

The background features a large, abstract geometric design. It consists of several overlapping shapes in a vibrant blue and a bright yellow. A large blue shape dominates the left and top portions of the frame. A yellow triangle is positioned in the upper center, and another yellow triangle is to its right. A vertical yellow line runs down the left side of the image. The bottom right corner is a white space where the text is located.

# Holly Haughian

## Brand Guidelines

# Hi There!

My name's Holly. I'm a part time farmer, full time student. An aspiring UX Designer and Front End Developer studying Interaction Design at the Belfast School of Art. I live within the Mourne Mountains in County Down.

Enough about me, these are my brand guidelines and have been created to help you understand the vision and principles of my brand. I hope you enjoy learning about my brand, these guidelines are important to get the branding just right so I hope they're easy to follow, have fun!

## This document covers:

- My Brand Values and Personality
- Monogram Rules
- Wordmark Rules
- Visual Marque Rules
- Typeface and Colour Scheme
- Brand Use



# Voice & Tone



I want to build **connections** through the voice and tone.

Speaking in 1st person gives me the chance to build a **rappor**t with viewers.

I speak in 1st person

# The Tone Is...

## Friendly

Speak one-on-one with users.  
Creates an inviting atmosphere.

## Genuine

Honest approach with users,  
giving them a natural tone of  
voice.

## Ambitious

Driven towards completing the best  
quality of work for the audience.

# Values and Personality

## Respectful

Show care for the user's needs, every project is an important one.

## Reliable

Can count on me to provide efficient, consistent work and help.

## Creative

Important and necessary for user's to know. Essential to apply creativity.

## Committed

Caring and motivated to produce work of consistent high quality.

# Monogram



# Primary Use

## My monogram is:

- A 3D styled design joing 2 H's
- Strong, Fun, Diverse

## Use When:

Use when representing my brand.



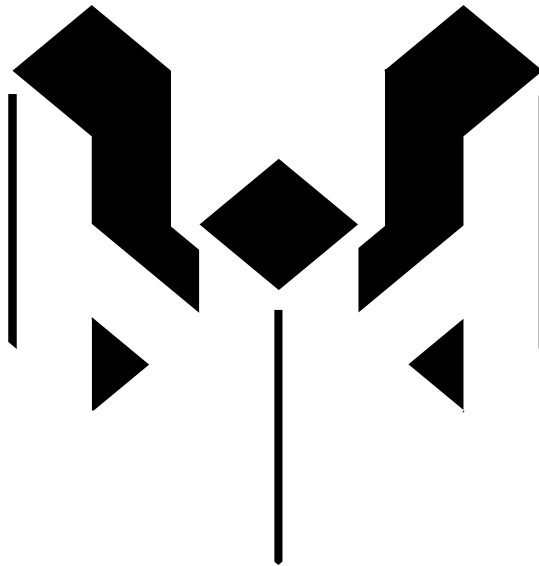
Do:



Use these colours



Reverse colours

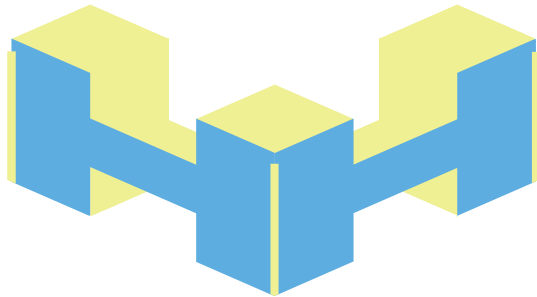


Use in black and white



Use in visual extensions

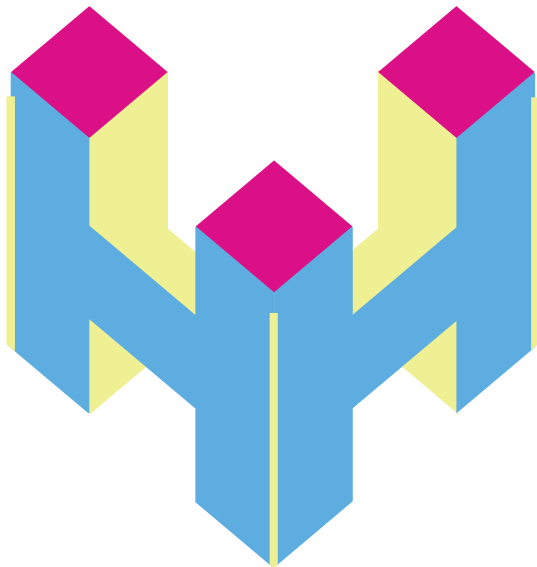
# Don't:



Squash it



Stretch it



Use unapproved colours



Change angle

Word Mark

# Primary Use

My word mark is:

- Minimal, informative, clean.
- Brings the brand elements together.

Use When:

Use beside monogram **or** visual  
marque.

Holly  
Haughian

Do:

Holly  
Haughian

Place in pyramid style

Holly  
Haughian

Place in list style

Don't:

Holly  
Haughian

Use unapproved colours

Holly  
Haughian

Squash it

Holly  
Haughian

Use unapproved fonts

Holly  
Haughian

Stretch it





# Primary Use

## My visual marque is:

- A representation of my farming/creative background.
- Welly boots symbolise taking new steps in my creative career.

## Use When:

Use when representing my brand.



# Don't:



Use unapproved colours



Use beside monogram



Squash it



Stretch it

# Layout

# Monogram & Word Mark

## Primary Use

Align monogram and word mark vertically.



Holly  
Haughian

# Secondary Use

Align monogram and word mark horizontally.



Holly  
Haughian

# Visual Marque

## Primary Use

On it's own.



# Secondary Use

With word mark placed horizontally.



Holly

Haughian

Typography

# Primary Font

My chosen font is Lucida Grande, it's simple and minimalist which suits my fun brand style. It is only offered in bold or regular, semi-bold isn't an option.

**Lucida Grande**      **Bold**

Lucida Grande      Regular

Headings 52pt

Subheadings 36pt

Body 23pt



Alternatives

Holly

Haughian

Bentonsans Book

Use either if Lucida  
Grande isnt available.

