



Brand Guidelines.

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Introduction.



About me.

Hi there, my name is Kane. I'm a multidisciplinary designer with over 10 years of experience, specializing in 3D design, motion, and branding. I create visually striking, high-quality work that blends creativity with technical precision, covering everything from social media assets to full visual identity systems, from profile assets, live streaming assets and social banners to full scale brand packages. My work is driven by clarity, balance, and intentional design decisions that elevate both the aesthetic and the message.



This personal project showcases my new branding, built around a bold and modern visual identity that combines 3D design, motion, and graphic elements into a cohesive and recognisable system. It explores the balance between a strong, grounded foundation and vibrant accents, creating visuals that are both impactful and refined, designed for consistency across all platforms, the project spans from social media assets to full brand applications, with a focus on clean structure, intentional composition, and effective use of colour. Each element works together to communicate a confident and distinctive creative voice.

Logo



O2

The primary logo consists of a large, bold, dark teal letter 'O' followed by a large, bold, orange letter '2'. The 'O' is a simple, rounded shape with a white center. The '2' is a stylized, blocky font with a curved top and a thick base.

Logo Icon.



Logo Icon Clear Space.

The clear space is defined by the arrow of the K
[x = clear space]



Logo with Background.



Logo with Mono Background.



Logo with Background.



Icon Wordmark



Icon / Wordmark Clear Space.



Icon Wordmark with Background.



Ⓚ kane



Ⓚ kane



Ⓚ kane



Ⓚ kane

Logo Variations



Typography.

O 3

Font System.

Primary Font

Aeonik.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Air

Thin

Light

Regular

Medium

Bold

Black

Aa

Font System.

Secondary Font

Aeonik Mono.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Air
Thin
Light
Regular
Medium
Bold
Black

Aa

Font System.

Display Font

Tungsten Condensed.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Thin

Extra Light

Light

Book

Medium

Bold

Black

AaBb

Scaling.

The image displays two large, stylized characters. The character 'O' is a dark teal color with a thick, uniform stroke. The character '4' is a bright orange color, also with a thick, uniform stroke. Both characters are rendered in a clean, sans-serif font style. The 'O' is positioned to the left of the '4', and they are both centered vertically within the page's content area.

Logo Scaling.

100%

75%

50%

20%

10%



Icon Wordmark Scaling.

100%

75%

50%

20%

10%



Colour Palette.



