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 on its own

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'.

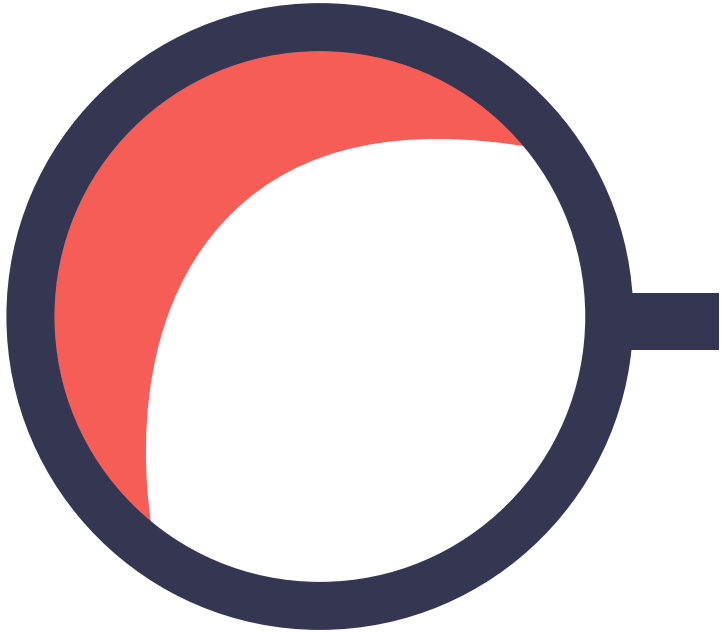
Minimum Size

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.

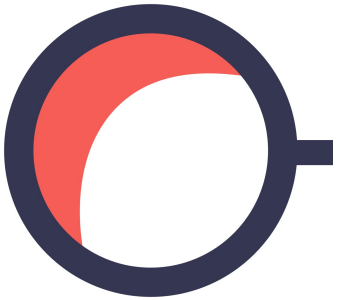


WHEN SHOULD IT BE USED?

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

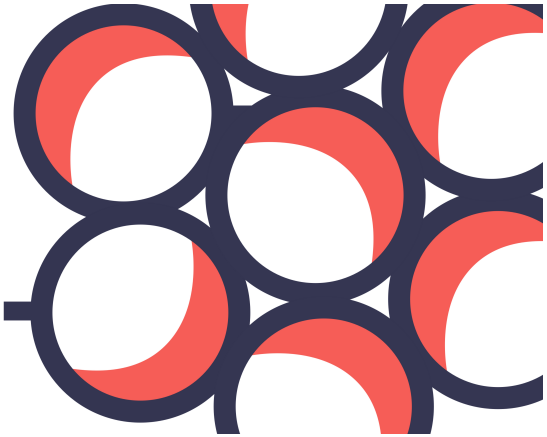
It should be used in more design related documents, used to create patterns and as a graphic element to brand stationery when necessary.

DO'S



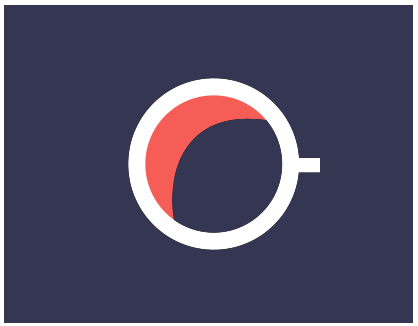
Do use the visual marque in it's original state

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

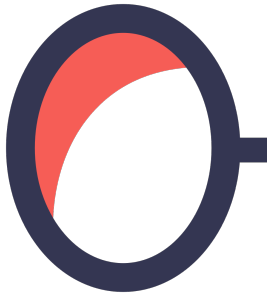


Do show in inverse colours

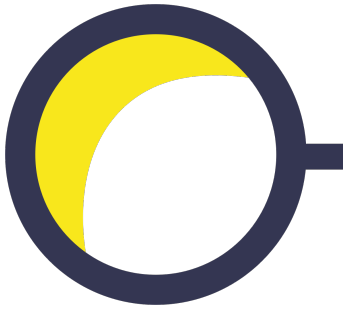
Do use over a picture, only in ALL white

DON’TS

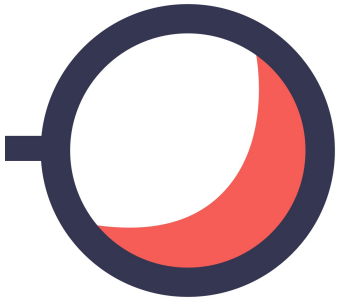
Do not tilt visual marque



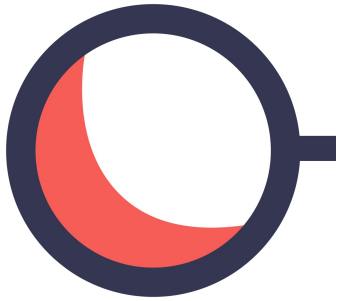
Do not squish visual marque



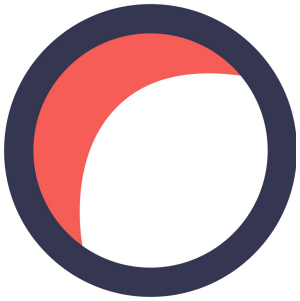
Do not use colours outside of the brand colour palette



