

SARAH CUPPLES
BRAND
GUIDELINES

CONTENTS

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

ST
PERSON

I USE THE 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 USAGE

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 brand in the most professional manner.

SECONDARY USAGE



INVERSE

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

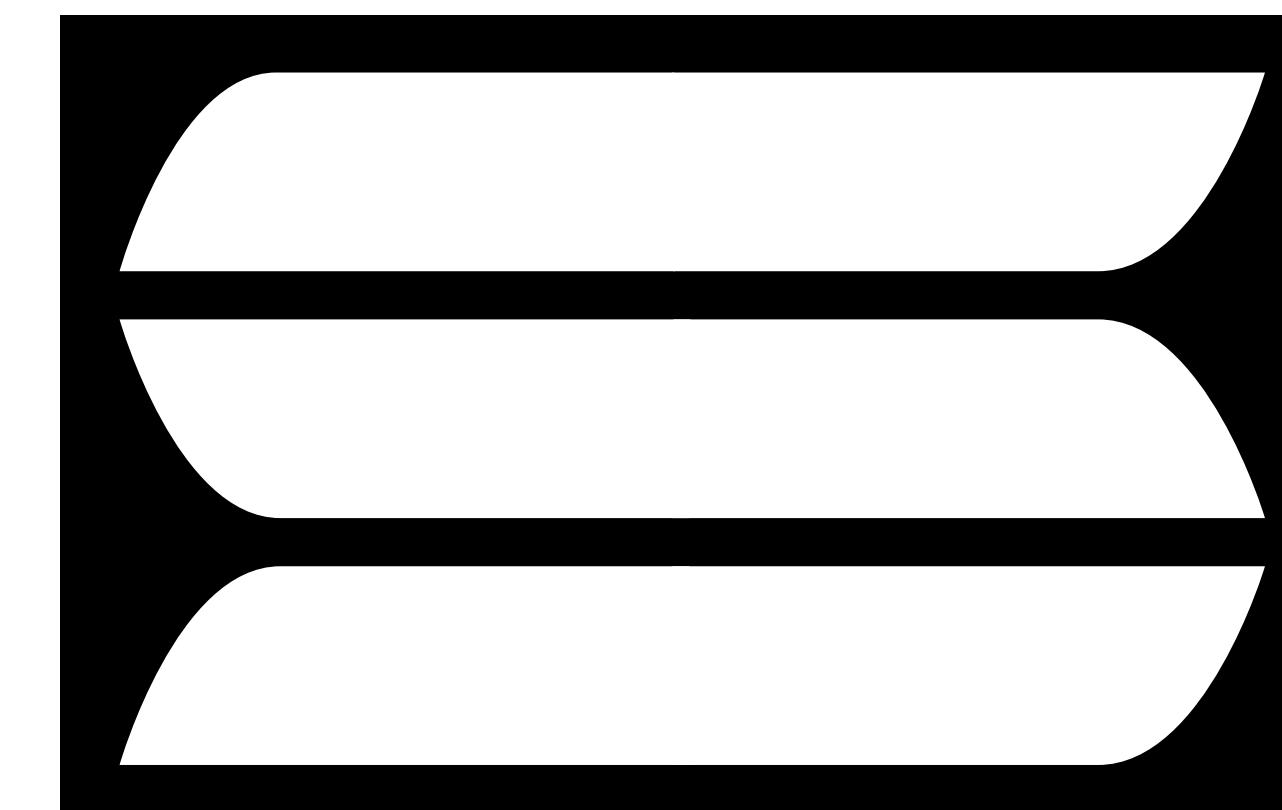
COLOUR

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 USAGE

MY VISUAL MARQUE IS

- A reflection of my approach to design
- Illustrative and bold
- Monotone to maintain an element of professionalism



USE IT WHEN

The goal is to convey the personality of the brand.

