



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)

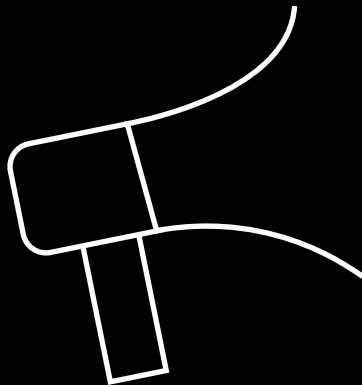
Content.

Voice.

Design.

Do Not's.

Voice.



Voice

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.

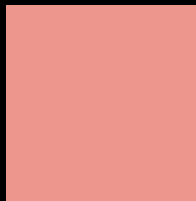


Colour

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%**

Typography

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.

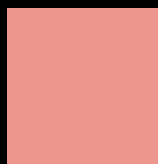
Use of accent colour on important textual content

example :

This typeface should be used for all content related to the brand.

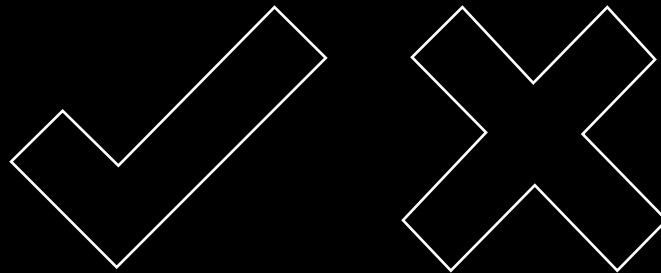
Typography is written in **lower-case letters always.**

Photography



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

Do's and Dont's



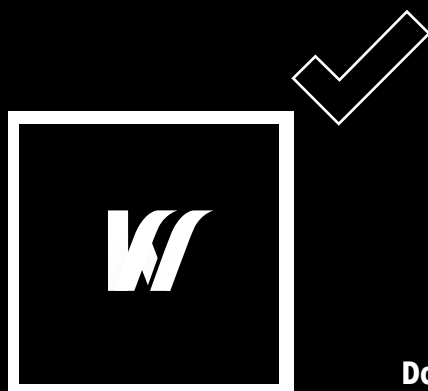
Brand Do Not's.



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@katewilsonixd.com

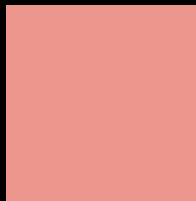


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