



Brand Guidelines

**LUCYBOYD**

# Welcome!

My name is Lucy Boyd and this is an introduction to my brand guidelines. This manual is here to ensure that the visual design elements of my brand are used correctly.

The purpose behind the guidelines is to create uniformity across every application of my brand.

# BUILDING THE BRAND

Throughout designing the brand it was important for me to reflect myself as a person. It was important to build a brand that captures the essence of who I am and what I want to represent. So who am I...?

## Lucy the person

laid-back

passionate

enthusiastic

## Lucy the brand

simplistic

minimal

fun , bright

# VALUES AND PERSONALITY

I have a lot of enthusiasm when it comes to illustration and design. I have always been interested in this field of work and known it is the path I would like to go down. Below are the things that are important to me and what I want to be reflected throughout my brand.

## Values

quality  
simplicity  
generosity

## Personality

passionate  
approachable  
fun

# DESIGN ESSENCE

Throughout every use and application of my brand it should be clear and obvious that it represents me. Therefore I need a look that is strong and consistent. The identity needs to feel familiar and expressive to allow it to stay clear in everyone's minds.

# TONE OF VOICE

To keep my brand personal I have decided to speak in first person. This creates a more approachable, fun feel and makes it easier for the audience to connect.

INSTRUCTIONS

MONOGRAM





# The Monogram is....

simplistic

bold

vibrant

professional

## Use when....

The monogram will be used to represent the brand in its simplest form.



DO



Use this!



Use in approved  
grey



Use in approved  
yellow



Use in visual  
extensions

DO NOT



Reverse colours



Change angle



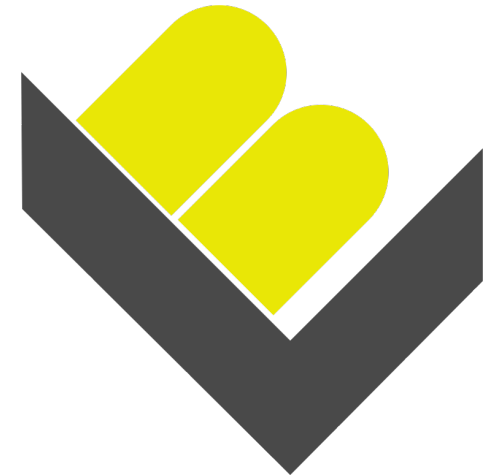
Change shape/  
size of letters



Squash



Stretch



Change distance  
between letters

WORDMARK

LUCYBOYD

# The Wormark is....

simplistic

clean

sleek

## Use when....

To get the brand name across with either the visual marque or the monogram. Simplistic style keeps it from overpowering other elements of the brand but still has purpose.

