



Caoimhe Greene's

Brand Book

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Hi there,

and welcome to my brand book! Within this book I explain all there is to know about my brand and the elements that make it so special!

My Brands Story

My personal brand is a creative and fun space where all design possibilities are infinite. I have a passion for all things design and my brand represents the idea of never ending outcomes and ideas. I want to explore and present the beauty of the design process and that constant connection between designer and client.

I Value...

Loyalty

Passion

Creativity

Inclusivity

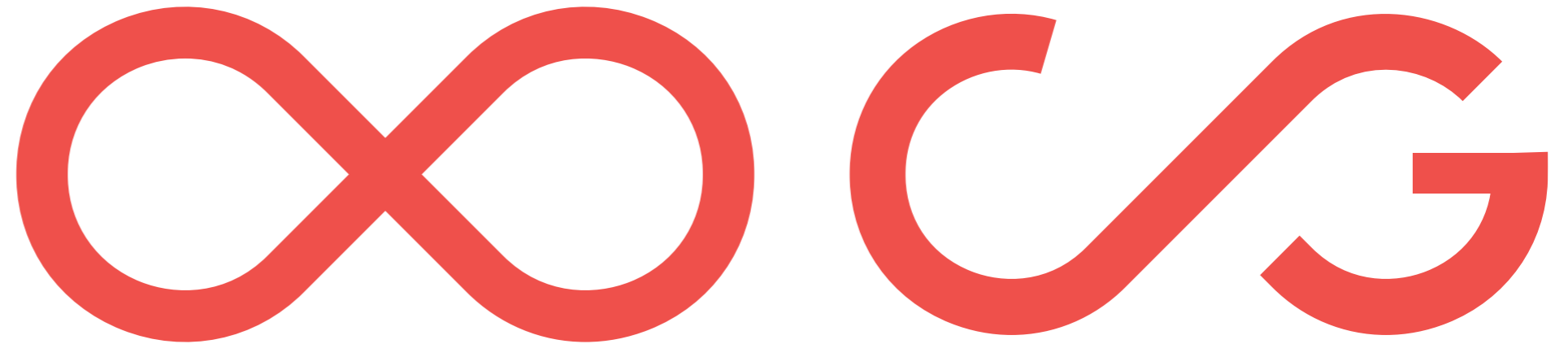
Monogram

My monogram has a crisp and modern design and it has been crafted from an infinity shape. This is to highlight my desire for my brand to radiate the idea of endless possibilities and infinite designs.



Monogram Variation Do's

When building this monogram only use this exact infinity shape and width.



When the monogram's size is reduced it should still be clear and readable.



Monogram Variation Dont's

Don't distort the shape of the monogram, the infinity form should not be compromised and it should be kept symmetrical.



Don't change the thickness of the line, or any section of the monogram.



Don't use distracting bright or neon colours on the monogram.



Typography

Primary Typeface

This font is used for my brands wordmark, it is the primary typeface. It is to be used for main headings and titles, this font should be most frequently used in it's regular and bold variations for titles and headings to differentiate hierarchy. It is not to be used for body text.

Aa

Poiret One

Secondary Typeface

This typeface should be used only for body text, it is minimalistic and it still conveys the modernity of my brand.

Aa

Montserrat Light

Wordmark

My wordmark uses my Primary font, dont use any other font for my wordmark.

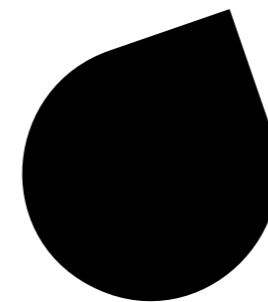
To make this wordmark you have to change the G in the surname to match the G in my monogram. Use Poiret One font in its bold variation.

Caoimhe Greene

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Typography colours

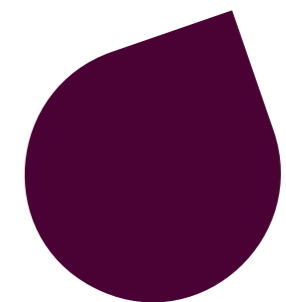
Use only the following colours for typography across all main aspects of my brand.



