



Caoimhe Greene's

Brand Book

Contents

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!

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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 I value that constant connection between designer and client.

I Value...

Creativity • Inclusivity

Loyalty • Passion

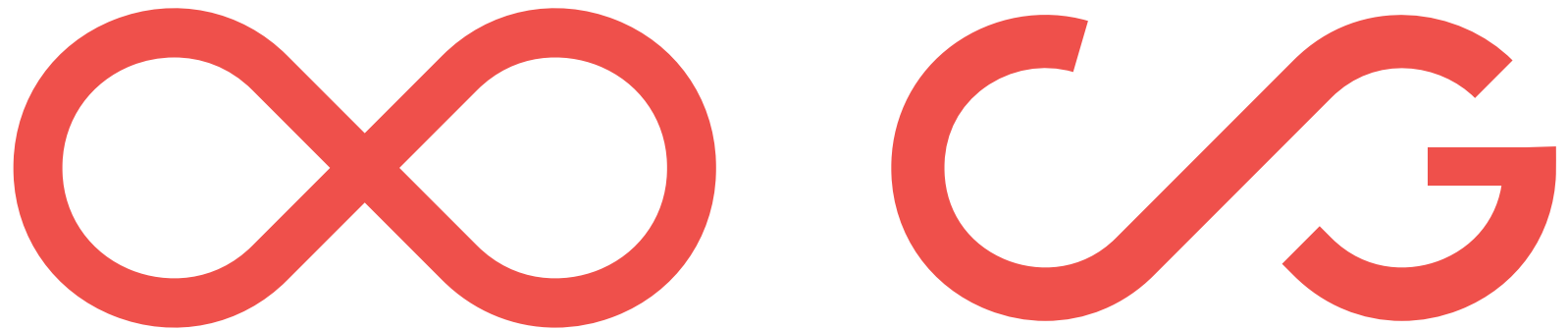
Monogram

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 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 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.