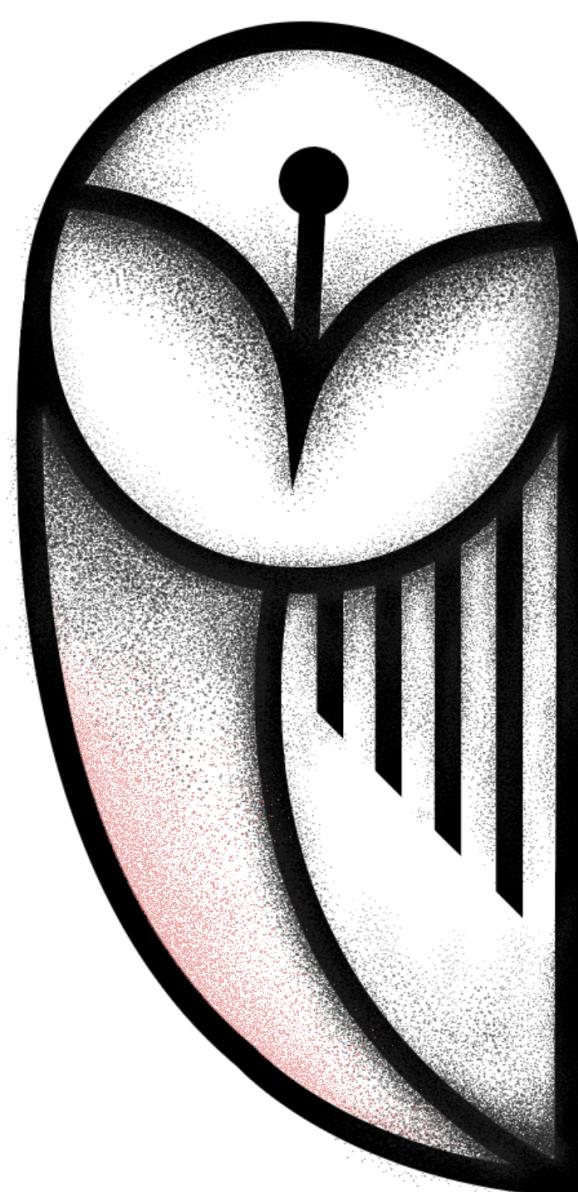
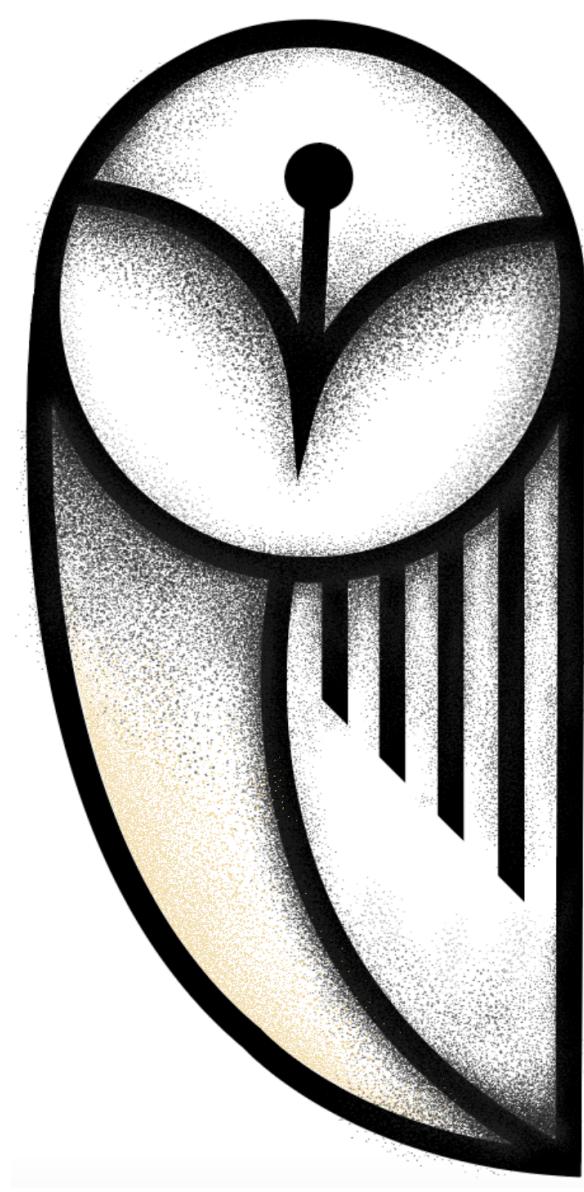
