

BRAND GUIDELINES



CONTENTS

3	INTRODUCTION
4	TONE OF VOICE
5 - 12	LOGO
13 - 14	COLOUR PALETTE
15 - 18	WORDMARK
19 - 21	TYPEFACE
22 - 23	VISUAL MARQUE
24 - 27	BUSINESS CARDS
28	THANKYOU



INTRODUCTION

THE BRAND

WELCOME

On this journey you will get an insight into the dark and mysterious brand guidelines of Courtney Robinson Designs.

Be sure to contact me with any queries regarding brand guidelines or just ask for the girl with the colourful hair if you've any doubts.

Other than that, strap in and enjoy the ride!

BRAND VISION

My brand vision is to create unique and exciting solutions within the design industry which adhere and relate to my selected style and approach to design.

i've developed these brand guidelines in order for my work to be viewed and create with consistency.



TONE OF VOICE

WEB PRESENCE

WHEN WRITING CONTENT FOR THE BRAND PLEASE ADHERE TO THE FOLLOWING RULES :

Any content written should be done in a fashion relatable to my personality and brand vision;

- 1.** Humorous but also serious
- 2.** Down to earth but also professional

When writing content, I write as though I am the person speaking, not in third person, and this should be used consistently throughout all text in relation to or by the brand.

An important element I have with any of my work is consistency. If you follow this brand guideline, this will be achieved.



LOGO

THE BASICS



ALTERNATIVE



BRAND MONOGRAM



LOGO

RULES OF THUMB

HERE IS SOME RULES OF THUMB WHEN USING MY LOGO:

- 1.** My logo should be primarily shown in black and white.
- 2.** Don't alter, distort, angle or modify the logo unless it is to an approved colour variation.
- 3.** The logo can be used with or without the circular framing to best suit the intention.
- 4.** Only use the logo if the design is in association with the brand and been approved.
- 5.** Please follow the clear space guidelines in the following pages.



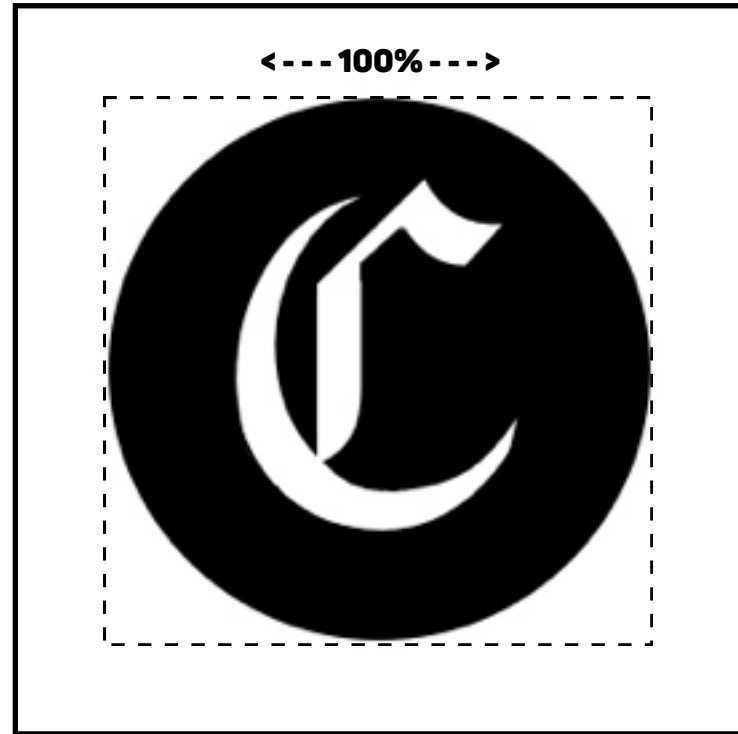
LOGO

CLEAR SPACE & MINIMUM SIZE



25 PIXELS

MINIMUM SIZE



<---100%--->

<---150%--->



LOGO

CLEAR SPACE & MINIMUM SIZE

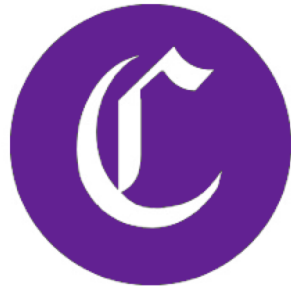
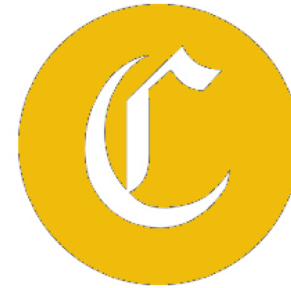
WHEN USING THE LOGO IN A DESIGN MAKE SURE :

