



SHOROQU OTHMAN

BRANDING GUIDE

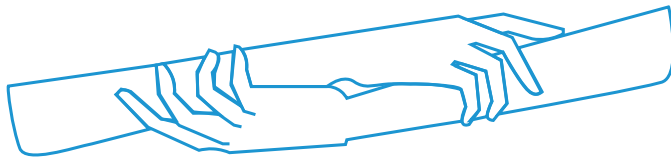
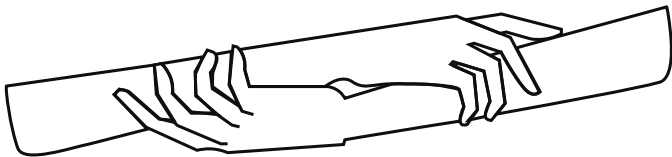
MISSION:

This brand package is a personal brand package for Shoroqu Othman. Her intention as a designer and general creative is to use her skills to create written and graphic artifacts with the intention of uplifting marginalized voices. The target demographic of her work is typically General Audiences, with a few exceptions that will be indicated by the creative herself. She is determined to keep her work easy to decipher and easily accessible, especially as she navigates and discusses typically difficult topics and themes throughout her works. As a creative, she wishes to seem approachable, but serious. She intends to harness a welcoming and safe atmosphere for all those she comes into contact with, and has designed the components of her brand accordingly in order to consistently convey that feeling.

I. LOGOS:



1. Main Logo, use only when it can be large such as a website, a banner, or on a business card.



2. Secondary Logos - Hands:

Can be used anywhere, the color of the logo can vary, so long as the color selected is within the primary, secondary, or brand-defined white/black palettes.

Note: The two top most logos are transparent through the center and the two bottom logos have transparent line work.



3. Secondary Logos - Sunrise:

Can also be used anywhere, however the color must be as shown above. The third logo is provided as an alternative logo with the color complements of the primary palette. To be used sparingly.

IA.FAVICON:



Provided to designers as an alternative logo, but only to be used for social networking purposes if desired (Profile Pictures only). This should not be used as a substitute for the main logo.

PRIMARY COLORS:



#f79520



#fdb5e



#f15a2b

SECONDARY COLORS:



#0073b8

complement:

#f79520



#618dc7

complement:

#fdb5e



#0096d0

complement:

#f15a2b

TERTIARY COLORS:



#ce211e



#db5a1e



#fec25e



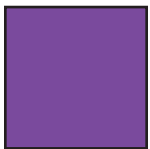
#007d3c



#2ab6e1



#335695



#7b4a9d

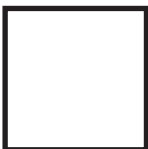


#cf316c

BLACK AND WHITE:



#140e0e



#ffffff



#000000

II. COLORS:

1. Hex Codes #f79520, #fdb5e, and #f15a2b are the primary colors in this branding package. They are to be used sparingly as their brightness should serve to attract eyes to the design (whether that is through logo use or otherwise). Embellishments can be done in these colors, but only those the designer wishes to see highlighted.
 - Exceptions to this rule are in reference to business cards and other small printed items. Those items are to be exclusively these primary colors, along with the brand defined black (#140e0e) and white (#ffffff).
 - When using these primary colors, the dominant yellow tone should be #f79520, with secondary #fdb5e. The orange tone, #f15a2b is an accent color. It should not be an overpowering color in any designs that are not logos.
 - Do not use gradients unless they are being used to indicate depth, as seen in the primary logo. When using gradients, they should be done with colors #fdb5e and #ffffff.
2. The blue tones are the secondary colors in this branding package. The three main blues: #0073b8, #618dc7, and #29c0f1 are complementary colors to the primary colors in this branding package. #0073b8 and #618dc7 can be used interchangeably as the dominant colors in any design, and #29c0f1 will serve as an accent color.
 - Artists who create with this branding package are afforded the liberty of selecting other monochromatic variations on the central tones--whether that be through opacity variation or a color tool that provides that information. *Do not venture outside of these three secondaries when selecting alternate tones.*
3. #140e0e is the Hex Code for the brand defined black. That should be the only black tone in designs, with the exception of text, which can be #000000. The brand defined white is #ffffff.
4. If there are elements for which the artist wishes for different tones, the tertiary colors in this branding package provide a tone for every color a creative would need. Designers are permitted to use those as base tones and find monochromatic tonal variation--whether that be through opacity variation or a color tool that provides that information. Use of any color tones outside of the primary, secondary, or tertiary branding colors (with the added caveat of the monochromatic variation afforded to the secondary and tertiary colors) is *strictly prohibited*.