Holly

Haughian

DIN Alternate Bold

Colour

C59 M18 Y0 K0

RGB 105, 209, 255

#6AB0E2

C7 M0 Y53 K0

RGB 237, 255, 120

#F6EF94

C0 M67 Y46 K0

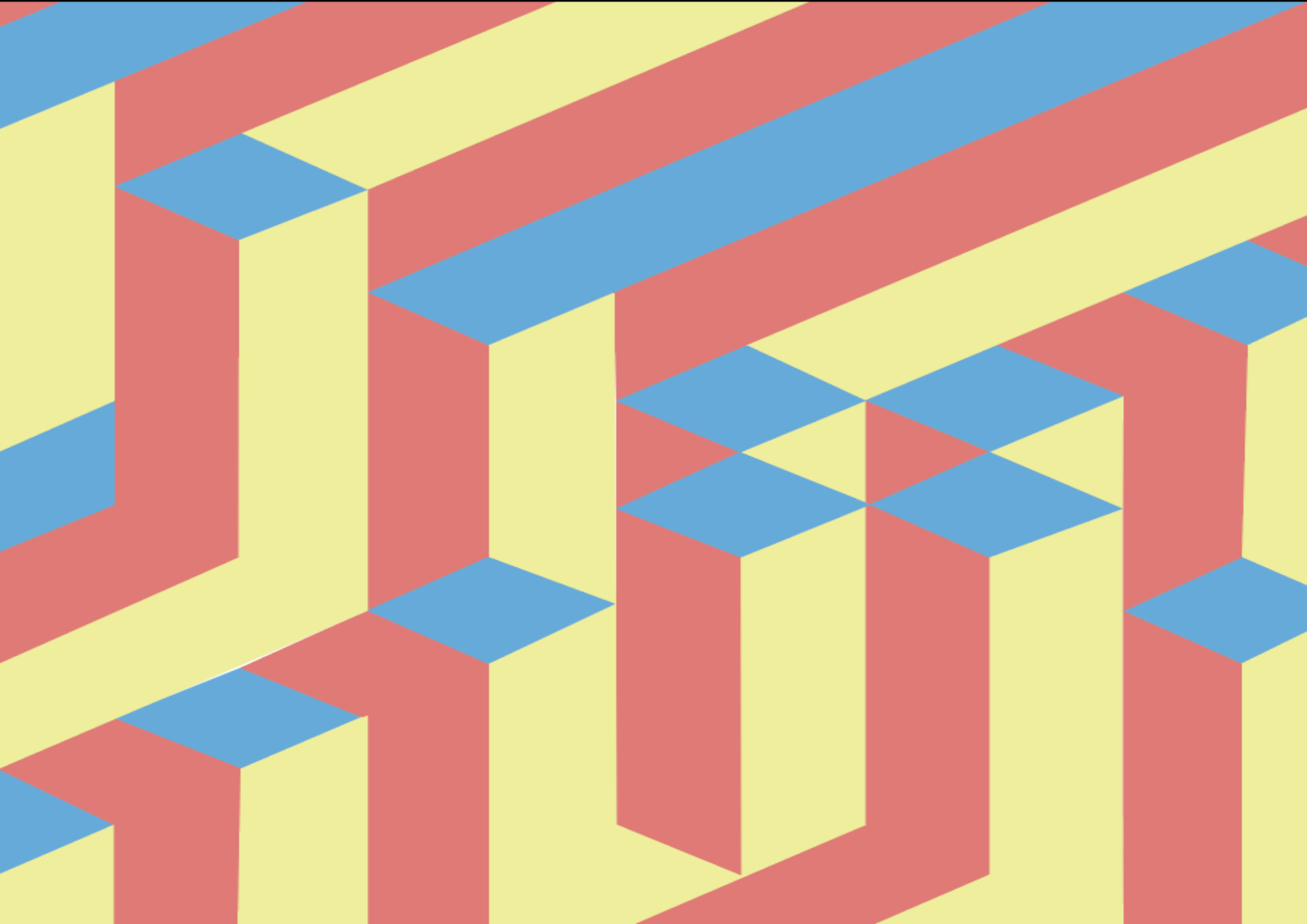
RGB 255, 84, 138

#EE7372

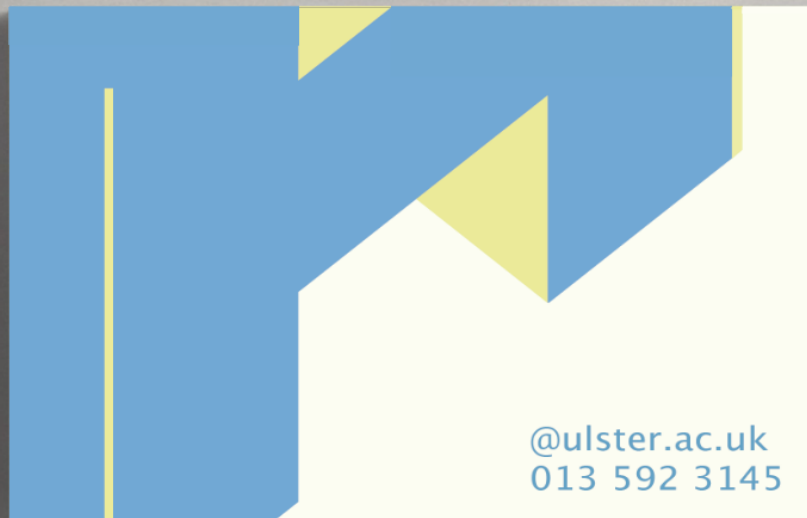








# Business Cards





# Over To You!

I hope my brand guidelines were informative and easy to understand. Thank you for reading through them!