

The background features a vibrant, abstract composition of overlapping brushstrokes and geometric shapes. A large, textured blue brushstroke curves across the top left. A bright yellow brushstroke is positioned in the upper center. A purple brushstroke extends from the top right towards the center. A teal brushstroke is located in the lower center. A large, textured pink brushstroke is on the right side. Several sharp, geometric shapes in orange, yellow, purple, teal, and pink are scattered across the white background, creating a dynamic and colorful visual field.

# JAMES DALY

**BRANDING & STYLE GUIDE**



# **BRANDING & STYLE GUIDE**

THIS DOCUMENT WILL ACT AS THE FOUNDATION OF ALL  
BRANDING AND DESIGN USED ACROSS BOTH SOCIAL  
MEDIA AND PHYSICAL FORMATS.



**COLOUR PALETTE**

# FONTS

*JAMES DALY* ----- HEATERS

**YOU AND ME AGAIN** ----- GAGALIN

**YOU AND ME AGAIN** ----- HEY GOTCHA!



**COOL!**

# INSPIRATION

# ART STYLE

JAMES' BRANDING & GRAPHIC ASSETS SHOULD MAKE FULL USE OF THE COLOUR SCHEME, CREATING BRIGHT, COLOURFUL IMAGES.

IMAGES CAN USE GEOMETRIC/CREATIVE SHAPES TO BUILD UP SHADES AND CREATE INTEREST AND DIRECTION.

ADD A 90S FEEL BY USING PATTERNS LIKE STRIPES, CIRCLES & ASYMMETRICAL SHAPES.





## LINE & TEXTURE

USE OF THICK LINE CAN CREATE A BOLD, POP-ART STYLE AND FRAME IMAGES STYLISTICALLY. USING PAINT-LIKE TEXTURES ADDS BODY AND DEPTH TO THE IMAGE.

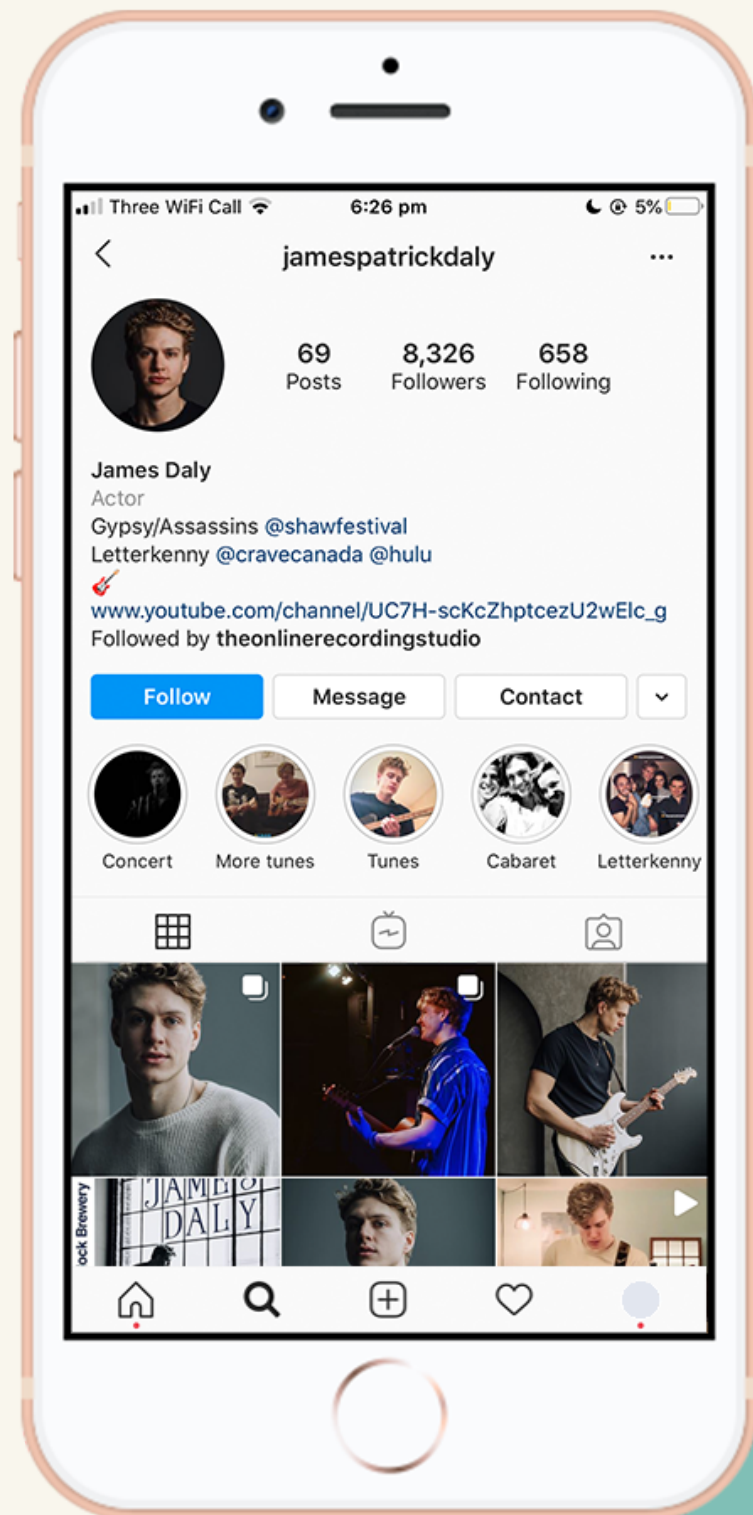
POP-ART CAN ALSO BE A SOURCE OF INSPIRATION IN TERMS OF SIMPLE IMAGE COMPOSITION AND FOCUS. IMAGES SHOULD BE STRIKING AND ATTENTION-GRABBING.

