Brand
Guidelines

Knowing The Brand

Mission

I always strive to acheive the best output for all clients. Everything I produce is done to a high standard and no detail is overlooked. I always aim to build long lasting relationships with everyone I work with to provide assurance in every promise I make

Vision

I want to see everyone with a solid and defining brand, no matter how big or small they are. I want businesses to be able to explore every possibility and discover their brand. I want to lead the way with innovative branding and impactful marketing

Values

Excellent customer relationships

High quality output of all work produced

Honesty at all stages of the design process

The process won't stop until the work is perfect

Mono
gram

Here's What To Do

My monogram is made up of two parts, my initials T and D. Here's some ideas of how to use my monogram.

Use the monogram in the approved colour schemes

Make sure the monogram is completely legible

Keep the monogram between the approved sizes

**Make sure the monogram sits in the correct positioning**
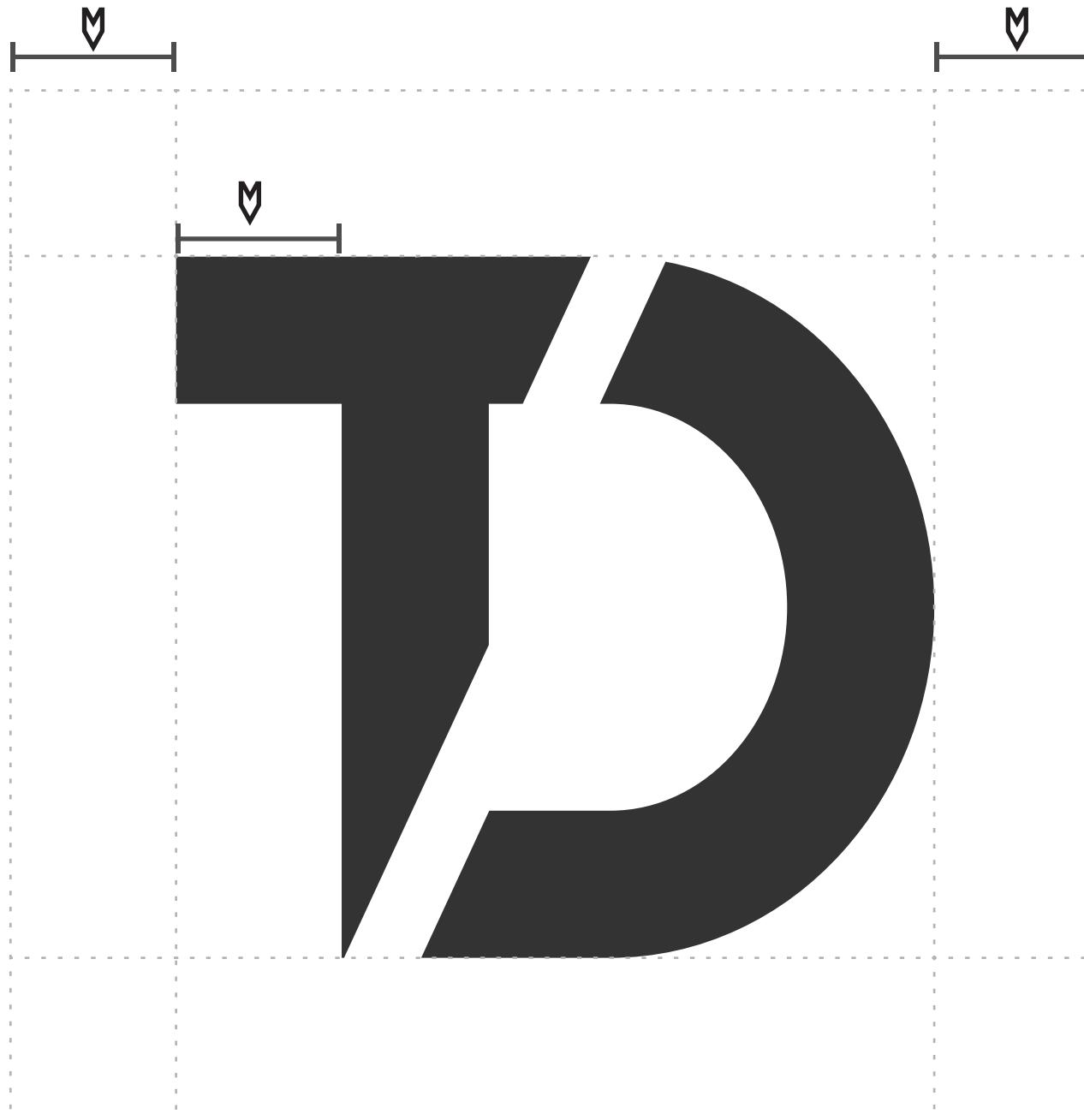
Sizing
and
Positioning

Always make sure there is plenty of negative space surrounding the monogram. The brand has a minimalist style to it and this is reflected in the use of negative space. The monogram should never drop below the specified minimum size to make sure it is still distinguishable. Where possible, the monogram must sit towards the corner of the document or off centre. It should never be centred.