LUCYBOYD

WITH MONOGRAM



1 Always use  
below  
monogram

2 Keep centred  
below  
monogram

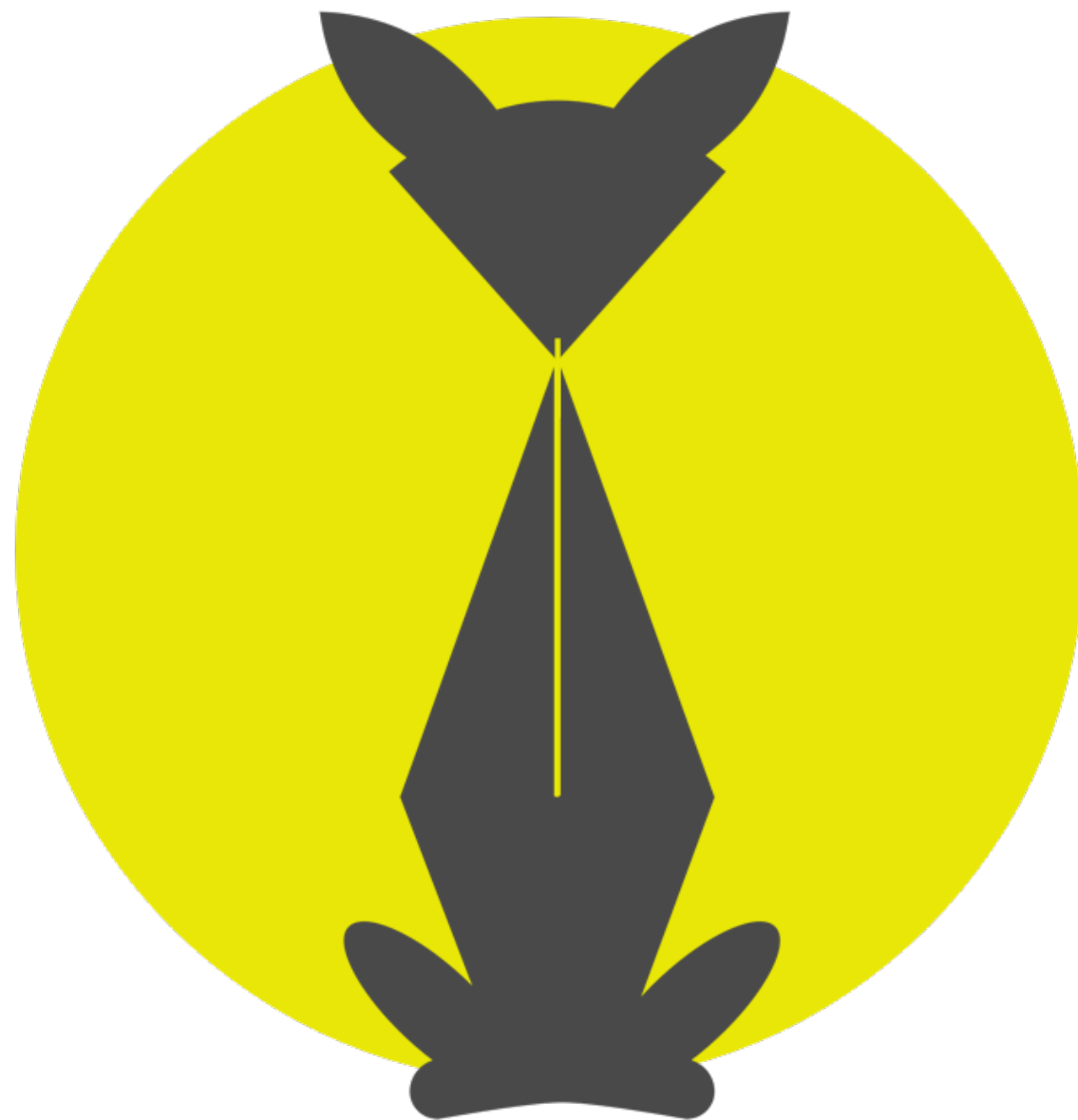


LUCYBOYD

WITH VISUAL MARQUE

1 Always use  
below  
marque

2 Keep centred  
and same  
width



LUCYBOYD

# CHOSEN FONT

I have gone with the font **Avenir Next** due to its very simplistic form and shape. This sits well with the visual marque and monogram. These two elements are very bold and empowering on their own so they needed a clean simple typeface to sit along side them. The sharp straight edges of the type perfectly compliment other elements keeping with the purpose of creating a minimalistic professional brand. It can be used with different weights and styles to create a range of effects when needed.

