



Brand Guidelines

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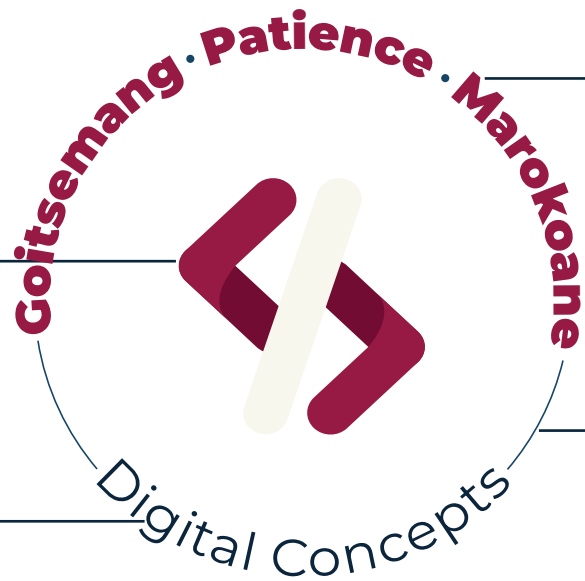
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Logo



A direct reference to UX/UI design, coding, and digital creation. It visually connects creativity and technology.

Describes my focus area in a clean and timeless way.



My full name curves around the top of the circle, establishing personal authenticity and professional ownership.

The circle represents connection, continuity, and collaboration.

Logo Variations



The symbol is in blue and magenta. Used to show diversity.



Secondary Logo where the logo is simplified, with my initials. Used where space is limited.



Monochrome version for maximum legibility. It ensures brand consistency even in restricted print conditions. Used for single colour printing, and embroidery where the full color palette cannot be applied.



The icon only. Digital icons like website favicons, and other small scale applications.

Logo Usage Rules



The icon is at a scale of 34% of the icon's size in pixels.

To maintain legibility and visual impact, my logo must always be surrounded by a minimum area of clear space. This prevents other design elements, text, or images from crowding the logo, and ensures that the logo always has enough breathing room.

The icon is used as the unit of measurement for the clear space. The distance of one icon scaled proportionally to the logo, should be maintained around all sides of the logo.

You may



Make the Navy or Blue text and icons Canvas White on Navy or Blue backgrounds

Do not



Rotate



Make the icon all Blue / Navy



Resize the icon



Use on Magenta or Burgundy backgrounds

Primary Colour Palette

Canvas White

CMYK:
2, 2, 7
RGB:
247, 244, 235
HEX:
F6F4EB

Navy

CMYK:
97, 79, 49, 54
RGB:
7, 38, 61
HEX:
09263D

Deep Sky Blue

CMYK:
95, 72, 36, 22
RGB:
27, 71, 105
HEX:
1C4668

Burgundy

CMYK:
35, 100, 62, 41
RGB:
114, 15, 51
HEX:
720632

Magenta

CMYK:
30, 100, 58, 21
RGB:
151, 26, 70
HEX:
970A44

Digital Colour Palette

Deep Navy

CMYK:
83, 71, 58, 72
RGB:
20, 29, 38
HEX:
141d26

Navy

CMYK:
87, 73, 48, 45
RGB:
36, 52, 71
HEX:
243447

Light Magenta

CMYK:
18, 100, 47, 3
RGB:
196, 31, 92
HEX:
c41f5c

White

CMYK:
3, 2, 2
RGB:
245, 245, 245
HEX:
f5f5f5

Canvas White: A clean, minimal foundation.

Navy: Represents technology, precision, and the logical side of UX/UI.

Burgundy: Symbolizes creativity, passion, and determination, the spark behind every concept I bring to life.

Deep Sky Blue: A steady, reliable tone that mirrors calm professionalism and user trust.

Magenta: Reflects my fearless creativity and leadership in design thinking.