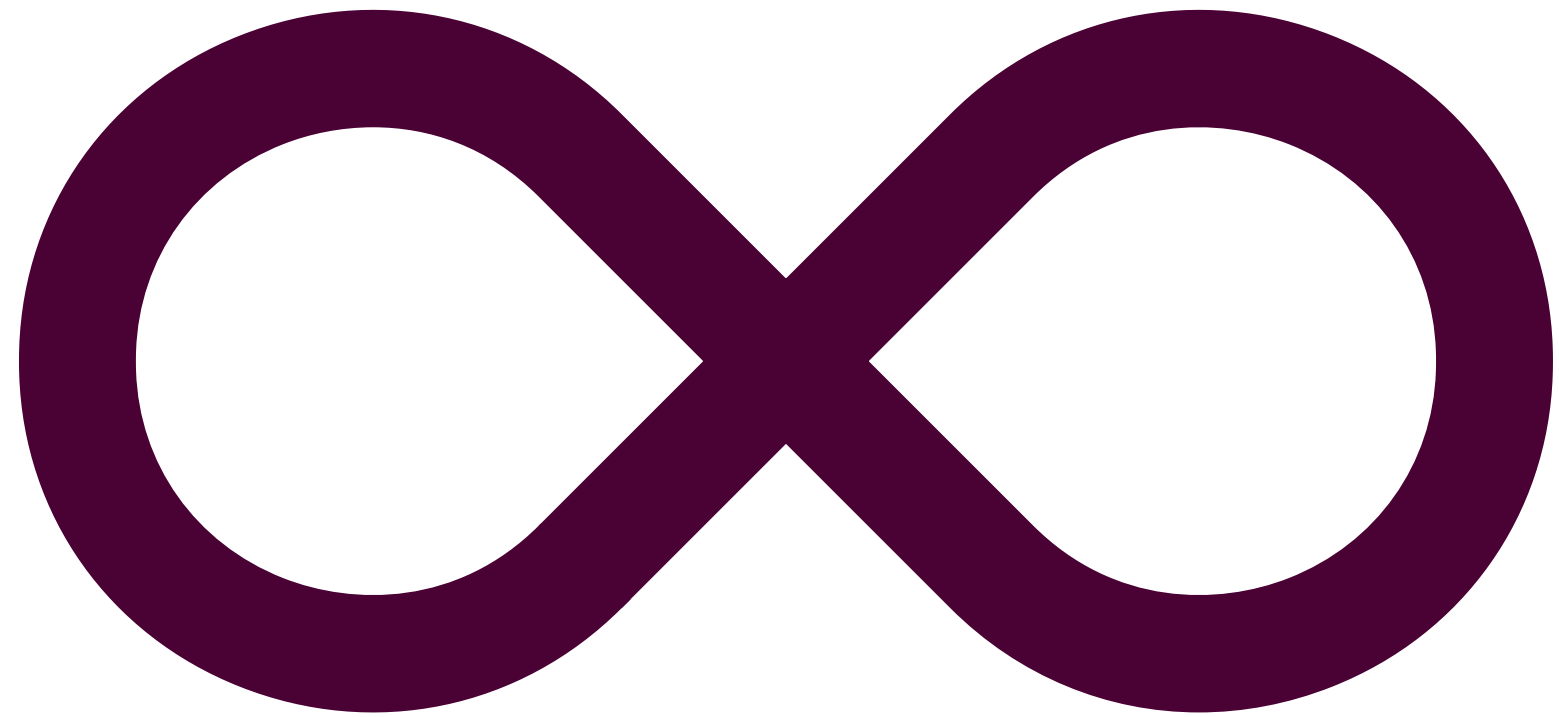


Don't use distracting bright or neon colours on the monogram.



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.



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

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 heirarchy. It is not to be used for body text.

Secondary Typeface

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

Aa

Poiret One

Aa

Montserrat Light

Typeface Useage

Business card

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

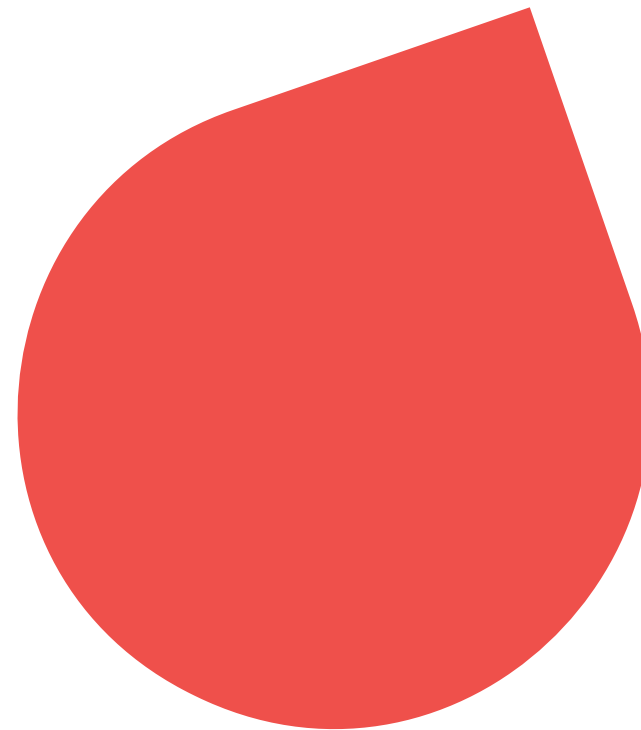
Two fonts are used for this card-
Poiret One for titles and Montserrat for body copy.



