Brand Guidelines

— Lois Gordon

Brand Mission

My purpose is to express my creativity and individuality with the use of my brand.
I want to express how I am bold yet my work is minimal and well thought out. My brand shows my personality throughout, for instance my visualmarque is a cartoon version of me wearing a black t-shirt. I wear a different black t-shirt every day and everyone knows me for this.
My brand is friendly and welcoming, but also to be taken seriously.

— Lois Gordon

Monogram

The Basics

The monogram stands for 'LG', Lois Gordon's initials. This monogram is to be used as a logo to represent the brand.

The monogram represents the style of Lois' work which is generally minimal, monochrome and a little abstract.

Here are a few rules for when using the monogram:
• Only use the monogram in the colours shown in these guidelines.
• Don't alter, rotate or modify the monogram.
• Never accessorize or embelish the logo.
• Never use the monogram with the visual marque.
• The monogram may be used
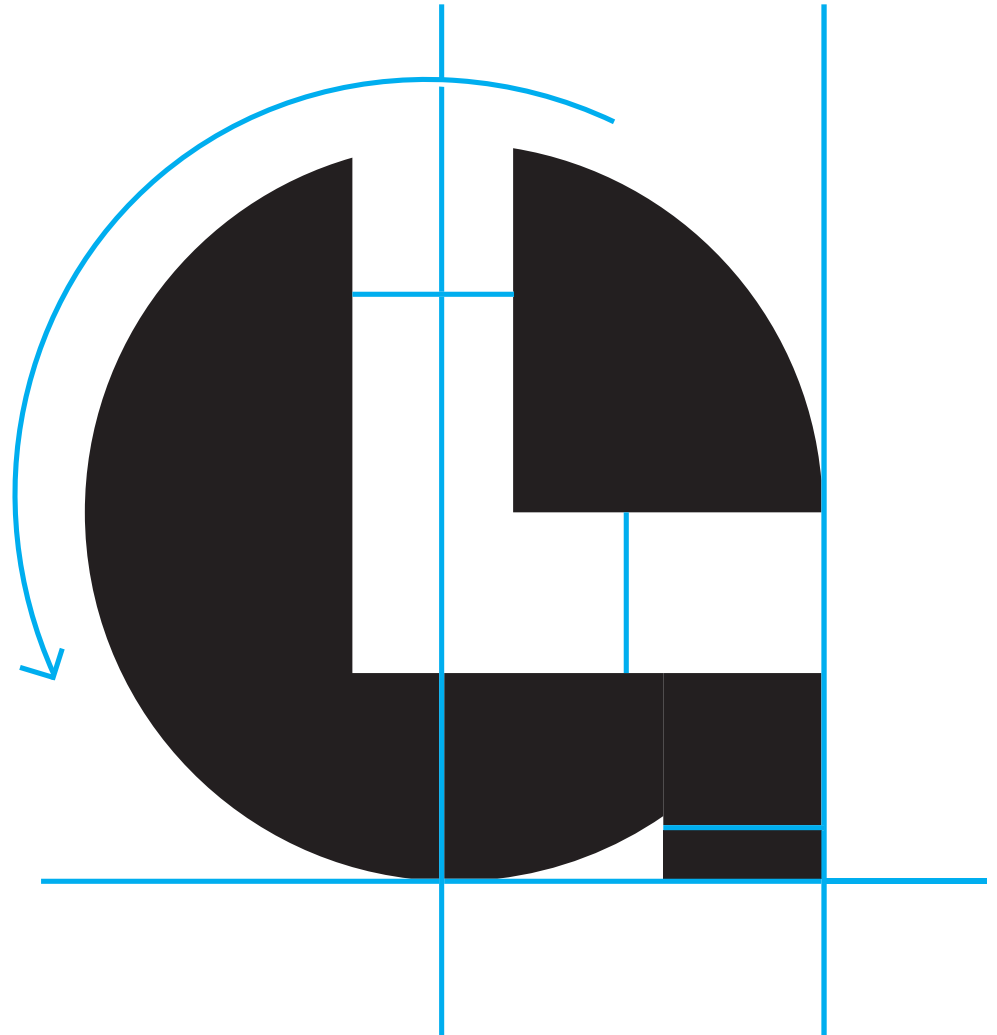
Monogram

When you're using the monogram with type, make sure you give it some room. The empty space around the monogram should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 18 pixels wide.

The monogram should never be used around or with any other graphic elements unless stated otherwise in these guidelines.