Do not flip visual marque



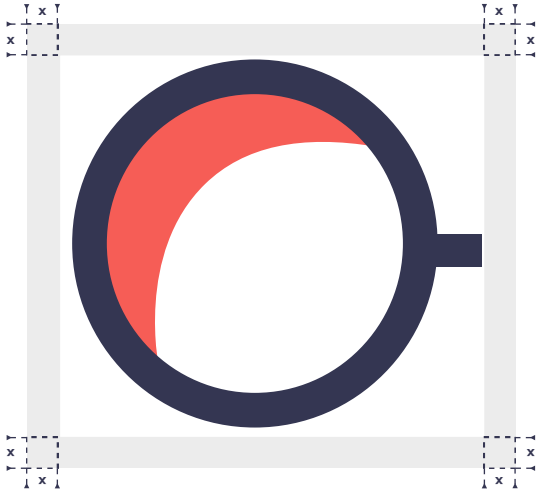
Do not change where shading is placed



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

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 it's 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 familarise the reader with my brand.

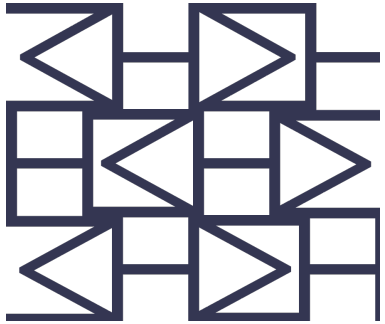
DO'S

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

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

HOPE MCILROY

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

Do not flip word mark

HOPE
MCILROY

Do not stack on top of each other

HOPE MCILROY

Do not show the text bigger than the visual marque

SPACING & SCALING

Exclusion Zone

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

Minimum Size

HOPE MCILROY

0.375in
36px

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.

HOPE MCILROY

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.

