



LAURA FOY

Brand Guidelines



BRAND STORY

ABOUT ME

Hi! My name is Laura and I'm an Interaction Design student at Belfast School of Art from Donegal. I am an aspiring designer who enjoys designing the things that could so easily end up looking dull and boring in a much more colourful, interesting and imaginative way. I love working on projects where I'm able to play and experiment with colour and I always try to infuse my personality, passions and somewhat eclectic influences into my work.

SOCIAL BIO

Hi! I'm Laura, an IxD student at Belfast School of Art from Donegal. I love to design, create and work in a colourful, interesting and imaginative way.



VALUES

I always aim for my work to be...

- **COLOURFUL**
- **IMAGINATIVE**
- **AUTHENTIC**
- **ADAPTABLE**
- **FRESH**



TONE OF VOICE

How my brand should come across...

- Lively
- Playful
- Enthusiastic
- Light-hearted
- Confident
- Considerate
- Amiable
- Professional
- Dependable
- Courteous
- Approachable

WORD BANK

- Colourful
- Fresh
- Eclectic
- Interesting
- (from) Donegal
- Imaginative
- Bold
- Cute
- Engaging
- Eye for design/detail
- Adventurous
- Polished
- Curious
- Cool

MONOGRAM

DEFAULT



BLACK AND WHITE



This is the monogram. I feel that the blocky boldness of it perfectly encapsulates the playful, confident and lively energy I want my brand to exude.

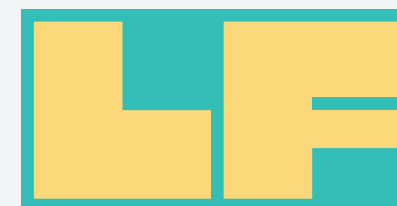
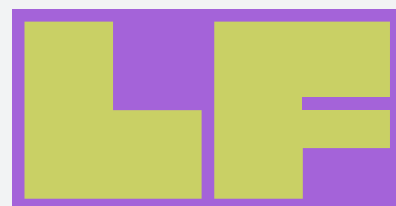
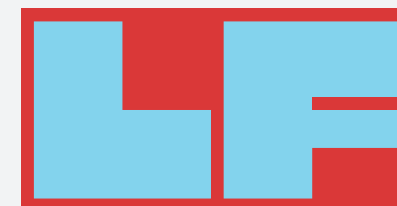
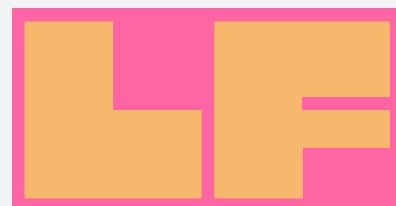


WORDMARK

LAURA FOY

The font I chose for my wordmark is called **Piepie**. The L and F have been altered to mimic the monogram. This is so that when my wordmark is appears on it's own, it still gives off the same style and energy.

COLOURS



#333333

VISUAL MARQUE



This Eye-fish is my visual marque. It's a nod to my love of surrealism. That and how I like questioning socially constructed concepts like what constitutes something as beautiful or ugly, particularly when it comes to design. The eye-fish also has lots of different symbolisms that could potentially be read from it like an eye for design, an imaginative view of the world, dynamism and a uniqueness to name a few.