Outside border is measured by the overhang of the T as indicated

Minimum height is 21px as shown on the right

21px

Use Of Colour

The monogram can be used in monochromatic grey in order to contrast with the background or sit subtly in the background as shown. Where possible, use the primary grey, info shown below
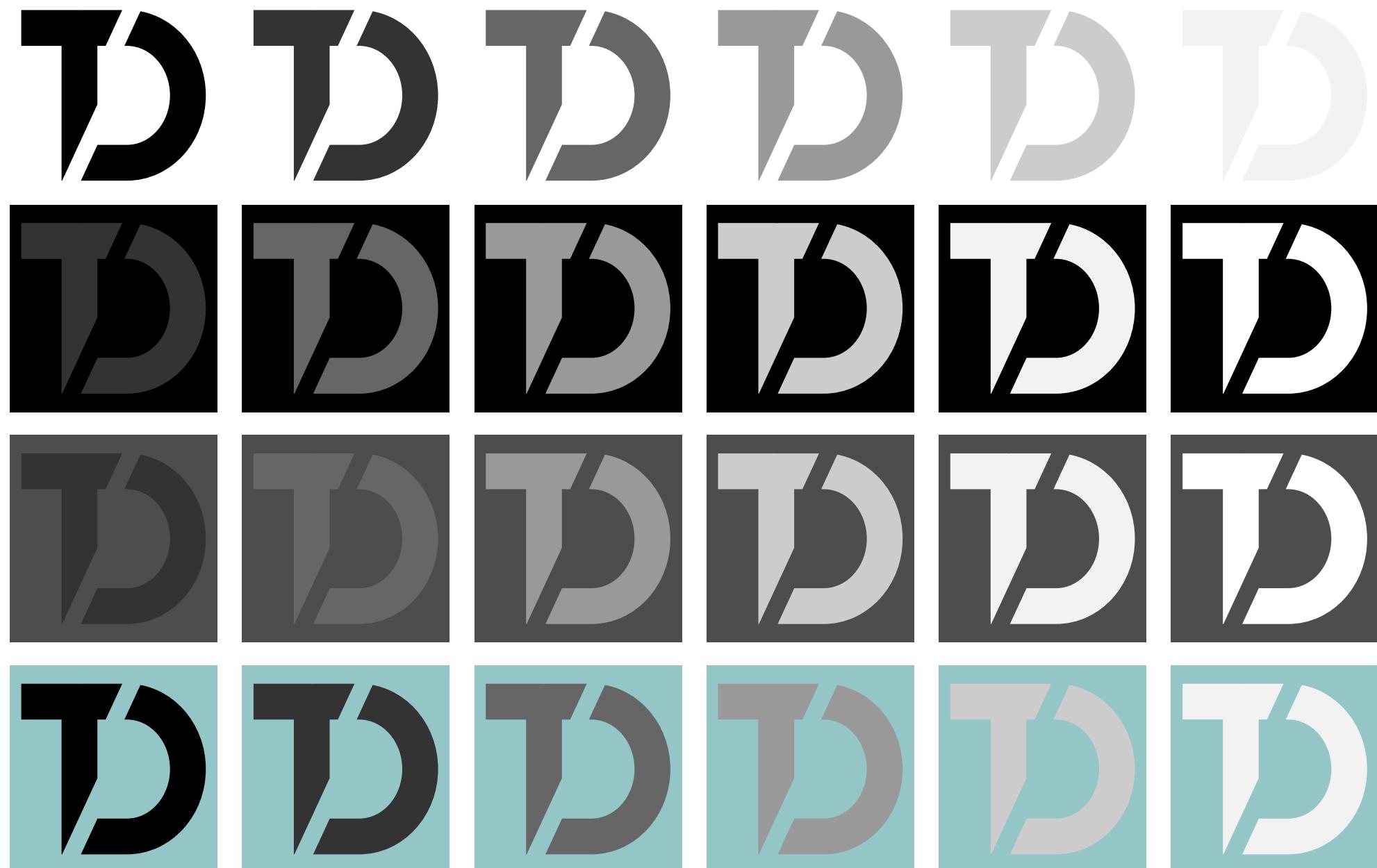
Both parts of the monogram must always be the same shade of grey, they cannot be different

Primary Grey

Hex: *#333333*

R:*51* **G:***51* **B:***51*

C:*0* **M:***0* **Y:***0* **K:***80*
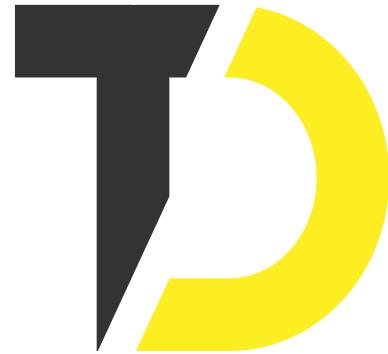
What Not To Do