Hex: #000000



Hex: #ffffff



Hex: #510f33

Typeface Useage

Business card

The front of my business card displays my monogram and the back has my details.



Front

Poiret one- Titles and headings

Montserrat- Body copy

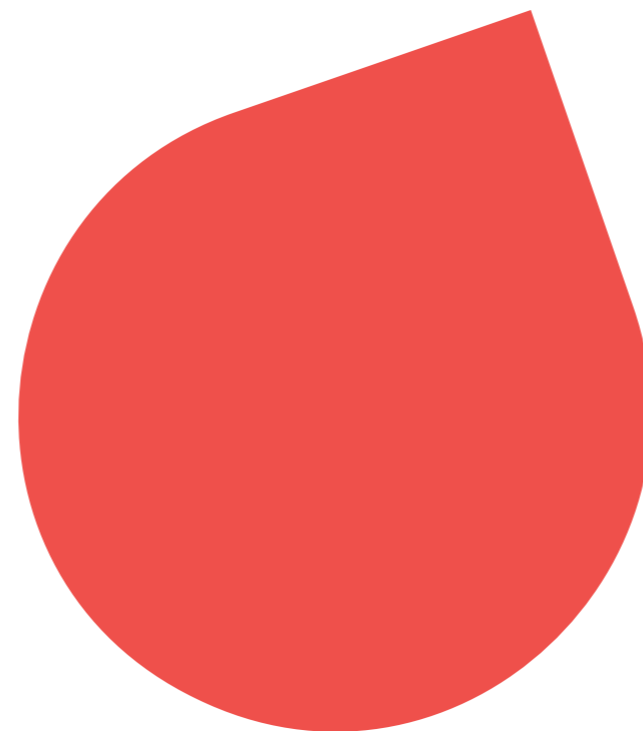


Back

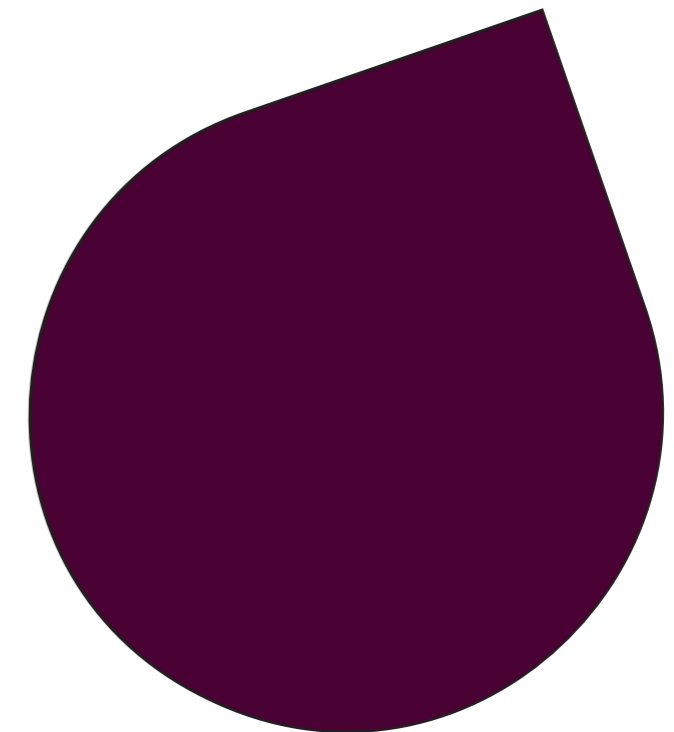
Brand colours

These two colours are the main colours for my brand, they should only be used together and with no other colour.

These two colours should be used consistently throughout, on brand epherma and online presences.