**AVENIR NEXT**

AVENIR NEXT

AVENIR NEXT

**BOLD**

MEDIUM

REGULAR

**BOLD**

**Headings**

**120pt**

**MEDIUM**

Subheadings

36pt

**REGULAR**

Body

22pt

# ALTERNATIVE FONTS

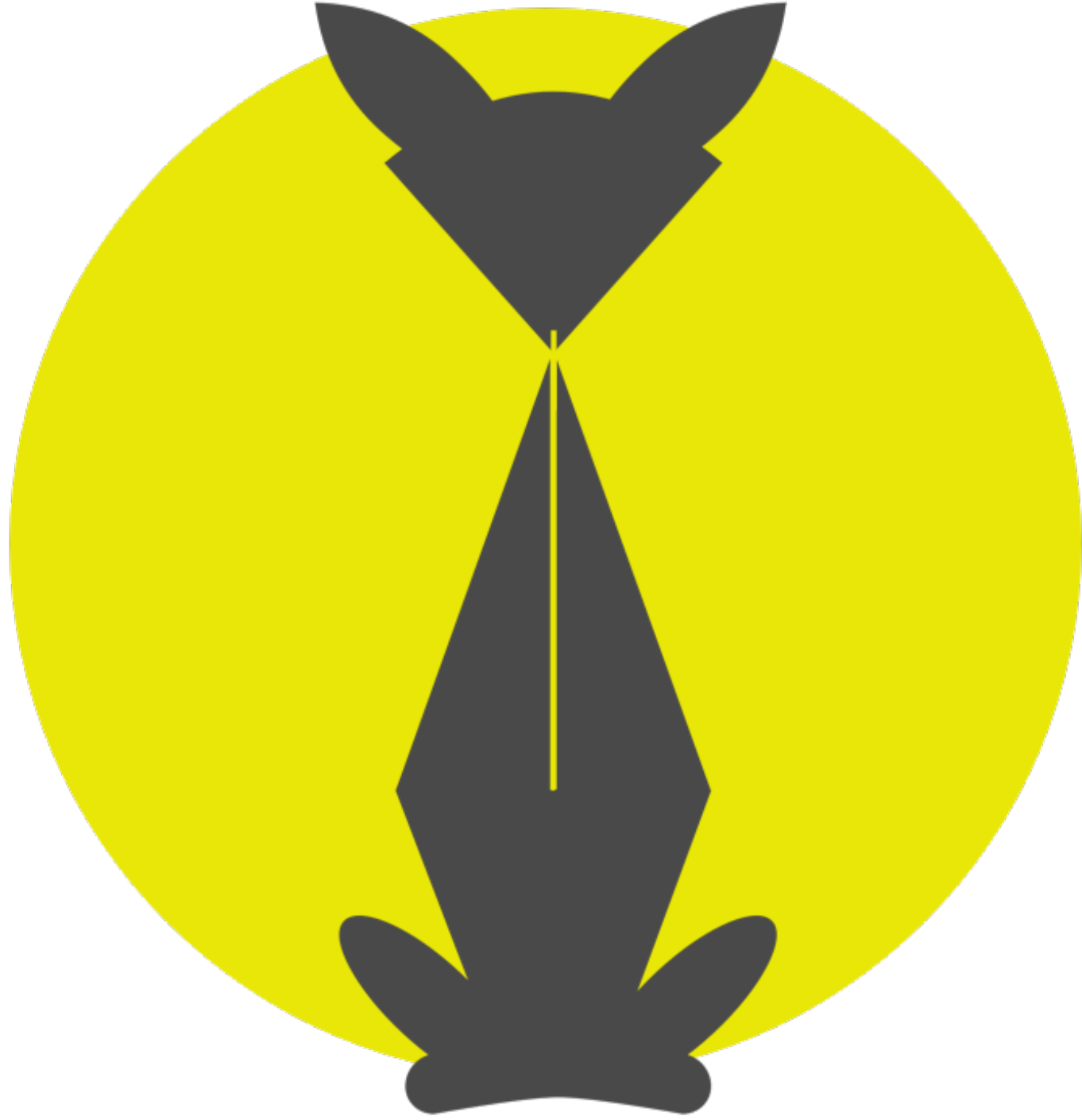
In the event that my chosen font is unavailable on the platform used then these Google Fonts will be used as an alternative:

1. Open Sans

2. Roboto



# VISUAL MARQUE



# The Visual Marque is....

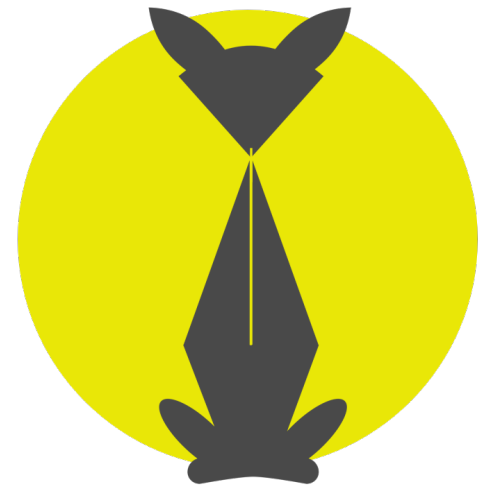
playful

bright

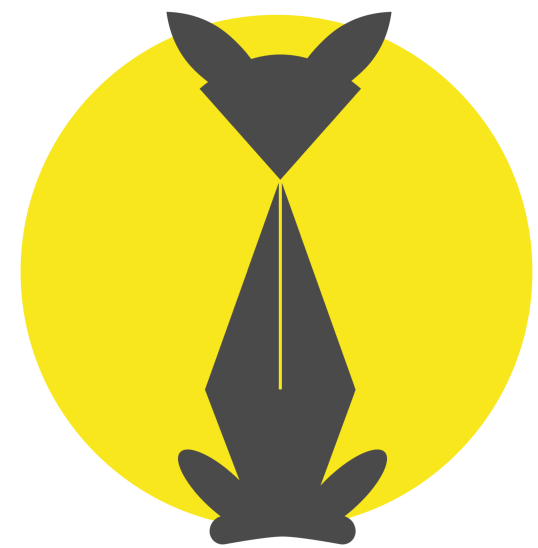
eyecatching

## Use when....

The idea is to create a personality for the brand through a visual element which also relates to me as a person.