Here are some examples of what not to do with my monogram
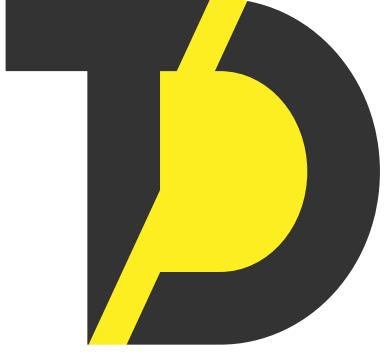
I mean, just look at how bad they all look. You can always contact me if you want to try something funky

Don't use garrish bright colours, stick to the colour schemes

Don't single out either part of the monogram with a colour
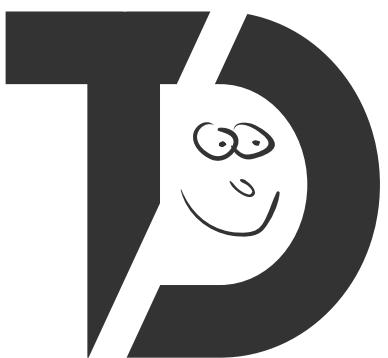
Don't just fill in just the center of the monogram
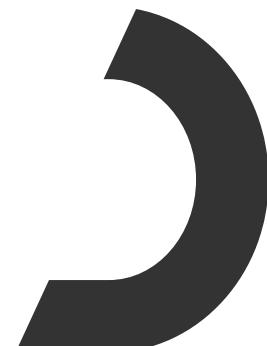
Do not join and fill the monogram

Do not pattern the inside of the monogram

Do not draw smiley faces inside my monogram, or any other graffitti

Do not split up either part of the monogram and leave one half lonely

Do not increase or decrease the gap between the two pieces of the monogram

Do not stretch or warp the monogram in any way

Word
mark

Here's What To Do

My wordmark is made up using the font *Porter*. It is slightly modified to make use of the T and D from my monogram to provide consistency

Use the wordmark in the approved colour schemes

Make sure the wordmark is completely legible

Keep the wordmark between the approved sizes

**Make sure the wordmark sits in the correct positioning**

TIM DAVIDSON

Sizing and Positioning

As with the monogram, there shou,d be plenty of space left around the wordark and again making use of negative space. To see how the wordmeak can be used in conjunction with other parts of my branding, refer to the section *Working Together.* When positioning the wordmark, it should be aligned left. It should also sit towards a corner where applicable

Outside border is measured by the diameter of the O as indicated

Minimum width is 110px as shown

TIM
DAVIDSON

110px

TIM
DAVIDSON

Use
Of
Colour

The wordmark can be used in monochromatic grey in order to contrast with the background or sit subtly in the background as shown. Where possible, use the primary grey colour over solid Black

Both parts of the wordmark must always be the same shade of grey, they cannot be different

Primary Grey

Hex: *#333333*

R:*51* **G:***51* **B:***51*

C:*0* **M:***0* **Y:***0* **K:***80*

What
Not
To
Do

Here are some examples
of what not to do with my
wordmark

TIM DAVIDSON

Don't use garrish bright
colours or any colour at
all

TIM DAVIDSON

Don't single out either
part of the wordmark with
a colour

TIM DAVIDSON

Don't just fill in the
background of the
wordmark

TIM DAVIDSON

Do not modify the line
spacing of the wordmark

TIM DAVIDSON

Do not pattern the inside
of the monogram

TIM

Do not split up either part
of the wordmark and
leave it all alone

TIM DAVIDSON

Do not recreate the
wordmark using your own
font or without the
monogram lettering

TIM DAVIDSON

Do not rotate or angle the
wordmark in any way
(it does not look 'hip')

