

LUCY COOK

BRAND GUIDELINES



WELCOME

Hi my name is Lucy Cook and I'm a User Experience designer, welcome to my personal brand. These brand guidelines have been created to outline the thinking behind my brand in terms of my vision, principles and application to ensure consistency is held throughout.

I hope the guide is easy to follow and allows for flexibility when it comes to designing under my brand name, to produce some highly creative work that reflects my brand's vision. However using my brand correctly is hugely important to me as the designer so I ask please that the guide is referred and applied to when contributing to my brand. I hope you enjoying getting to know my brand better.

TONE OF VOICE

The mission of my brand is to provide innovative high standard designs as I put all efforts into every task whether big or small. I want my brand to stand out from others hopefully through my personal creativity and individualistic approaches to design. My vision for the future is to push myself with challenges allowing me to become a bigger and better designer.

As you can tell I speak in first person, my brand is personal to me and therefore I believe it makes it more personal and clearer to understand the thoughts behind my designs from myself. I'd describe my tone as casual, clear and confident as I hope to come across as a friendly and relatable character and believe it is important to speak confidently about your work.

VALUES

I want my brand to show **commitment**.
A consistently well performing work ethic
ensures I can achieve my best for my brand.

I want to build a brand that is **reliable**.
Designing to the highest quality with every
project whether that's big or small in order to
satisfy every client.

With commitment comes **consistency**.
I want to continue showing consistency through
my brand to again ensure I am achieving the
best results with every project I produce.

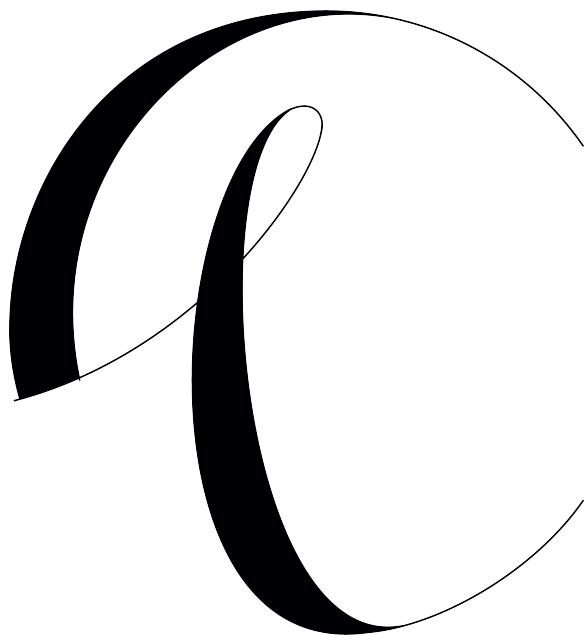
And with greatest importance **personality**.
Building a brand with unique qualities and
characteristics so that it can stand out in a
crowd and achieve great outcomes.

MONOGRAM

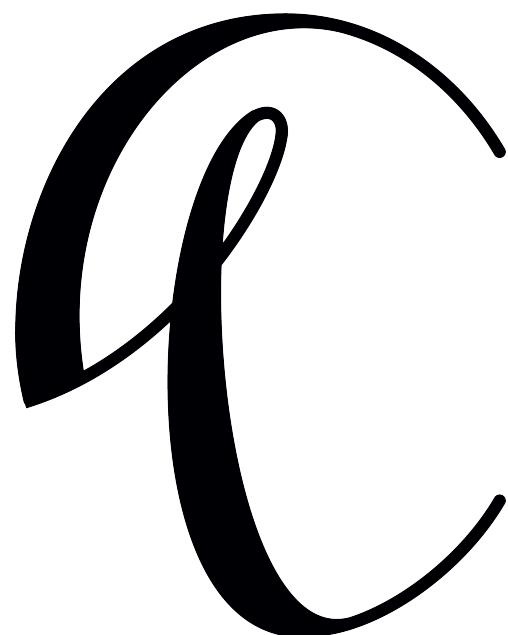


My monogram is a reflection of my brand's style. Showing clear form and sleek transition from an illustrative 'L' into a perfectly circular 'C.' The simplicity of it's form is what portrays the elegant feel of my monogram. I believe it can show both a professional and fun side in it's design.

GUIDANCE



Don't change line thickness



Don't stretch or manipulate the logo.



Don't use butt cap ends

WORDMARK

LUCY COOK

My wordmark is clean and simple. It is the font 'Rift Soft Regular', a tall capitalised font that is in keeping with my monogram through it's use round caps and curved edges. However it is still able to stand out on it's own as it's tall and straight structure contrasts with the more circular and curved style of monogram.

