BRAND GUIDELINES

WHO AM I?

I am a UI Designer studying Interaction Design @ixdbelfast.

WHAT DO I WANT TO ACHIEVE?

I want to design projects that will creatively make a difference, interactively improving the world.

MONOGRAM

THE MONOGRAM

This simple, structured monogram is accurately drawn with the middle lines of the M meeting as a pencil point, to show my creativity.

WHEN SHOULD IT BE USED?

The monogram should feature throughout the whole brand, especially in ALL professional circumstances.

It definitely is the most professional element of my brand, so it should be used appropriately.

It should be used on brand stationery, website layouts and any merchandise.

DO'S

Do show in primary colour - navy

Do show in inverse colours

Do add colour to the pencil, using brand colours

Do make patterns with the monogram

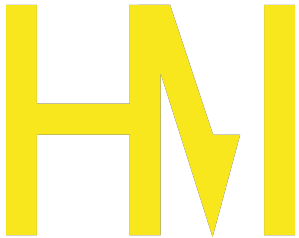
Do tilt monogram, ONLY on the edge of content

Do use over a picture, only in white

DON’TS

Do not tilt monogram

Do not squish monogram



Do not use colours outside of the brand colour palette

Do not flip monogram

Do not place within a circle

Do not add a gradient

SPACING & SCALING

Exclusion Zone

The monogram's exclusion zone is equal to half the distance between the crossbar and the top of the 'H'.

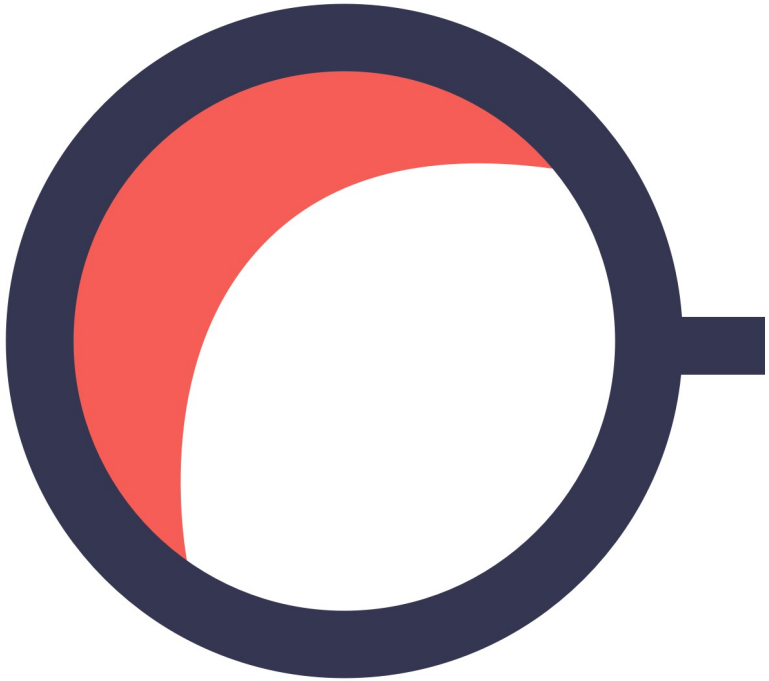
Minimum Size

0.375in
36px

VISUAL MARQUE

THE VISUAL MARQUE

The visual marque is a little more personal to me - showcasing my MASSIVE love for tea. It shows something more personal about the brand.

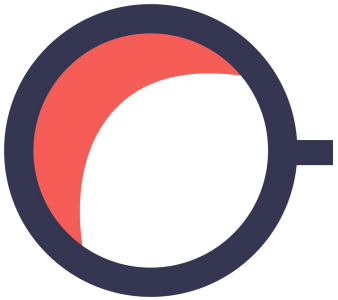


WHEN SHOULD IT BE USED?

The visual marque will mainly be used in conjunction with the word mark as shown later.