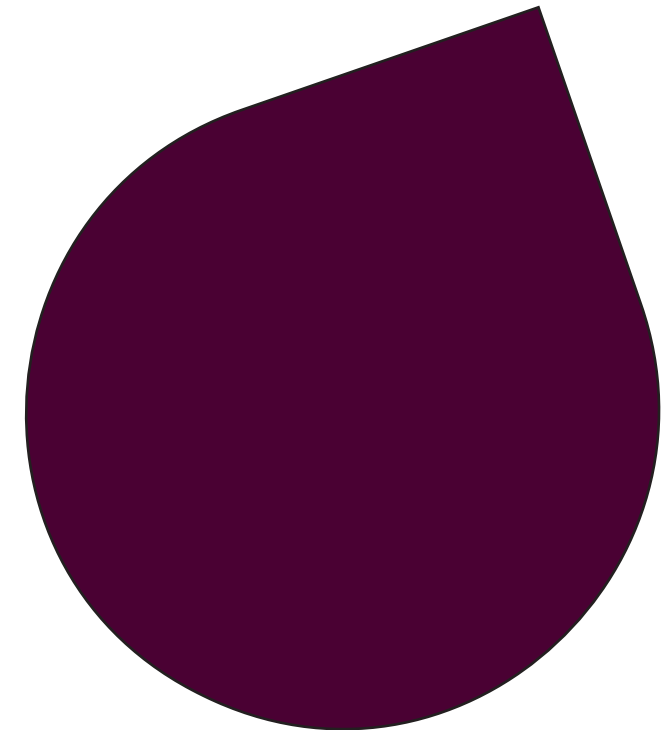
Brand Colours

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

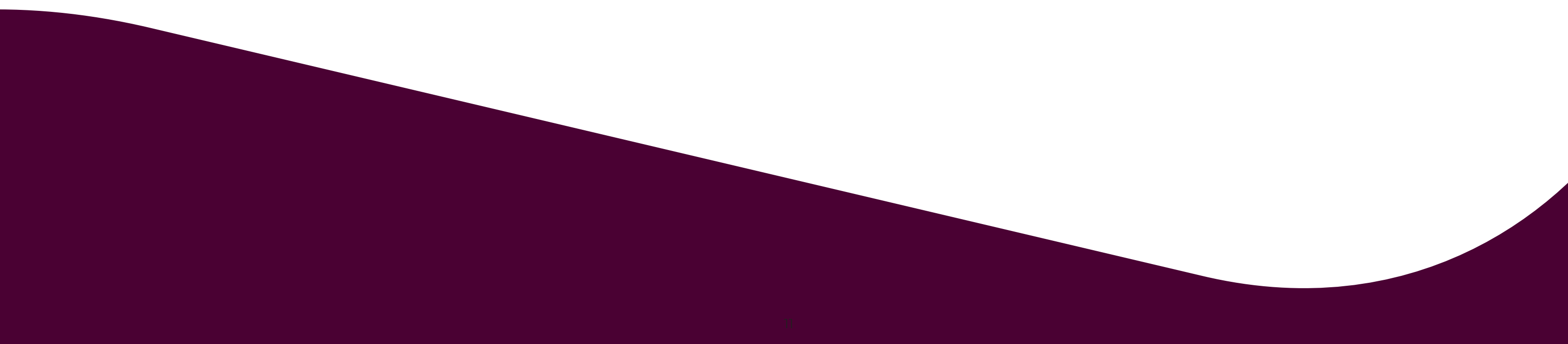
These two colours should be used consistently throughout, on brand ephemera and online presences.



