

# Ryan Grant-Wylie

## Brand Guidelines

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# About the brand

# Mission

I aim to enhance the world through the use of visual communication to many people across the world. Accessibility for everyone is something in design that is important to me, but as someone who is partially sighted, helping people with visual difficulties is something that resonates with myself personally. This is why I emphasise visual communication, rather than just design.

# Vision

To aid the world visually using aesthetic designs with the best attention to detail possible.

You never stop learning, and as a designer, it's important to always be striving to improve.

# Values...

## **Approachable**

Communication is a 2-way street. If anyone needs my attention, I will give them just that.

## **Dedicated**

I've worked hard to get to where I am now, and will always treat my work with the upmost importance.

## **Focused on detail**

To strive for the best work, details are everything.

# Values...

## **Passionate**

I love design, wherever I go there will always be something that catches my eye.

## **Quality**

I appreciate design that's done right, and I don't want to contribute with anything less.

## **Reliable**

Reputation is vital in industry, so it is my aim to ensure mine remains in tact.

# Values

## Trustworthy

Being considered reliable is one thing, having confidence in you to achieve goals regardless of circumstances is another.

## Understanding

Again, a 2-way street. A key trait of a good designer is to know and empathise with the client on their needs (and customers) and wants.



# Tone of Voice

I believe in the interaction of people (which includes you), rather than just putting words on screen, paper or anything else; it's important to be engaging the audience. Also, in an evolving world where people want to get to the point, I believe it's important to be clear and concise about the matter in hand.

So, above all:  
Straight to the point > Clear &  
concise > Engaging

# Monogram

# About the Monogram

The features of the monogram are representations of my values. The colours are in relation to approachability, trustworthy and understanding. The gradient represents progression; whether it be in work, learning or enhancements that I have contributed to the world. The rounded ends match my desire for aesthetic design.



# Monogram Clearance Area

The solution for the minimum free space around the monogram, use a quarter of it around each side.



# Monogram

## Accepted Uses

There are a few versions of the monogram which are permitted. The gradient version, greyscale and gradient greyscale.



# Monogram

## Rejected Uses

The monogram may be used in the versions shown throughout this document. However, you may not do the following:

- Use colour outside of the brand
- Place the monogram in front of a background
- Squash the monogram



**Wordmark**

# About the Wordmark

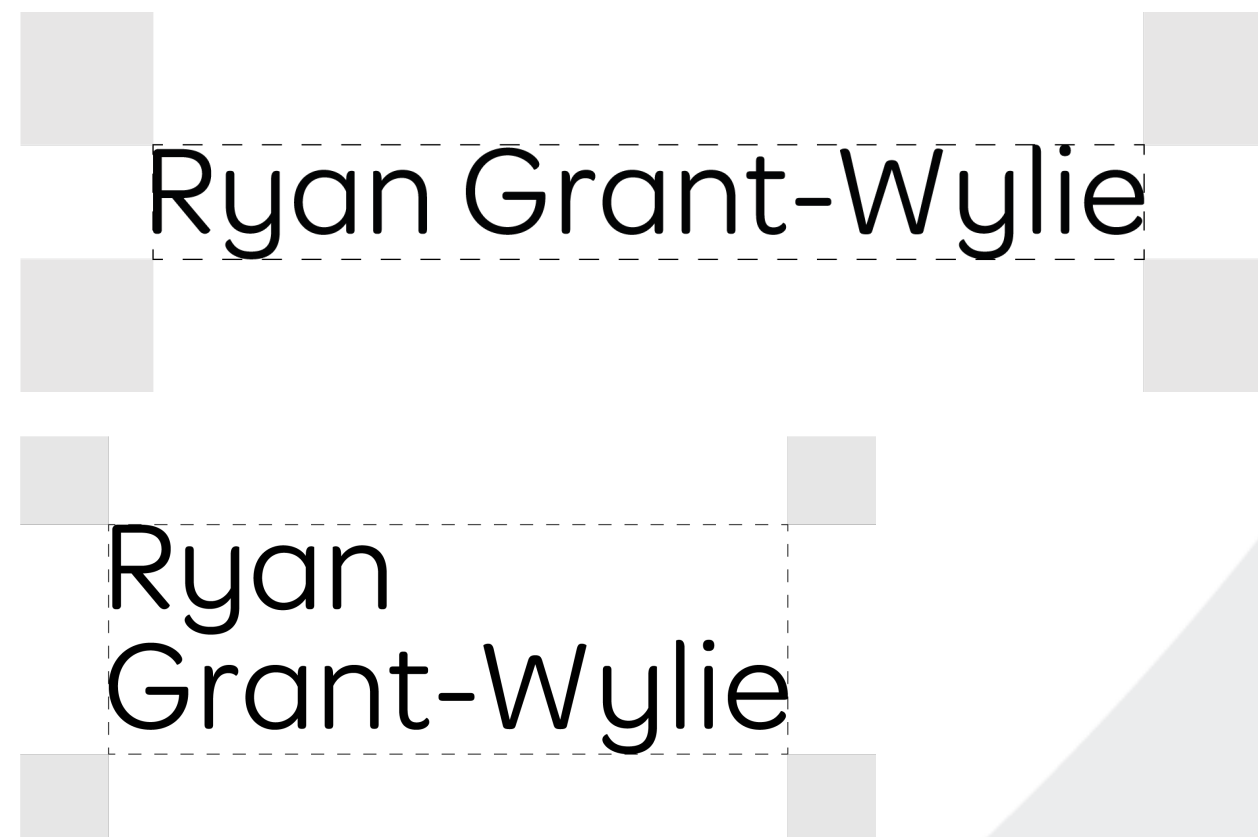
The wordmark is the typographic aid to the monogram. Aesthetically it has a close resemblance to the monogram thus combines well.

