



Brand Guidelines

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BRAND STORY

I am a creative and fun person who loves all things design. So I wanted a brand that reflected these parts of myself. A brand that encourages all creative things, thoughts and possibilities. Anything can be creative or classified as art and that is the message I want to put across in my work as a designer.

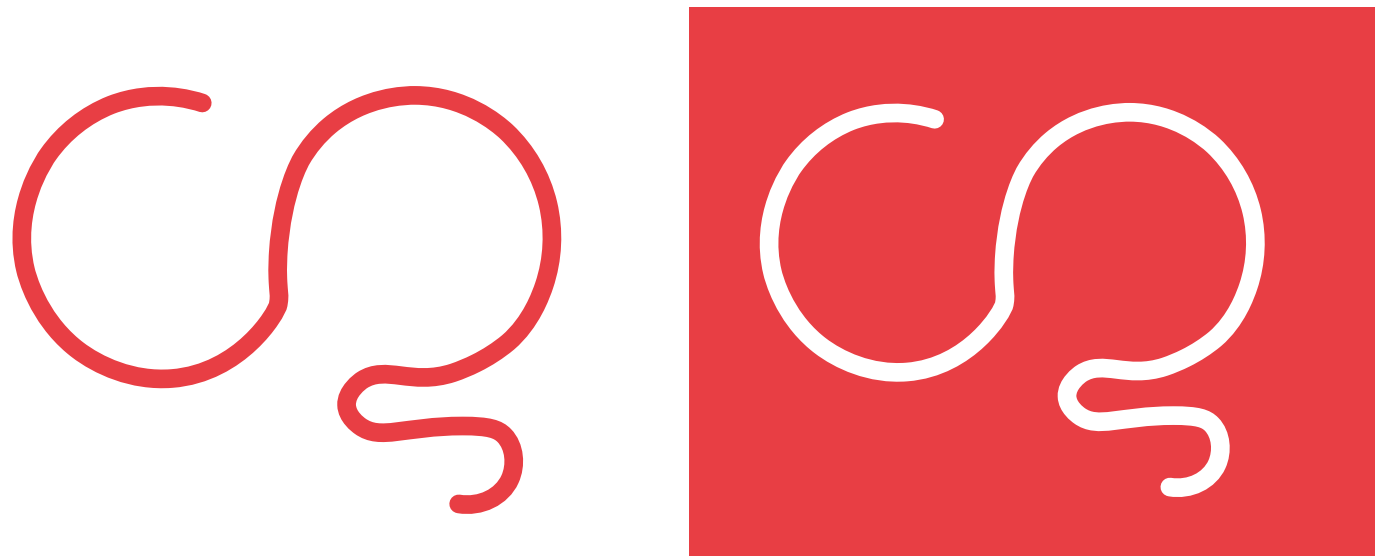
MONOGRAM



The shape of a circle interested me and I have continued to explore its possibilities through other aspects of my brand, for example my icon set. In my eyes the continuous line reflects my brand's reliability, sense of togetherness and never-ending qualities.