- 1.** Room to breathe is given around the logo always. The standard procedure is to be at least 150% of the width of the logo given in every variation.
- 2.** The logo is not to be used in a format any smaller than 25 pixels as this is the minimum size before the logo recognition becomes unclear and under-appreciated.
- 3.** The logo should always be equal in size to that of any other logos featured on a design and they should be placed side by side when showing acknowledgement to the designers.



LOGO

COLOUR VARIATIONS



APPROVED



LOGO

COLOUR VARIATIONS

THE DO'S AND DON'TS FOR LOGO COLOUR SELECTION :

On the page prior are the approved colour palette options in which the logo can be presented in.

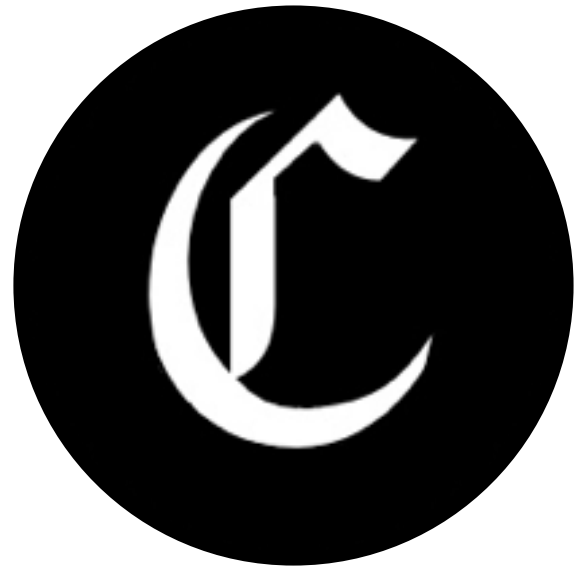
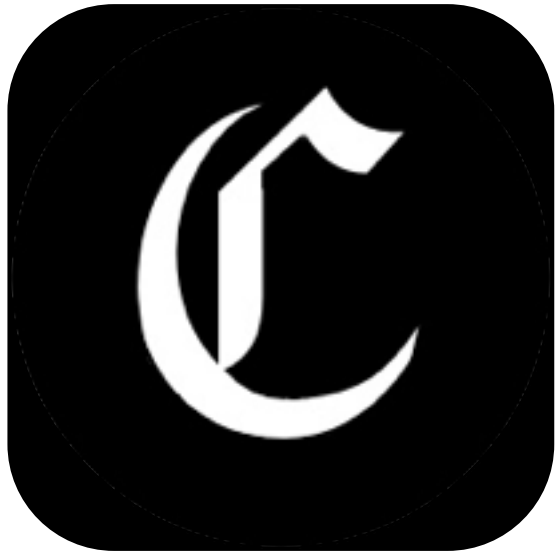
Further information into the exact colour selection are shown on page 8 of this brand guideline.

Any other colours, whether they be similar but not exact, are not approved but any questions can be answered by emailing the address on the final page of this brand guideline.



LOGO

AVAILABLE ICONS



LOGO

AVAILABLE ICONS

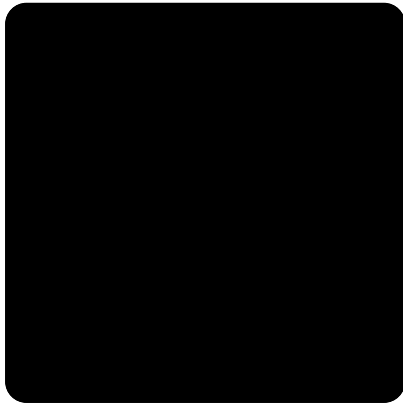
APPROVED USAGE OF THE AVAILABLE ICON DESIGN :

Unless you're showing the logo as a potential app icon on a mobile phone or in the context of mobile apps, the circular logo design should be used following the guidelines stated on page six of this brand guidelines.