TIM DAVIDSON

Do not stretch the
monogram, basically do
not modify it

Visual Marque

Here's What To Do
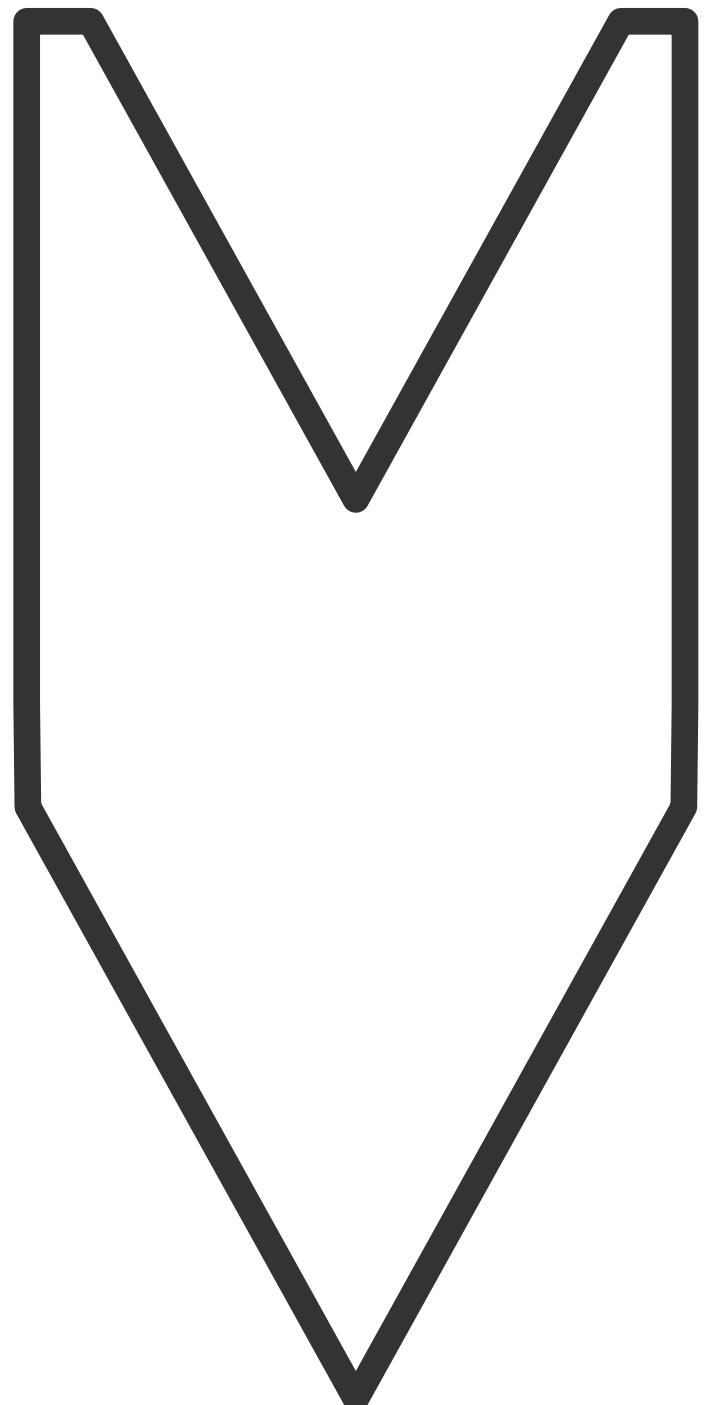
The visual marque is created using the M and V from the wordmark. The shape has been slightly modified though to allow interconnection

Use the visual marque in the approved colour schemes

Make sure the visual marque is thick enough for colour to be recognised

Keep the visual marque between the approved sizes

**Make sure the visual marque sits in the correct positioning**
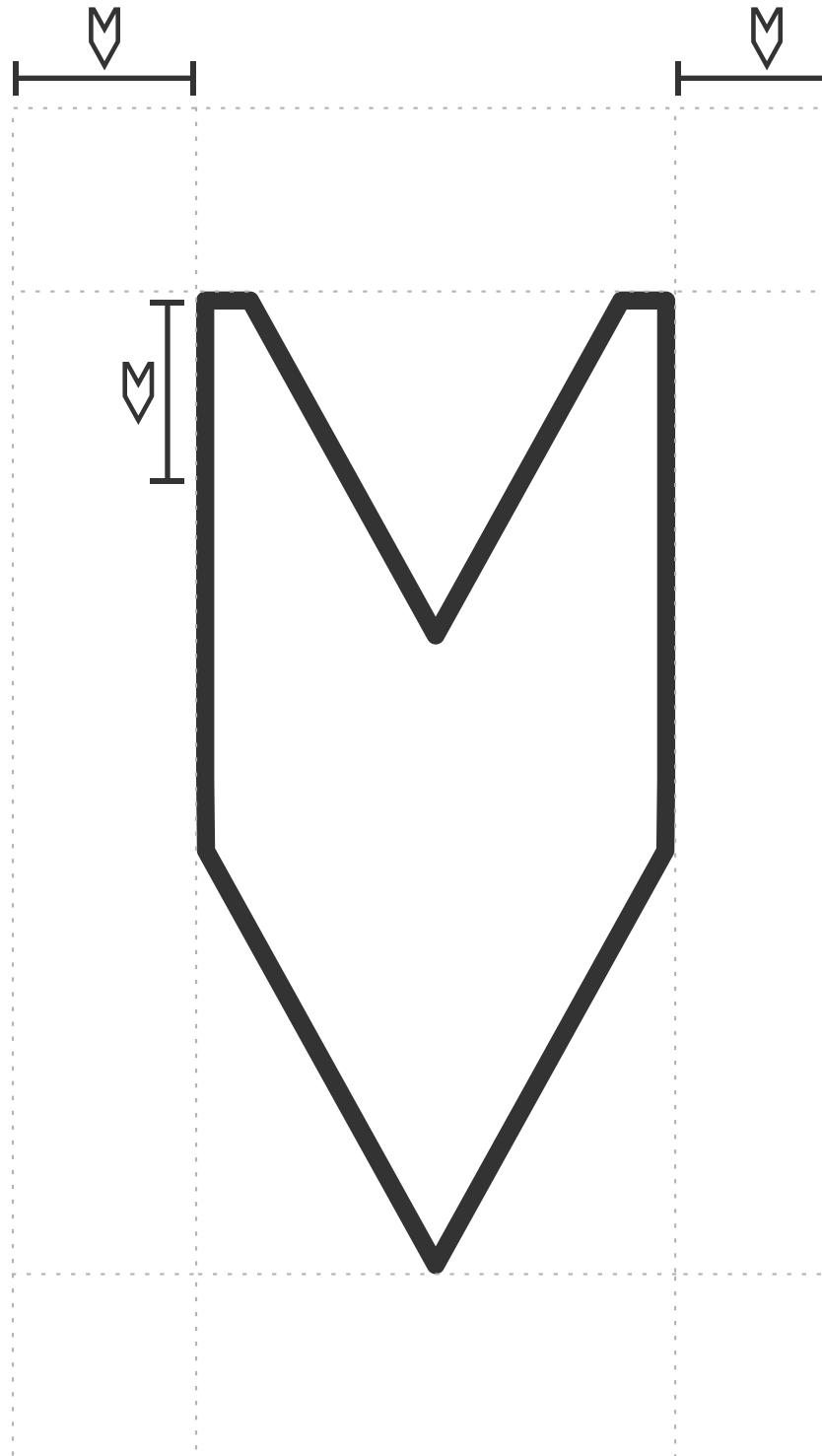
Sizing
and
Positioning

