Personal Brand Style Guide

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History

Hi, my name is Sara Shuman. Here is my personal brand identity guidelines. As with all brand guidelines, care must be taken in my appearance and tone to ensure the core values and visual guidelines are maintained.

This brand guideline should show how I look, feel, and present myself as a person and as a Digital Creative Director and ensuring my main brand remains clear, consistent, and accurate.

While all elements of my brand system have been designed for consistency, it should be noted there is room for variances attributed to the changing digital landscape to help my brand evolve and feel modern at every digital touchpoint.

My brand identity as it appears today

FUN FACT The brand was raised in the Virgin Islands and moved to the USA in the early 90's. The tone and style of voice can sound similar to a Rastafarian when appropriate.

Original brand focused on training and showing horses,

Three generations of the brand.

While the brand evolved, it remained passionate about EDM.

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Goals

Success starts with clearly defining creative goals.

BE SMART - have the finger on the pulse of technology design solutions.

BE HELPFUL - ask what the creative business problem is, and solve it.

BE RESPECTFUL - the digital audience is smart. So deliver engaging digital experiences that helps the user to quickly find what they are looking for.

BE CLEAR/INFORMATIVE - help focus creative teams on solving business problems while staying aware of the user experience and that supporting narrative.

KEEP IT SIMPLE - when users engage with our interfaces, they should think "wow, that was easy," "wow, that was helpful," or "wow, I'd like more information."

Additional Keywords

- *STRATEGY*
- *EXECUTION*
- *CLARITY*
- *SIMPLICITY*
- *RESULTS*

- *INSPIRE*
- *INNOVATE*
- *DELIGHT*
- *LEADERSHIP*
- *EVOLUTION*

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Key Formats

My brand identity is based on a casual but informative knowledge base and visual narrative. With a modern and professional visual narrative, there is a level of sophistication and knowledge of modern trends without becoming too trendy.

There are three key formats in with my brand can appear, which are:

1. Full Color Vertical preferred

2. Full Color Seated

3. Full Color Horizontal Remote most common

Full Color Seated

Full Color Vertical

Full Color Horizontal Remote

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Color Palette

My brand identity can flex somewhat, but needs to be a consistent usage of the primary color palette - black, gray, and pink (or jewel color accent) at all times. The secondary palette allows for a few variations.

A use of strong graphic textures is required in the main overall palette (special note to Custo Barcelona for supplying variations of textures).

Primary Palette

Black

R: 0 **G:**0 **B:**0
HEX: 000000

White

R: 255 **G:**255 **B:**255
HEX: FFFFFF

Blue

R: 48 **G:**61 **B:**72
HEX: 303D48

Pink

R: 255 **G:**83 **B:**160
HEX: FF53A0

Secondary Palette

Lite Blue

R: 1 **G:**169 **B:**174
HEX: 01A9AE

Red

R: 175 **G:**30 **B:**40
HEX: AF1E28

Cool Grey

R: 110 **G:**104 **B:**105
HEX: 6E6869

Salmon

R: 255 **G:**135 **B:**129
HEX: FF8781

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Textures

Color Variations

Primary Palette

Black

R: 0 **G:**0 **B:**0
HEX: 000000

Cool Grey

R: 110 **G:**104 **B:**105
HEX: 6E6869

Blue

R: 48 **G:**61 **B:**72
HEX: 303D48

Magenta

R: 227 **G:**2 **B:**90
HEX: E3025A

Secondary Palette

Lite Blue

R: 1 **G:**169 **B:**174
HEX: 01A9AE

Yellow

R: 175 **G:**30 **B:**40
HEX: AF1E28

Primary Palette

Black

R: 0 **G:**0 **B:**0
HEX: 000000

Secondary Palette

Violet

R: 187 **G:**165 **B:**207
HEX: bba5cf

Brown

R: 162 **G:**69 **B:**49
HEX: 7E4531

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Black and White

There can be situations in which the brand will need to appear in black and white. The use of black should be carefully considered as it is can give a negative perception while appearing slimmer.

A version of a grey scale texture must be applied.

Texture

Primary Palette

Black

R: 0 **G:**0 **B:**0
HEX: 000000

White

R: 255 **G:**255 **B:**255
HEX: FFFFFF

Cool Grey

R: 48 **G:**61 **B:**72
HEX: 303D48

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Approved Widgets

Approved widgets adds a bit of sparkle and bling that is key in creating moments of delight in the brand. These approved widgets should stay within the primary color palette.

Cool Grey

R: 110 **G:**104 **B:**105
HEX: 6E6869

Magenta

R: 227 **G:**2 **B:**90
HEX: E3025A

Primary Palette

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Clear Space

If anyone has worked with this brand in the past, they know that there is ample clear space needed for optimal performance and recognition. There are NO hugs, only hand shakes.

Minimum Clear Space

Minimum Clear Space

Incorrect Usage

It's possible to adhere to the correct color palettes and approved textures while not adhering to the overall brand guidelines. These examples show a **Too Corporate** and a **Too Casual** impression that even the smallest of changes can significantly impact negatively the overall brand guidelines.

Too Corporate

Too Casual

Evolution

If you don't like change, you're in the wrong business.

Evolution is key for success in the digital space. The brand holds itself accountable to keeping a finger on the pulse of the new and changing digital touchpoints. Here are some of the interesting new technologies out there:

Conversational Design
Artificial Intelligence
Non-Creepy Personalization
Virtual Reality Interfaces
Responsive Fonts
Robust Design Systems

Sharpening the Saw

- *Tech Meetups*
- *Conferences*
- *Google It*
- *Lynda.com*

- *Reading*
- *Browsing*
- *LinkedIn*
- *Twitter*

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Thanks

Special thanks to original concept by Christopher Doyle in 2008. Thank you much for the inspiration.

And to many of the brand guidelines created by the talented team of designers at Oracle Brand & Creative who inspired me to write with a to-the-point conversational tone.

A super big shout out to photographer Peter Duke for shooting this series within just a few hours and delivering retouching on the spot.

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