



**Crafted by Kate Wilson- UX Designer at Belfast School of Art.**

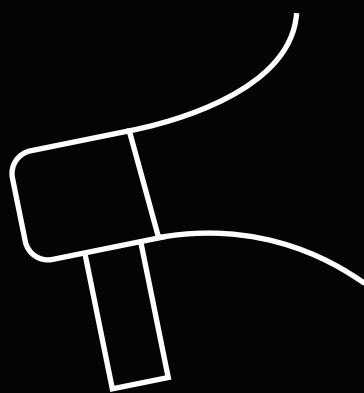
**Content.**

**Voice.**

**Design.**

**Do Not's.**

# Voice.



# Typography

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Font type.

**Avenir Next Condensed- Bold.**

**Aa Bb Cc Dd Ee Ff**

This typeface should be used for all content related to the brand.  
Typography is written in lower-case letters always. There is an exception to this for the word-mark.

Text can be written in both black and white depending on the background.

**example : Hello and Welcome.**

**Hello and Welcome.**

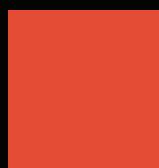
Use of accent colour on important textual content

**example :**

This typeface should be used for all content related to the brand.  
Typography is written in **lower-case letters always**.

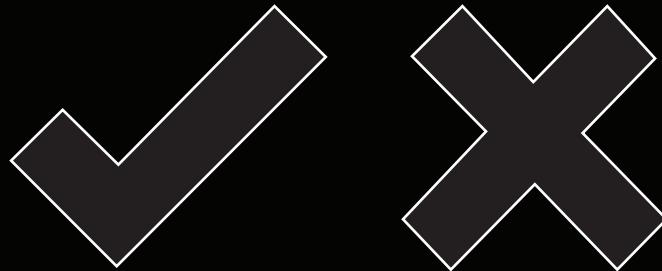
# Photography

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**The photography style reflects the accent colours, creating a consistent flow throughout the brand.**

# Do's and Dont's



# Voice

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## Tone.

The tone of Kate's brand is relaxed and spoken in first person narrative.

## Human.

"A small reminder that Kate exists beyond a screen."

There should be a flow to her language which is natural and unscripted, keeping the voice and tone appropriately formal when necessary.

## Passionate.

She talks about design as if it has its own identity, and use adjectives to create a full and vibrant description, specifically when talking about her brand.

## Inclusive.

As a brand she will use words such as "we" and "together" to make the user feel like they have a place within her brand.

## Formal.

Information about serious or controversial topics and or issues will be discussed in a formal tone. She uses a formal tone when writing to clients or any other enquiries related to the brand.

# Design.



# Colour

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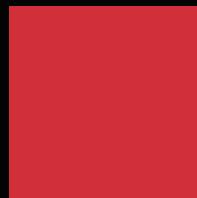
**The main colour scheme for Kate's brand is black and white.**

**Black or white can be alternated for background colour, fonts, monograms, and word-marks.**

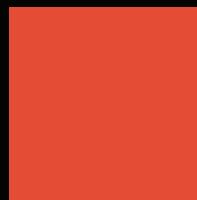
**Light peach to orange tones will be used for accent colouring and pattern designs.**



R:237    C: 3%  
G:150    M: 49%  
B:141    Y: 37%



R:207    C: 13 %  
G:50    M: 95%  
B:57    Y: 83%



R:227    C: 5%  
G:76    M: 85%  
B:55    Y: 86%

# Hello, and Welcome.

I'm **Kate Wilson**  
**Student UX Designer**  
**at Belfast School of Art.**

**Take a look at my  
Brand Guidelines.**

**[Hello@katewilsonixd.com](mailto>Hello@katewilsonixd.com)**

# Brand Do Not's.

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**Do not tilt the monogram.**

**Do not outline the monogram.**

**Do not use colours other than black or white behind the monogram.**



**Do this.**



**Let's  
Create  
Something  
Great  
Together.**

**Hello@katewilsonxd.com**