

robert-laws.com

Brand and Visual Identity



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Introduction

Brand Concept

Getting into the Game

Web designers and developers can't take the job of marketing themselves for granted. Today, it's essential that the designer/developer showcases their work to reflect on their vision and skills. It's just as important for the designer/developer to be part of a larger community of like-minded professionals. Blogging constitutes one important way to participate and offer opinions on both mundane and emerging issues within the profession. The blog is meant to be a medium for conversation within the profession and a way for the designer/developer to reflect on and test ideas.

Purpose Statement

Vision

Say it, Do it.

Learning and production go hand-in-hand.
Showcasing this online involves commentary and
meaningful output.

Mission

Forward-Moving.

I believe producing high-quality output while also
exploring and using modern development tools and
techniques.

Brand Personality

The website robert-laws.com aims to create a brand that is associated with several core concepts. The main concepts associated with the brand are called our personality. The focus is on the personas of fellow web designers and developers and the human resources recruiter, both of whom have interest to view the content of the website.

Robert-Laws.com is:

Professional

Aimed to be reflected in the quality of work

Ambitious

Seeking to keep up with the latest changes in the field

Inquisitive

Attempts to think of new and better solutions

Relaxed

Reminded to put work into context and take time to be light-hearted

Creative

Work can be a place to express artistry and emotion

Design Guide

Logos

The logo for robert-laws.com is meant to be simple and direct. The branding is focused on the personality without any additional iconography. The feel of the logo is meant to reflect a modern aesthetic in the color combinations and the typeface choice of FF Basic Gothic Pro / Brandon Grotesque.

The monogram is meant to reflect the simplicity of the brand logo. It consists of a circle with the letters “rl” inside and a high-contrast between the letters and circle colors.

wordmark



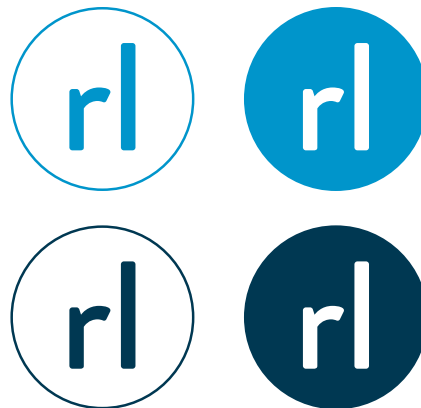
monogram



High-Contrast versions: Logos

The high - contrast version of the logo opts for using black on white and a white on a darkened tint of one of the brand primary colors (CMYK 90/23/7/0).

The monogram version makes use of a similar high - contrast concept. The brand primary color (CMYK 90/23/7/0) is contrasted with white. For the dark high - contrast a tint of the brand primary color (CMYK 90/23/7/75) is used for this case.



Incorrect Use

Don't stretch or condense

Don't use non-brand colors

Don't rotate

Don't use drop shadow effects



Color Palette

The color palette makes use of three distinctive primary colors for the core palette. The colors are vivid to catch the eye of the user.

The supplemental colors complement the core blue color and are used primarily for headings and sub-headings.

Core



Blue
CMYK 90/23/7/0
HEX #19C4ED



Red
CMYK 0/96/77/0
HEX #FF0A3B



Green
CMYK 62/0/51/15
HEX #53D86A

Supplemental



Wet Asphalt
CMYK 90/23/7/0
HEX #19C4ED



Dark Grey
CMYK 10/1/0/45
HEX #7F8C8D



Clouds
CMYK 2/0/0/5
HEX #ECF0F1

Typography: Primary typeface

The primary typeface is FF Basic Gothic Pro.

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography: Secondary typeface

The primary typeface is Brandon
Grotesque.

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography: Usage

The typefaces should be used in combination with the heading being either bold or regular and used in conjunction with light or regular respectively.

LIGHT + REGULAR

How to use this typeface effectively

Make sure the words are combined in the proper combination.

REGULAR + BOLD

How to use this typeface effectively

Make sure the words are combined in the proper combination.

Photography

The photography for the brand should allow the viewer to clearly see the subject of the image and convey a professional tone.

The captions should use the primary red shade to 25% and a font-size of 8px.



Looking for a quiet place to code? The library is the perfect place to construct a website.