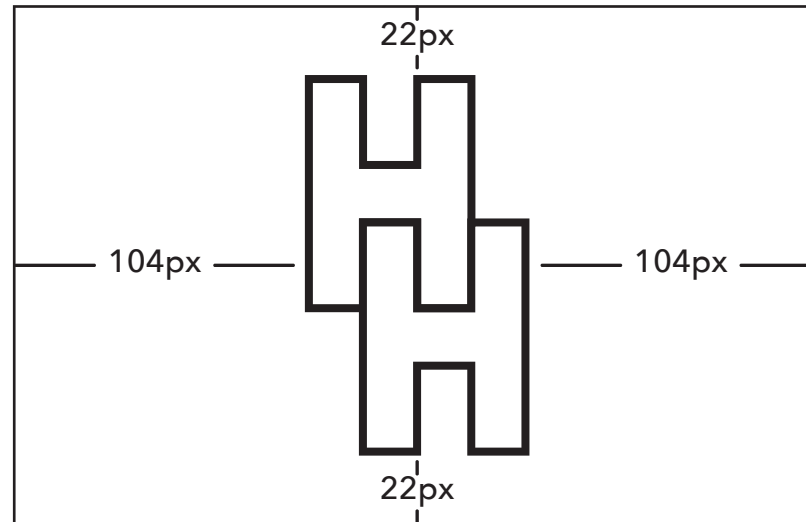
The diagram shows two nested rectangles. The inner rectangle has a light blue border and contains the word 'Hannah Haslem' in a black sans-serif font. Below this rectangle is the text '100%'. The outer rectangle has a dark teal border and is larger than the inner one. Below this rectangle is the text '150%'. This illustrates the wordmark at its minimum scale (100%) and at a larger scale (150%).

Scale and Isolation Rules for Visual Marque



Business Card Layouts

Business Card Layout with Monogram



Business Card Layout with Visual Marque

