

Personal Branding Guidelines

Leah Hooper 2022



Version 1.0.0

Logo



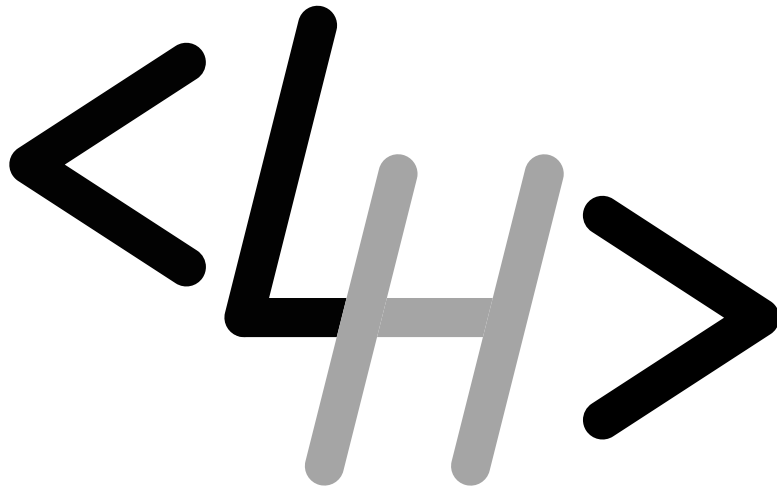
2.5 inch



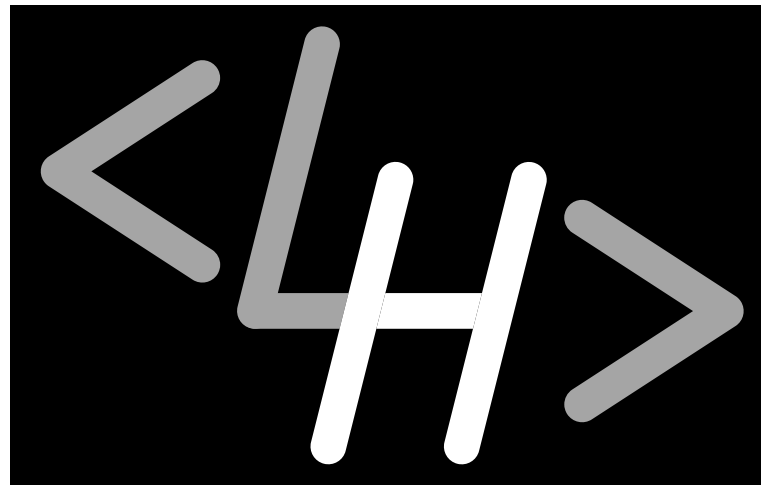
1 inch



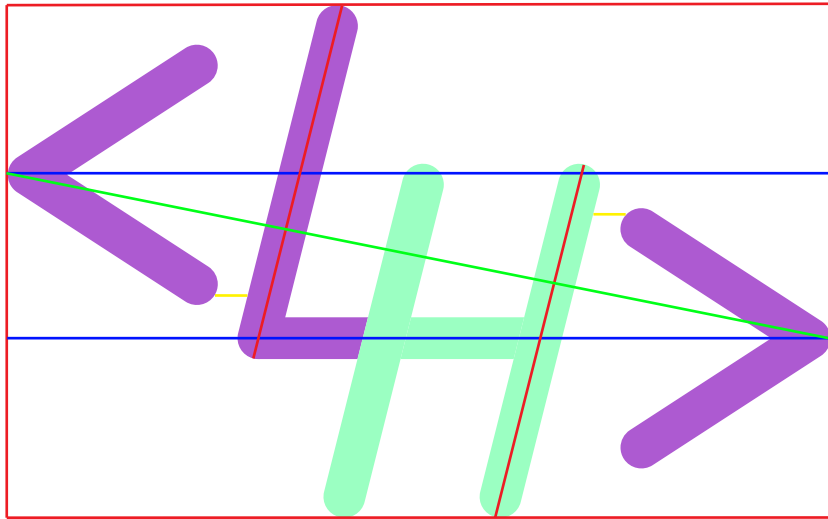
Greyscale



Greyscale alternative

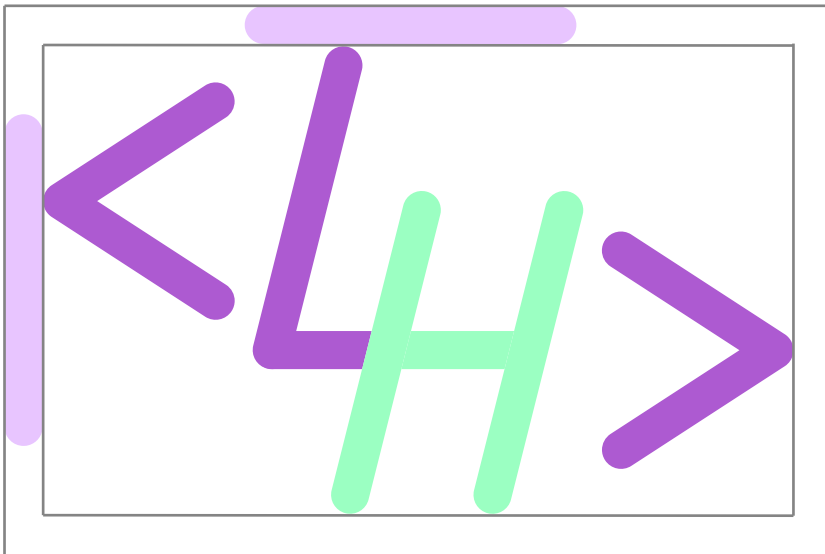


Logo Construction and Usage



Make-up

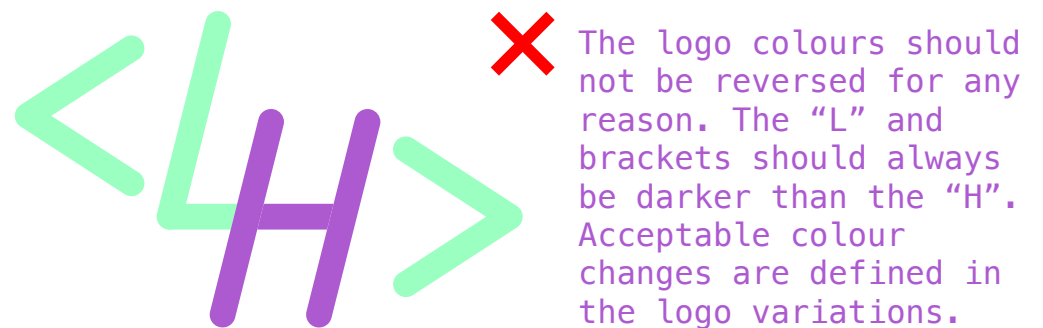