Hex: #e94542



Hex: #510f33

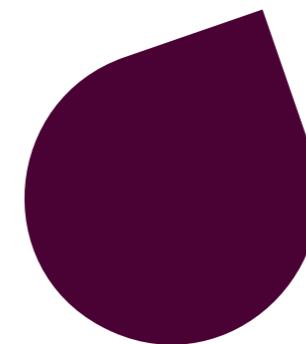
Brand Colours: Extended

Extended Colour Palette

An added feature to my brand is that I give my consumers a choice of colour options when it comes to business cards etc. I have selected an extended colour palette to allow for the choice of a different colour combination. This option only works in pairs.



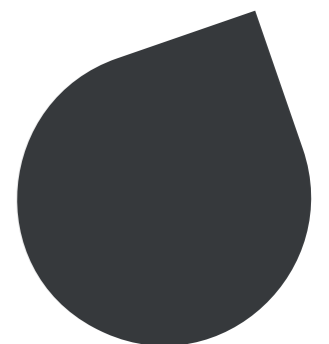
Hex: #e94542



Hex: #510f33



Hex: #9bd2d0



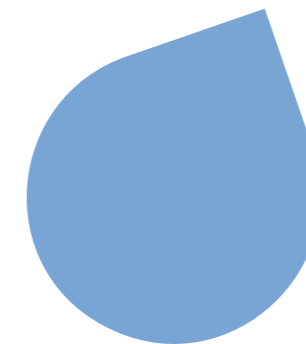
Hex: #404040



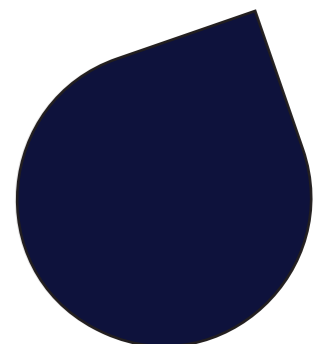
Hex: #f39200



Hex: #ffffff



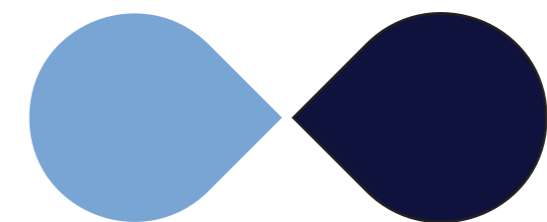
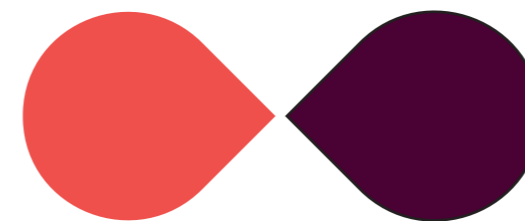
Hex: #87abd9



Hex: #1e1d3c

Possible Colour Combinations

When choosing a colour combination only choose two colours and they should only be used in the pairs shown.