TYPOGRAPHY

PRIMARY TYPE : PIEPIE

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

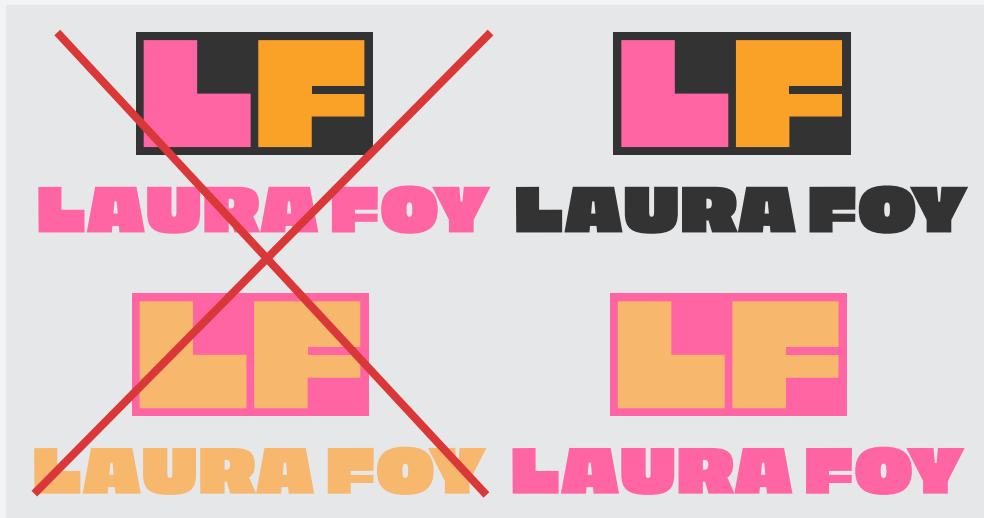
SECONDARY TYPE : BIO SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

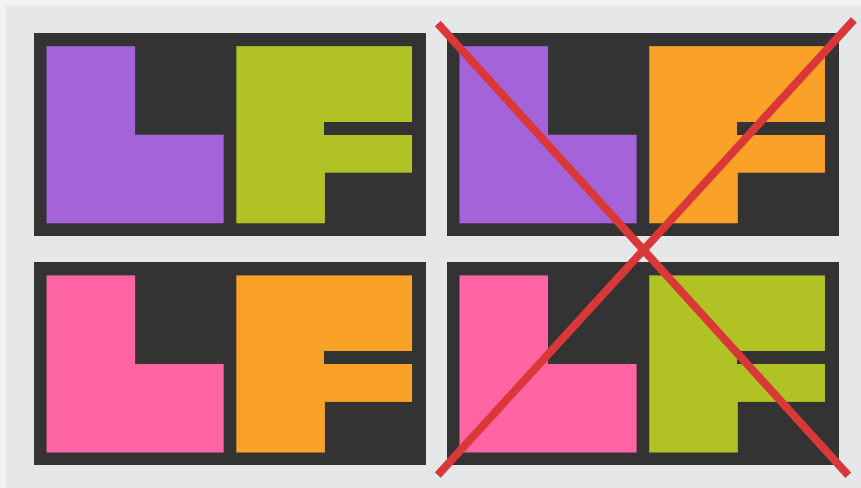
Bio Sans (in semi-bold) is primarily used for body copy.



