

A large, abstract white graphic is positioned on the right side of the page. It consists of several overlapping curved bands and lines, creating a dynamic, organic shape that resembles a stylized letter 'G' or a series of flowing petals. The graphic is set against a solid pink background.

BRAND GUIDELINES

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LUCY COOK

# WELCOME

My name is Lucy Cook and 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.

# BRAND STORY

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 bigger and better.

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 to improve on my self-belief as a growing designer. I would like to think that my readers can leave feeling positive and encouraged through design.

# TONE OF VOICE

# VALUES

I want my brand to be **purposeful**.  
To achieve design solutions from problem solving tasks in order for my brand to fill a gap in it's market.

I hope my brand can bring **enjoyment**.  
Ensuring the best user experience is had through a fun and functional operating process.

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

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.

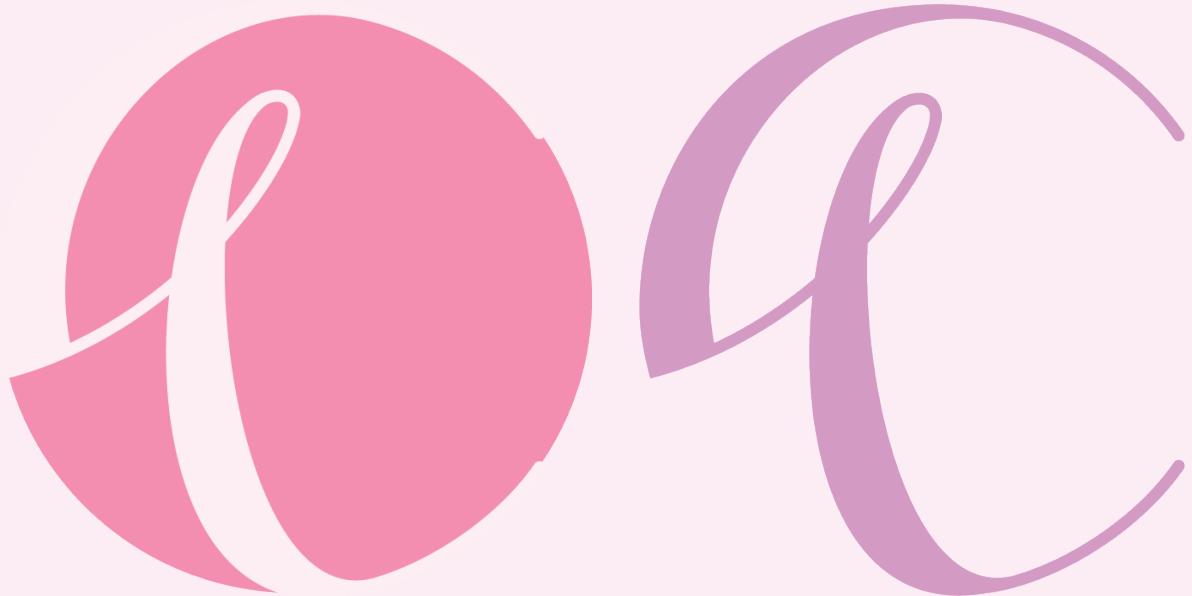
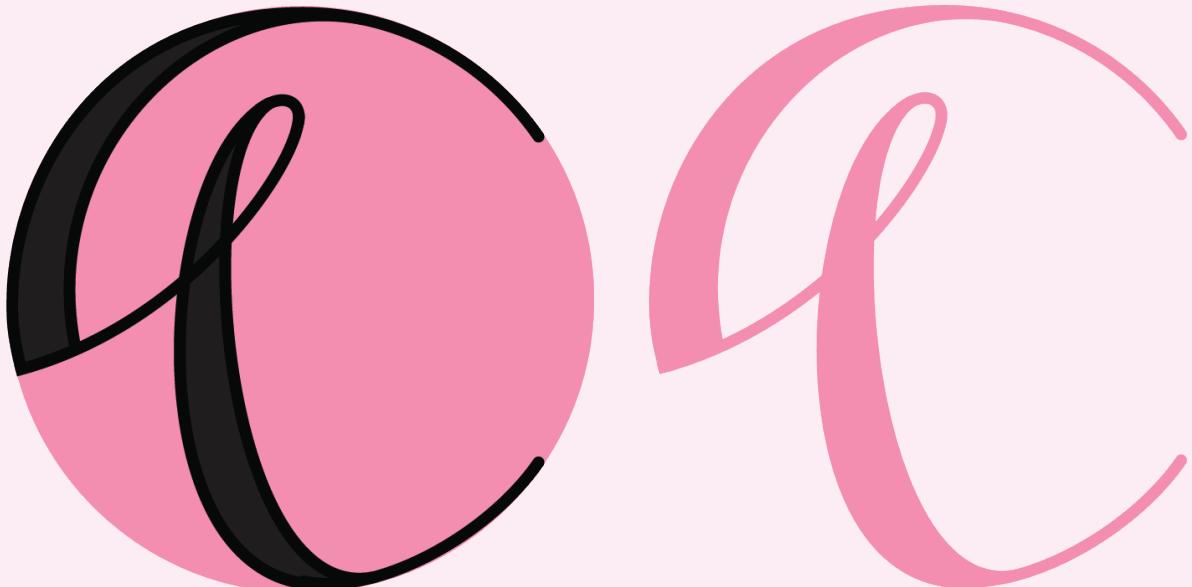