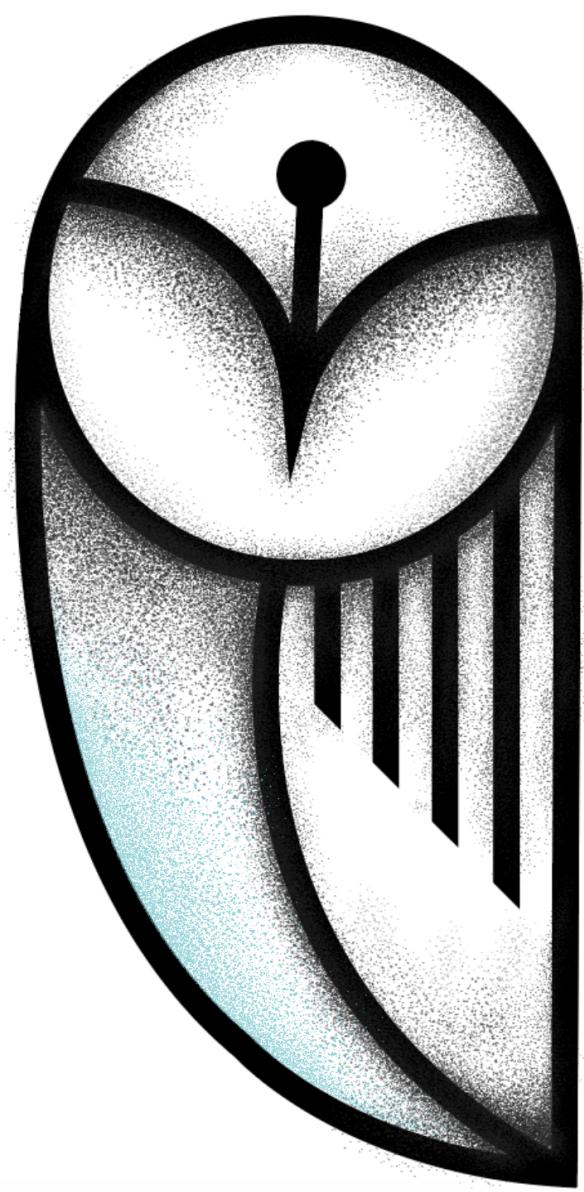
SECONDARY USAGE