# Ryan Grant-Wylie



# Wordmark Clearance Area

Anytime you can only use the wordmark by itself, a simple solution is to use a quarter of the monogram's size, as the gap between the edges and the sole wordmark itself.



# Wordmark

## Accepted Uses

For the wordmark, there are two versions available for use. The portrait version, and the landscape version. Primarily the portrait version should be in use, but if must, then the landscape version is available.

Ryan Grant-Wylie

Ryan  
Grant-Wylie

# Wordmark

## Rejected Uses

If you do use the wordmark, it must remain the same as it's shown. For instance, do not:

- Underlined
- Rotated
- Squashed

Ryan Grant-Wylie

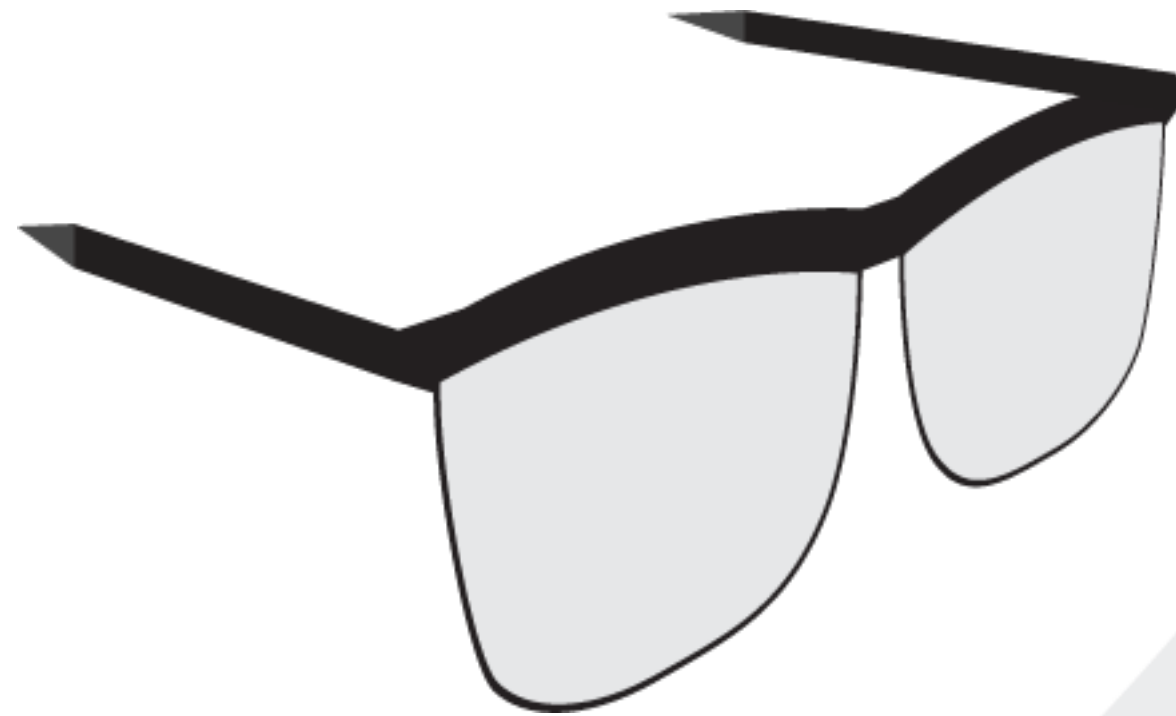
Ryan Grant-Wylie

Ryan Grant-Wylie

# Visual Marque

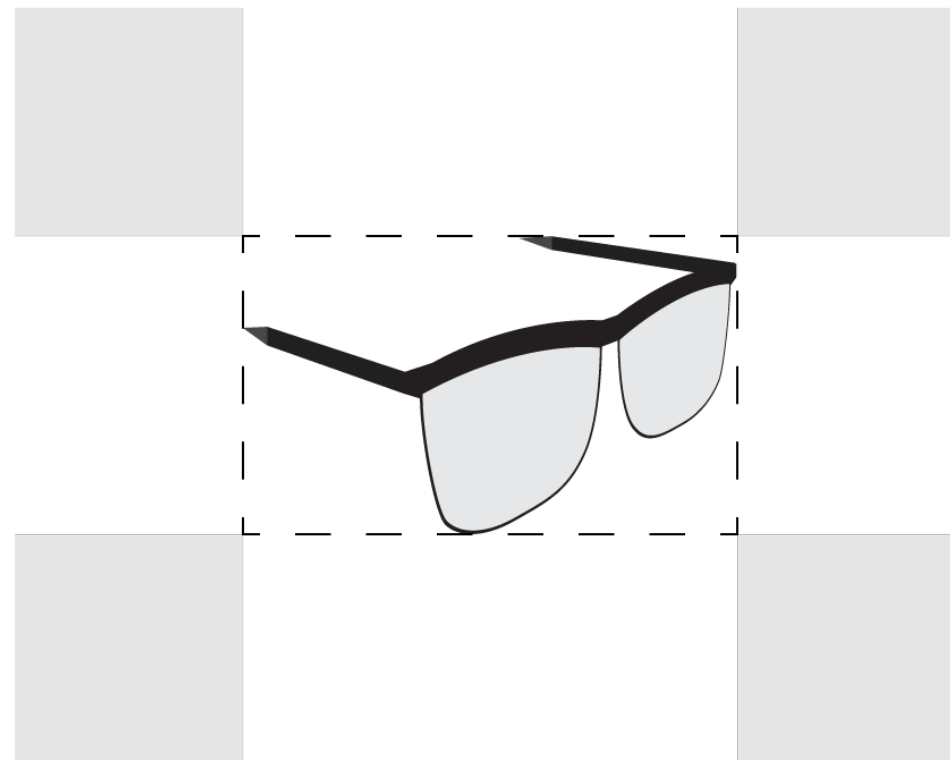
# About the Visual Marque

The visual marque is a representation of myself and my design background.