I want to build a brand that is **reliable**.  
Outperforming with every project whether  
that's big or small in order to satisfy every  
client

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

# MONOGRAM





## DETAILS

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.

## VARIATIONS

My monogram will mostly be used in black and white however in certain instances were colour can be used, it must only be in the options shown to the left. The pink designs taking priority over the purple.

DO  
DO



use in black



use approved colour  
background



use in approved  
colours

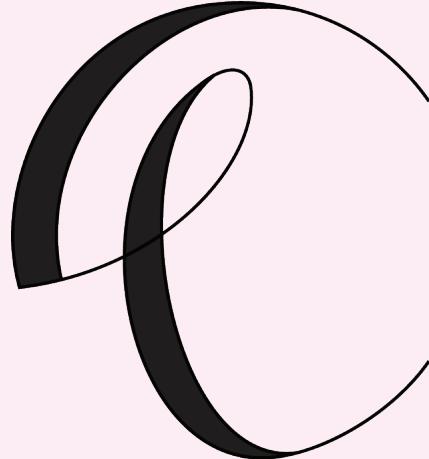


light colour on colour

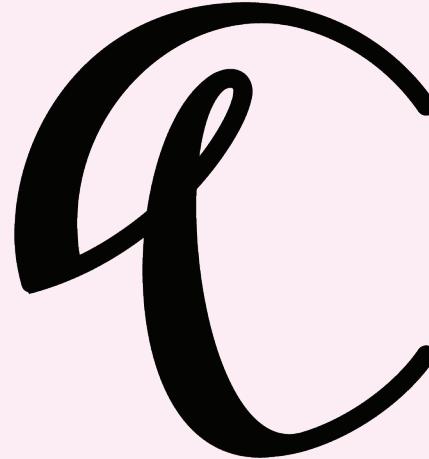


use in visual extensions

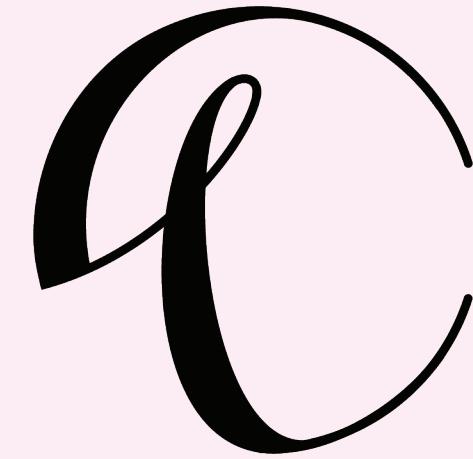
DO NOT



change shape of L



change line thickness



close gap of C



use butt capped lines



squash shape



stretch shape

WORDMARK

LUCY COOK



## DETAILS

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.

## USE WITH MONOGRAM

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





# LUCY COOK

## DETAILS

My visual mark is a illustrated representation of me, focusing on my hairstyle as plaits are what I wear on a daily basis and therefore represent me. I have followed the same colour palette and introduced the pen tool element to represent me as a designer. It is a rather simple line sketch to which I added colour to make it stand out more.-

## HOW IT IS APPLIED

My visual mark will not sit with my monogram and rarely sit with my wordmark unless required as my visual mark is a lesser focal point.