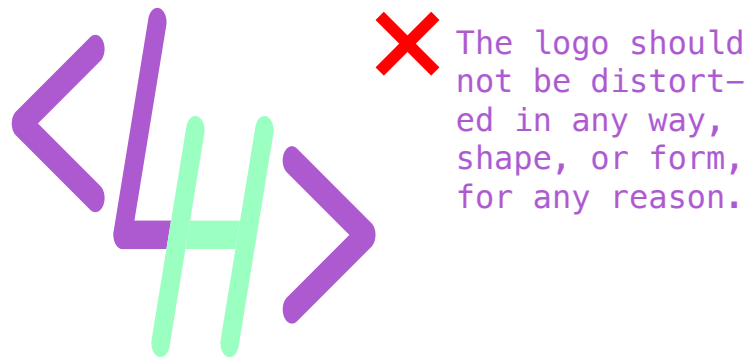
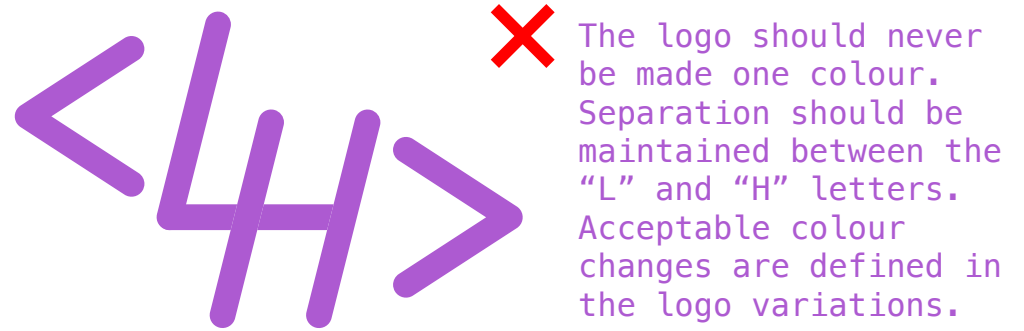
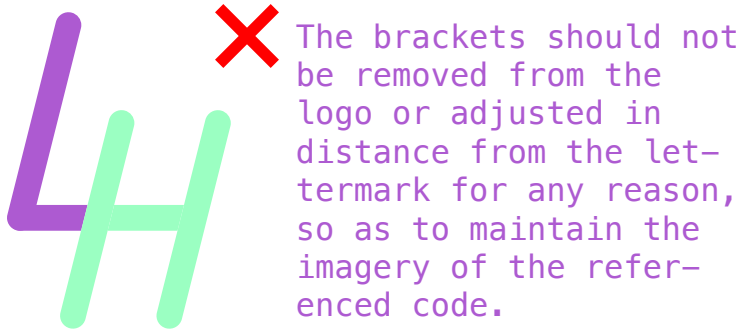
Consistent angles and spacing are present throughout the logo, with the rule of thirds being used to create a visually pleasing balance. The slant of the letters' vertical lines match each other, and the letters' horizontal line is centered with the lower third line.