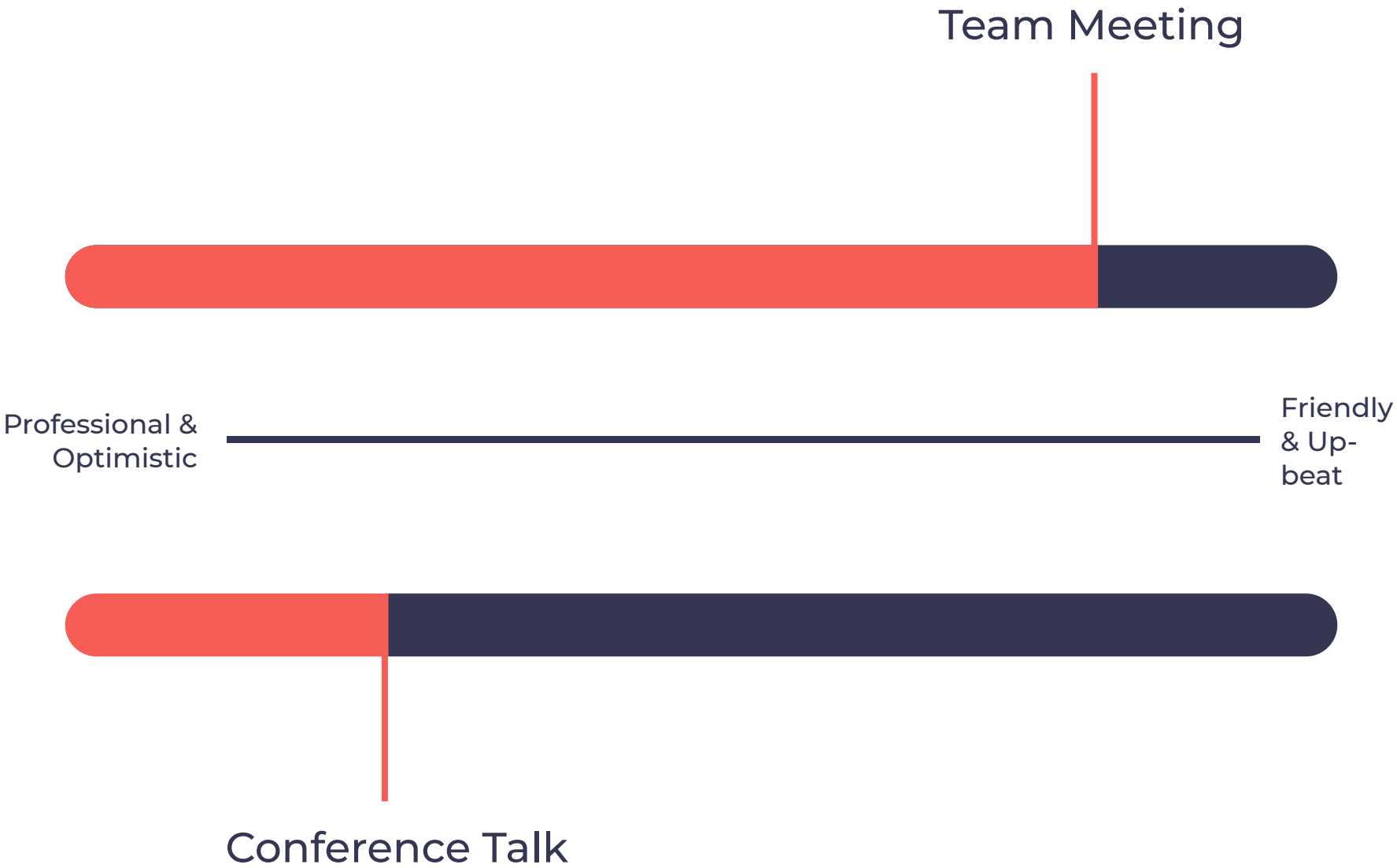
Professional

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 joful manner, pleasant to be around.

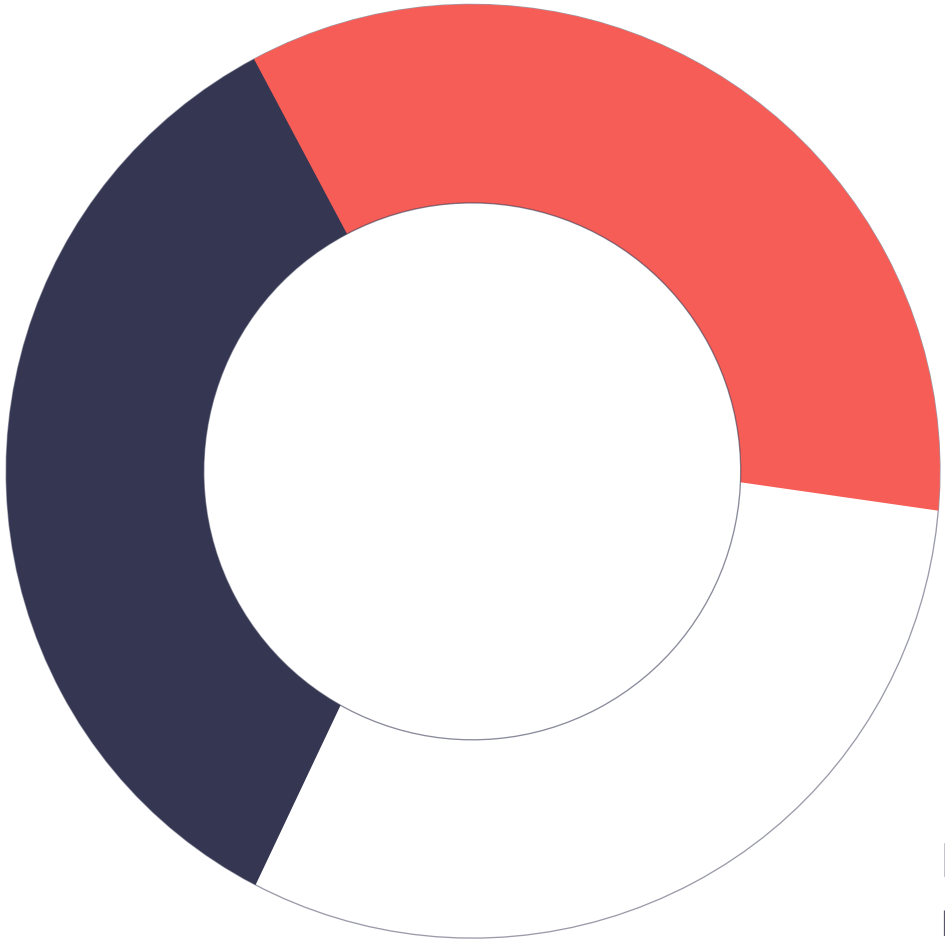
TONE SCALE


Team Meeting
Professional & Optimistic
Friendly & Up-beat
Conference Talk

BRAND VALUES

MY VALUES

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



Passion
Being enthusiastic about the work at hand.

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

THANK YOU