Always make sure there is plenty of negative space surrounding the monogram. The brand has a minimalist style to it and this is reflected in the use of negative space. The monogram should never drop below the specified minimum size to make sure it is still distinguishable. Where possible, the monogram must sit towards the corner of the document or off centre. It should never be centred.

Outside border is measured by a third of the side as indicated

Minimum height is 51px and minimum line thickness is 3pt as shown
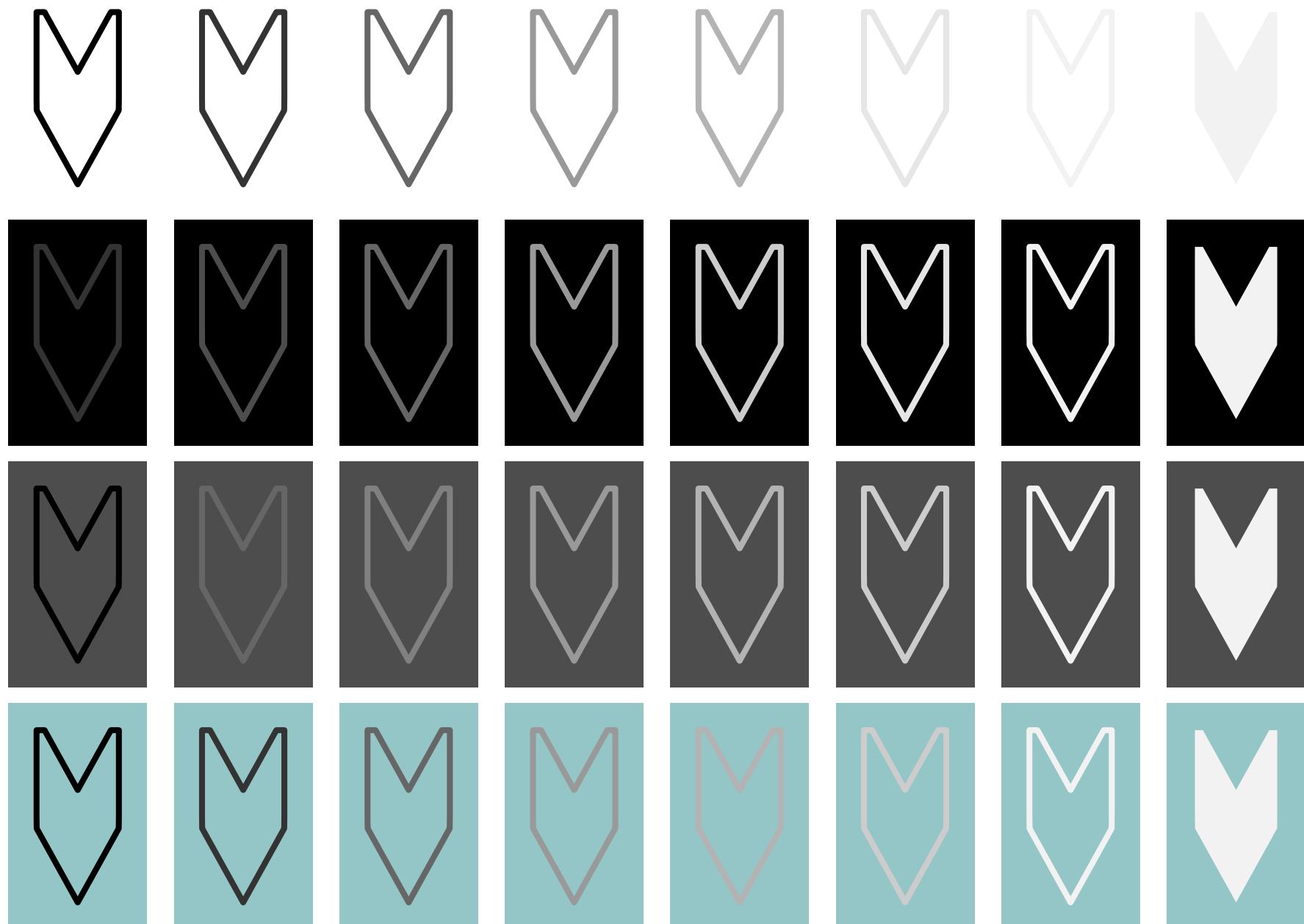
51px
3pt