# PHOTO EDITING

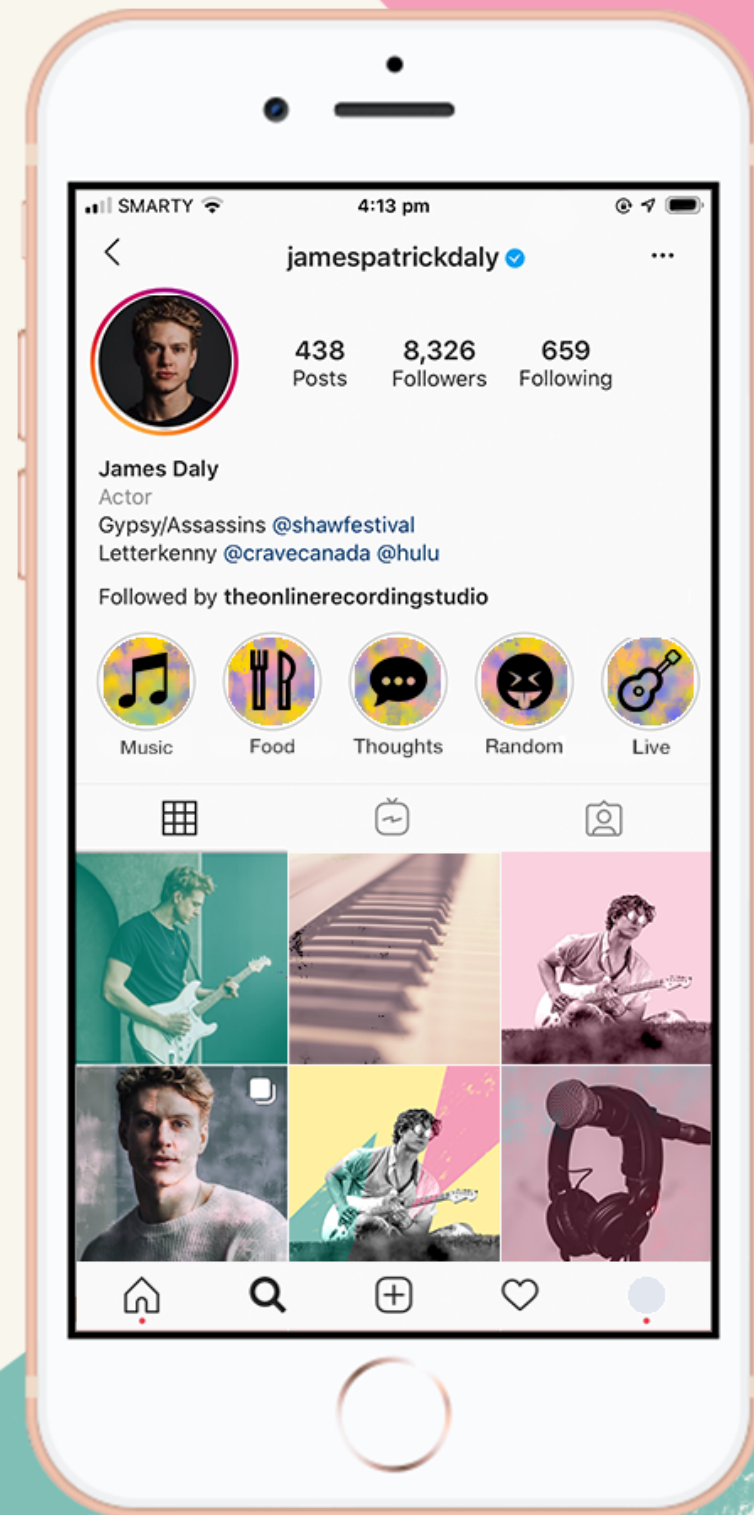




# BEFORE



# AFTER



# SEE THE DIFFERENCE

- COHESIVE BRANDING - LEADING TO AN IMPROVED USER EXPERIENCE AND BRAND RECOGNITION.
- HIGHLIGHTS - USED TO ORGANISE CONTENT BY TOPIC AND INTEREST.
- NEATER BIO - DRAWING USERS IN WITH A CLEAR DESCRIPTION.

ASK US TODAY ABOUT OUR SOCIAL MEDIA MANAGEMENT PACKAGES.



# THE ONLINE RECORDING STUDIO