

Brand Guidelines

brand story

Hi i'm Orla McCarney, an interaction design student at Ulster University and I have a lot of love for this area of art.

I'm interested in all aspects of art and design and like to pull inspiration from all of them which hopefully will give me a unique voice in this community that I'm passionate about.

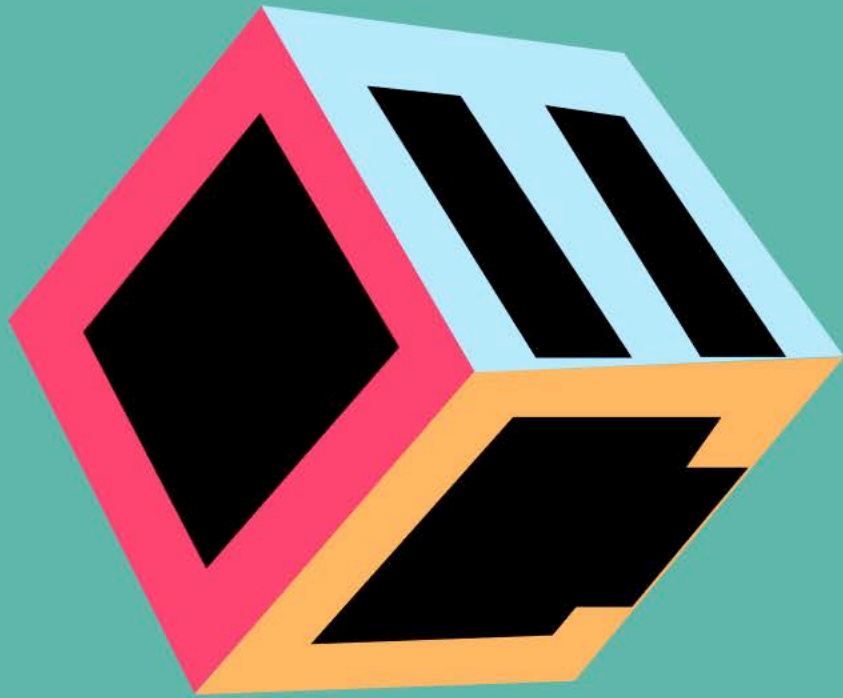
tone of voice

Love of curiosity, love of design

word bank + brand dictionary

- enthusiastic
- curious
- playful
- relatable
- stylish
- approachable
- I would describe my brand identity, personally, as something engaging. I would like it to provoke positive emotions with bright colours and fun design

Logo + colour palette



Orla_McCarney

#60B9AC

#FFB964

#B8EBFC

#FF4772

wordmark

Orla McCartney

Orla_McCarney

Logo and wordmark description

My logo comprises of my monogram.

A cube or 'die' with the presenting 3 sides showing the 3 letters to my initials.

The logo will be used in different ways throughout the brand;

- **Website**- a short animation of the cube bouncing across the screen revealing my name will be the title
- this **animation** will be used in other parts of my brand as a loading screen on an **app**
- **physical touchpoint**- as part of marketing the net of the cube will be given out with contact info in which the user can build their own versions of my logo

My wordmark is my name writted in the typeface 'Paytone One' which I have altered slightly and joined some letters togther.

The wordmark can be shown in both white and black text throughout the brand but must remain in those neutral colours due to the brightness of other colours used in my palette.

The biggest size the wordmark will show on physical touchpoints is '48pt'

Typography

Orla mcCarney

Orla mcCarney

Orla mcCarney

Orla mcCarney

orla mccarney

Heading One

size: 48pt

colour: white/black

Heading Two

size: 36pt

colour: white/black

Body One

size: 28pt

colour: white/black

Body- other

size: 20pt/ 14pt

colour white/black