Hayden Burnell

Style Guide

v 1.0

Oct. 2021

Table of Contents

1. What I Do
2. Completed Logo Design
3. Alternate Logo Designs
4. Brand Colours
5. Typography
6. Fanshawe College
7. Closing

What I Do

Just your average 21-year-old trying to start his own business!

I do the following:

- Graphic design and Illustrations
- Web design
- Logo design
- Photo/Video edits
- Front-End Development (HTML, CSS, JavaScript)

Logo Design

Primary Logo Design

Created with Adobe Illustrator

Alternate Logo Designs

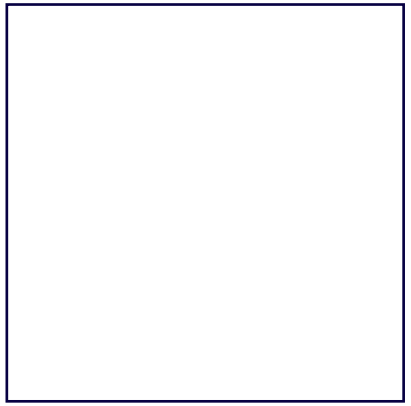
Secondary Logo Concepts

Created with Adobe Illustrator

Brand Colours

The Primary Colour Palette used for my brand:

CMYK 99, 97, 31, 35
RGB 7, 0, 66
Hex: #070042



CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex: #FFFFFF

CMYK 33, 28, 28, 0
RGB 254, 137, 89
Hex: #FE8959

Typography

Primary Font Family: Dancing Script Bold

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Example: Dancing Script Bold shown at 24 px

Secondary Font Family: Segoe UI

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Example: Segoe UI shown at 24 px

Fanshawe College

Interactive Media Design IDP33

I am currently attending Fanshawe College in London, Ontario and am enrolled in Interactive Media Design. In this program I am learning the fundamentals of 3D Modelling and Rendering, Video Editing and Effects, Design and Image, Front-End Coding Languages such as HTML, CSS, and JavaScript as well as Python.