BRAND GUIDELINES RYAN MCCLELLAND

Hey, I'm Ryan.

Hello, I am Ryan McClelland, an Illustrator & UI/UX designer from Armagh, Northern Ireland. This is a guide about how and when to use my brand, which includes my Monogram, Wordmark, Visual Marque and Typography.

Who I am.

I am many different things, from thinker to maker but for my brand I want to focus on the main attributes that make me, well... me.

Personality

Kind Friendly Helpful **Qualities**

Creative

Driven

Reliable

Morals

Generous

Honest

Respectful

Ryan, The Brand.

I want my brand to reflect all of my qualities and attributes as a person so clients can feel a personal connection to me and my work. Although stating this I also want to convey a professional image of myself through my portfolio.

SIMPLE **EXPRESSIVE** UNIQUE MODERN BRIGHT **PROFESSIONAL**

I speak in 1st person.

...because I'm not a robot.

TONE OF VOICE.

HOW TO USE MY BRAND

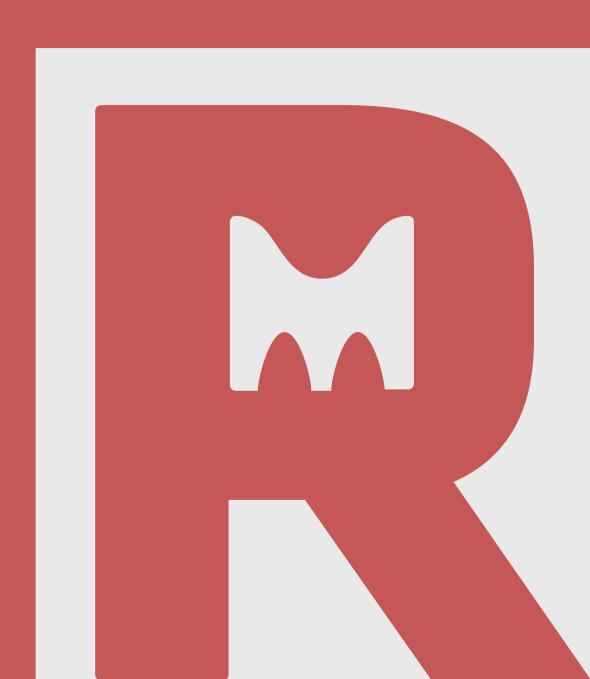
MONOGRAM, WORDMARK & VISUAL MARQUE

MEETTHE MONOGRAM

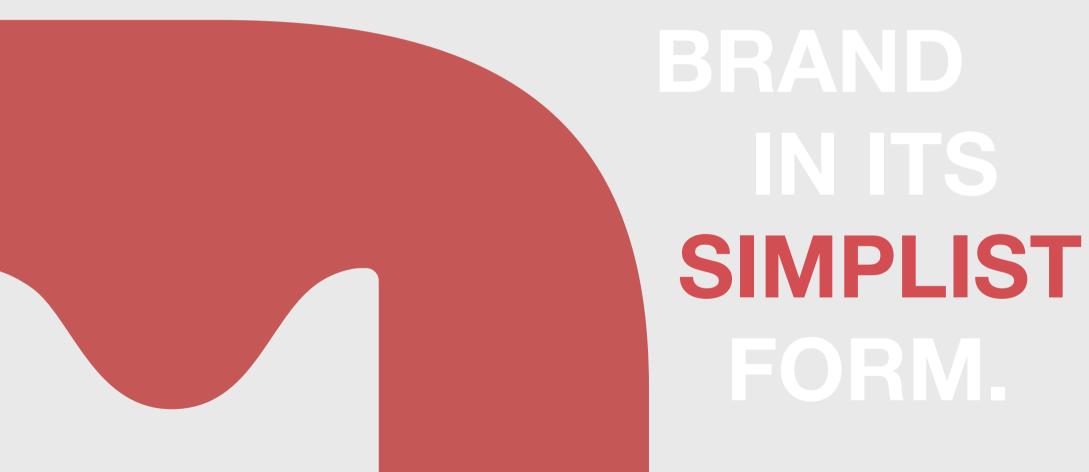


MY MONOGRAM IS:

CLEAN SIMPLE **FUN** VIBRANT **BOLD** QUIRKY



THE MONOGRAM WILL BE USED TO PORTRAY THE



DO'S



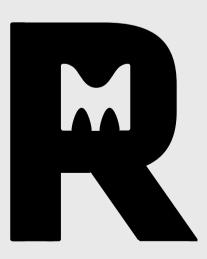
Do use as normal!



Do use with appropriate background colour.



Do use in approved grey.

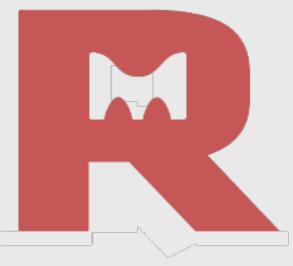


Do use in black.

DONT'S



Don't change proportions.



Don't stretch.