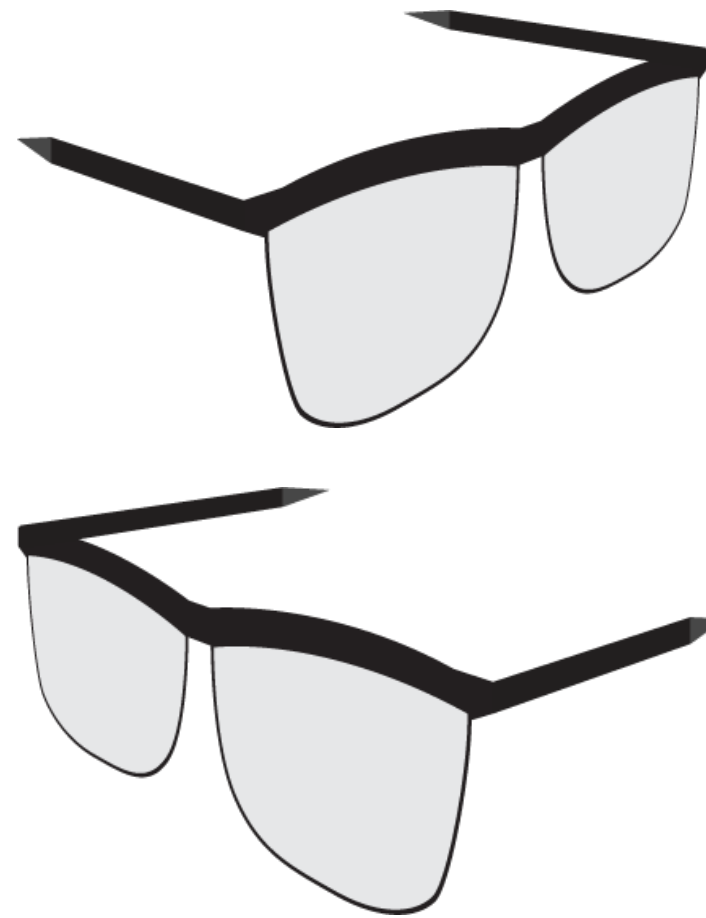
# Visual Marque Clearance Area

In any uses of the visual marque, finding the freespace is simple: Use a quarter of the monogram on all four corners.



# Visual Marque Accepted Uses

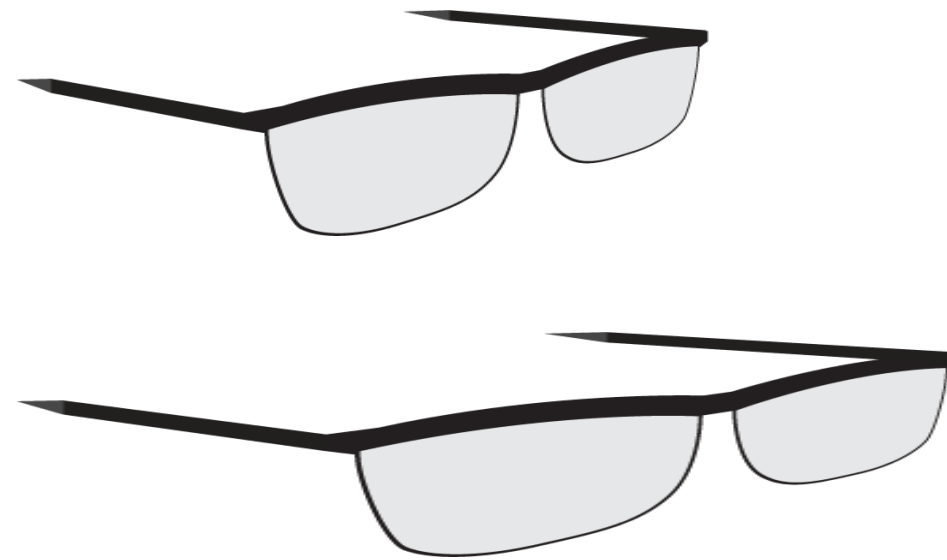
In any cases you do use the visual marque, depending where it is placed, you can either show it with the glasses looking left or right.