COLOUR

For applications where the brand needs to be conveyed in a more fun and informal light.

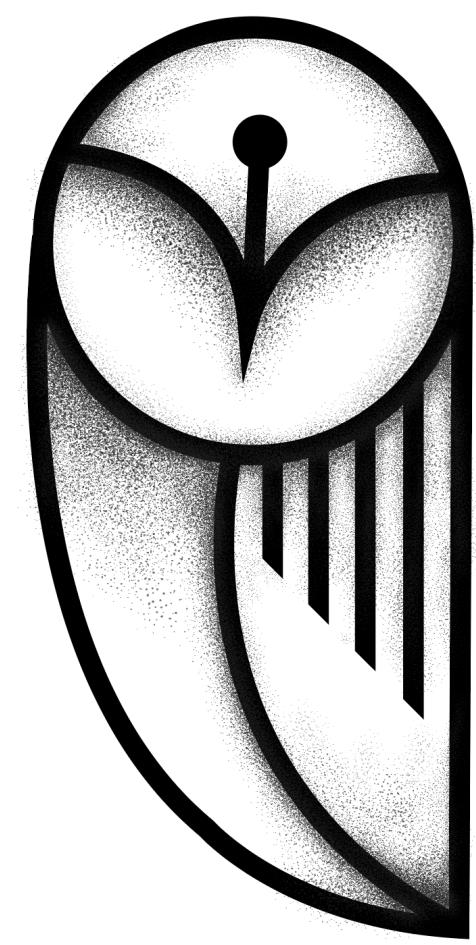
A DASH OF COLOUR



COLOUR

For applications where multiple versions of the visual marque are needed, such as to separate sections of a website, colours from my approved palettes can be added to the breast of the owl.

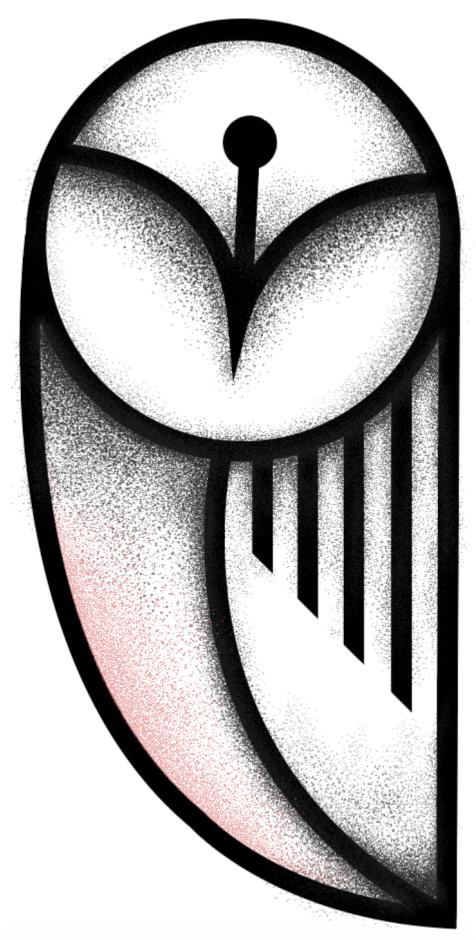
DO:



Use monotone
version



Use approved
colour version

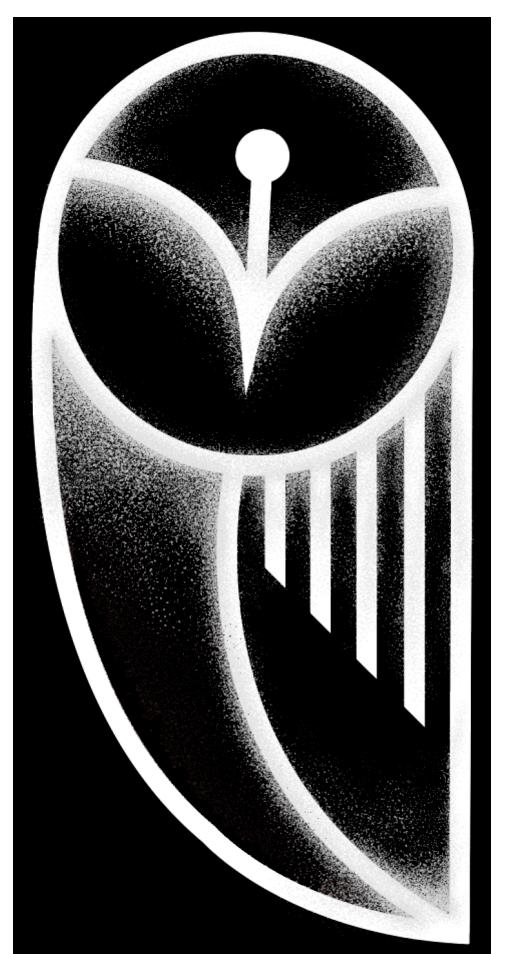


Apply only approved
colours to the breast

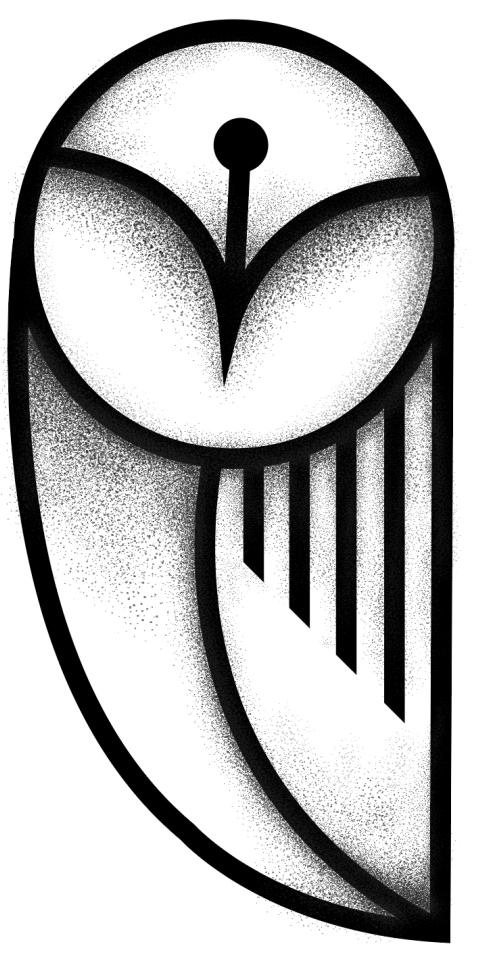


Use on coloured
backgrounds

DO NOT:



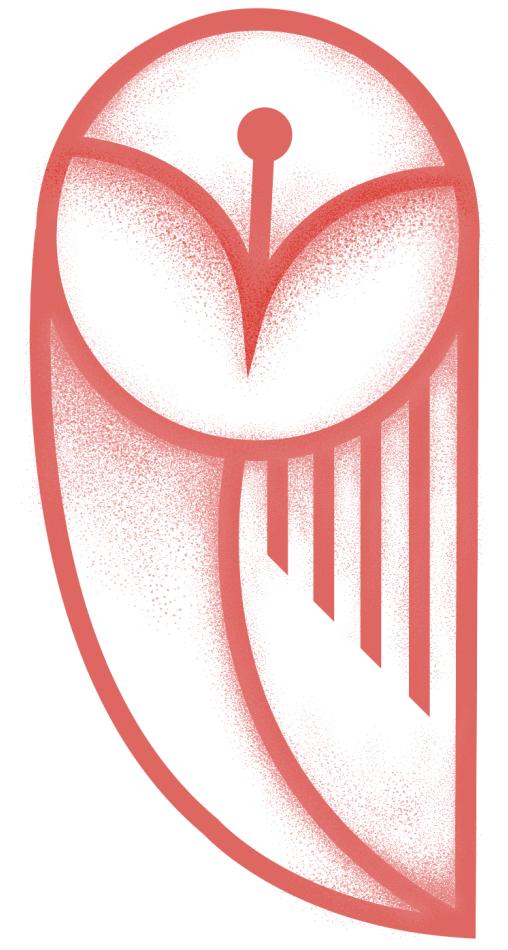
Stretch it



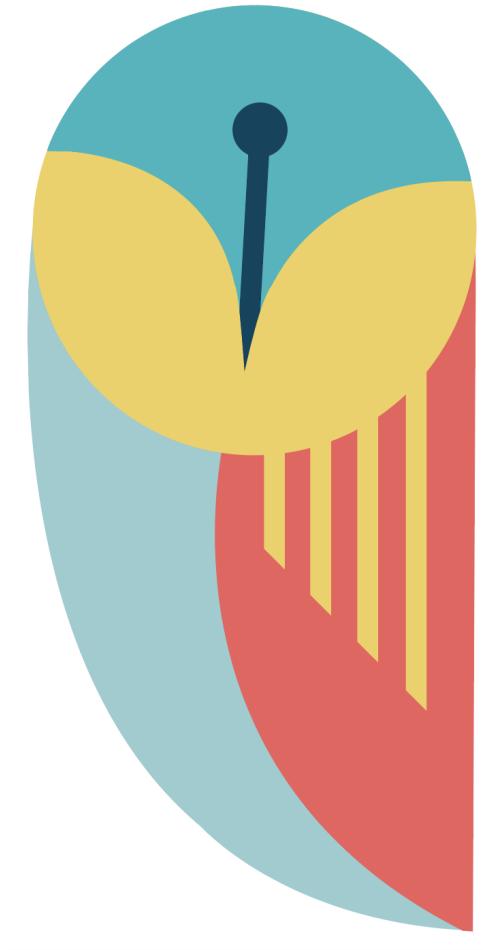
Squash it



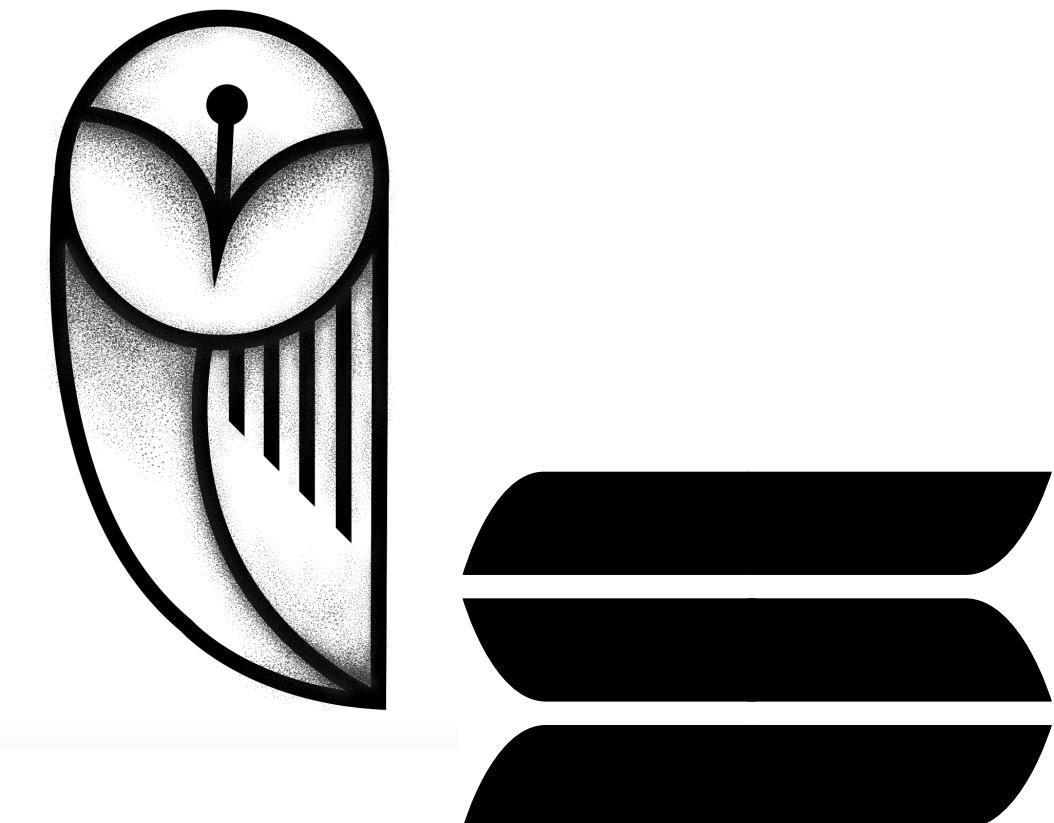
Use unapproved
colours



Mix 2 or more
colours



Adjust line
width/spacing



Use unapproved
colours

WORDMARK

PRIMARY USAGE

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

SARAH CUPPLES

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

AYOUT

MONOGRAM

+WORDMARK

1

PRIMARY

Align wordmark below monogram.