Clear space

- Adequate spacing should be maintained around the logo to avoid clutter and distraction.
- Measurement can be defined by the line width seen throughout the logo on each side.

Logo Construction and Usage



Typography

Menlo Regular

Used for body text and decorative text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Menlo Bold

Used for headings and important subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font choice

The Menlo font was chosen as it is reminiscent of popular text editor typefaces. Its large serifs and blunt edges are contrasted by soft, round curves in many of the letters. This contrast is congruent with the branding's image of logic working with creativity. The typeface is also very readable and appropriate for both web and print use.

Typography Usage

This is a heading

- 42pt bold

This is a subheading

- 24pt bold

This is an alternate subheading

- 24pt regular

This is a body subheading

- 14pt regular

This is body text

- 12pt regular

Body text



Do not use a bold font weight for body text. Bold text should only be used for headings and important sub-headings.

Text

Text

Text

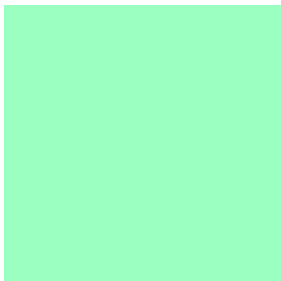


Do not use alternate font families not provided in the brand guidelines. Similar fonts are not acceptable for any reason.

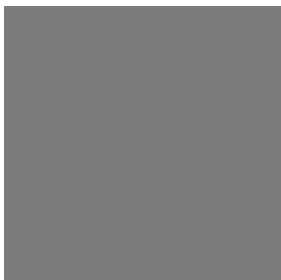
Colour



Hex:#AD5AD1
R:173 G:90 B:209
C:45 M:73 Y:0 K:0



Hex:#9BFFC2
R:155 G:255 B:194
C:34 M:0 Y:37 K:0



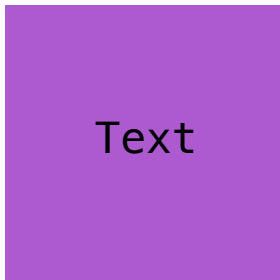
Hex:#7C7C7C
R:124 G:124 B:124
C:53 M:44 Y:44 K:9



Colour choice

The shades of green and purple chosen represent the combination of technology and art. The brightness of the colours also ties into the cheerful tone intended for the brand. There is sufficient contrast between the two colours so that they may be used in various different ways and the colours themselves are complimentary.

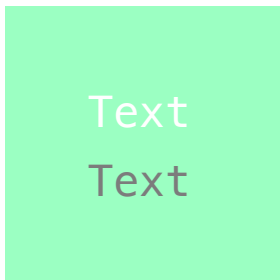
Colour Usage



✗ Do not use black or other dark text over the provided shade of purple at its full opacity, so as to maintain proper contrast.



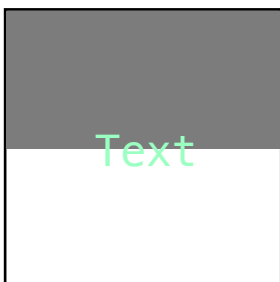
✗ Do not use any colour not defined in the brand colour palette. Only varying opacity levels of existing colours should be used.



✗ Do not use white or grey text over the provided shade of green at any opacity, so as to maintain proper contrast.

TEXT

✗ Do not use the provided shade of green at any opacity level for header text. The provided purple or black should be used.



✗ Do not use any opacity level of the provided green text over white or grey, so as to maintain proper contrast.

Text text
text, text
text... text
text. Text,
text text text
text: Text
text, text.

✗ Do not use the provided shade of grey at any opacity level for body text. The provided purple or black should be used.

Applications



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Airdrie, AB T2B 4C2
Canada

John Doe
123 Sesame St SW
New York City, NY 94284
United States



To

John Doe
(123).456.7890
123 Sesame St, New York City

Dear Mr. John Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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