SARAH CUPPLES

BRAND GUIDELINES

HI THERE,
I'M SARAH!

I'M A DESIGNER AND ILLUSTRATOR AND THIS GUIDE IS TO MAKE SURE THAT IT'S SUPER EASY FOR YOU TO UNDERSTAND AND USE MY BRAND.

VALUES

1 ## DRIVE
Striving for the very best, and working hard to achieve it.

2 ## PERSONALITY
Creating work that shines and tells a story.

3

GENUINE
Being candid and staying true to your beliefs.

4

QUALITY
Work should be of consistent high quality.

VERBAL IDENTITY

VOICE & TONE

1ST PERSON

I USE FIRST PERSON TO:

- Make my brand more personable and direct

- Build a rapport and connection with users

VOICE & TONE

My tone of voice is candid and consistent. It is about creating connections and meaning in all I do.

GENUINE

Natural, honest and informal language. Write content in a friendly, yet confident way.

INVITING

Converse, don't tell. Speak one-on-one with users, and portray message clearly and concisely.

ENGAGING

A direct and enthusiastic tone to instill passion and fun around my persona and projects.

MONOGRAM

PRIMARY USE

MY MONOGRAM IS

·A subtle illustration of folded
paper - where I start all my projects

·Bold and minimal

·Versatile and professional

USE IT WHEN

The goal is to convey the
personality of my brand.

SECONDARY USE

INVERSE

For applications where it wouldn't be legible, my monogram reversed to white on a dark background can be used.

COLOUR

Where a colour version is needed, this is my preferred choice. If this doesn't fit then other colours can be taken from my secondary palette.

DO:

Use in black

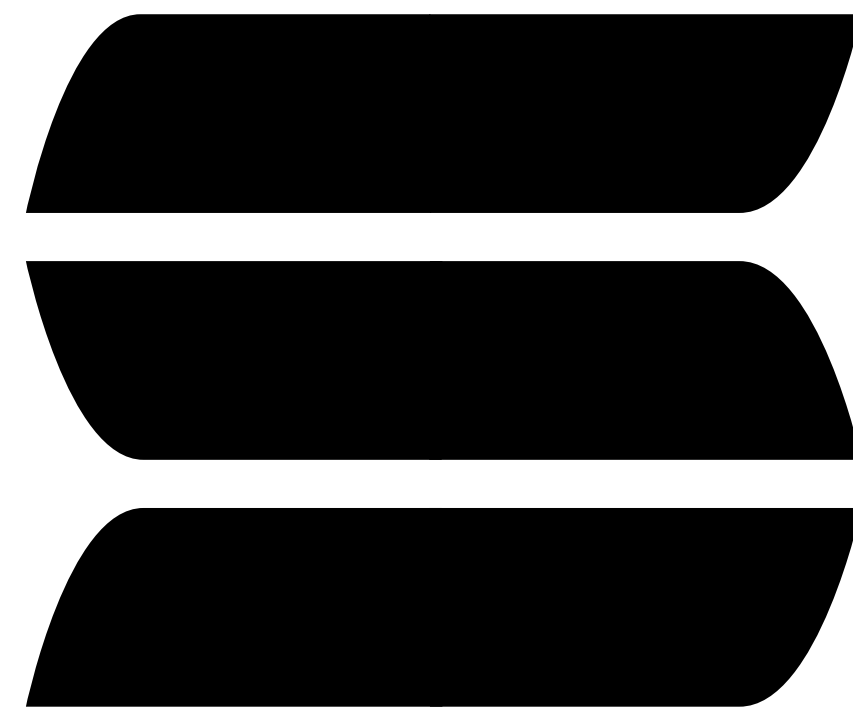Use in reverse

Use approved,
solid colours

Use in visual
extensions

DO NOT:

Stretch it

Squash it

Use unapproved colours

Mix 2 or more colours

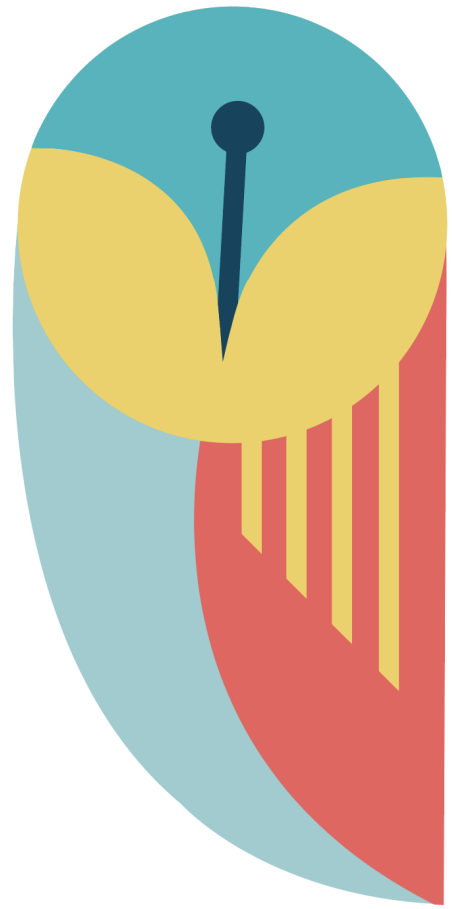Adjust line width/spacing

VISUAL MARQUE

PRIMARY USE

MY VISUAL MARQUE IS

• A reflection of my brand's personality

• Illustrative and bold

• Informal

USE IT WHEN

The goal is to convey the personality of mybrand.

