

WORD MARK

THE WORD MARK

HOPE MCILROY

The word mark is a combination of the typeface Montserrat (Regular) and the visual marque. It is clear, readable and original.

WHEN SHOULD IT BE USED?

The work mark can be used alongside the monogram, but it is strong on its own. It can be used in stationery, although not alongside the monogram in stationery.

Keeping the visual marque and word mark together, increases brand integrity and helps to familiarise the reader with my brand.

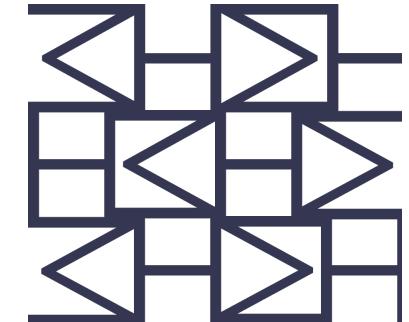
DO'S

HOPE MCILROY

Do show in original state

HOPE MCILROY

Do introduce other colours
within the brand colour palette



Do make patterns with the visual
marque

HOPE MCILROY

HOPE MCILROY



Do use the word mark without
the visual marque (more
professional circumstances)

Do show in inverse colours

Do use over a picture but only
in medium weight and white

DON'TS

HOPE MCILROY

Do not tilt visual marque

HOPE MCILROY

Do not squish visual marque

HOPE MCILROY

Do not use colours outside of
the brand colour palette

HOPE MCILROY

HOPE
MCILROY

Do not flip word mark

HOPE MCILROY

Do not stack on top of each
other

Do not show the text bigger
than the visual marque

SPACING & SCALING

Exclusion Zone



Minimum Size

HOPE MCILROY

0.375in
36px

The word mark's exclusion zone is equal to the height of the wordmark, depending on the font size.

PAIRING THE BRAND TOGETHER

When pairing all the elements of the brand together it should be displayed like this ONLY. The monogram large and placed above the word mark with the incorporated tea cup visual marque in the letter 'o' with the appropriate spacing included, discussed in the previous pages.



TYPEFACE

MONTSERRAT

WHY MONSERRAT?

Monserrat is perfect because of its geometric sans-serif style originally designed by Argentinian designer, Julieta Ulanovsky. It's clearness & professional look means it presents itself in the best way. The uppercase and lowercase styles go perfectly together, complementing each other.

Montserrat

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

Headings

Bold

Sub-headings

Semi-Bold

Body

Regular

WHAT IF I CAN'T
ACCESS
MONSTERRAT?

Open Sans

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

Use
Open Sans

COLOUR PALETTE

COLOUR PALETTE

#343652

RGB:52,54,82
CMYK:3734068
Pantone:533C

#F65D56

RGB:246,95,86
CMYK:0,62,65,4
Pantone:178C

#B4D2DC

RGB:180,210,220
CMYK:18,5,0,14
Pantone:552

#FBA3A2

RGB:251,163,162
CMYK:0,35,35,2
Pantone:169C

#F1EEEE

RGB:241,238,238
CMYK:0,1,1,5
Pantone:663C

BRAND STATIONERY

LETTERHEADS

For the letter heads, the simple approach is taken. Just a simple monogram placement on the top right hand corner in the orginal navy colour.



BUISNESS CARDS

FRONT

Buiness card front displayed with the monogram slanted, placed on a navy background.



BACK

Buiness card back displayed with icons on the left with contact details, and an image of the brand's visual marque on the left.



VOICE & TONE

VOICE

I speak in

1st
Person



TONE

Friendly

I have a warm-hearted and welcoming tone.

Optimistic

I like to have a sense of hopefulness and enthusiasm.

