

BRAND STORY

BIO

Hello! My name is Sarah Collinson and I am a student at Ulster University studying Interaction Design. I am an outgoing and sociable person who loves to put herself in the deep end and try new things. I am very creative and have a graphic illustration business on the side where I design and develop graphic portraits for customers. This has really fuelled my love for creating graphics and has also enabled me to develop skills which have been extremely useful when creating items for our projects. I also have a love for exercising and exploring the outdoors which has allowed me to gain inspiration for design from all aspects of life.

I chose IXD because I am extremely interested in being part of the change that is coming in terms of developing apps and other software which have yet to be created. Technology is constantly changing and improving at a rapid rate and I am extremely excited to get the opportunity to be part of creating what humanity was previously thought to be impossible.

BRAND VALUES

Loyal- Clients can always trust a private partnership between themselves and the brand.

Consistent- All work is consistently made to the highest standards, so clients do not ever need to worry about the finished product.

Approachable- The brand is very approachable so clients should never be afraid to ask for changes to be made or to ask too many questions.

Teamwork- In order for Clients to get their dream product we believe it is very important that they are included in the decision-making process throughout the entire journey to make sure they are completely happy with every aspect.

TONE OF VOICE

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- Approachable
- Fun
- Bold
- Accurate
- Loyal
- Consistent
- Professional

BRAND DICTIONARY

Clients- Friend

Employees- Partner, Associates, Collaborators

MONOGRAM



- The logo must always be placed in our trademark pink background.
- The logo must not be warped or stretch and must always be written in red, light pink or black.
- The logo must be entirely uppercase.
- The logo must always be placed above the words and they should never be placed on two separate lines.

COLOUR PALETTE

PRIMARY COLOURS



Colours to be used when designing the logo

SECONDARY COLOURS



Colours to be used when designing the background of websites, apps, or packaging.

TYPOGRAPHY

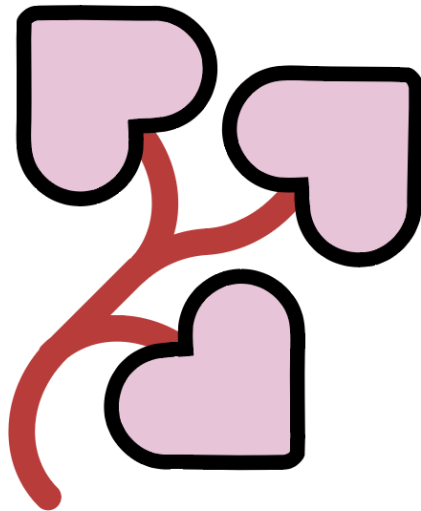
PRIMARY

Typeface “Impact” should be used for any primary text EG Logo, headings, subheadings in regular weight. Main headings should be size 103.

SECONDARY

Typeface “Cambria” should be used for any main body text EG paragraph text. Text should be size 14 with 1.15 spacing between lines.

VISUAL MARQUE



My Visual Mark should be a simple plant with heart shape leaves to resemble the growth of my skills in this ever-growing industry and the passion I have for it.

The stem should always be #dd0505, whilst the leaves should always be #ecbdd5. A black outline of 1.5mm should always be placed around each leaf to make them more noticeable and to finish off the look.

My Monogram and Visual Marque should never be placed side to side as my marque should only be used where it is not suitable to use my monogram EG on the tab bar.