DO NOT:

Change any of
the colours

Squash it

Stretch it

Use it with my
monogram

WORDMARK

PRIMARY USE

MY WORDMARK IS

•A simple representation of my brand

• Clean and modern, but not without personality

• A way to connect the monogram and visual marque

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USE IT WHEN

The goal is to convey the name of the brand, or when paired with the monogram or visual marque.

DO NOT:

SARAH CUPPLES

Change the design of the type

SARAH CUPPLES

Use unapproved colours

SARAH CUPPLES

Use without the approved cut-out sections

SARAH CUPPLES

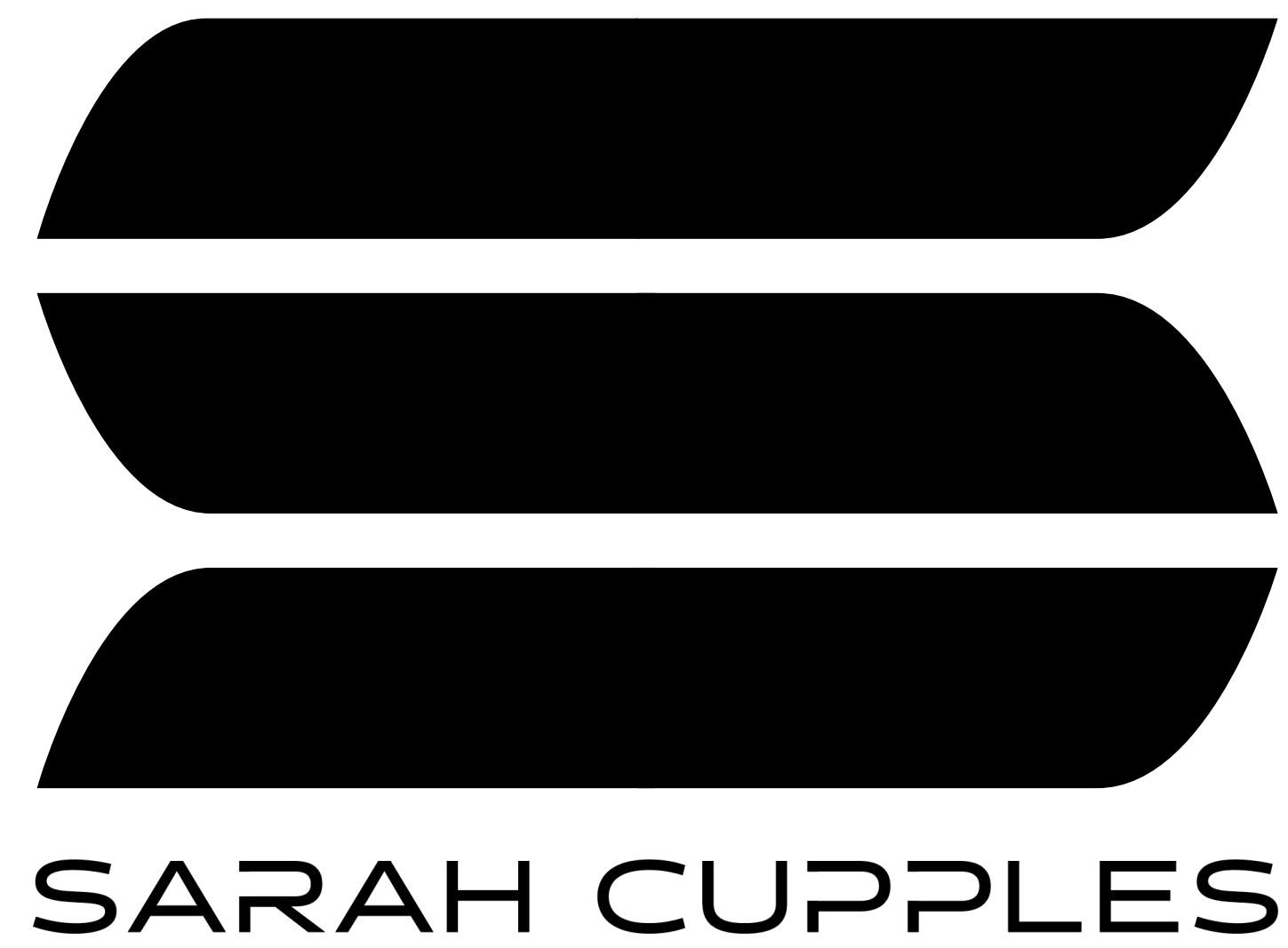Strech, flip or rotate

LAYOUT

MONOGRAM
+WORDMARK

1 **PRIMARY**
Align wordmark below monogram.