2

SECONDARY

Letterheads or if there is limited space.



SARAH CUPPLES

SARAH CUPPLES

VISUAL MARQUE

+WORDMARK



B BELOW

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



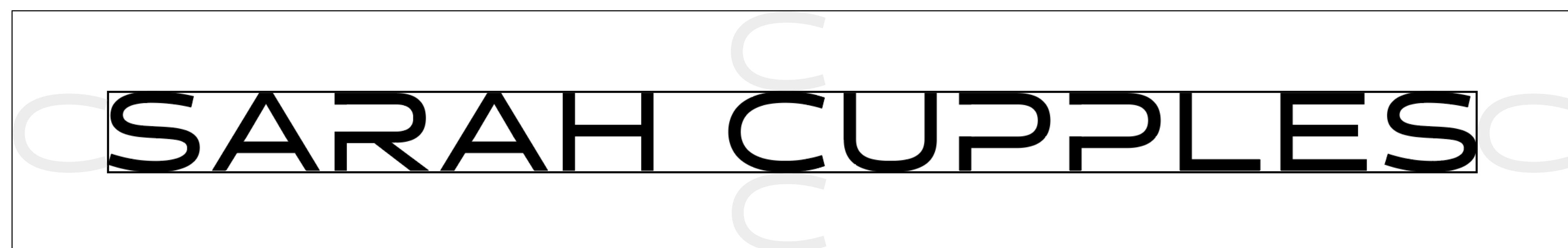
SARAH CUPPLES

CLEAR SPACE

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

WORDMARK

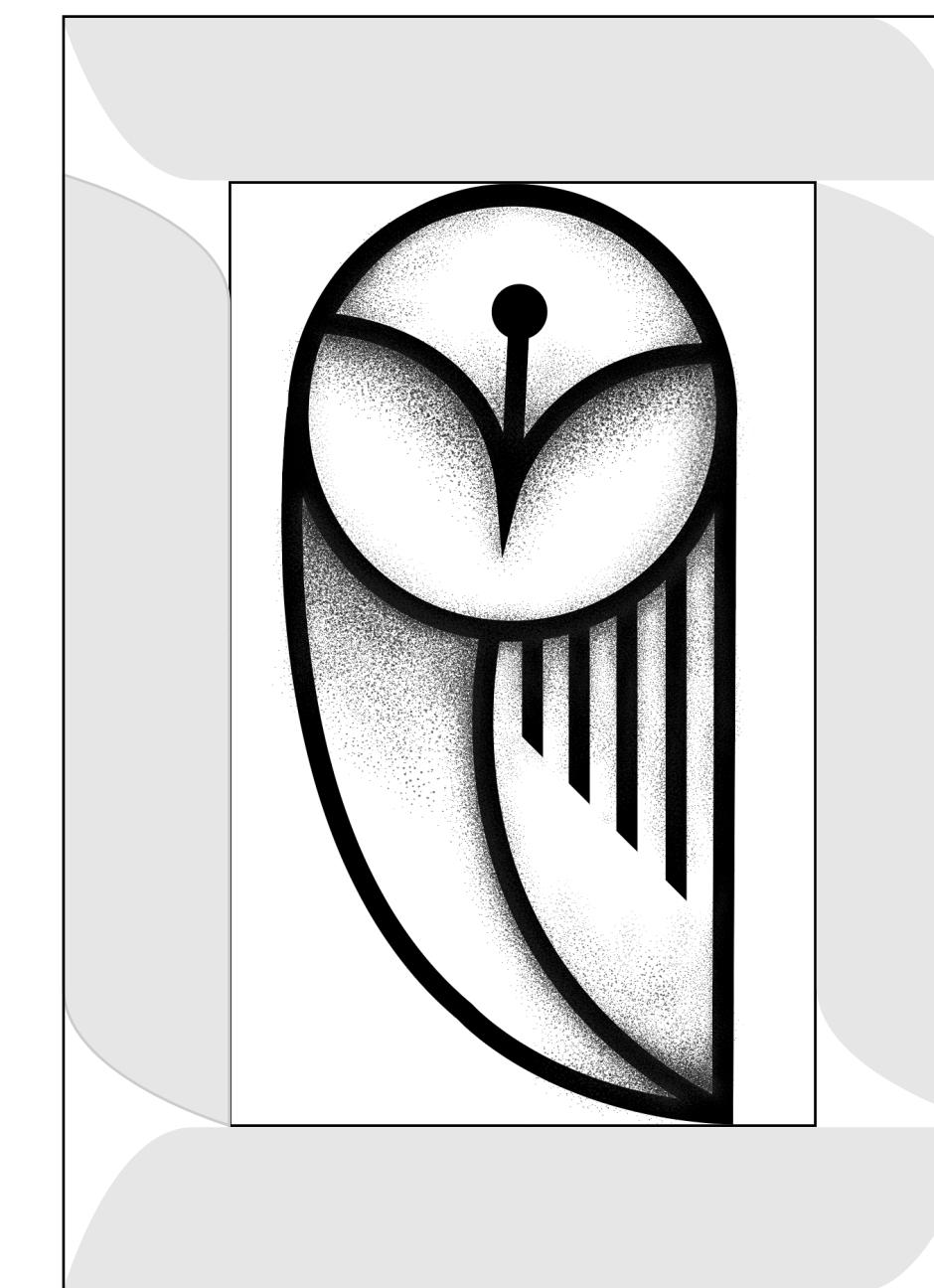
The clear space of the wordmark is simply the height of the wordmark itself.