COLOUR PALETTE

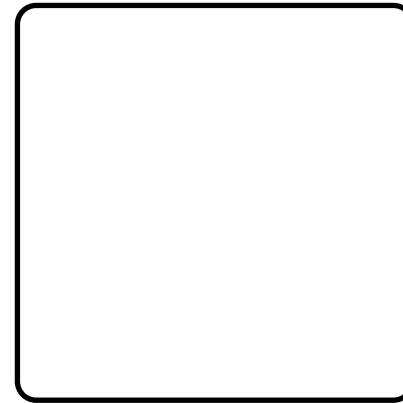
PRIMARY



BLACK

RGBA - 0, 0, 0, 100

HEX - #000000



WHITE

RGBA - 255, 255, 255, 100

HEX - #FFFFFF



COLOUR PALETTE

SECONDARY



RED

RGBA - 156, 20, 20, 100
HEX - #9C1414



ORANGE

RGBA - 222, 73, 6, 100
HEX - #DE4906



YELLOW

RGBA - 239, 188, 12, 100
HEX - #EFBC0C



PURPLE

RGBA - 98, 33, 146, 100
HEX - #622192



PINK

RGBA - 183, 30, 157, 100
HEX - #B71E9D



BLUE

RGBA - 8, 110, 137, 100
HEX - #086E89



WORDMARK

THE BASICS

COURTNEY ROBINSON

WORDMARK



WORDMARK

THE DO'S AND DON'TS

THE BRAND WORDMARK SHOULD ALWAYS :

- 1.** Be in **bold**.
- 2.** Be in block capitals.
- 3.** Have the two names displayed horizontally and not on two separate lines.
- 4.** Be in typeface "PANTON".

THE BRAND WORDMARK SHOULD NEVER :

- 1.** Be displayed any smaller than 8pt for clear legibility.



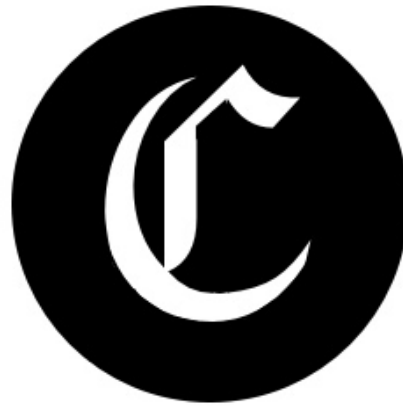
WORDMARK

PLACEMENT/POSITIONING



COURTNEY ROBINSON

OR



COURTNEY ROBINSON



WORDMARK

PLACEMENT/POSITIONING

THE WORDMARK PLACEMENT COMES IN TWO VARIATIONS :

1. Vertically
2. Horizontally

When considering wordmark placement, we have to consider both the logo and wordmark as a joint design. As seen on the page prior; the sizing of either element vary depending on the overall placement and these are the only two approved designs for when both the logo and wordmark are being used together to represent the brand.



TYPEFACE

PANTON

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

BLOCK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

LIGHT



TYPEFACE

PANTON

THE DO'S & DON'TS WHEN USING THE PANTON TYPEFACE :

Panton is a typeface I selected for its high quality and clear legibility, it's simple but eye-catching design making it aesthetically pleasing for all viewers and for its potential as a design feature, not only as a typeface.

Panton comes in two forms, block and light, which both perform equally as strong within a design as the other. Panton should not be presented any smaller than 8pt as below this, the lettering becomes unclear.