Use
Of
Colour

The visual marque can be used in monochromatic grey in order to contrast with the background or sit subtly in the background as shown. It can also be used as a stencil cut out from a background as shown. Pending approval by me, different projects can have a different patterned fill or colour pallette related to the project

Both parts of the monogram must always be the same shade of grey, they cannot be different
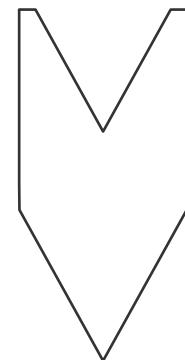
What Not To Do

Here are some examples of what not to do with my monogram
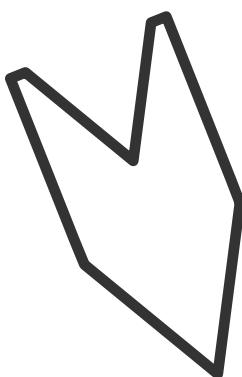
Stick to the approved colour schemes

Make sure the stroke is an appropriate thickness. The colour must be obvious
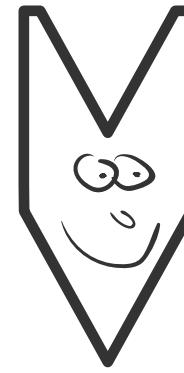
Don't modify the angles of the visual marque

Don't angle the visual marque

Do not pattern the stroke of the visual marque

Do not draw smiley faces inside the visual marque or any other graffitti

Do not split up the visual marque in any way

Don't sharpen the corners of the visual marque

Do not stretch the visual marque, basically do not modify it

Colour Schemes

The approved colour schemes are shown here. The primary grey is used for nearly every part of my branding. Other monochromatic variations can be used though. The other colours seen on the right are the accent colours that can be used for patterns shown in the Visual Extensions section of the guidelines or backgrounds. In certain cases they can be used for the branding. I must pprove this use though before it is finalised