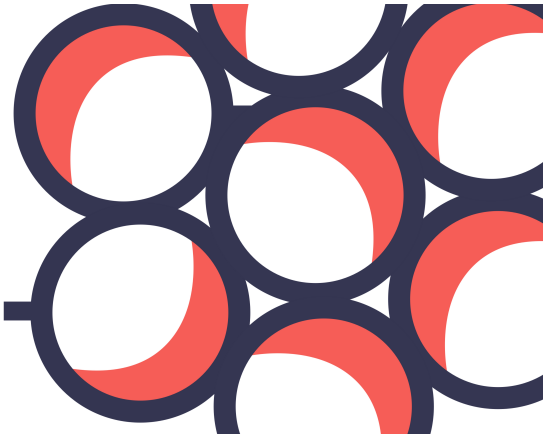
It should be used in more design related documents, used to create patterns and as a graphic element to brand stationery when necessary.

DO'S



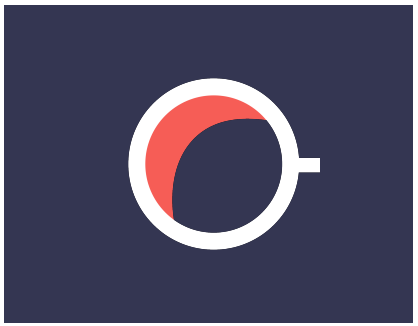
Do use the visual marque in it's original state

Do show in other colours within the brand colour palette



Do make patterns with the visual marque

Do use it as a cut out on stationery

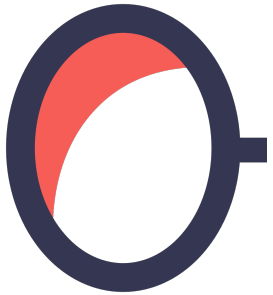


Do show in inverse colours

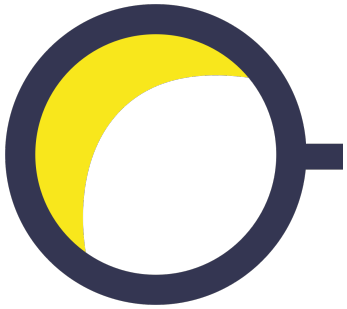
Do use over a picture, only in ALL white

DON’TS

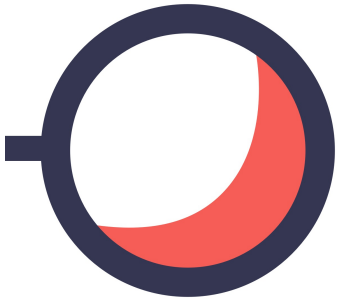
Do not tilt visual marque



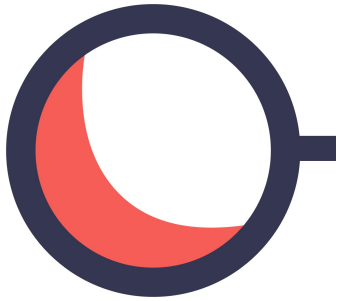
Do not squish visual marque



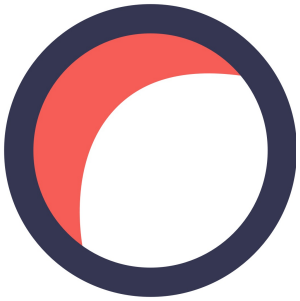
Do not use colours outside of the brand colour palette



Do not flip visual marque



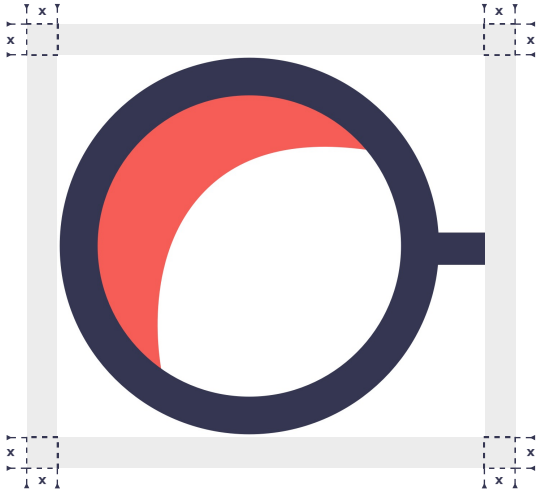
Do not change where shading is placed



Do not display without the handle

SPACING & SCALING

Exclusion Zone



The visual marque's exclusion zone is a square, the height of the tea cup handle .

Minimum Size

0.375in
36px