Hex: #e94542



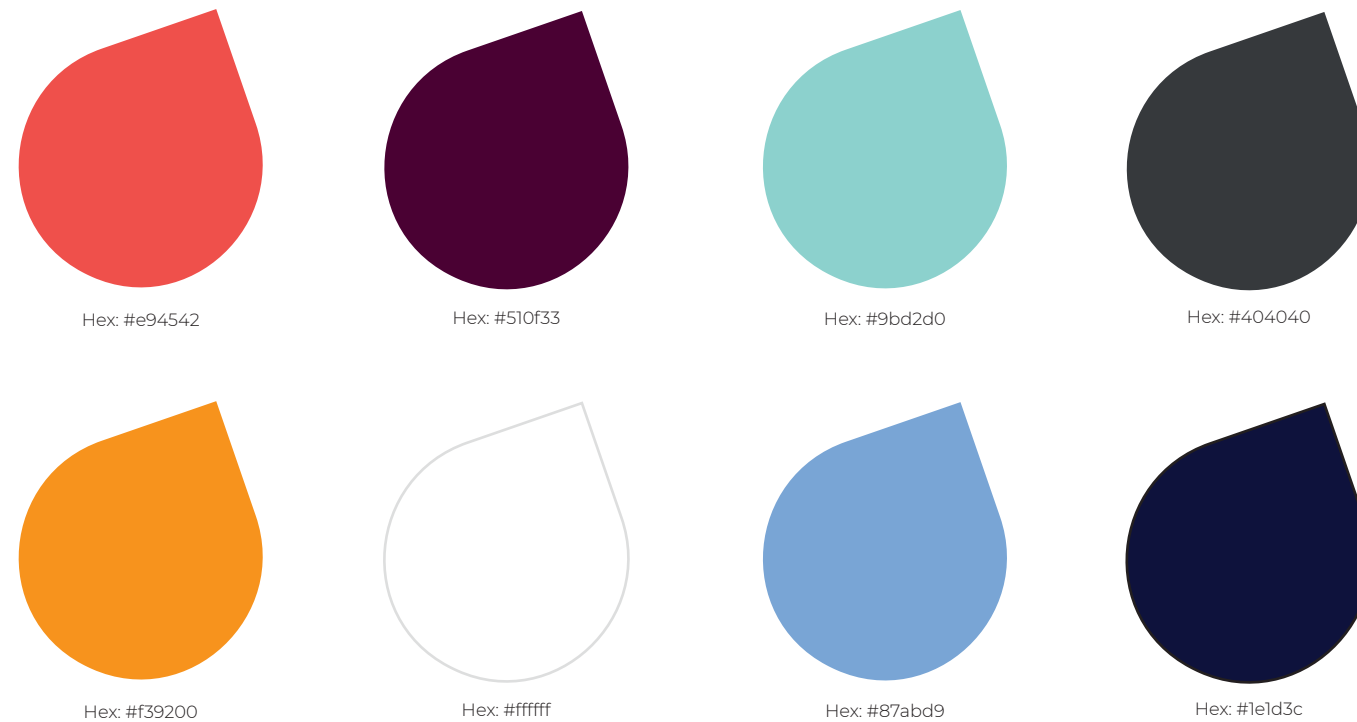
Hex: #510f33



Brand Colours: Extended

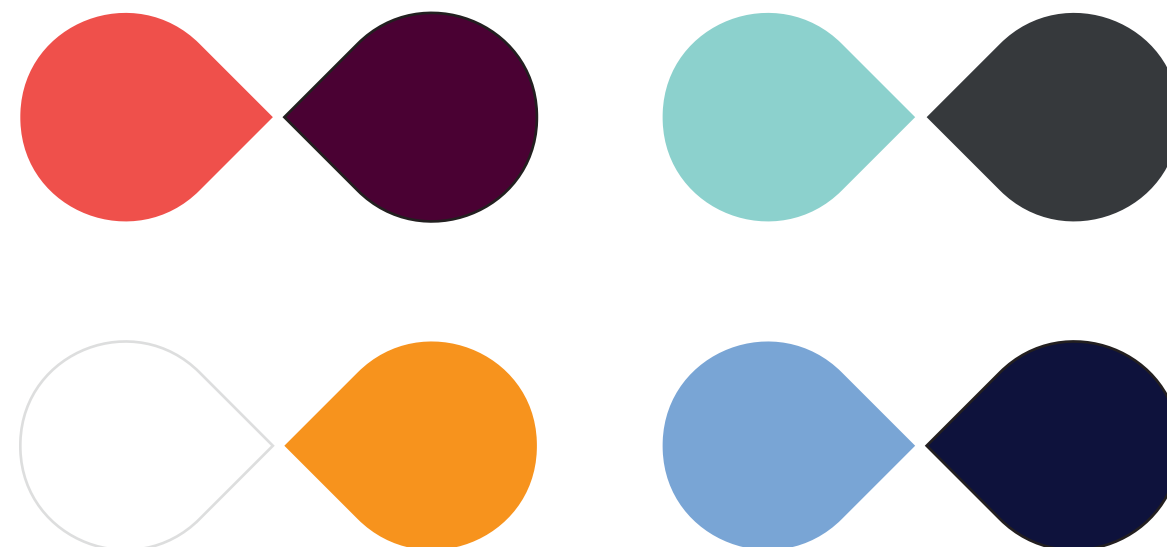
Extended Palette

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.



Possible Colour Pairs

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



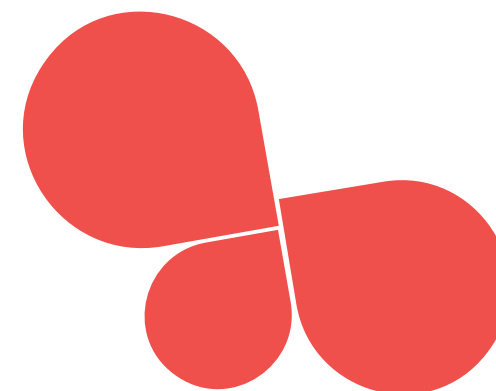
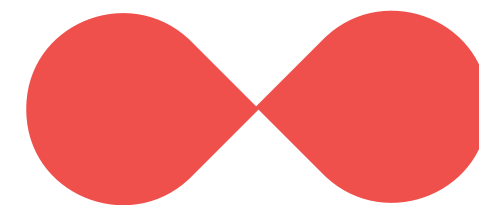
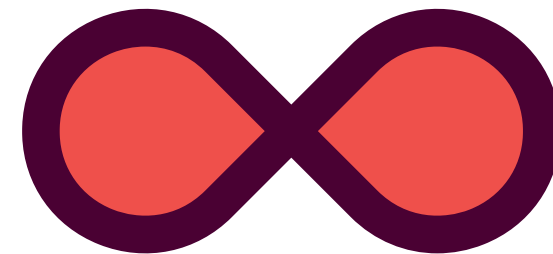