The grey can also be used as a background and the element in use can be made contrasting as shown in the individual examples
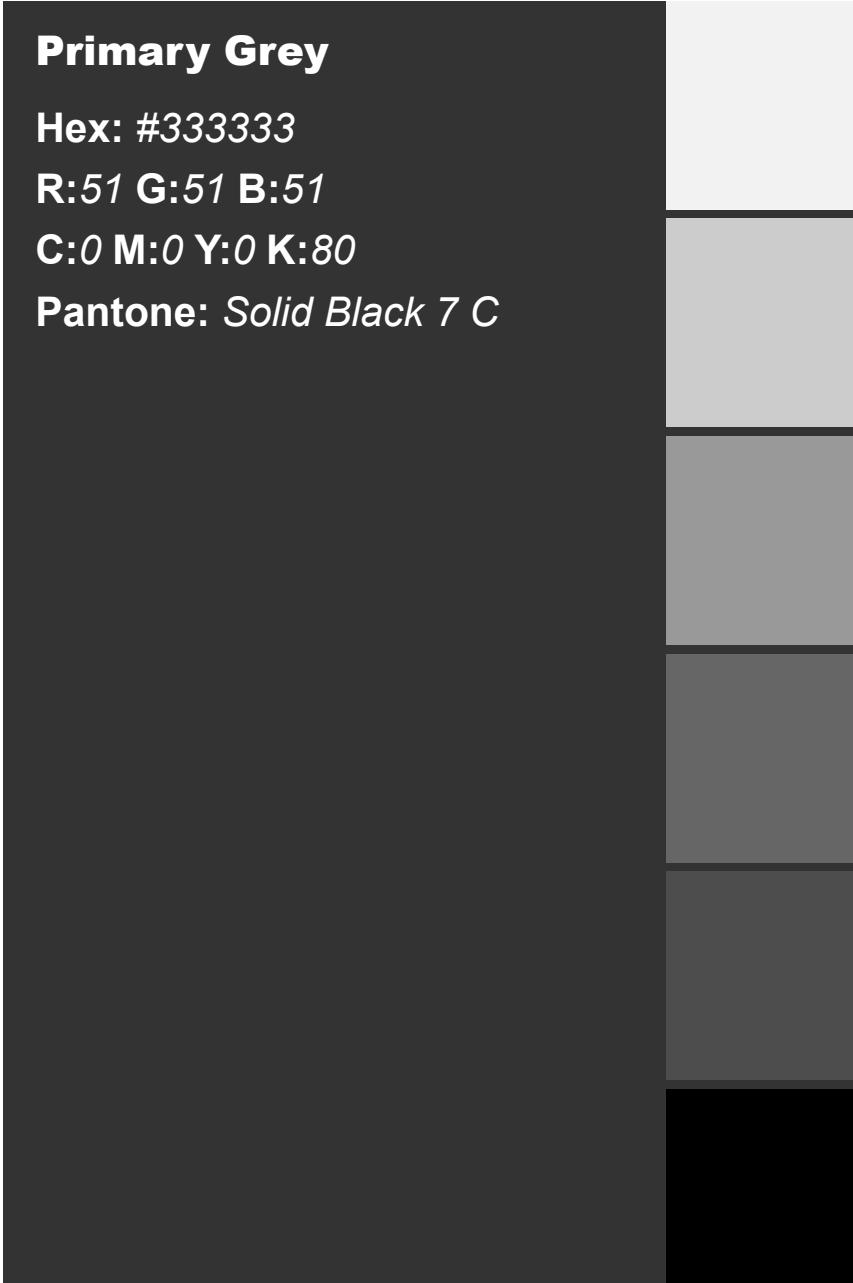
Primary Grey

Hex: *#333333*
R: *51* **G:** *51* **B:** *51*
C: *0* **M:** *0* **Y:** *0* **K:** *80*
Pantone: *Solid Black 7 C*

Accent Turquoise

Hex: *#94C5C7*
R: *148* **G:** *197* **B:** *199*
C: *42* **M:** *8* **Y:** *21* **K:** *0*
Pantone: *Solid 7464 C*
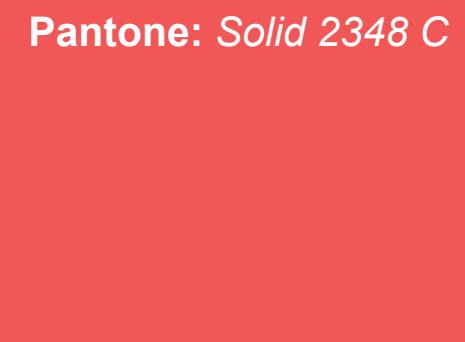
Accent Red

Hex: *#F15757*
R: *241* **G:** *87* **B:** *87*
C: *0* **M:** *81* **Y:** *63* **K:** *0*
Pantone: *Solid 2348 C*

Typography
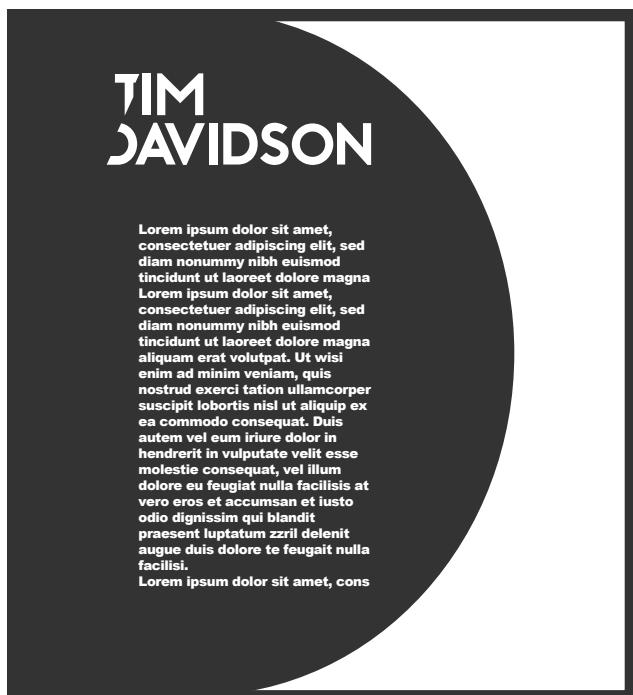
Helvetica Neue LT Std 75 Bold for headings and emphasis