DO

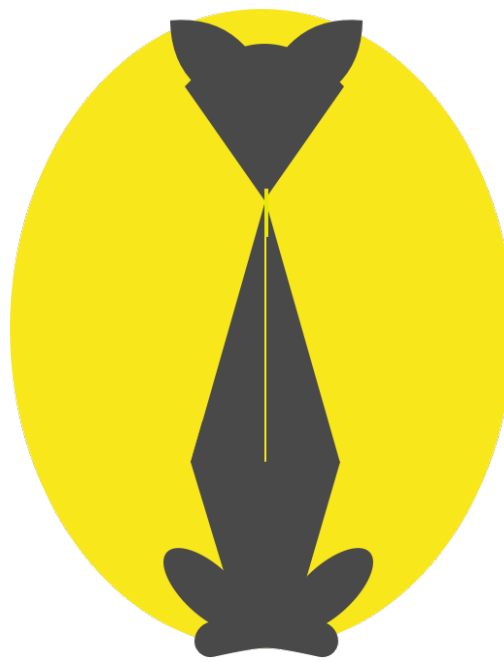


LUCYBOYD  
With Monogram

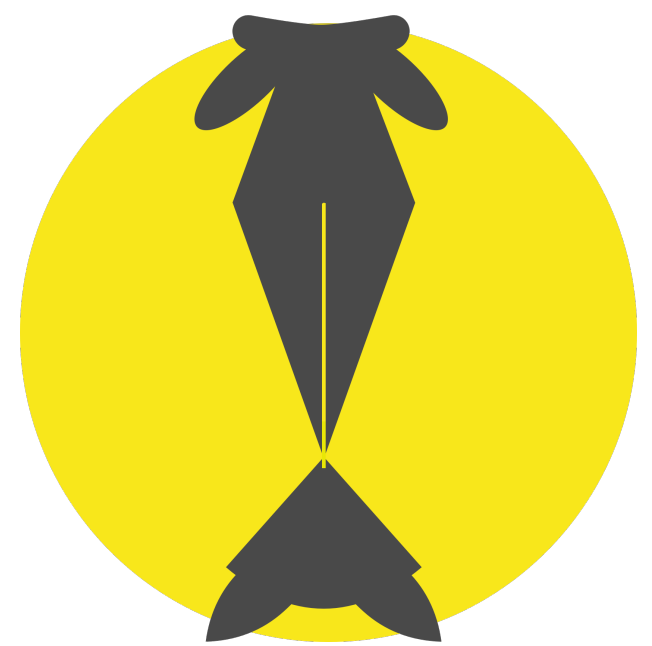


Swap colours if  
you have to

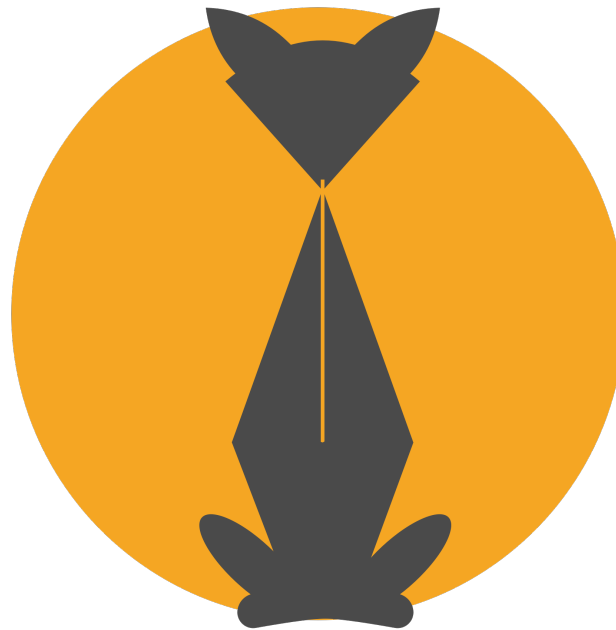
DO NOT



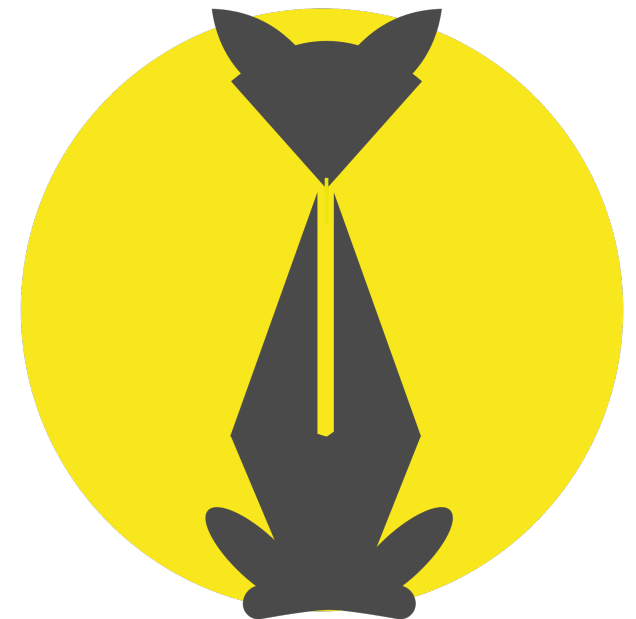
Squash or stretch



Rotate



Use in approved  
yellow



Change pixel  
width of body

# NEVER

The visual marque must **NEVER** be used with the monogram. It will only ever be used on its own or with the wordmark.



COLOUR



RGB

233 231 7

HEX

E9E707

CMYK

01 97 9

RGB 74 74 74 100

HEX 4A4A4A

CMYK 0 0 0 71

RGB 255 255 255

HEX FFFFFFFF

CMYK 0 0 0 0

# VISUAL EXTENSIONS

I would describe my brand as bold, minimal and clean. To keep with these three key words I wanted to follow this through into my visual extensions . These are a range of cropped versions of my monogram to create simplistic abstract imagery. They can be used in both colour ways; yellow on grey / grey on yellow. They are only to be used with these approved colours. DO NOT change the angle or positioning of the extension.