150%

100%

24 px
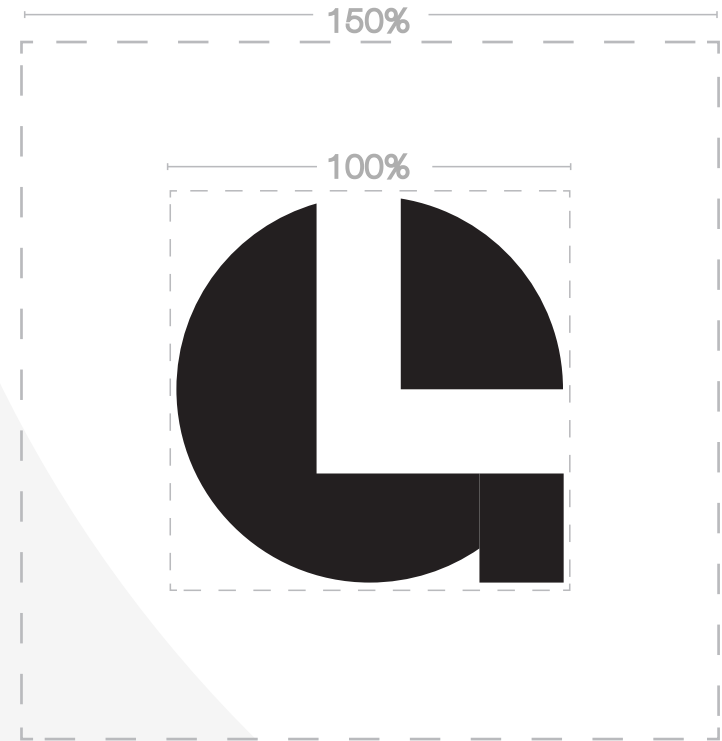
Monogram

The monogram is always either black, gray or on occasion white. It must be legible and maintain the integrity of its form.

The monogram must always be shown with a white 'L' shape - the colour of the background must not create the form of the 'L', the exceptions would be how it is shown in these guidelines.

The opacity may be changed of the gray monogram but only when using against a white background or ontop of an image. The opacity must be between 10% and 20%.
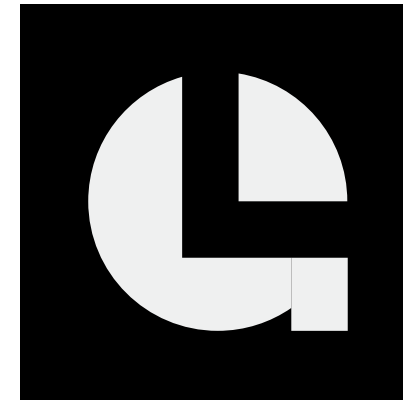
#f4f4f4
RGB -244 244 244
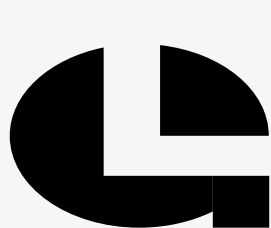CMYK - 5% 4% 4% 0%
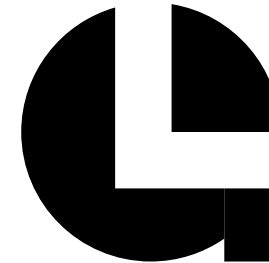
#000000
RGB - 1111
CMYK - 91% 79% 62% 97%

#aeaeae
RGB -174 174 174
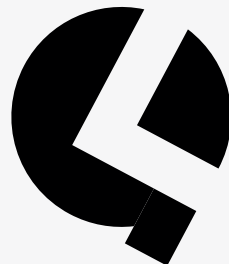CMYK - 34% 26% 27% 5%

Monogram

Misuse

Here are some examples of how not to use the monogram.
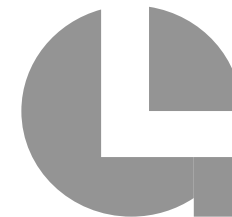

