



The Brand Book

Welcome to my brand book...

- Brand Story
- Brand Language
- Visual Elements
- Applying my Brand

Brand Story

I'm an ambitious young designer who has always dreamed of having my own business. I have found a way to do this through utilising my passion for design. I'm an obsessive doodler, which juxtaposes with my clean, simplistic approach to designing on the computer.

I have been studying Interaction design for a year now and I'm gaining new knowledge on branding and UI design each day.

Long Bio

I am Emma McGurren and whenever I am not playing with my dogs or going on very long walks, I am studying to become a graduate in Interaction Design. I have a passion for design, confidence to communicate and solve problems, as well as a strong ability to work with my peers. If I'm not doodling, I'm scrolling through Pinterest, obsessing over the latest trends and designs, making me commercially aware, creative and tasteful. I'm a decision maker. I can lead, adapt and invent... I also like to have fun whilst doing so. I will always consider others ideas and dedicate myself to being a professional, hardworking designer.

Short Bio

I'm Emma, an IxD student, with a passion for drawing, reading magazines and walking my beloved dogs. I'm dedicated, innovative and also very friendly... so don't be afraid to message for more details about my work.

Brand's Tone of Voice

To develop my brand's Tone of Voice, I decided to focus on a target audience of young professional business people...

- Powerful but friendly
- Confident
- Independent
- Unique
- Affirmative but never condescending

Word Bank

- Loyalty
- Dedicated
- Polite
- Friendly
- Professional
- Productive
- Positive
- Tasteful
- Visionary
- Clever
- Innovative
- Inventive
- Helpful
- Hardworking
- Persistent
- Stylish
- Fun
- Creative
- Intelligent
- Flexible
- Unique
- Adaptable
- Thoughtful
- Considerate

Brand Dictionary

To maintain a professional tone throughout my brand, the words outlined here are the terms I choose to use...

- Clients
- Workshops
- Studios
- Creators
- Developers
- Fellow peers

Monogram

When designing my monogram, I gained inspiration from my own signature. The thin flowing line looks professional, but also gives the impression of a fun, vibrant persona.



Monogram Guide

Consistency is very important when displaying my monogram, as it is the first point of call to my brand.

My monogram is clear, displayed in either navy or white. The monogram should not be squashed or stretched and must have a consistent width.

Correct



Incorrect



Wordmark

For my wordmark, I reflect the flowing lines in my monogram whilst maintaining formality.

Typeface - Comfortaa

The wordmark for Emma McGurren is displayed in a dark blue, rounded, sans-serif typeface. The name is split across two lines: 'emma' on the top line and 'mcgurren' on the bottom line. The 'm' in 'mcgurren' is lowercase and positioned directly below the 'e' in 'emma', creating a visual connection between the two parts of the name. The overall design is clean and modern, reflecting the flowing lines mentioned in the text.

Visual Marques

My visual marque is a light bulb which includes my monogram. The light bulb represents the bright, youthful energy I want to reflect in my ideas.



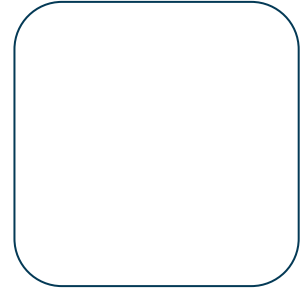
Colour Palette

My chosen colour palette is minimal. My chosen colours are representative of my brand's personality... clean, professional and with a pop of mint green, youthful!

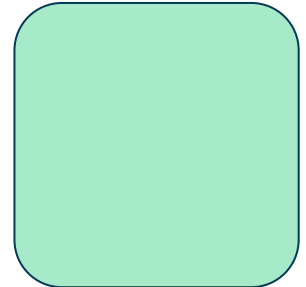
#06334E



#FFFFFF



#A6EACA



Icons

My flat icons
are very
simplistic and
affirmative.