Other Elements

Patterns

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

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

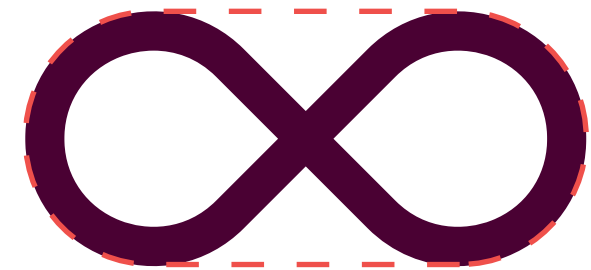
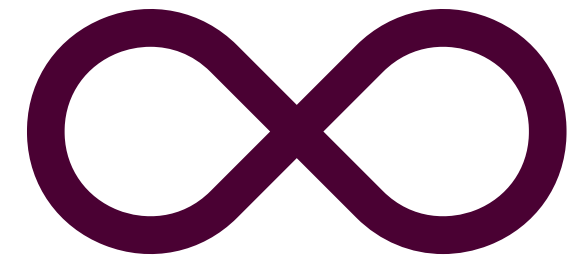


Buttons

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.

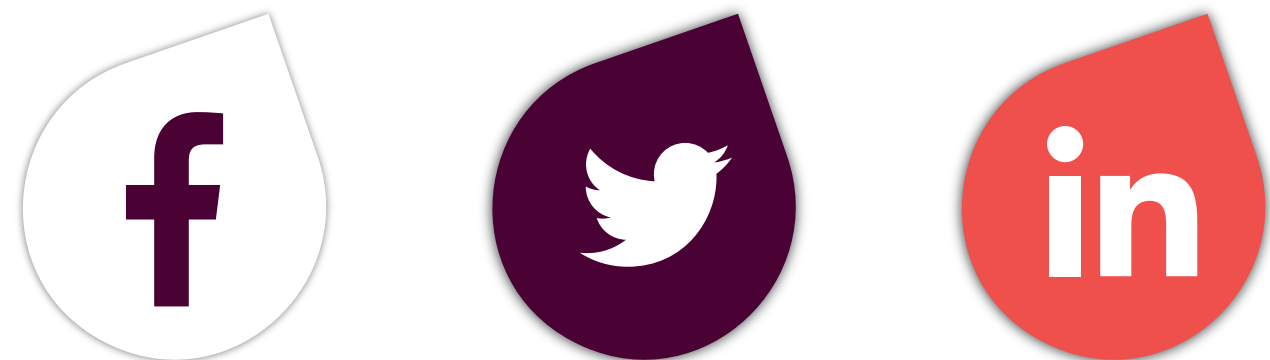
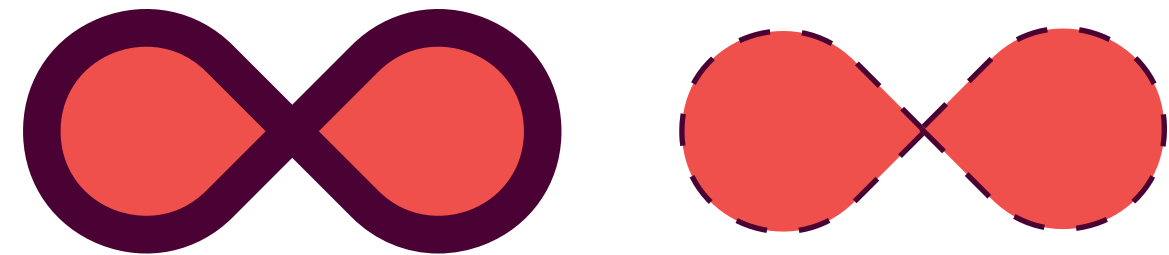
The font used on the buttons must be my primary font- Poiret One. The letters must not be in all capitals.



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

My Brand in Action