Navy: Used for backgrounds

Deep Navy: Used as a main colour and headings

White: Used for backgrounds and text on dark backgrounds

Light Magenta: Reflects my boldness and creativity. Used for CTA's



Typography



Montserrat

Headings/Sub-headings

Black

ExtraBold

Bold

SemiBold

Medium

Nunito

Body text

Bold

Regular

Light

ExtraLight

Italic

Tone of Voice

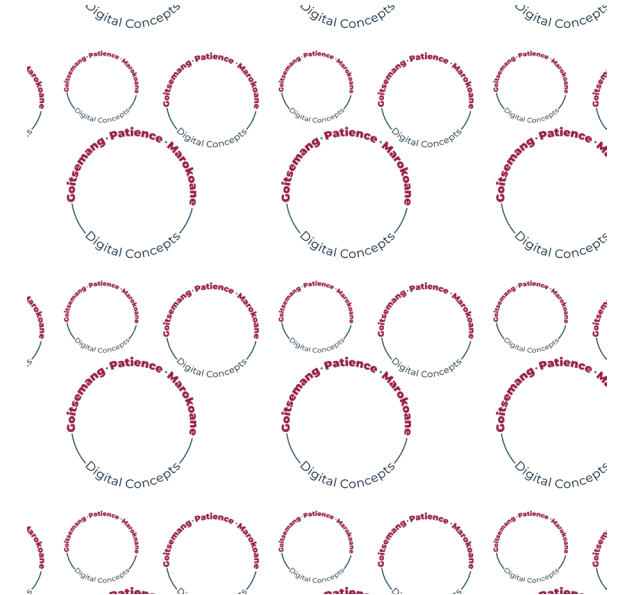
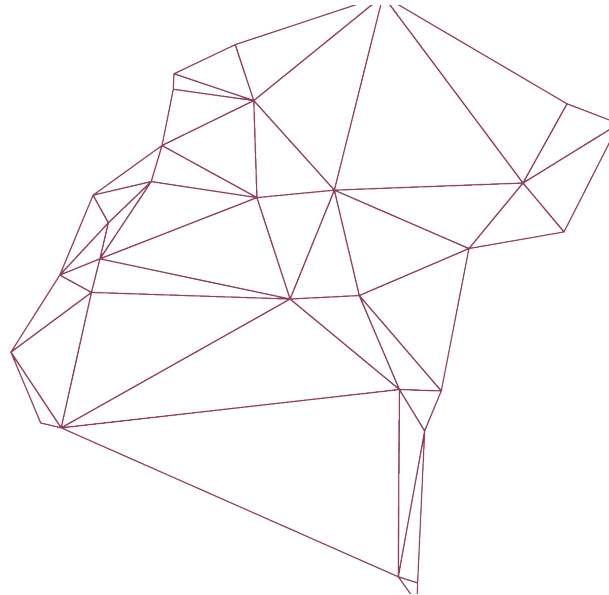
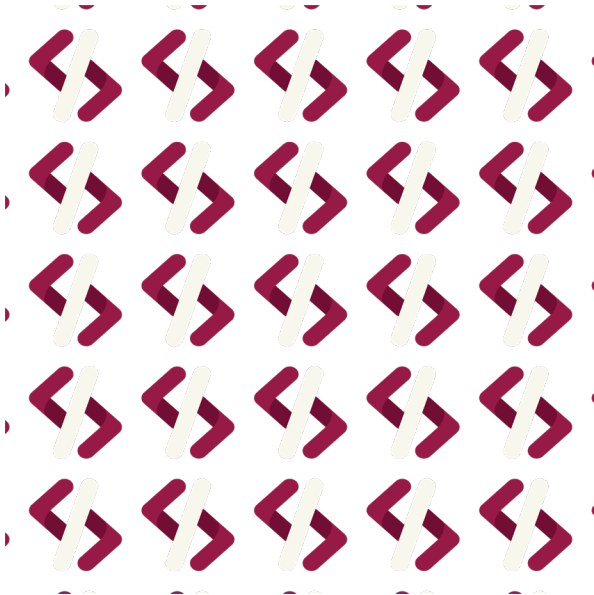


I am a bold, professional, and minimal UX/UI designer who transforms ideas into tangible digital experiences. Through creativity, structure, and user-centered design, I bring concepts to life with clarity and purpose.

My tone of voice reflects who I am as a designer, a professional communicator that is confident, clear, and creative, and who leads with clarity, listens with empathy, and communicates with confidence.

My goal is to communicate with purpose, professionalism, and personality through all my platforms.

My professional tone of voice is bold, approachable, and insightful. When I communicate with clients it is respectful, calm, confident and solution-driven and my tone of voice online is more friendly, genuine and insightful.



Patterns are logo elements or geometric lines in brand colours



Portraits are clear, with clean backgrounds and clean attire.



Icons are rounded in brand colours and social icons are in their brand colours.

Mockups



Goitsemanng Marokoane

UX / UI designer

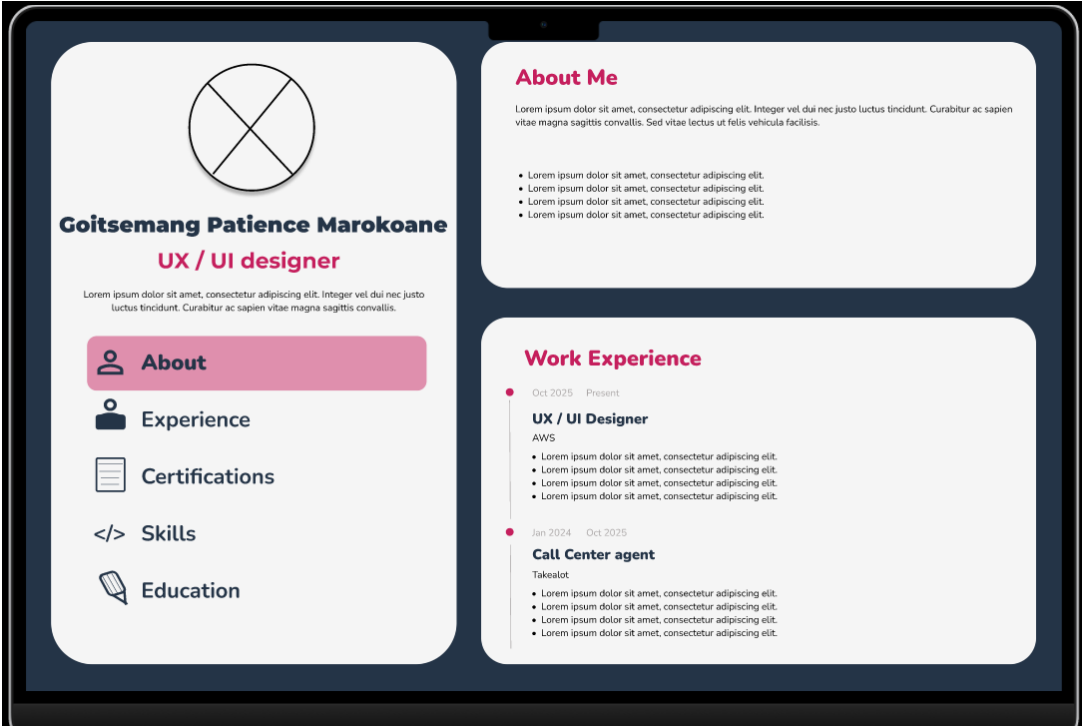
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Business Card



Digital Portfolio



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