# TYPOGRAPHY

My font family of choice is Rift Soft as you can tell this is the typeface I used as 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  
Thin Light Regular Bold

# HEADINGS

Rift Soft Regular  
120pt

## Body

Body  
Acumin Pro Condensed  
22pt

# 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.

1. Open Sans Condensed

2. Barlow Condensed

RGB      253 236 243  
CMYX      0 9 0 0  
HEX      FDECF3

COLOUR

RGB      244 142 175  
CMYX      0 56 7 0  
HEX      F48EAF

RGB      255 255 255

CMYX      0 0 0

HEX      FFFFFF

RGB      0 0 0

CMYX      75 68 67 90

HEX      000000

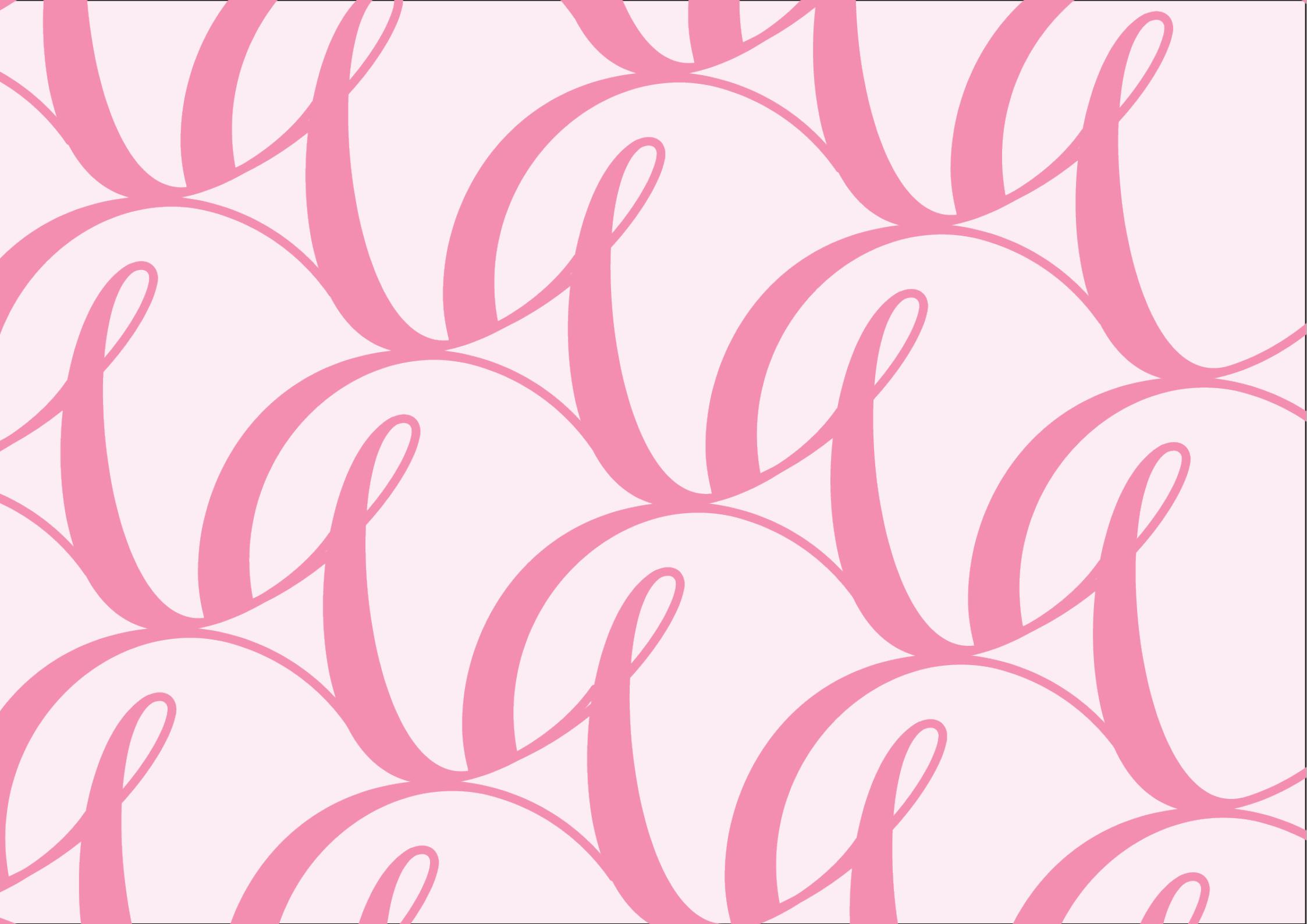
RGB      244 215 232  
CMYX      2 18 0 0  
HEX      F4D7E8