Do not squash or stretch

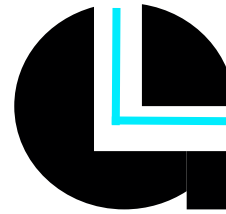Do not rotate

Do not use colours

Do not change the opacity
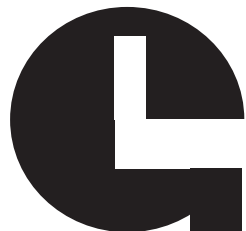

Do not use mul-ti-coloured
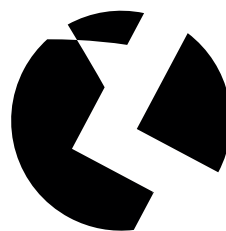

Do not squeeze

Do not accessorize

Do not use against coloured backgrounds

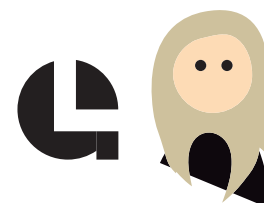

Do not change thicknesses

Do not crop or cut

Do not layer or join mulitple monograms


Do not use beside visual marque

Visual Marque

The visual marque is a representation of Lois Gordon. It should be used on occasion when the monogram is not suitable.

Here are a few rules for when using the visual marque:
 • Only use the visual marque in the colours shown in these guidelines.
 • Don't alter, rotate or modify the visual marque.
 •Never accessorize or embelish the visual marque.
 • Never use the visual marque with the monogram.
 •Never use the visual marque with the word marque, only one acception which is when the mono-gram is not present. This is shown in these guidelines.
 •Never change the colours of the visual marque.
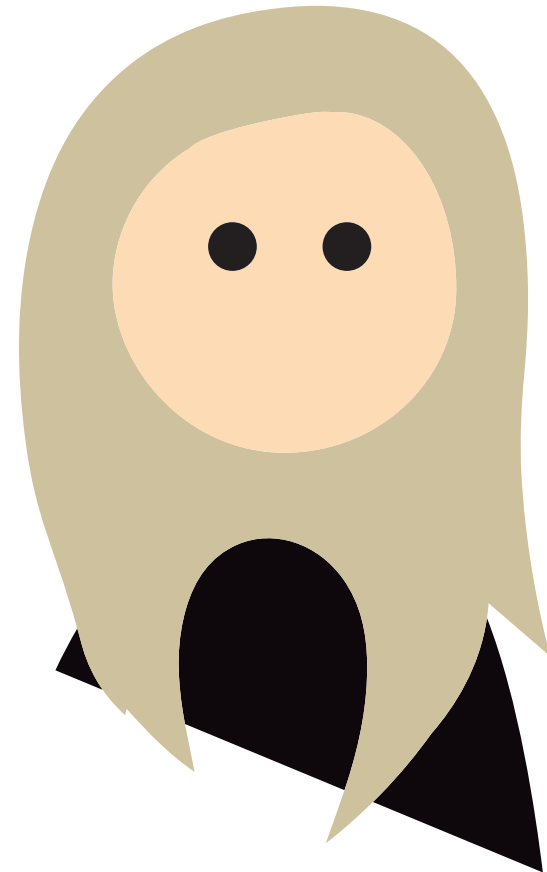
Visual Marque

When you're using the visual marque with type, make sure you give it some room. The empty space around the visual marque should be at least % of the width of the logo. To ensure the visual marque maintains its visual impact, do not go any smaller than 24 pixels wide.

The monogram should never be used around or with any other graphic elements unless stated otherwise in these guidelines.

100%

24 px
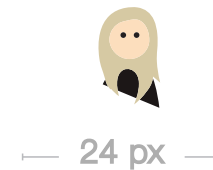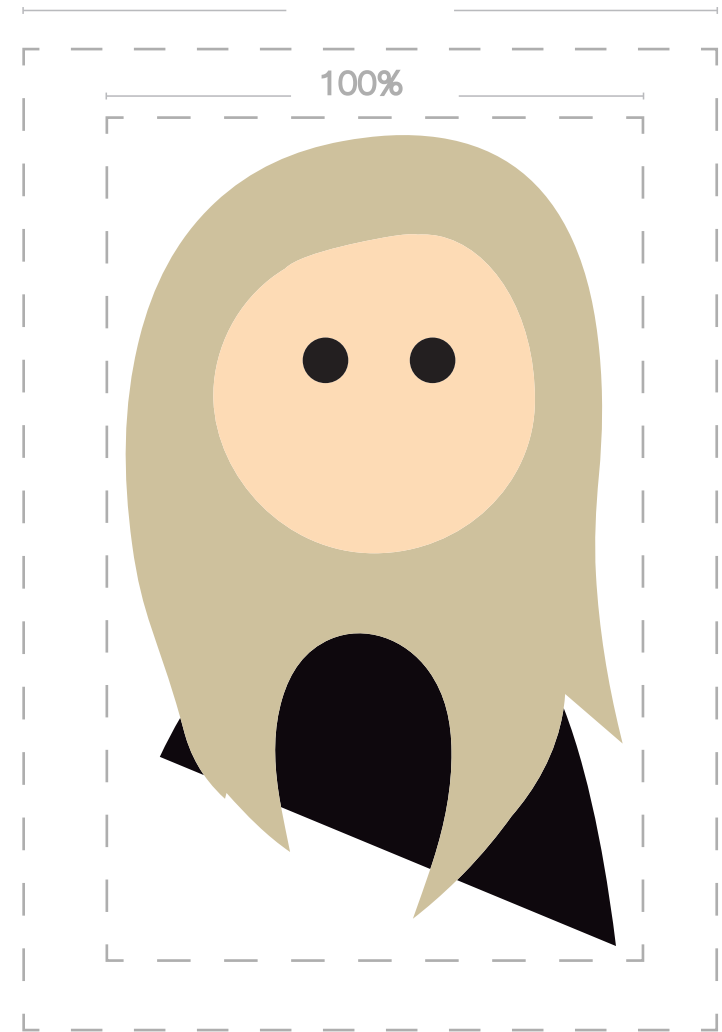
Visual Marque