Arial Regular for body text *Italics for differentiation*

Black for emphasis within body text

Always in primary grey
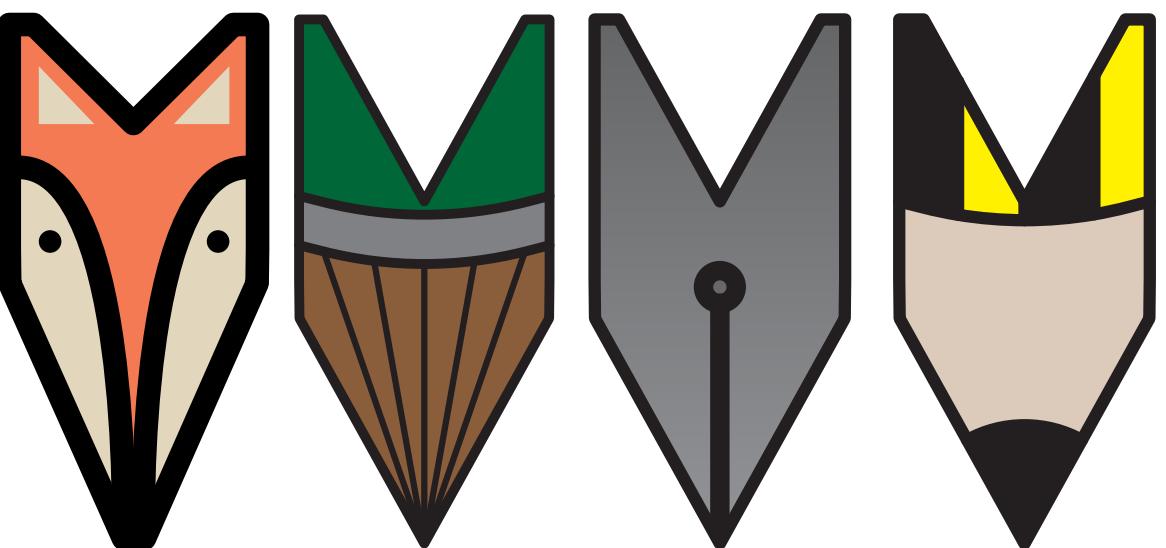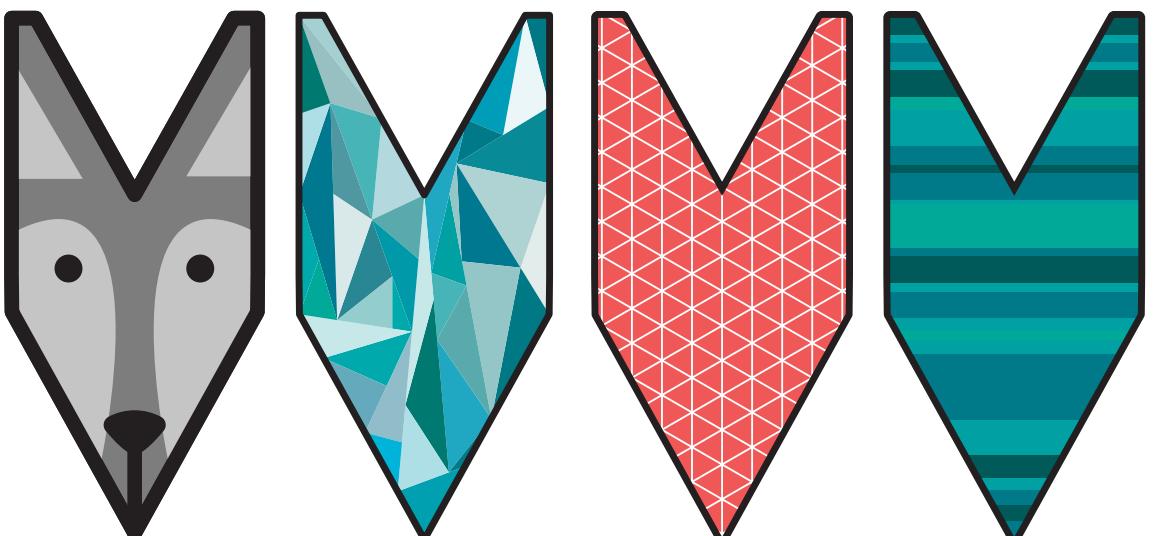
Visual
Extensions

My monogram and visual marque can be used in different, ambigous formats to create different background or sections. Here are a few examples

TIM
DAVIDSON

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons

Visual Marque Extensions

These are some other ways in which my visual can sometimes be used. Depending on what the project entails, a different style can be used to signify a certain design style, represent a businesses colour scheme, or simply differentiate a different project being worked on. Permission by me muct be sought in order to use any extensions of my visual marque

Working Together

Certain elements of my branding may be used together in different situations. They are shown here. Anything not shown cannot be used as a combination

Monogram + Word Mark

Padding around edge is proportionate to the left part of the bar from the T.The spacing between the monogram and the word mark is half the paddingdistance. They must always be the same colour. The minimum width is 100px. Tis combination is to be aligned left and sit towards a corner, never centred.