Note: All hexcodes should hold up across RGB and CMYK conversions.

III. FONTS:

The chosen fonts for this branding package are Bebas Neue and Bebas Neue Pro. The headings are all done in Bebas Neue - Regular. All of the subheadings and body texts are done using Bebas Neue Pro. The Bebas Neue Pro font family has 40 different variations on the Bebas Neue Pro font, and is divided into Condensed/Thin (which is indicated by the absence of a prefix prior to the indication of line weight), Semi-Expanded, and Expanded. The differences between these three different versions of Bebas Neue Pro pertain to the spacing between the individual letters.

This branding package in particular employs the use of Bebas Neue Pro - Condensed/Thin. Any venture outside of the Condensed/Thin look would technically not be a violation of font choice, however is strongly discouraged as it would create disharmony across text components in designs.

Link to Bebas Neue: <https://fonts.adobe.com/fonts/bebas-neue>

Link to Bebas Neue Pro: <https://fonts.adobe.com/fonts/bebas-neue-pro>

HAND-WRITTEN NAME

Included in the design materials for this branding package is a vector image of Shoroqu Othman's name. It is a vector image as it is modelled after her own handwriting (instead of the use of her signature, which would cause problems with forgery), and should be used both as a way to sign-off as well as a way of introducing this brand. It is not technically a LogoType, as it is not modelled after any sort of font. Designers are free to simply use the vector image itself in the way it is presented. It is strongly discouraged that this hand-written component be used in conjunction with the Main Logo, but it can be used in conjunction with secondary logos as seen in some of the additional elements laid out in this branding package.

SHOROQU OTHMAN

RESUME HEADER & EMAIL FOOTER



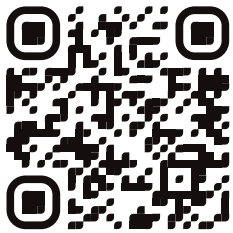
1. Resume Header - Combines Alternate Sun Rise Logo and the Bebas Neue Font



1. Email Footer - Combines Alternate Sun Rise Logo and the Handwritten Name Design

IV. ADDITIONAL ELEMENTS:

A. BUSINESS CARD



This QR Code is linked to Shoroqu Othman's LinkTree. It is kept current with links to various projects as well as links to her social media.

B. PHOTOBUG & SOCIAL MEDIA



When posting on social media on behalf of the brand, be sure the tone of the text associated with the post is always respectful and courteous. Humor is permitted, so long as it not at the expense of others. The content itself should be focused on creative work that is done by this artist, and any exceptions to that must be approved first. Political content is allowed, so long as the views align with those that are expressed by the artist herself. When it comes to the actual account, the "About Me" should include details about the current project the artist is working on as well as the tagline referenced on the Business Card, with the same space between them: "shuh-rouk auth-man [Enter] creative, activist."

This photobug is designed to be overlaid on videos and photos that get posted on social media. There are no true parameters for photos and videos across platforms, as we recognize that with a variety in content comes a variety in photo & video material. However, a photobug must be put in the corner of any material that was produced by this brand, especially when it is not on the account of the creative herself.

C. LETTERHEAD



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy. Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.

SHOROQU OTHMAN



Scan QR for Linktree

c. 7062206837

e. inalwaan.comms@gmail.com

e. shoroqu.m.othman@gmail.com



Please Note:
The cracking effect and the gallery effect that were attempted to be conveyed through art will be implemented through the use of parallax motion on a website, and will thus be animated accordingly. Their designs now serve as a placeholder for the real thing.

D. WEBSITE

This website home page was designed with all of the rules laid out in this branding guide. The circle is a placeholder for an image of the creative to which this brand belongs to, and the rectangles are placeholders for the featured work of this creative.

The background color is a monochromatic variation on Hex Code #0073b8 and the Text Box that houses the Mission Statement, as well as the Prompt for the Contact Me is a transparent version of Hex Code #618dc7. All of the black shown, with the exception of the body text is the brand-defined #140e0e.

The webpage footer is also a monochromatic variation on Hex Code #0073b8, and the place holder text for the various links that are found at the bottom of website home pages is Hex Code #ffffff.

The hand-written name element was also used appropriately as it introduces the website and provides a seamless blend between the introduction of the main logo and the information that follows.