RGB      211 153 197  
CMYX      14 46 0 0  
HEX      D399C5

My primary colour scheme is the light and darker pink which will be used the majority of the time when colour is required.

The black and white colours are restricted to typography.

The secondary colour scheme is a light and darker purple which will be used only when there is an overload of pink colour to break up it's use.



# VISUAL EXTENSIONS

My visual extensions are simply a continuous connection of my monogram. This may be used in either or form shown; whether that is a block fill of colour or background fill however the colouring must obviously be one of that agreed in the colour palette. Visual extensions may be used on the likes of business cards.

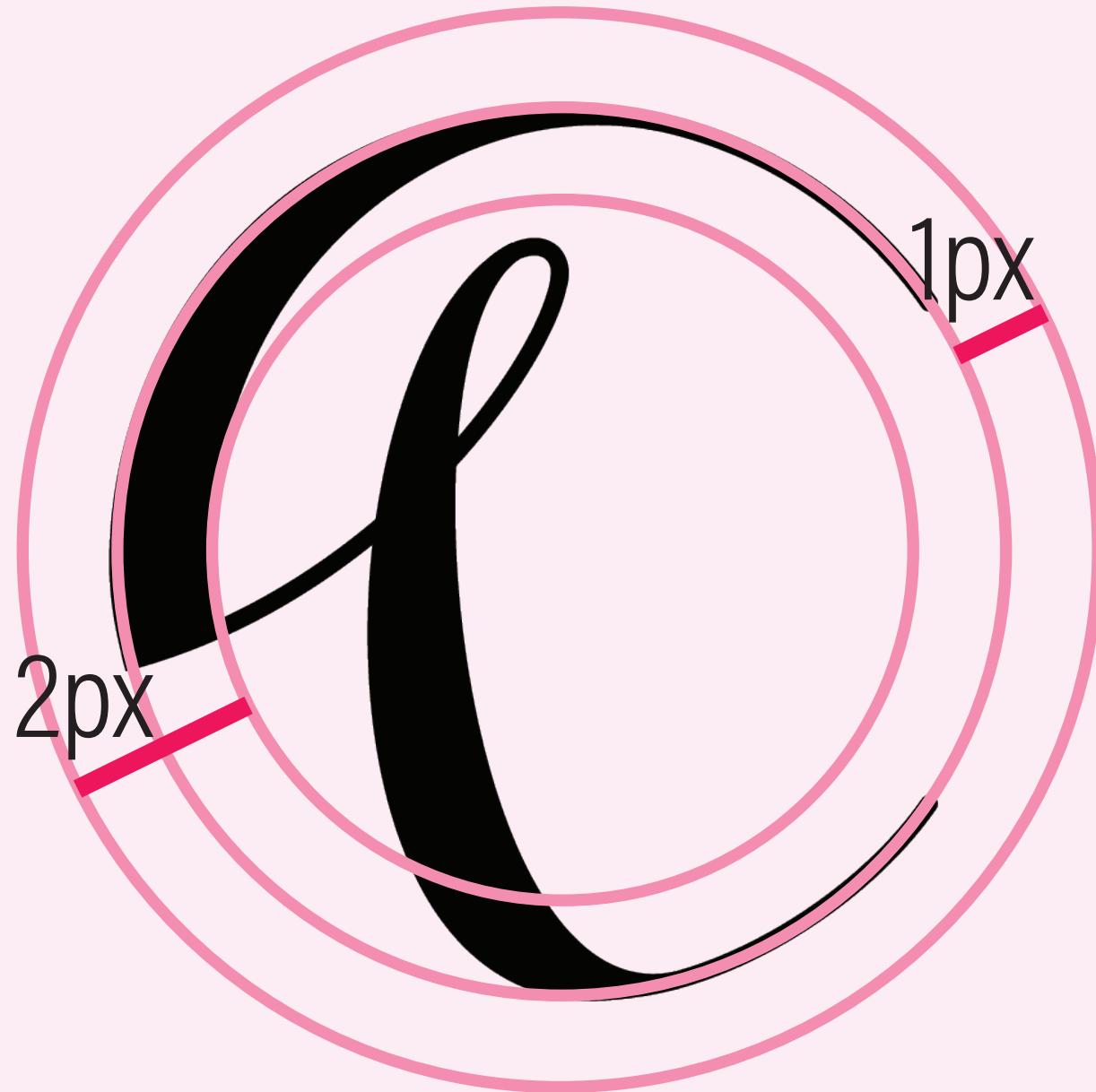
Ideally creating a range of business cards using different variations of my visual extensions which examples can be shown later on.



