Welcome to my personal brand guideline.

This document contains all you need to know about how the Marvin Pierre brand should be used electronically, in print and on any collateral material to ensure consistency throughout.

Personal Story

A curious traveler who prefers to stay home with a book. A gardener who grows tulips and roses but whose work suits are immaculate. Works with numbers but better with words. Cannot live without a smart phone but still sends handwritten letters. Loves the big city lights but ultimately falls asleep to the sounds of cricket and gentle rain showers. These are the juxtapositions that govern my life. But these aren't really contrasts. If you look a little closer, you see me.
I aspire to be an information designer who clarifies ambiguity, simplifies complexities, and who shows that if you look closely enough you will find that everything is interconnected. I come from a finance background and enjoy helping families achieve their financial goals. I also love to show my colleagues, friends and clients how to wade through intimidating levels of data. I am fiercely curios about the world we live in and I look forward to learning something new each day. My vast range of experiences will always come to bear when making information design choices.
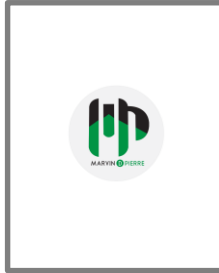
Logo

The logo is made up of my initials, MP, with colored in swaths of green and black. Below is my name spelled out in the two colors. The logo employs a Gestalt approach to give the impression that the logo is a mug. The liberal use of white space allows the logo to show a sense of independence, while the collective shows an interdependence of all elements to create the mug. The mug design is a simple metaphor for a container that can hold anything. It is simple, unassuming with endless potential.

MARVIN D PIERRE

Acceptable uses

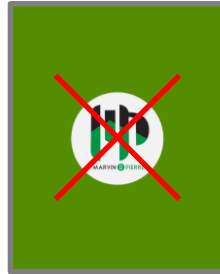The logo should always be placed on a white background.

When used as a letterhead, it should always be placed at the top left of the document

Unacceptable uses

Do not place the logo on any black or green backgrounds

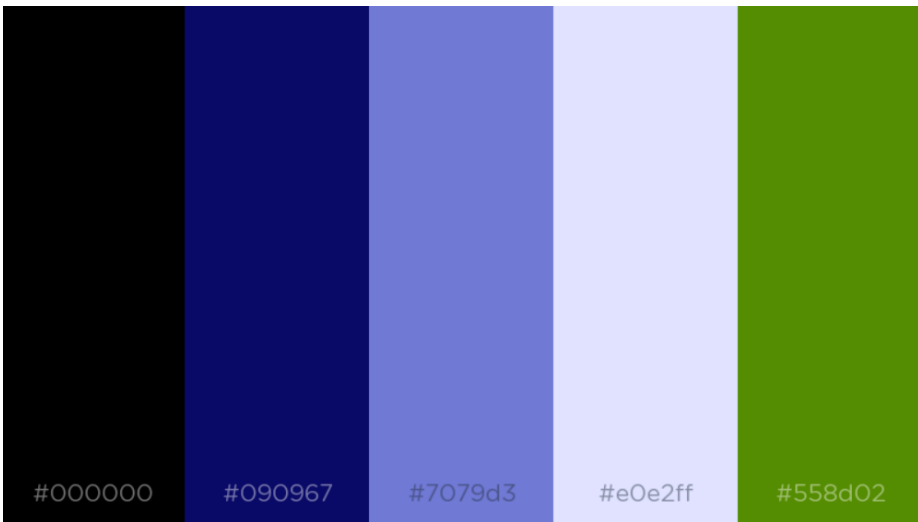Do not cover the logo with any other design element

Color

Brand colors: blue, green, lavender
Accent colors: black
Secondary color: purple

| #000000 | #090967 | #7079d3 | #e0e2ff | #558d02 |

Imagery

(tree) Grounded yet able to venture out and be affected by multiple influences

(wet roses) Various elements in nature working together to create beauty

(waterfall) Volatile yet controlled

Voice

Some words project optimism, reassurance, and calm. These are some keywords associated with my brand:

Unequivocal

Reliable

Unflappable

Adaptable

Honest

Practical

Some words have become misused and lost all effective meaning regardless of context. These words should not be associated with my brand. They include:

Literally

Epic

Whatever

Typography

Microsoft San Serif

Aa

ABCDEFGHIJKLMNOPQRSTUV
WXYZ
Abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456677890

For Headings and Subheadings

Calibri Body

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456677890

Roboto Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456677890