TYPEFACE

SIZING

HEADING 1

Font Size - 36pt

Line Height - 1.25em

HEADING 2

Font Size - 24pt

Line Height - 1.25em

HEADING 3

Font Size - 18pt

Line Height - 1.25em

HEADING 4

Font Size - 14pt

Line Height - 1.25em

BLOCKQUOTE

Font Size - 24pt

Line Height - 1.46em

BODY

Font Size - 12pt

Line Height - 1.25em

PANTON



8PT

MINIMUM SIZE



VISUAL MARQUE



VISUAL MARQUE

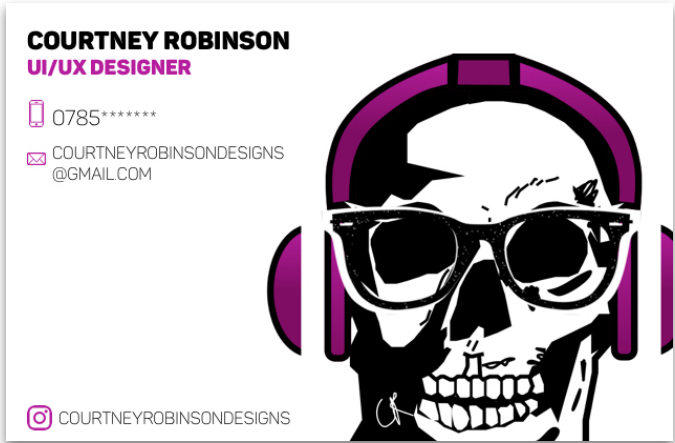
WHEN USING THE VISUAL MARQUE IN A DESIGN MAKE SURE :

- 1.** Room to breathe is given around the visual marque always.
- 2.** The backgrounds the visual marque is placed on may vary in colour, however the visual marque must always be as shown on the page prior. The only approved change is the alteration of colour in the spacing between the headphones.
- 3.** The visual marque can be used separate to the monogram and wordmark as a design feature in relation to the brand or it can be presented next to one of the previously approved presentations in regards to the wordmark.



BUSINESS CARDS

PRIMARY CHOICES



BUSINESS CARDS

PRIMARY CHOICES

THE DO'S AND DON'TS FOR BUSINESS CARDS :

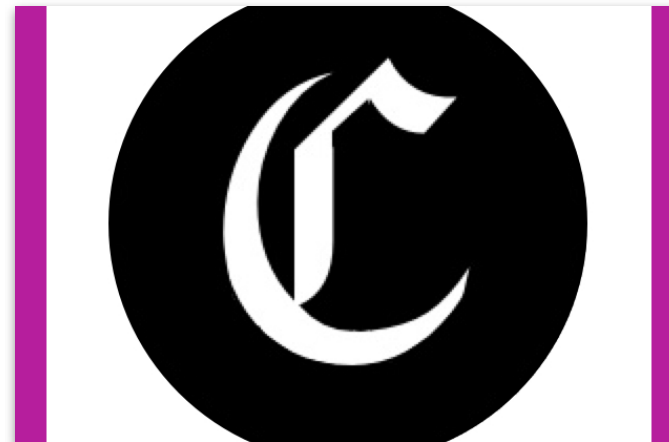
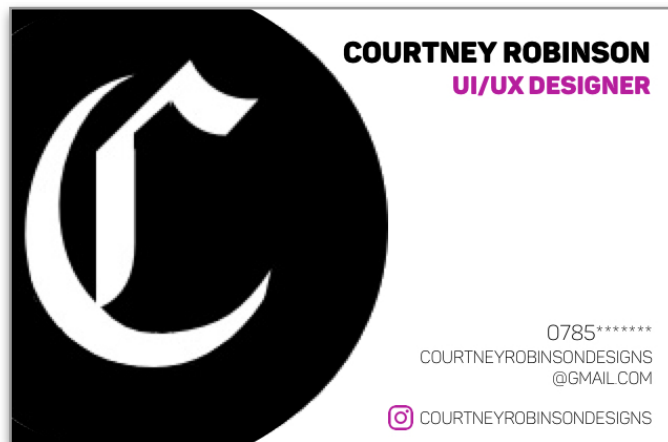
Keeping in theme with the brand, business cards should be created using a black and white design approach with colour being introduced from the visual marque for the feature designs if needed.

On the page prior are some mock up example cards designed to give guidance on the style and standard expected for anything involving the brand.



BUSINESS CARDS

SECONDARY CHOICES



BUSINESS CARDS

SECONDARY CHOICES

FURTHER DO'S AND DON'TS REGARDING BUSINESS CARDS :

Some further examples of acceptable design approaches for business cards only using the logo as the visual feature are featured on the page prior.

These two card designs are a basic representation of the designs available however they're also acceptable when other colours are used from the secondary colour palette.



HAVE ANY QUESTIONS?

Feel free to contact me on Twitter
@CRDESIGNS97

Or Email

COURTNEYROBINSONDESIGNS
@GMAIL.COM