# LAYOUT

Bringing things together in order to finalise my brand identity.

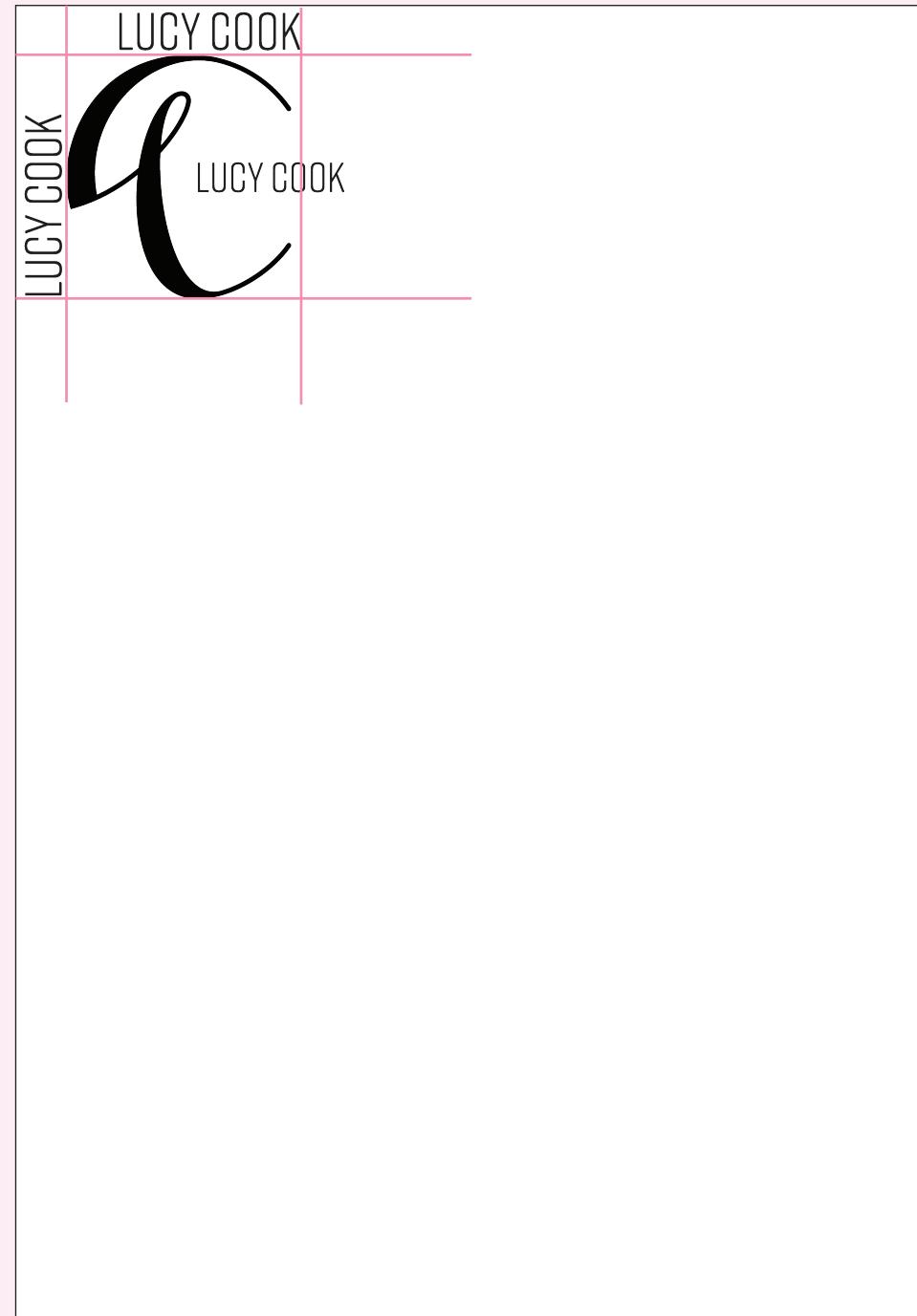
The width of the C is the base measure use in order to calculate padding and margins shown in the demonstration on the right.