# BUSINESS CARDS

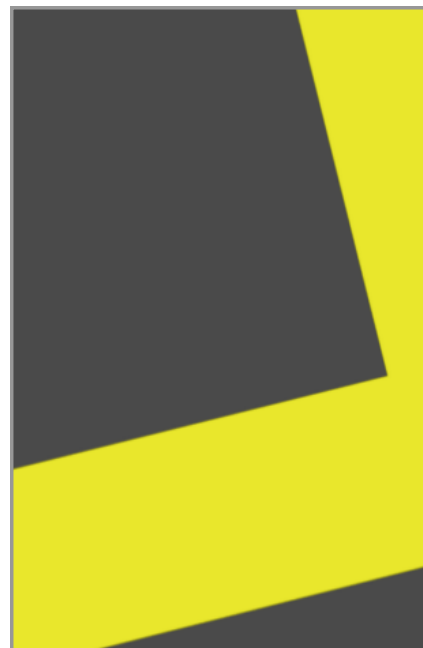
My visual extensions can be used only on the back of my business card. The colour way and provided angle choices are your decision to use. Each variation can be used for any card.



# VARIATIONS

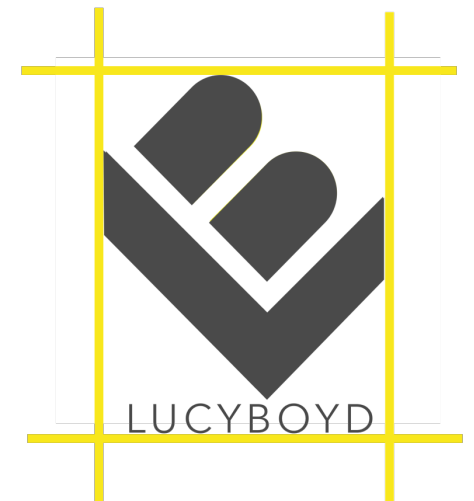
LUCY  
BOYD

Interaction Design Student  
Ulster University  
850-323-0147  
Lboyd@gmail.com  
lucyboyd.com



# LETTERS

My monogram and wordmark will be the only elements of my brand to be used on a letterhead. The grey monogram will be used for simplicity.



# IN USE



LUCYBOYD

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850-3230147

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lucyboyd.com

# YOUR TURN!

Thank you for reading through my brand guidelines. I hope they were easy to follow and will guide you into putting them into practice. Good luck!