



# Sean Downey

## BRAND GUIDELINES

SEAN DOWNEY

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## About Me

Hello there, my name is Sean. I am an Ulster Uni student currently studying Interaction Design remotely from my own living room in Newry. I look forward to eventually getting on campus to meet lecturers and students from my course. I have a real interest in Computing, Web and App Design. I am eager to learn new skills and have fun while studying this course. My passions include cycling as well as Hiking in the Mourne as nature often provides inspiration for creating my designs. During this pandemic, I like to explore the great outdoors, it is a fantastic way to relax, chill out and appreciate our wonderful landscape.

## Social Bio

“Hey, I’m Sean Downey, an Ulster Uni student from Newry studying Interaction Design. I’m always up for an adventure and have a passion for the great outdoors.”

## Tone of Voice

Professional

Fun

Innovative

Creative

Modern

## Brand Values

Clear

Unique

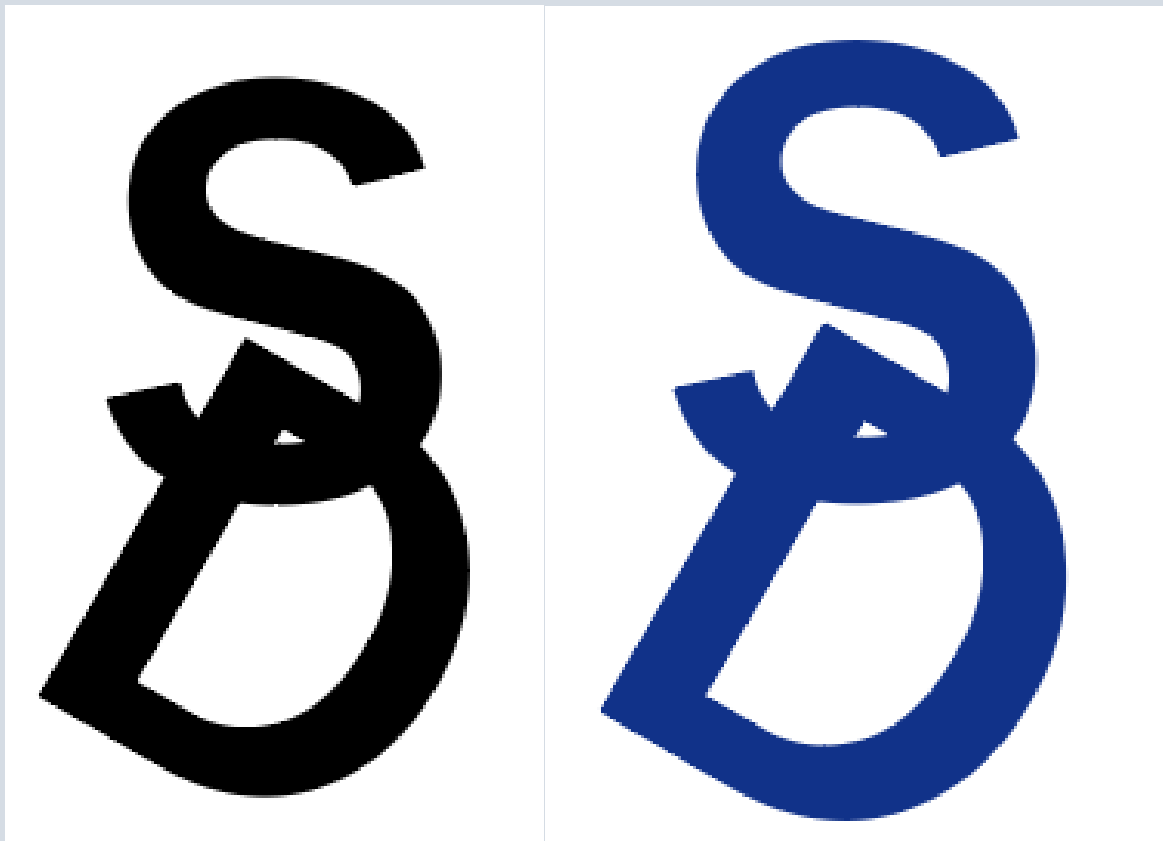
IXD103  
Sean Downey

Simple

Effective

Minimalist

## Monogram



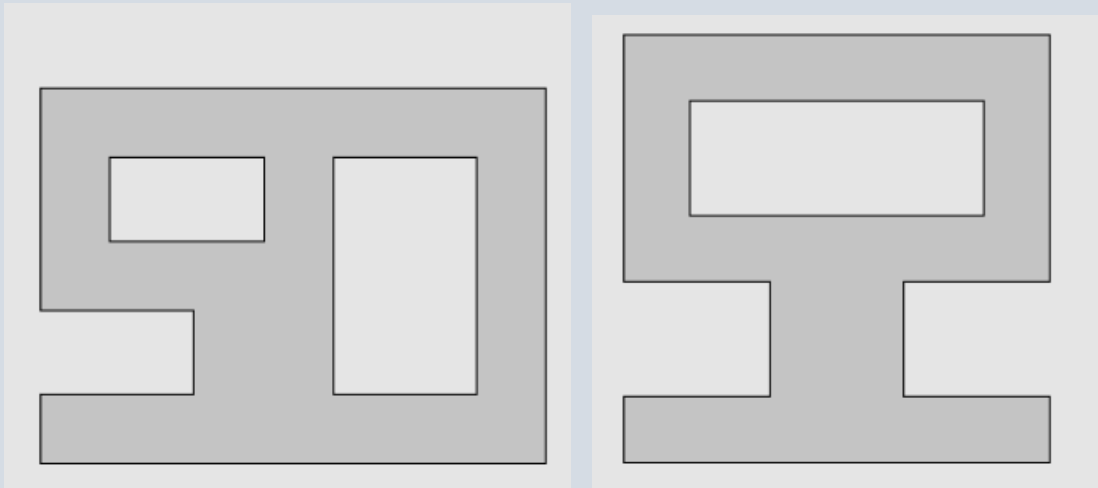
This is my Monogram which is made up of 2 initials S and D. I went for the Keyring effect. I experimented with different colours. I feel the design fits well with my theme and values.