# Visual Marque Rejected Uses

You may use the visual marque in particular cases, using the ways shown in this document. However, you may not:

- Alter colour
- Flip
- Squash
- Stretch



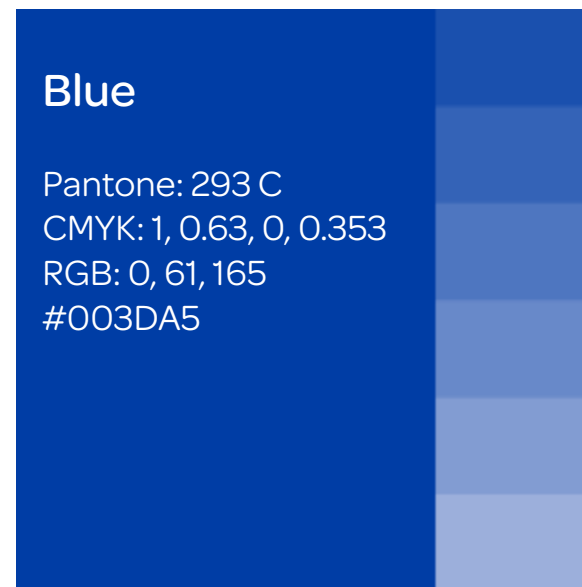


# Colour Palettes

# Colour Codes

These are the variations of colours you may use with the brand put together. When possible, use the main colours as shown on this page.

If you must use the branding in greyscale, there are two alternatives - plain greyscale or gradient greyscale. If possible, use the gradient greyscale as first choice.



# Typography

# Headings

Omnes is the main typeface of the brand as it reflects the qualities associated with myself and the overall brand.

## Kerning

As is the logo, all text should use kerning of 9px.

## Licensing

The Omnes font family has been licensed from Darden Studio. Should you not hold a licence, you will need to obtain one from the respected destination.

# Omnes

# Medium

**A font reflective of the qualities that represent the overall brand and myself.**

# Body

Omnes is the main typeface of the brand as it reflects the qualities associated with myself and the overall brand.

## Kerning

As is the logo, all text should use kerning of 9px.

## Licensing

The Omnes font family has been licensed from Darden Studio. Should you not hold a licence, you will need to obtain one from the respected destination.

# Omnes Regular

A font reflective of the qualities that represent the overall brand and myself.

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

# Substitute Fonts

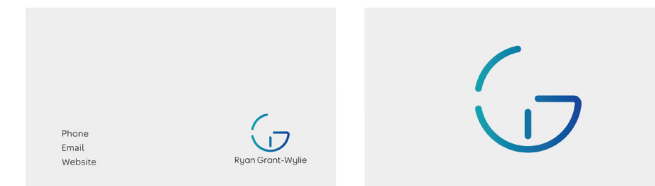
If you are unable to obtain the primary font, then you may be permitted to use the secondary font of Nunito Regular. The font is available to download via Google Fonts.

# Nunito Regular

# Layouts

# A4 & Business Cards


The brand may be used on various forms of print, primarily using the portrait version of the brand. The free space around the brand is measured on a quarter of the monogram's size.





# A3 & A5

Further uses of the brand may contain visual extensions, such as the one on the right or even backgrounds such as the ones on this document may be permitted for use.

  
Ryan Grant-Wylie

Name  
Street  
Town  
Region  
Postcode  
Country  
Tel:  
Email:  
Web:

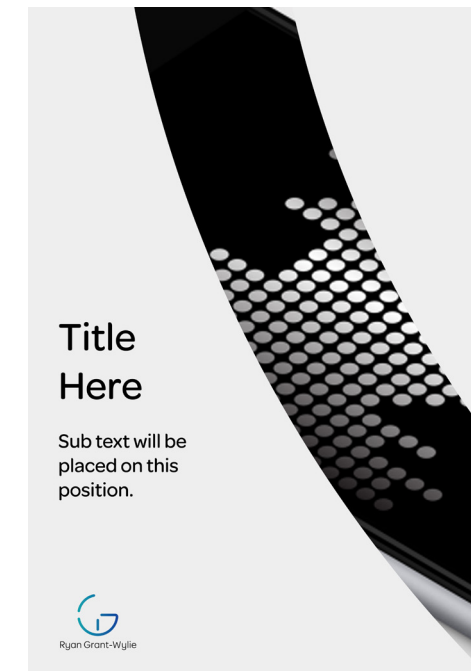
Date

Address  
City  
Region  
Postcard

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Regards,  
Name



# Enquiries

If you wish to enquire about my services, simply email:

[rgw95@hotmail.co.uk](mailto:rgw95@hotmail.co.uk)