CSG

CSG

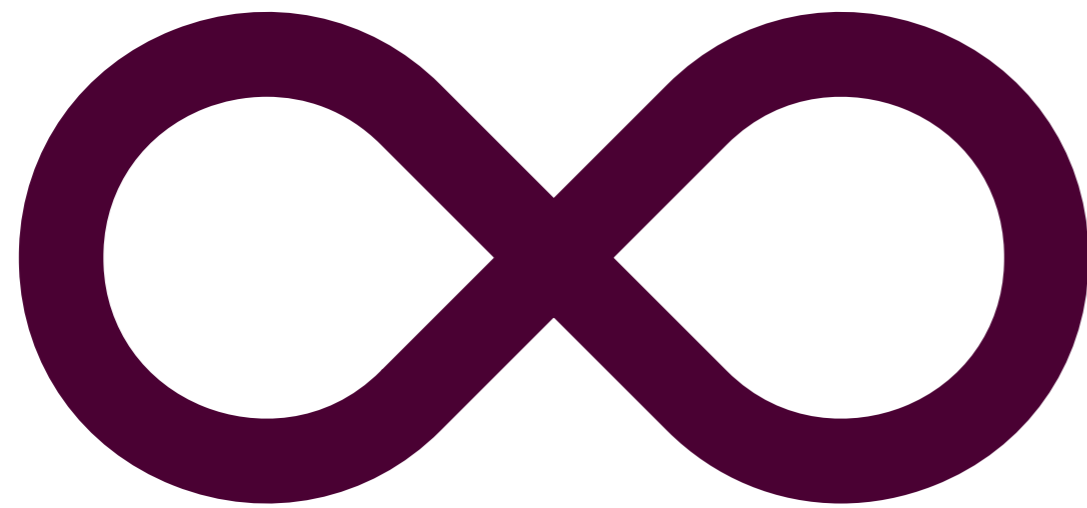
CSG

CSG

Colour Palette Usage



Visual Marque



My visual mark is the original starting shape I used to create my monogram, this loop reflects my brands ability to produce never ending possibilites and outcomes when it comes to design.It should always be even and symmetrical.

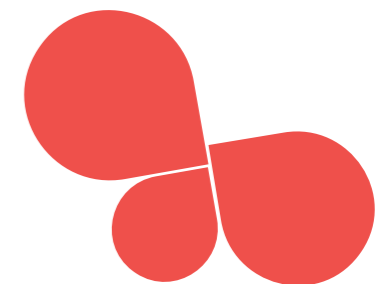
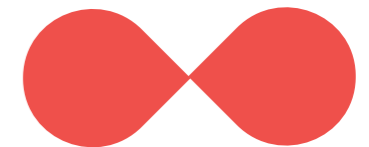
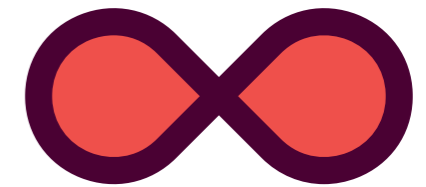
It should be the same thickness the whole way around the shape. The shapes within this loop need to be the same size and the symmetry should be consistent throughout.

Other Elements

Patterns

To create my brands pattern element you must take the shapes from within the visual marque.

They can be re sized but thier form must stay the same. Rotation for placement is allowed.

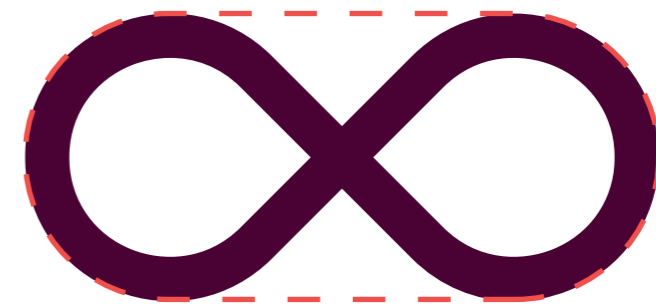
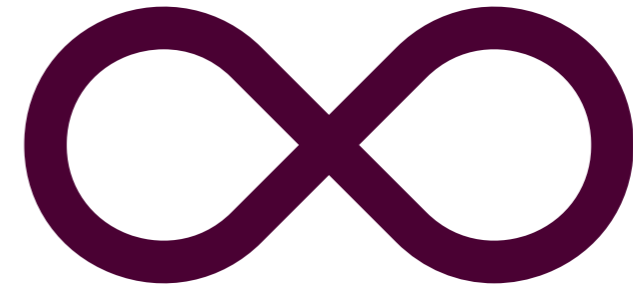


Buttons

To create the buttons for my brand you must take the visual marque intial shape and use that as your starting point.

The infinity visual marque must not be distorted as this will effect the shape of the button. If done correctly the visual marque will create the perfect button shape.

The font used on the buttons must be my primary font- Poiret One. The letters must be in all caps.



Social media icons

To create my social media icon element you must take the shapes from within the visual marque.



The shape needs to be rotated and the social media icon must be centred.



Final icons