MONOGRAM DO'S

Do

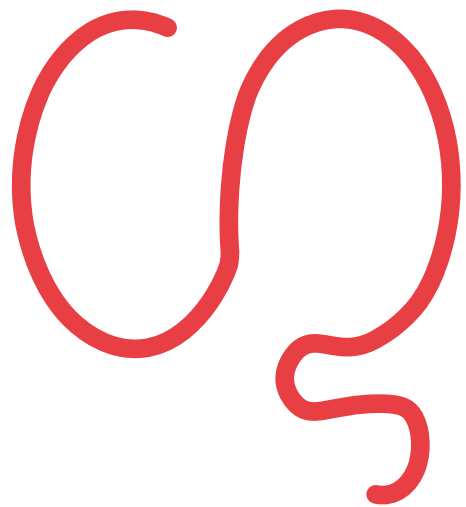


The logo can be reproduced
in red or white

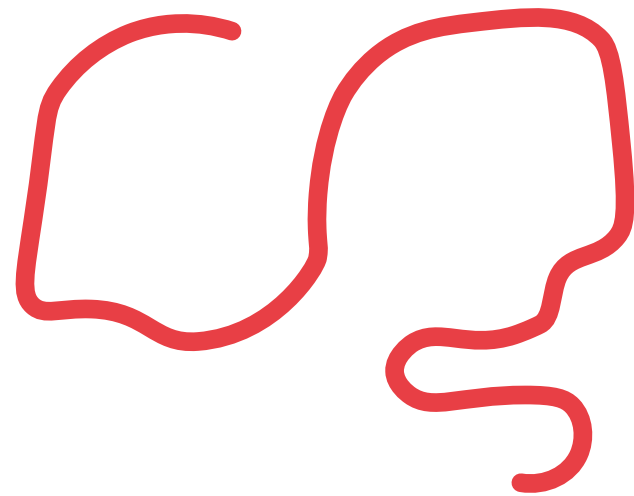


The logo must be able to be
reproduced in smaller and larger
size

MONOGRAM DONT'S



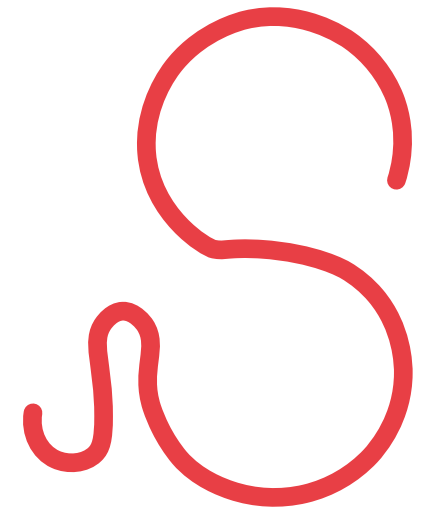
The logo mustn't be stretched or altered in width or height



The logo line musn't be warped or pulled in any way



The logo mustn't be reproduced in any other colour apart from red or white



The logo mustn't be rotated in any way

WORDMARK

Cara Greene

No letters of the wordmark can touch, there must always be a space in the 'a' and 'e'

The wordmark may never be written with the typeface 'Comfortaa'

The wordmark may be reproduced in the primary colour scheme only

TYPOGRAPHY

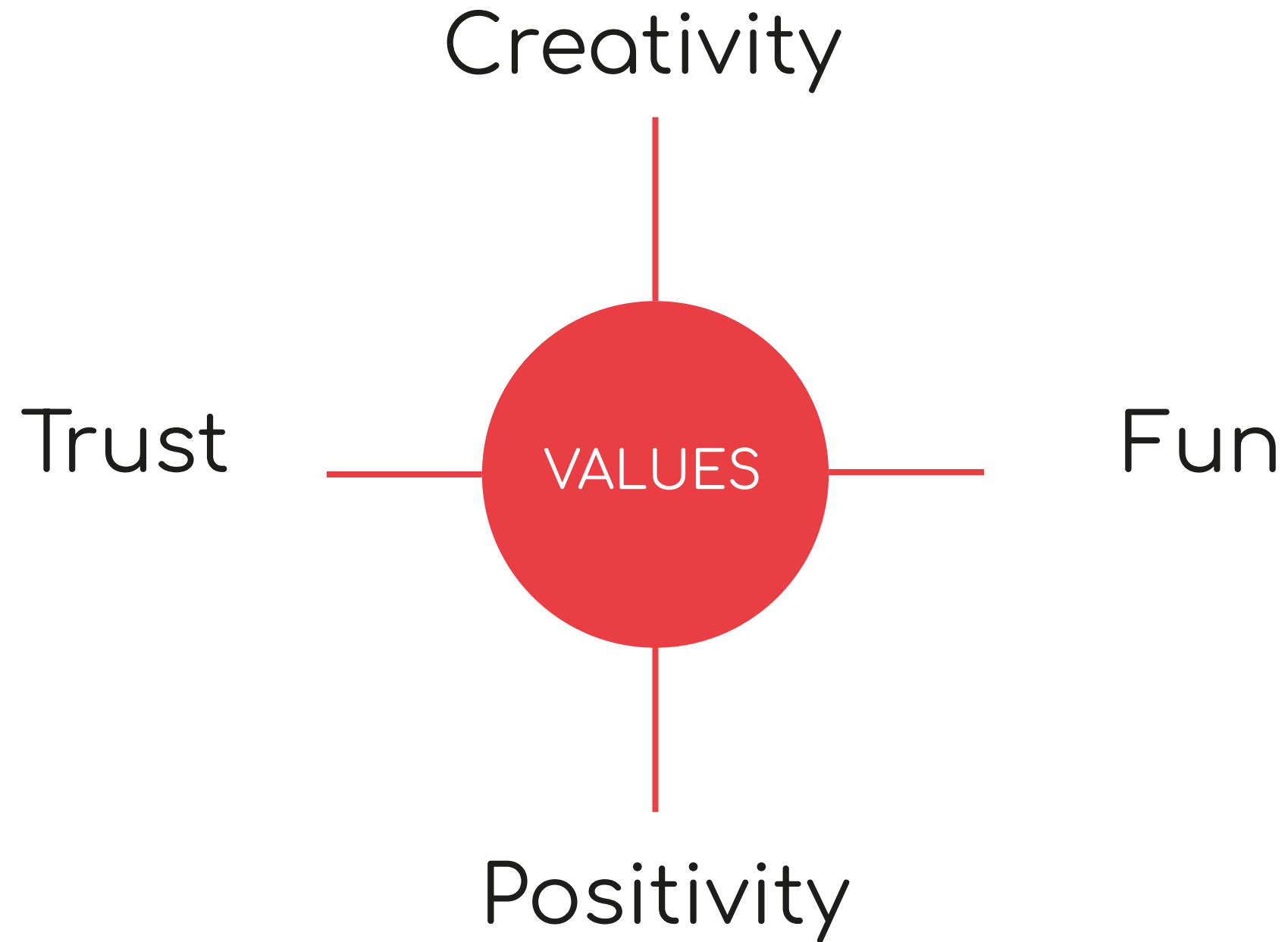
The typography used throughout must be Comfortaa (Regular)