The visual marque must always be used with these colours.

The visual marque must never have an adjusted opacity.

#d7c9a3
RGB -215 201 163
CMYK - 18% 18% 40% 2%

#fde0be
RGB - 254 224 190
CMYK - 0% 15% 29% 0%
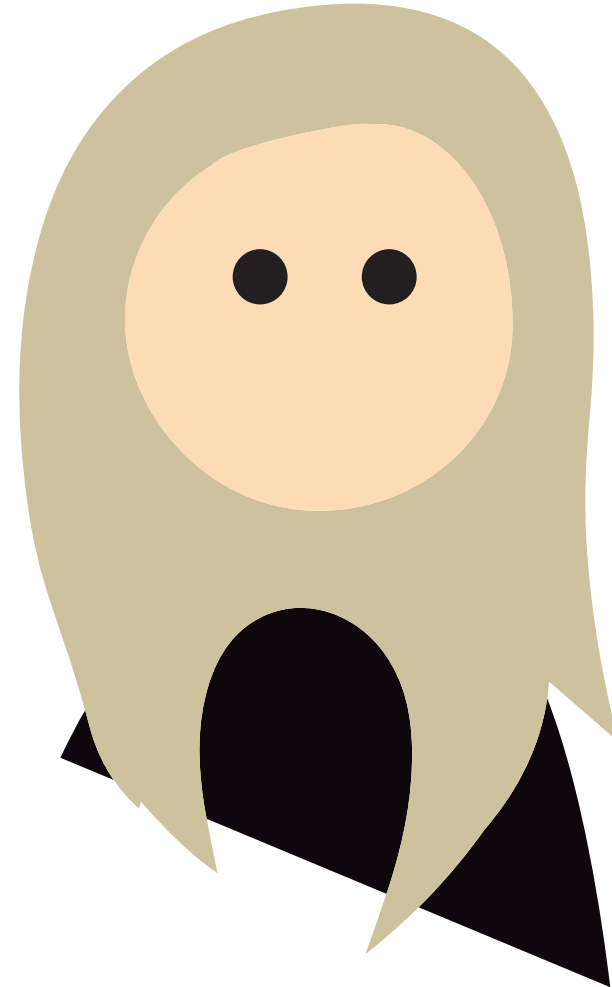
#1b1616
RGB - 28 22 22
CMYK - 72% 70% 61% 85%