2 **SECONDARY**
Letterheads or if there is limited space.

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VISUAL MARQUE
+WORDMARK

1 BELOW

The wordmark is only ever to be aligned below the visual marque.
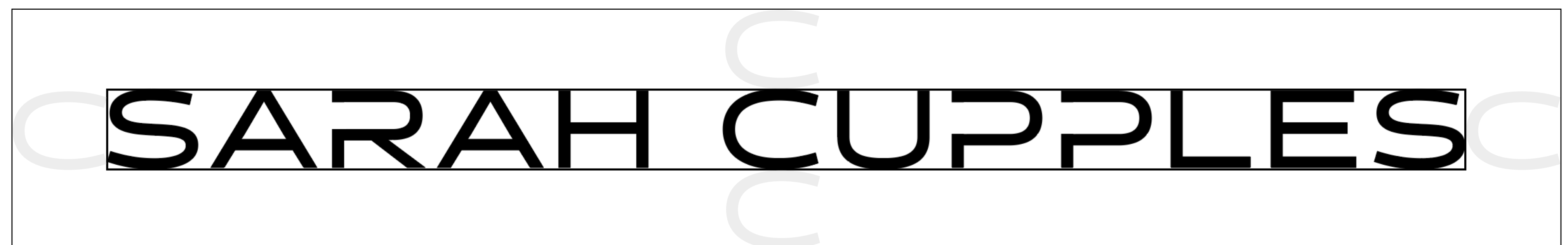
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CLEAR SPACE

Having enough space around my brand devices makes them look better, and gives them the appropriate visual heirarchy.

WORDMARK

The clear space of the wordmark is simply the height of the wordmark itself.

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CLEAR SPACE

MONOGRAM + VISUAL MARQUE

For the monogram and visual marque, the clear space is determined is found by taking the width of one of the sections if the monogram and using it as the x-height value.

MINIMUM SIZING

While my brand devices can be scaled to fit any type of platform or application, it is important that they are never scaled below the minimum size.
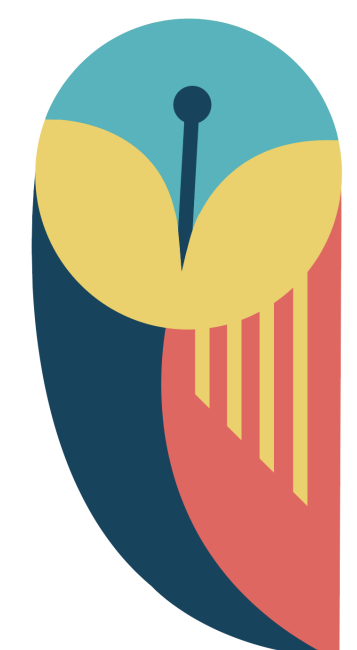
WEB

SARAH CUPPLES

32PX

24PX

24PX

PRINT

SARAH CUPPLES

25MM

25MM

25MM

TYPOGRAPHY

MEET THE FONTS

TERMINA:

Termina is wide and proud. It reflects the width of my monogram and should only be used when capitalised.

DEMI
Headings

MEDIUM
Subheadings

MONSERRAT:

Monserrat is almost exactly like Termina, but just slightly thinner. It makes larger bodies of text much easier to read.

REGULAR
Body Text

ALTERNATIVES

1 MONSERRAT

If Termina fails:
Bold - Headings
Medium- Subeadings
Regular - Body Text

2 OPEN SANS

If Monserrat, or both, fail:
Bold - Headings
SemiBold - Subeadings
Regular - Body Text

COLOUR

C0 M79 Y61 K0
R0 G0 B0
Hex #000000
Pantone 710 U

C0 M79 Y61 K0
R0 G0 B0
Hex #000000
Pantone 710 U

C0 M79 Y61 K0
R230 G68 B72
Hex #F05D5D
Pantone 710 U

CORE

C68 M59 Y53 K59
R36 G41 B44
Hex #35363C
Pantone Process Black U

C8 M6 Y7 K0
R226 G225 B223
Hex #000000
Pantone Cool Grey 1 U

C47 M37 Y37 K18
R105 G108 B109
Hex #7C7F81
Pantone Cool Grey 8 U

C66 M61 Y42 K36
R60 G58 B72
Hex #4F4B5A
Pantone Black 6 U

SUPPLEMENTARY MONOTONE

C71 M3 Y27 K0
R48 G170 B179
Hex #29B5BE
Pantone 3115 U

C0 M18 Y27 K3
R248 G203 B182
Hex #F8CBB6
Pantone 475 C

C40 M3 Y18 K0
R137 G197 B199
Hex #96CDCF
Pantone 2975 U

C5 M25 Y75 K0
R234 G178 B68
Hex #F1D16D
Pantone 128 U

C96 M65 Y40 K34
R11 G53 B75
Hex #00445E
Pantone 548 U

SUPPLEMENTARY COLOUR

OVER TO YOU!

FIND ME AT:
WWW.SARAHCUPPLES.CO.UK