I chose this type because it is clean, modern and still has a uniqueness to it. I used this type for my wordmark but modified it.

The image shows two large, bold, black letters, 'A' and 'a', in a clean, modern sans-serif font. The 'A' has a simple, geometric structure with a horizontal bar. The 'a' is also simple, with a circular body and a short vertical stem. The letters are positioned side-by-side, with the 'A' on the left and the 'a' on the right.

Comfortaa

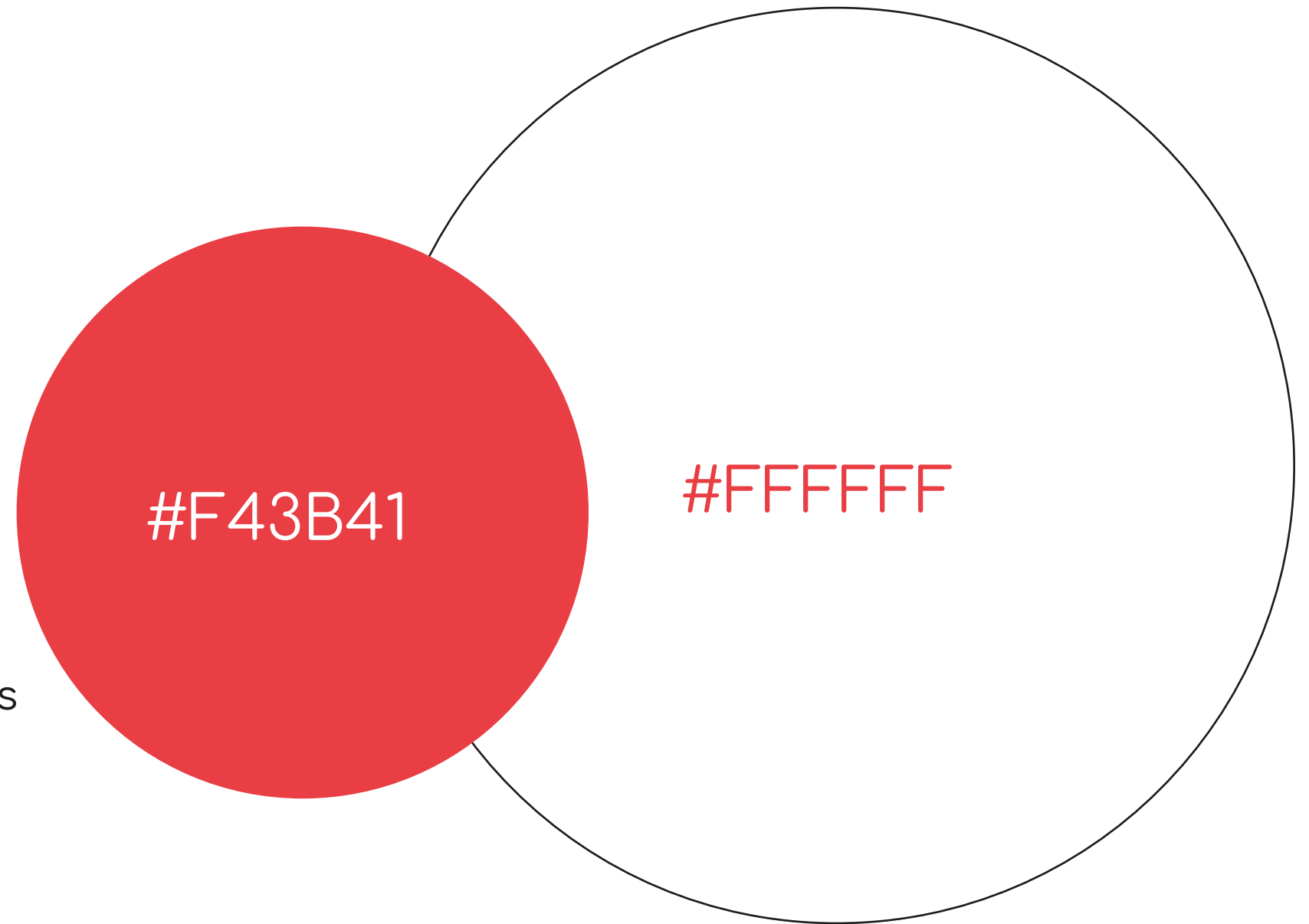
BRAND VALUES



COLOUR

This white and red colour combo perfectly sums up my brand. There is fun, energy and creativity.

I wanted colours that represent my brand's personality and also a clean and crisp combination works well together.