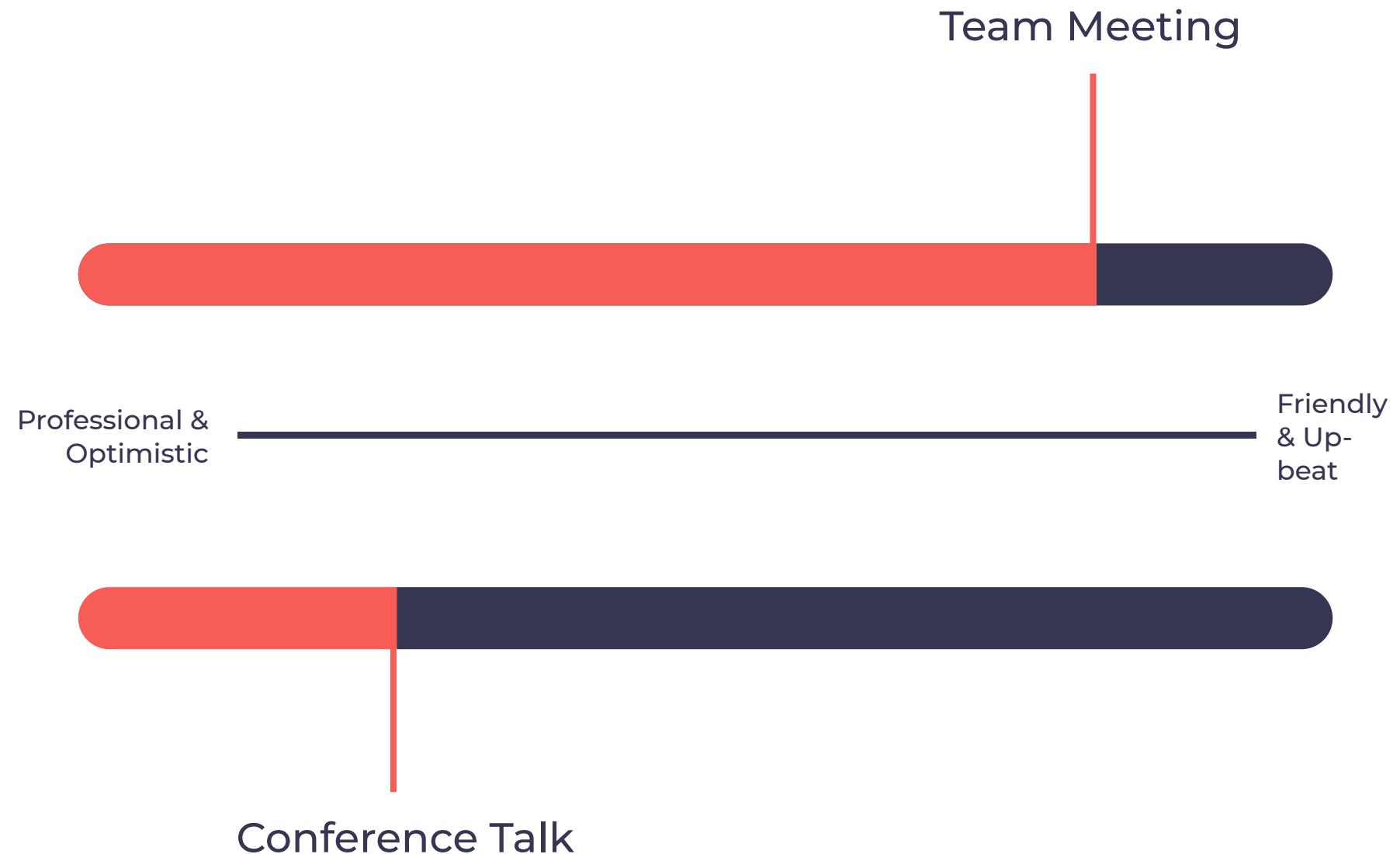
Professional

I like to be on the ball, with a sense of experience in the way I talk.

Up-beat

I like to be, and speak in a joyful manner, pleasant to be around.

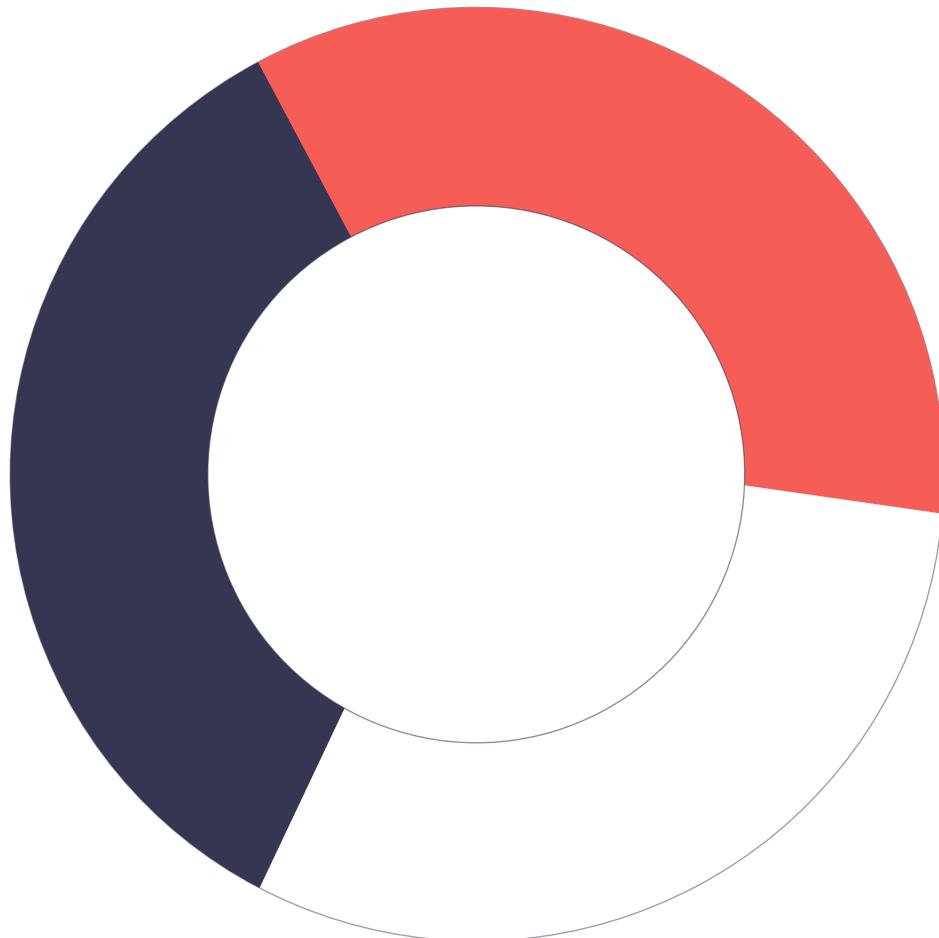
TONE SCALE



BRAND VALUES

MY VALUES

Passion
Being enthusiastic about the work at hand.



Quality
Providing the best level of work I can for the client.

Loyalty
Meeting all the needs of the client, being dependable.

THANK YOU