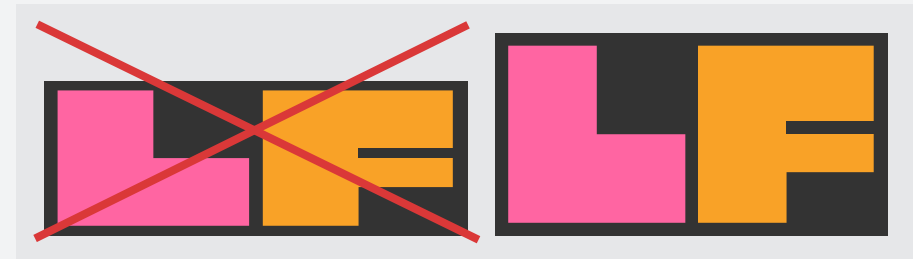
THE DO'S AND DON'TS



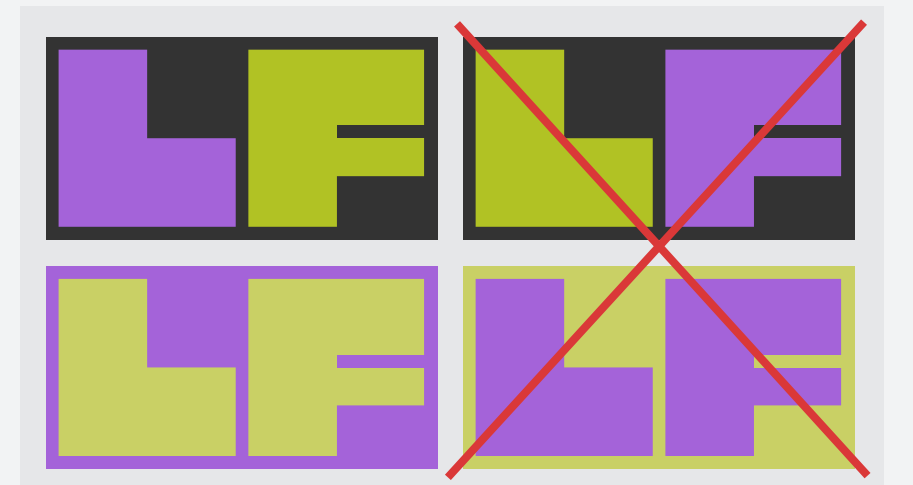
Wordmark colour must always match the outer colour of the accompanying monogram.



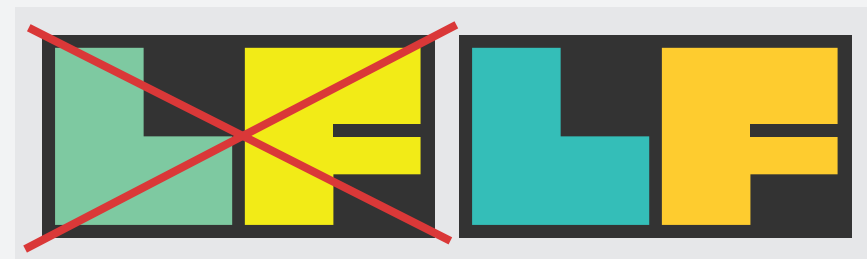
Only use specified colour combinations for the monogram. No mix-matching.



Do not alter the proportions of the monogram, wordmark or visual marque enlarging or decreasing their size.



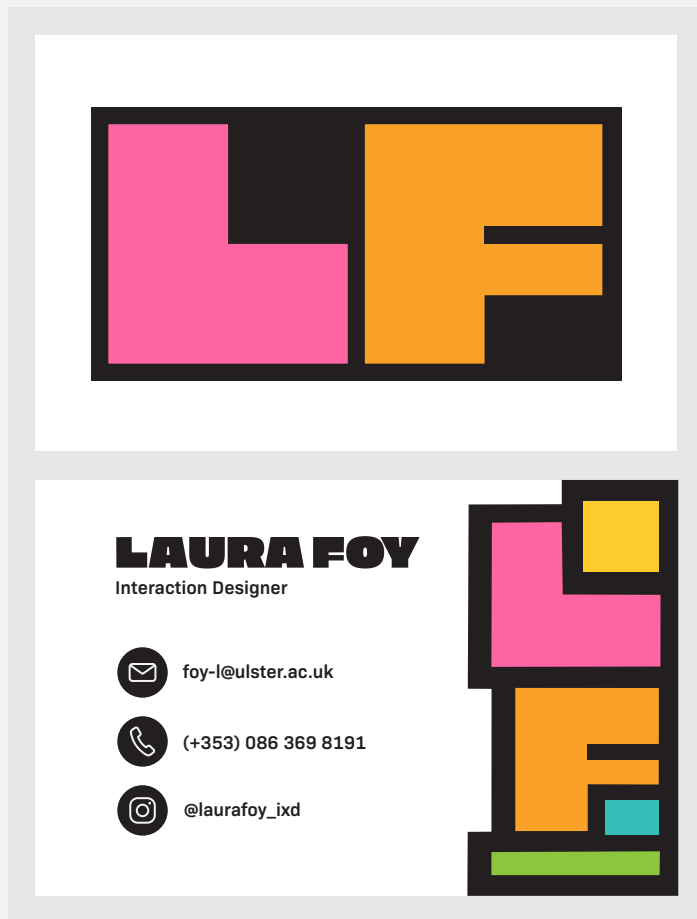
Do not reverse set colour placements.



The exact brand colours must be applied. Do not improvise with seemingly close pairings.

APPLICATION

BUSINESS CARD



APPAREL