O5

• Everdeep Green

Primary

HEX : #014340
RGB : 01 , 67 , 64
CMYK : 91 , 51 , 67 , 64

• Premium Orange

Secondary

HEX : #f26f35
RGB : 242 , 111 , 53
CMYK : 00 , 70 , 87 , 00

• Volt

Accent

HEX : #dbfb3b
RGB : 219 , 251 , 59
CMYK : 19 , 00 , 92 , 00

• Evernight Green

HEX : #014340
RGB : 01 , 67 , 64
CMYK : 91 , 51 , 67 , 64

• Soft Mist

HEX : #f26f35
RGB : 242 , 111 , 53
CMYK : 00 , 70 , 87 , 00

• Core Slate

HEX : #d9fb3b
RGB : 219 , 251 , 59
CMYK : 19 , 00 , 92 , 00

• Light Slate

HEX : #d9fb3b
RGB : 219 , 251 , 59
CMYK : 19 , 00 , 92 , 00

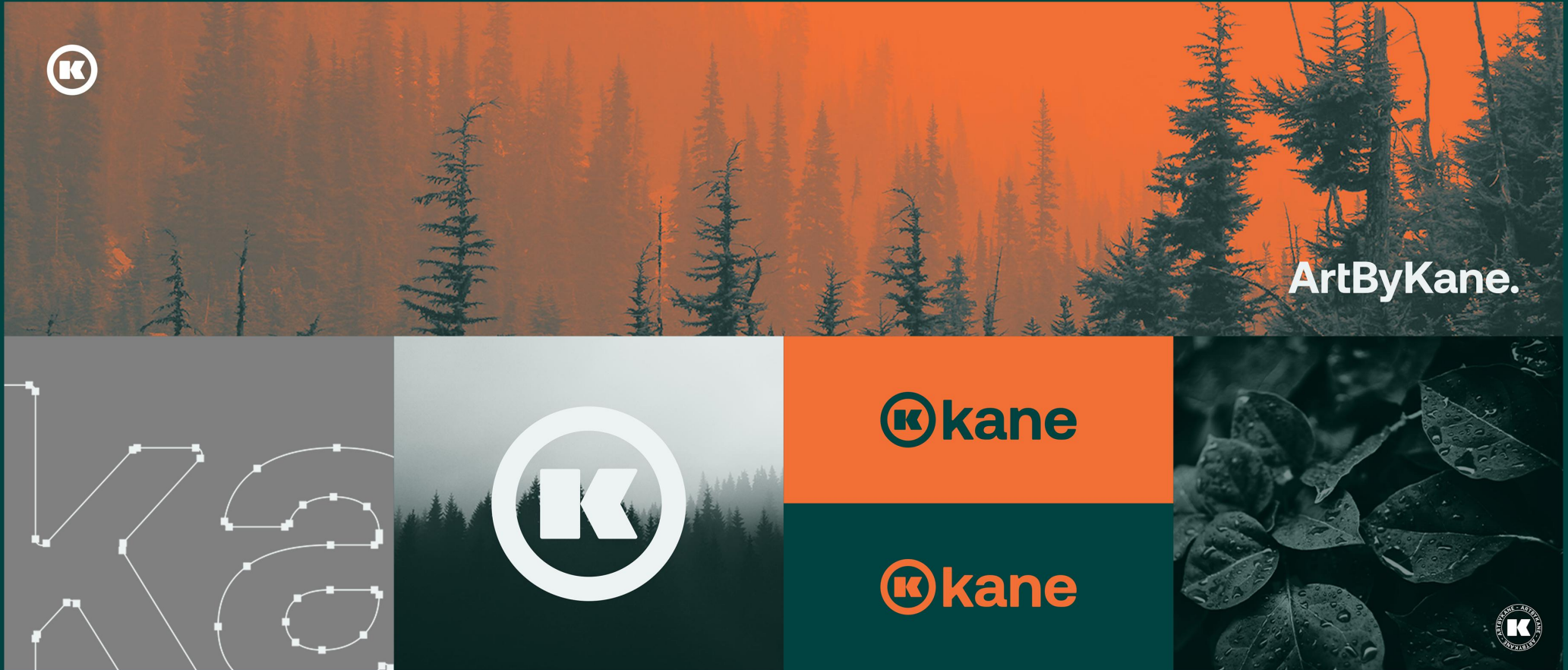
Brand in Action



O6

Logo on background



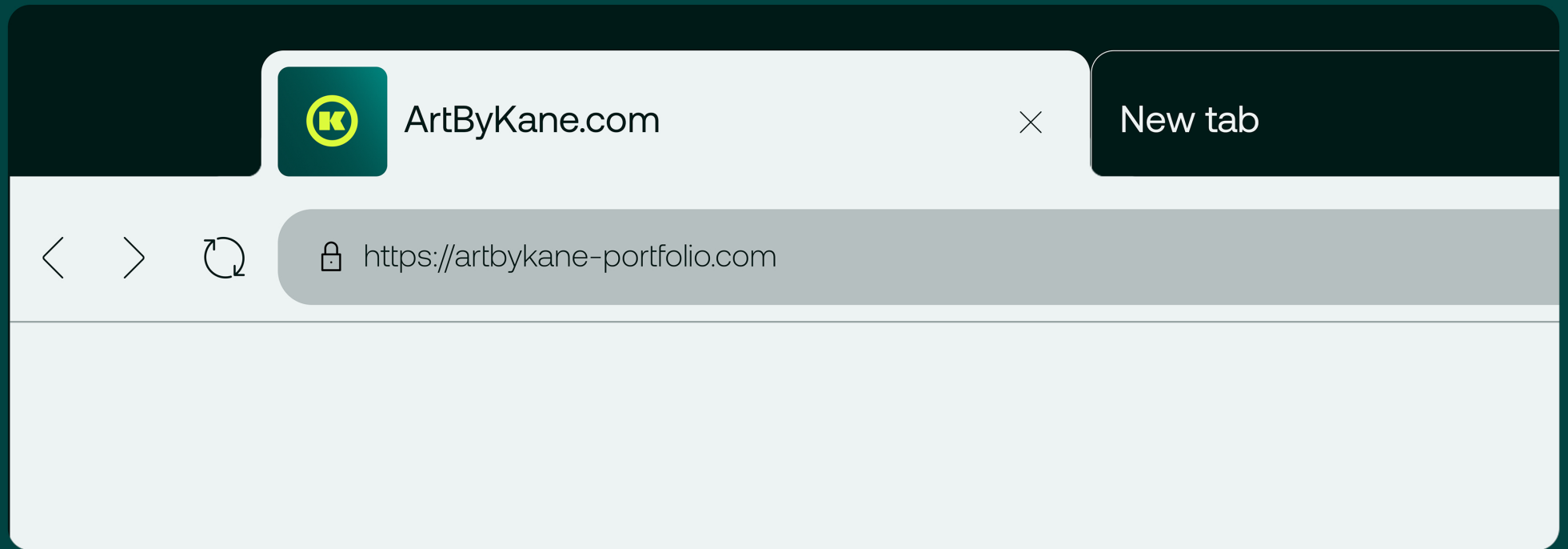


Minmal Background





Website Icon



THANK YOU
FOR VIEWING MY PROJECT