COMPOSITION



My wordmark can be used with my monogram at any time. However this is the only placement that my monogram and wordmark should appear.

VISUAL MARK



My visual mark is a illustration of myself, and therefore correctly represents me. I have used a similar colour palette and restricted, simple illustration style.

TYPOGRAPHY

TITLES AND HEADINGS

My font family of choice is Rift Soft as you know this is the typeface I used for my wordmark and therefore it runs smoothly with the brand consistency. It is a capitalised font which gives it its strong statement presence. The same can be said with its tall letter forms as again it stands out. However I particularly like that it uses rounded caps and corners as it takes the harshness out of being a stark and bold typeface. I think it works particularly well with my brand in terms of consistency and being able to stand for itself.

RIFT SOFT REGULAR

TYPOGRAPHY

Body Font

Seeing as my primary typeface is strictly a capitalised font, I wanted a more traditional font for my body copy however choosing something similar in shape. Acumin Pro Condensed is my font of choice for this as it follows the same design concepts - tall shape, straight lines but holds the rounded caps and curves like before.

Acumin Pro Condensed
Light Regular Semi-Bold

TYPOGRAPHY

Secondary Font

Incase my chosen font types are unavailable then Google fonts have a few similar styles. Either can be used for body copy.

Open Sans Condensed
Barlow Condensed

RGB 255 255 255

CMYX 0 0 0 0

HEX #FFFFFF

RGB 0 0 0
CMYX 91 79 62 97
HEX #000000

RGB 252 234 244

CMYX 0 12 0 0

HEX #FCEAF4

RGB 216 152 210
CMYX 19 48 0 0
HEX #D898D2

RGB 243 215 232

CMYX 4 21 10

HEX #F4D7E8

RGB 241 142 175
CMYX 0 57 9 0
HEX #F18EAF

COLOUR

My primary colour scheme used for header background etc is the light pink (#FCEAF4) and the darker purple (#D898D2) is used for the likes of buttons.

The usage of black and white is restricted to typography.

The secondary colour scheme is a light purple (#F4D7E8) and darker pink (#F18EAF) which is really only used on the likes of my business cards which use the visual extension.

VISUAL EXTENSIONS

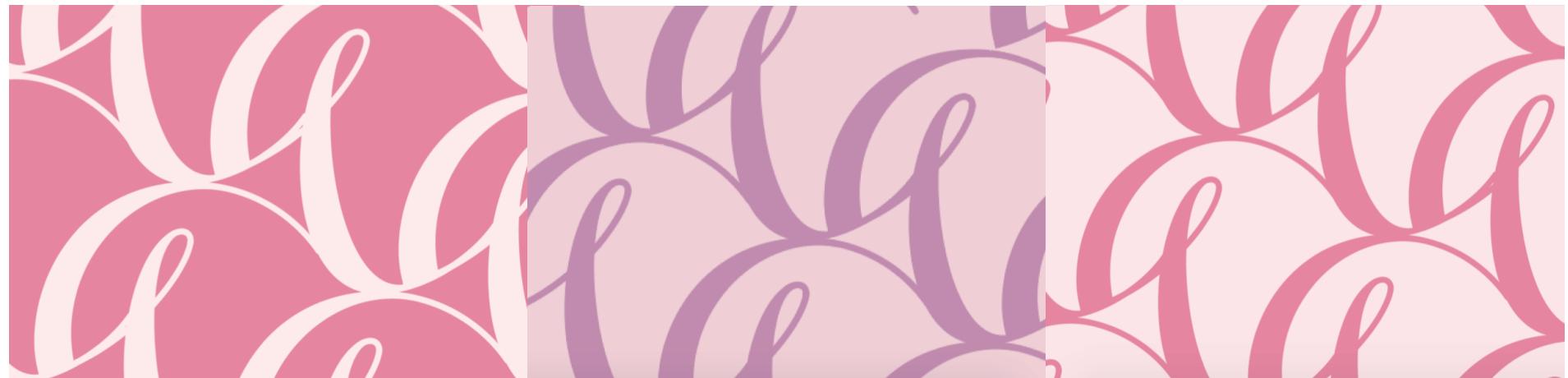


My visual extensions are simply a continuous connection of my monogram.

The gradient background image is a diagonal gradient of the darker purple (opacity: 30%) into the darker pink (opactiy: 30%) with the visual extensions pattern behind in an even lighter pink colour (#FEF8FB). This gradient can be seen used on the landing page of my portfolio wesbite and social media banners.

BUSINESS CARDS

Visual extensions may be used on the back of business cards varying scale and colour as long as it complies with my chosen colour scheme. Examples of business card back shown below.



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