CLEAR SPACE

MONOGRAM + VISUAL MARQUE

For the monogram and visual marque, the clear space is determined 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.

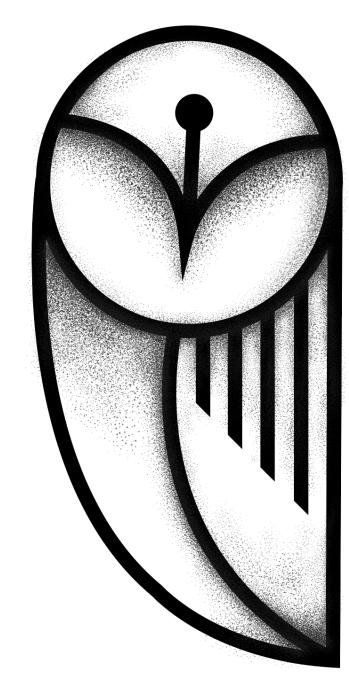
WEB

SARAH CUPPLES

↔ 32PX



24PX



↔ 24PX

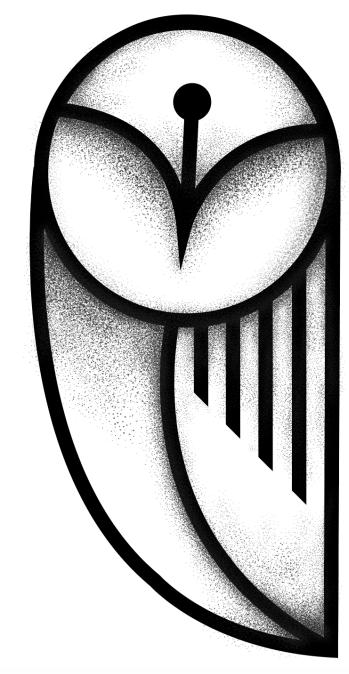
PRINT

SARAH CUPPLES

↔ 25MM



25MM



↔ 25MM

COLOUR

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

CORE

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

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

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

SUPPLEMENTARY COLOUR

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