# LETTER HEADS

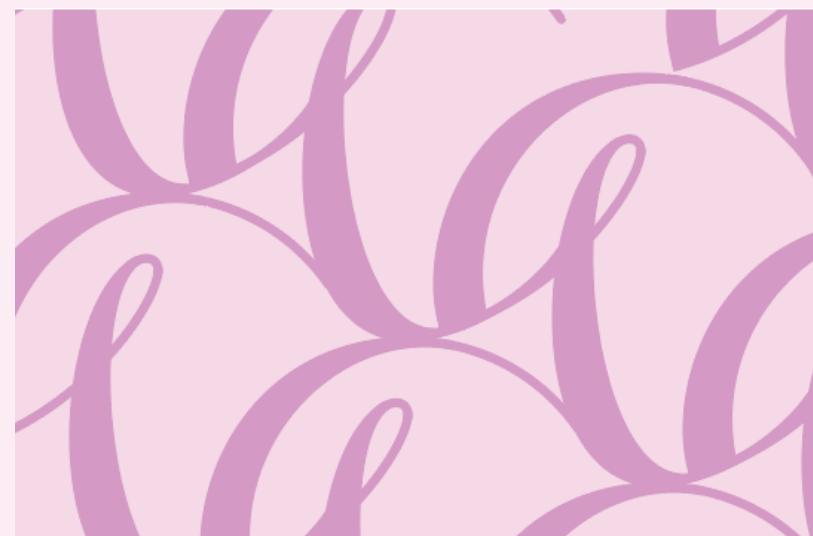
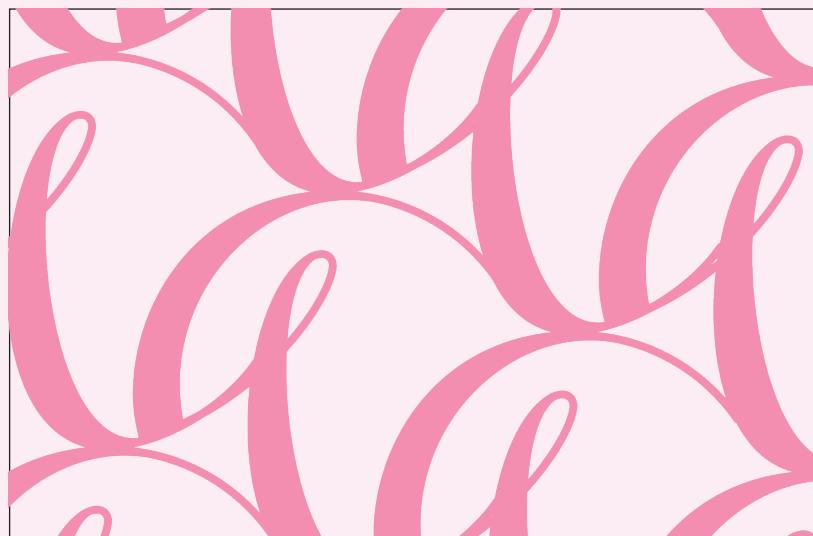
Letterheads must only be used with my monogram and workmark. It should only be positioned in top left corner and using the monochrome version to ensure professionalism.



# BUSINESS CARDS

Visual extensions may be used on the back of business cards varying scale and colour as long as it applies with my chosen colour scheme.







# YOUR TURN!

CONTACT ME WITH ANY QUERIES  
M: LCOOK357@OUTLOOK.COM