## Word Mark

# Sean Downey

My Workmark is minimalist and Simple but effective. The font I choose for my wordmark is called **OpenSans**. I wanted it to contrast well with my Monogram.

## Visual Marque



These are my visual marque. I used rectangle shapes to create these.

## Typography

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

### **OpenSans**

**The typeface used in my Wordmark**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Roboto

The Typeface used in my Business Card

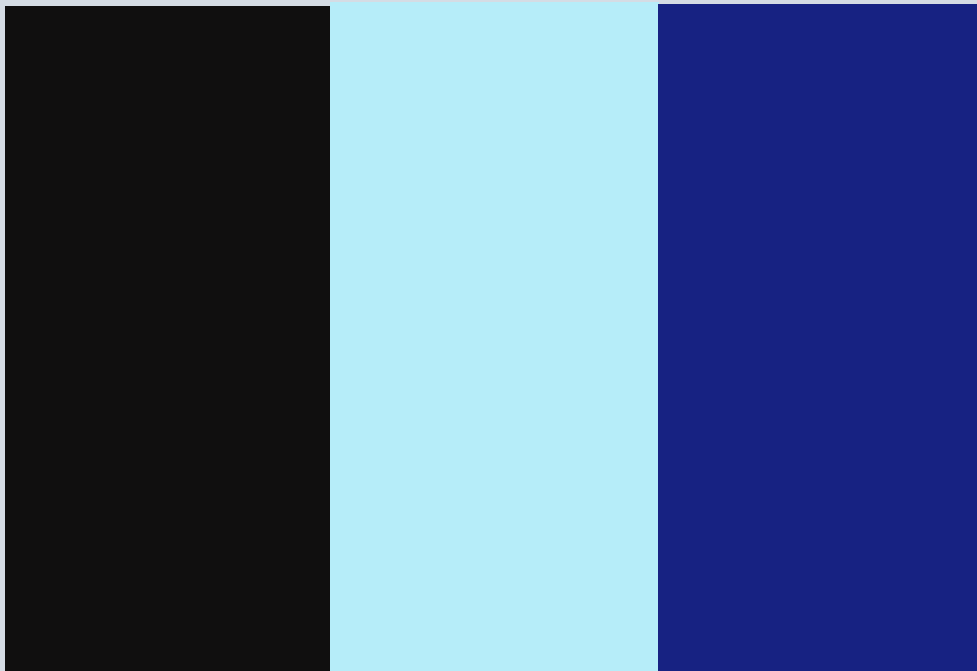
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Franklin Gothic Medium regular

The typeface was used to create my Monogram

## Colour Scheme



Black (000000)

Light Blue (7FE5EC)

Navy (172282)

This is my colour Pallet for my Brand

Text- Black

LightBlue and Navy for Monogram and Business Card



## Business Cards



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This is my Business Card Designs. I kept them clear and simple which match my brand values. I started off with black and white. They tried using the Navy and lightblue colours for the background and text.

## Branding



This is examples of my Brand in use on a tshirt and tea mug.

## Touchpoint



I created a digital touchpoint for my Brand. I used my monogram on the back of a phone cover and experimented with different colours.