

robert-laws.com

Brand and Visual Identity



**Table of Contents**

<b>Introduction</b>	<b>3</b>
Brand Concept	4
Purpose Statement	5
Brand Personality	6
<b>Design Guide</b>	<b>7</b>
Logos	8
Color Palette	11
Typography	12
Photography	15

# 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

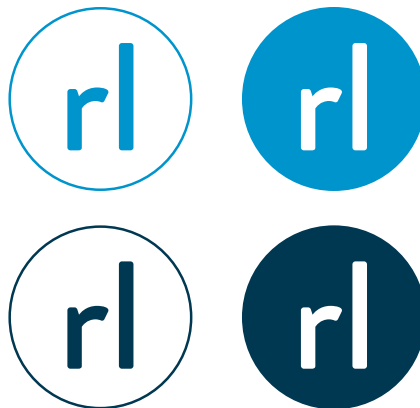




## High-Contrast versions: Logos

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 (CYMK 90/23/7/0).

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