



Brechin Designs

Visual Brand Identity

Building the Brechin Designs Brand

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Bonus Content (Templates) available upon
Request.

About Brechin Designs:

Brechin Designs is a new brand that showcases the works of graphic designer Alicia Brechin. We produce brand, print, and UX designs in a contemporary professional and inspiring way.

The Brechin Designs brand communicates professional whimsy and serves as the first impression of the main designer; Alicia Brechin. We work with agencies and as an in-house designer for companies seeking to revitalize or connect with their brand, produce new print designs, or update their websites and mobile presence.

These branding guidelines were developed to promote a clear and consistent use of the Brechin Designs identity and provide a consistent look and tone in all of its communications. These guidelines will cover the use of logos, colors, typography, and other matters affecting the Brechin Designs identity.

Brand Voice:

All communications should be respectful and professional in tone with a clear, straight forward message in all of it's communications.

Brechin Designs is:

- Professional
- Respectful
- Authentic
- With small doses of Whimsy and fun

The designs themselves are:

- Sleek, Contemporary designs that showcase the inner spark of a company that allows it to connect with its audience on a more authentic level.
- Elements of whimsy and fun can be achieved when and if appropriate to the client's demand.

The brand voice on all social media platforms should be held to the standards as those for clients and websites however, there can be more colloquial terms as well as whimsy and fun present in the social media posts.

Goal of the Brand:

To produce sleek, profession, contemporary, and playful designs that inspires clients to dream of the future and get excited for the possibilities of your brand and identity.

Social Presence:

Email Signatures:

All members of Brechin Designs are encourage to set up their email signatures using the method outlined below. We provide an appropriately sized logo and for this purpose.

Alicia Brechin
Graphic Designer | Brechin Designs



Social Media Personas:

Brechin Designs has a presence on 4 social media platforms including: LinkedIn, Instagram, Wix (Website), Gmail. To maintain a consistent image across all of these platforms, the persona will is laid out below.

Posts will consist of new or best work, and the design process behind them. Posting will occur twice a month until brand has been established and then once a week at the completion of a new project. All images will be prepared on a 1500 x 1500 square design.

*Note that the persona is allowed to vary slightly across platforms but the tone and general imagery must remain consistent.

Profiles will be one of 3 images



Masthead (if necessary)



Brechin Designs Logo:

There are three official designs for the Brechin Designs Logo. I have listed the Logo Design option number, its file name, color scheme, and potential uses under each design.



Logo Option I

File Name: 1.1 Color Logo

Colors Used: Blue Charcoal, White, St. Regent

Designed as an icon where the name is clearly visible, such as a website navigation.

Logo Option II

File Name: 2.1 Color Logo*

Colors Used: Blue Charcoal, White, St. Regent

Design works best on dark backgrounds such as on the masthead.



Logo Option III

File Name: 3.1 Color Logo*

Colors Used: Blue Charcoal, White, St. Regent, Black

Design works best on a dark background and when the name has to be present in the design.



* Note these designs are shown in context for reference. Please use the file with “no-back” added for use on dark backgrounds.

Logo Variations:

Color and Black and White variations have been provided for use at the discretion of the designer.



Logo I Variation

File Name: 1.2 Color Logo

Colors Used: Blue Charcoal, White, St. Regent

Logo II Variation

File Name: 2.2 Color Logo

Colors Used: Black

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Logo III Variation

File Name: 3.2 Color Logo

Colors Used: Blue Charcoal, White, St. Regent, Black

Black and White Logo:



Logo I Variation

File Name: BW 1

Logo II Variation

File Name: BW 2



Logo III Variation

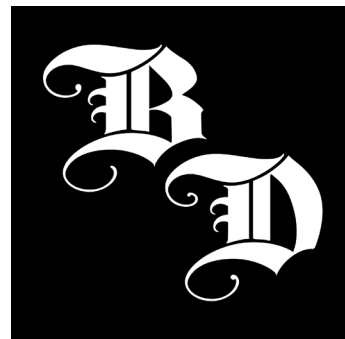
File Name: BW 3

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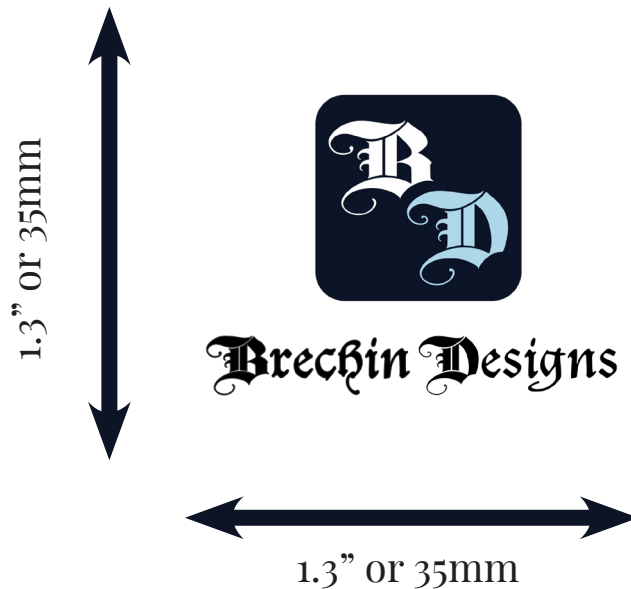
Logo I Variation

Left File Name: BW Alternate 1.1

Right File Name: BW Alternate 1.2



Size and Positioning:



While all Brechin Design Logos are infinitely scalable, for accessibility and consistency across the brand the minimum height should never go below 1.3" or 35 mm. If the space you have is smaller than this, then the application medium is unsuitable.

The logo does not have a maximum reproduction size. The logo should always be situated in a clear, readable location. The logo must always have good contrast with the background to ensure maximum impact and accessibility

For logo files shown with a dark backdrop please note there is a separate file to be used in production. Those files with dark background are there to show a possible context that the logo would work in. For light backgrounds use those with pre-existing darker colors or use the dark backgrounds with the designs if applicable.

Spacing:



The clear space (or exclusion zone) may be white, the color of the background or a simple area of a photo. The clear space should never be cropped or infringed upon in any way. The clear space ratio is related to the height and width of the entire logo.

The minimum clear space is the 10 mm on all sides around the logo frame. This is not a placement guide. It is a minimum only.

Do's and Dont's

Please respect the Brechin Designs logo, which is essential to the brand. The logo should never be altered in any way unless by Alicia Brechin.

Though not an exhaustive list, here are some things NOT to do:

- Redesign the logo
- Redraw the logo
- Animate the logo without express permit from Alicia Brechin for a project
- Modify the logo in any way
- Distort or Alter the proportions of the logo
- Surround the logo with—or place over—a pattern or design
- Rotate or render the logo three-dimensionally
- Add words, images or any other new elements to the logo.
- Replace the approved typeface with any other typeface.
- Enclose the logo in a shape or combine it with other design elements or effects.
- Modify the size or position relationship of any element within the logo.
- Add additional copy to the logo.

Typography:

Logo Icon

Baroque Text JF (Regular)

Logo Full

Logo Icon and P22 Civilite (No.30)

Heading 1

Cormorant Garmond (Semi Bold)

(Pg Titles)

(Size: 90)

Heading 2

Cormorant Garmond (Semi Bold)

(Headers)

(Size: 55)

Heading 3

Cormorant Garmond (Semi Bold)

(Sub-Titles)

(Size: 30)

Heading 4

Cormorant Garmond (Semi Bold)

(Sub-Headers)

(Size: 25)

Paragraph 1

Playfair Display (Regular)

(Body Paragraph)

(Size: 14)

Paragraph 2

Playfair Display (Regular)

(Links and #)

(Size: 12)

Paragraph 3

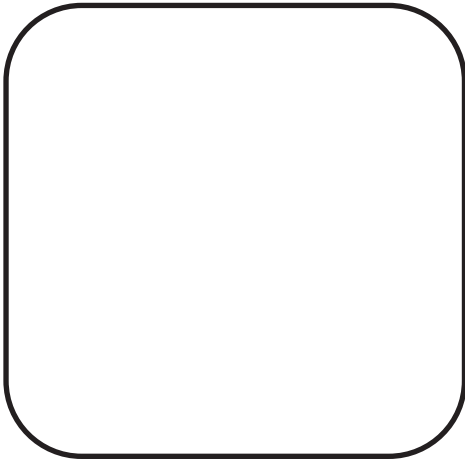
Playfair Display (Italics)

(Adjustments)

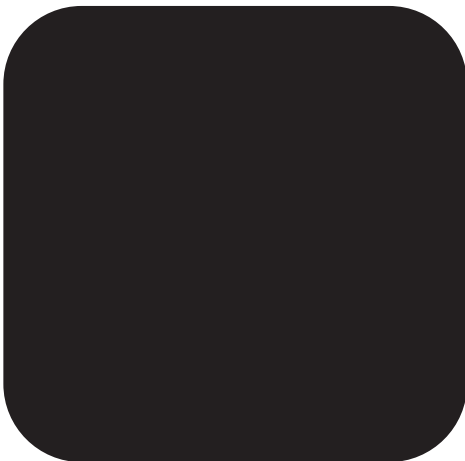
(Size:14)

Brand Colors:

Consistent use of our brand colors increases our brand recognition. When communicating through any medium—physical or digital—use only the approved colors below.