Visual Marque
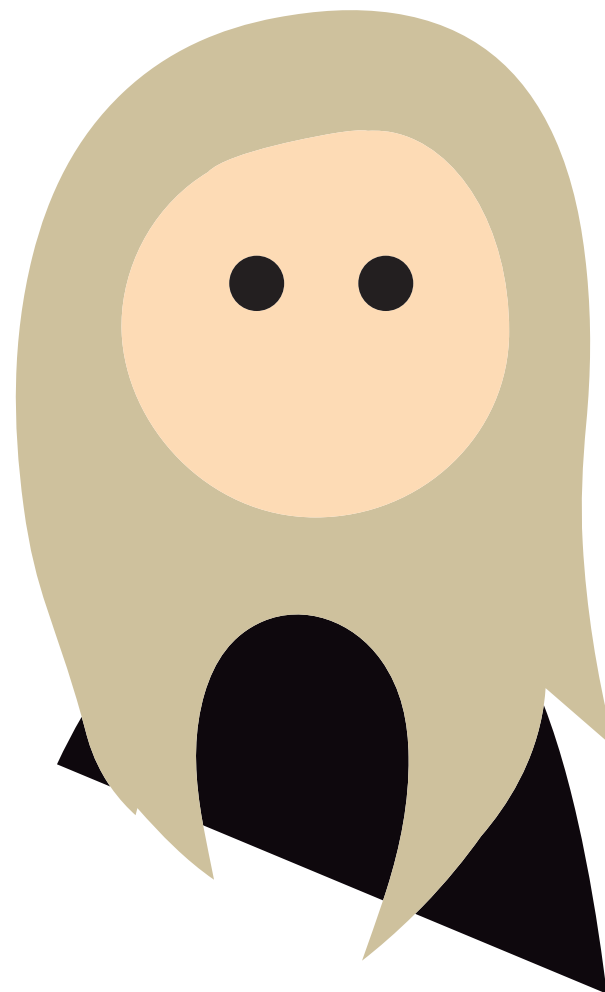
The visual marque gif must always be used with these colours.

The visual marque gif must never have an adjusted opacity.

The visual marque gif must only be used when the non animated visual marque isn't used.

#d7c9a3
RGB -215 201 163
CMYK - 18% 18% 40% 2%

#fde0be
RGB - 254 224 190
CMYK - 0% 15% 29% 0%

#1b1616
RGB - 28 22 22
CMYK - 72% 70% 61% 85%

Wordmark

The wordmark is to be used when Lois' name is used. It should be used on occasion when the monogram is not suitable.

Here are a few rules for when using the visual marque:
• Only use the wordmark in the colours shown in these guidelines.
• Don't alter, rotate or modify the wordmark.
• Never accessorize or embelish the wordmark.
• Never use the wordmark with the monogram.
• Never use the wordmark with the visual marque.
• Never change the colours of the wordmark.
• The wordmark may be used with the monogram as shown.

LOIS GORDON
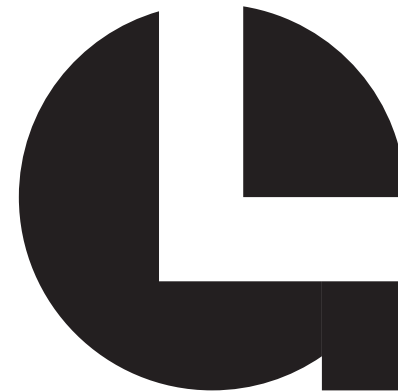
LOIS GORDON

Wordmark

The wordmark is only ever to be used in black. No other colour. If black is not suitable the wordmark will not be used at all.

Opacity of the workmark must always be 100%.

LOIS GORDON

Wordmark

The wordmark is only ever to be used in black. No other colour. If black is not suitable the wordmark will not be used at all.

Opacity of the workmark must always be 100%.

Here are some examples of how not to use the workmark.

• Never use blues, greens, pinks, reds, yellows etc.

• Never distort, squash, alter, stretch the workmark.

• Never rotate, flip or reflect the workmark.

LOIS GORDON

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Typography

Headings and subheadings must always be in Bebas Neue. When Bebas Neue is not available, google font, 'Oswald' may be used for web-use. 'Oswald' may also be used when subheading are not capitialzed.

Helvetica Neue must always be used for body. On an occassion where body text is longer than 100 words, 'Bodoni' may be used in order for text to appear more legiable.

BEBAS NEUE

Helvetica Nueue

Bodoni

Bodoni

Typography

Headings and subheadings must
always be in white or black. Only
white when the background is
orange.
Body must always be black or white.
White must only be used when
 background is orange.

HEADINGS

SUB-HEADINGS

Body

body

ca Nueue

BEBAS NE

Typography

Headings must always be 1.5em and subheadings 0.75em when using on websites.

Body type must always be smaller than headings but can be the same size as sub-headings.

HEADINGS

SUB-HEADINGS

Body

body

Backgrounds

The basics

Backgrounds must always be solid white (#ffffff) or orange (#ffa500).

Backgrounds must only be orange when used for title sections and footers on the web.

Backgrounds can be adjusted to fit text and content within, padding to be a maximum of 3em.

Backgrounds must never be outlined.

#ffa500
RGB -255 166 0
CMYK - 0% 42% 93% 0%

#ffffff
RGB -255 255 255
CMYK - 0% 0% 0% 0%

Any Questions?

Contact me at loisgordondesign@gmail.com