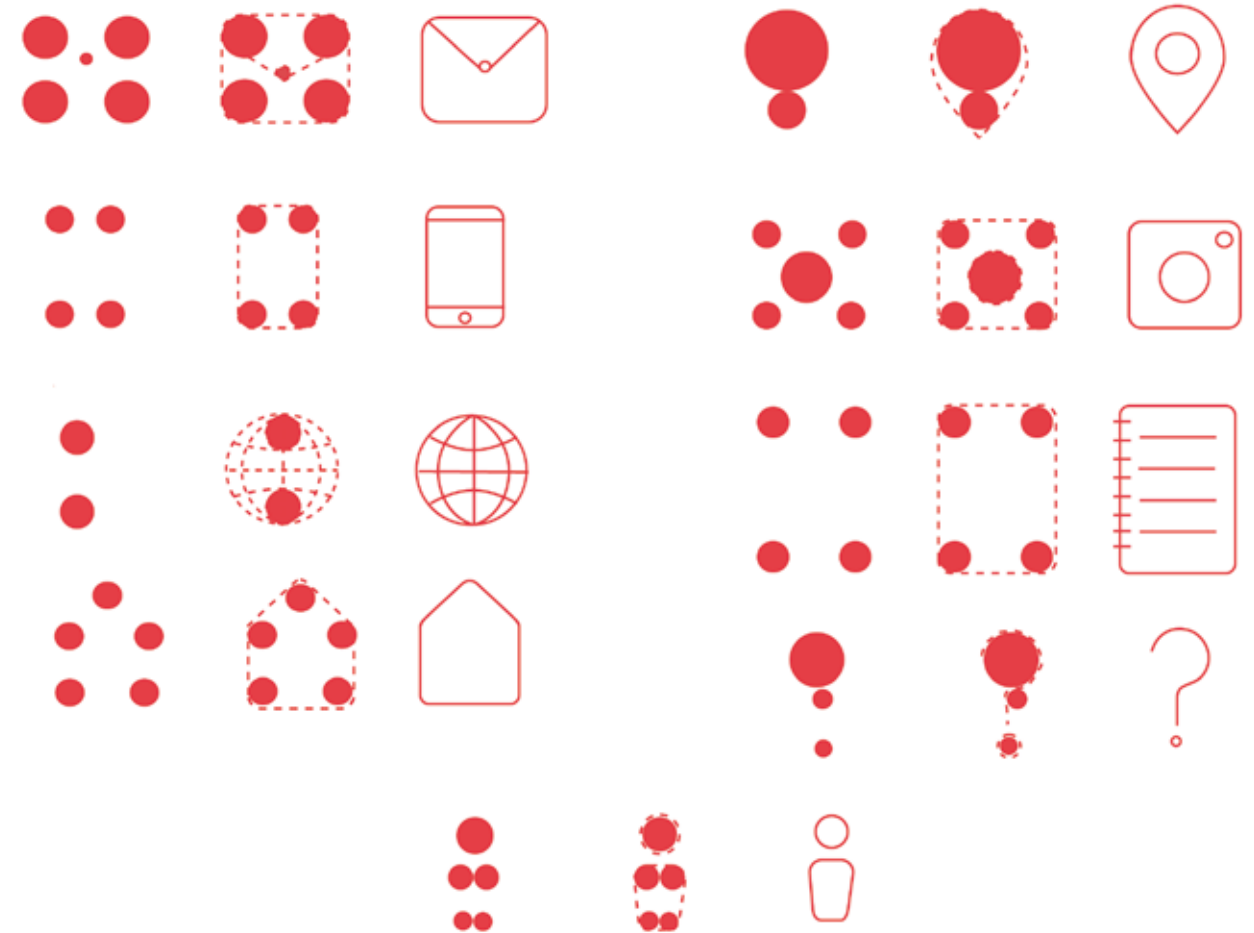


ICONS

Icons must be made with circles

Icons can be used reproduced
in the red or white but no
other colour

Icons may be used in buisness
cards and portfolio



IMAGERY

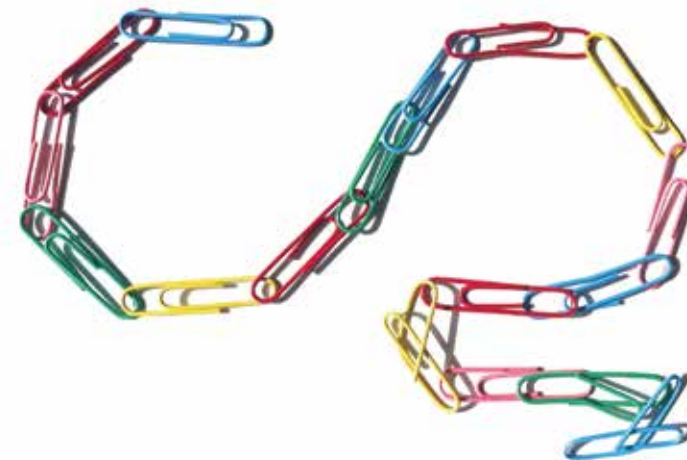
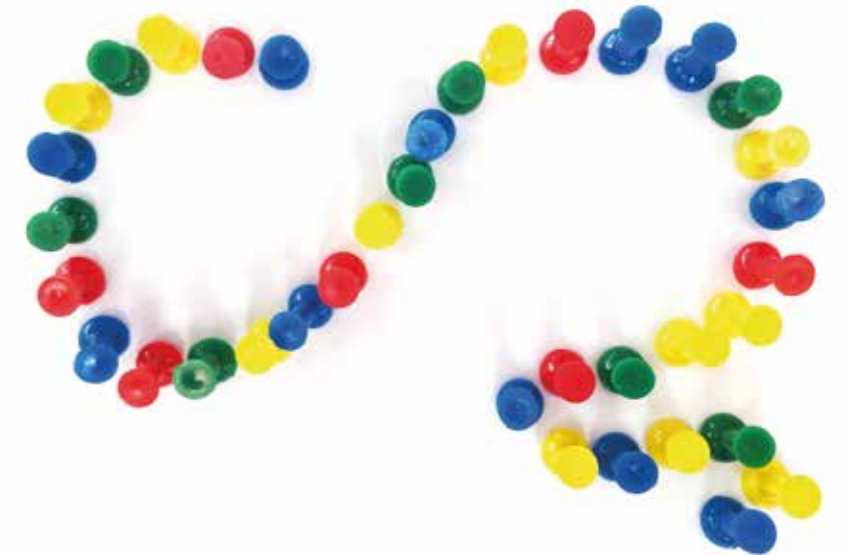
Any imagery that fits in with the brands aims cant be used.

All imagery must fall under the three sections:

- Fun
- Creativity
- Productivity

Any images used must be colourful, unqiue and enjoyable to look at. The imagery in this brand is used to spark imagination within all. That everyday items can be seen as creative or used in design.

These images of the logo can be used in the buisness cards and or other products produced



BUSINESS CARD

The business cards must differ in imagery used but an image must appear on the front side of the card

Icons must be included on the back side of the card. The typography used for the information must be Comfortaa (regular)



BRAND IN USE



The logo can be reproduced onto merchandise only in red or white

Only the Monogram should be put on merchandise, not the wordmark



BUTTONS

There will be a hover on navigation buttons and this will turn from white to red

Buttons will be used in portfolio and must only be used in colours red and white

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