Name: White
CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255
HEX: #FFFFFF
Pantone:



Name: Black
CMYK: 0%, 0%, 0%, 100%
RGB: 0, 0, 0
HEX: #000000
Pantone:

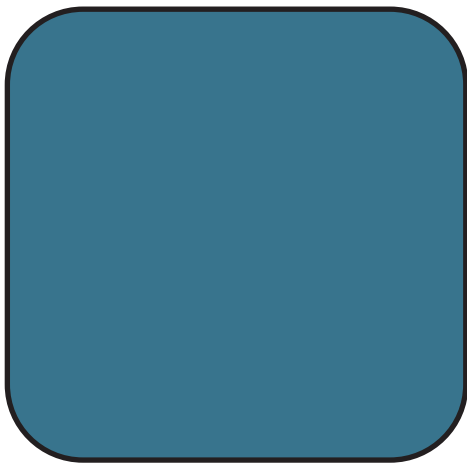


Name: Blue Charcoal
CMYK: 89.41%, 80.06%, 54.33%, 71.25%
RGB: 12, 20, 38
HEX: #010D26
Pantone:

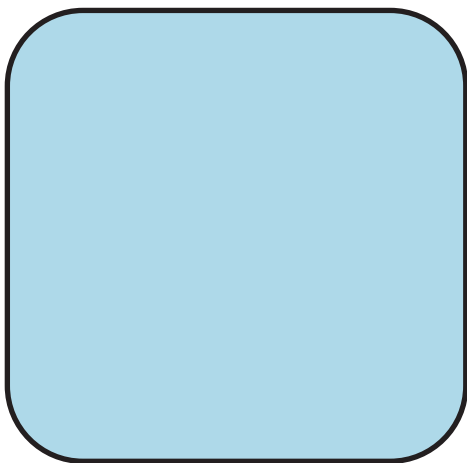
Brand Colors:



Name: Tangaroa
CMYK: 100%, 86.78%, 42.11%, 52.76%
RGB: 2, 29, 64
HEX: #021D40
Pantone:



Name: Calypso
CMYK: 80.73%, 44.87%, 33.21%, 6.67%
RGB: 57, 117, 141
HEX: #37748C
Pantone:



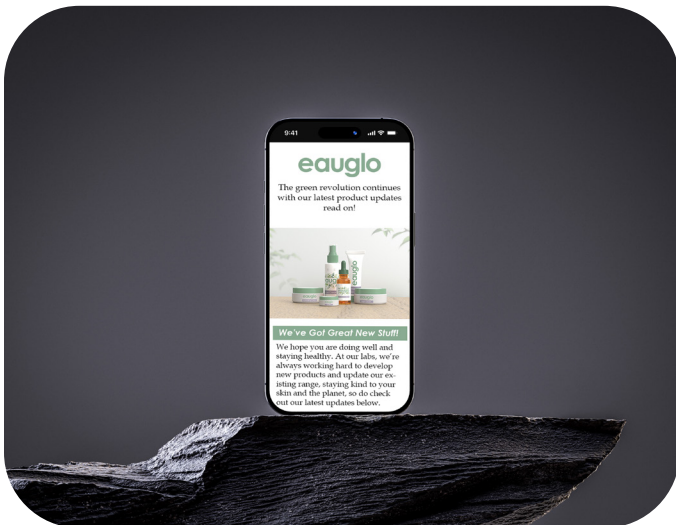
Name: St. Regent
CMYK: 30.07%, 3.44%, 4.95%, 0%
RGB: 174, 216, 233
HEX: #ADD8E9
Pantone:

Use of Imagery:

Imagery will range from mock up designs to still photography of designs. The backdrop images will all come from Spark Photography, a sister brand run by Alicia Brechin. All images should be in a rounded frame if possible, with the edges rounded to 10 mm, as shown below.



Due to the nature of the website color palette and background, all mock-ups should be done with neutral backgrounds or backgrounds that make the design pop. DO NOT use brand colors for the mock ups as this will blend the design into the background.



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