Don't use with unapproved colours.



Don't rotate.

MAKING MAY MAKING MY MAKING

Klavika Bold OSF Ryan McClelland

MY WORDMARK IS:

Ryan McClelland

WELCOMING APPEALING
FUN UNIQUE
MODERN PROFESSIONAL

ONLY BE USED WITH

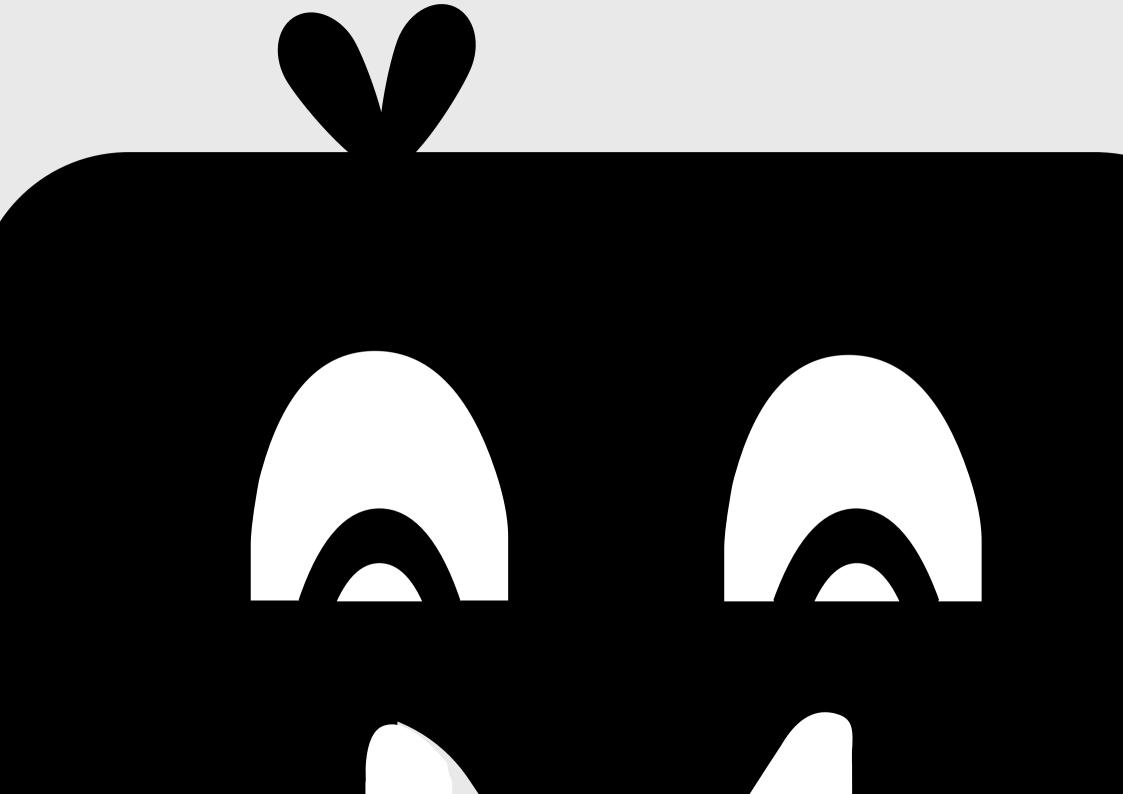
BWan N

THE VISUAL MARQUE.

MYVISUAL MARQUE
IS:

QUIRKY
FUN
FRIENDLY

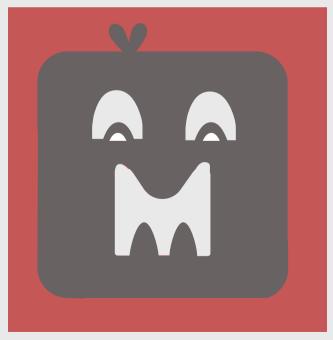




DO'S



Do use as normal!



Do use with appropriate backdrop.



Do use with approved colours.



Do use a drop shadow.

DONT'S



Don't change proportions.



Don't use with unapproved colours.



Don't stretch.



Don't reverse colours.

TYPOGRAPHY HELVETICA NEUE

Helvetica Neue is the perfect blend of simplicity and professionality. This is the reason I have chosen it to use in my brand.

HELVETICA NEUE

HELVETICA NEUE

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HELVETICA NEUE

HELVETICA NEUE

HELVETICA NEUE

HELVETICA NEUE

BOLD Headings

MEDIUM Sub-headings

LIGHT Body

THIN

Special text

COLOUR

RGB 233 233 233 HEX E9E9E9 CMYK 0 0 0 9

RGB 255 255 255 HEX FFFFF CMYK 0 0 0 0

RGB 197 87 87
HEX C55757
CMYK 0 0.56 0.56 0.23

RGB 104 98 98
HEX 686262
CMYK 0 0.06 0.06 0.59

OVER TO YOU!

Thank you for reading over my brand guidelines, I hope now you can easily use my brand attributes succesfully!