THE BRAND MEANING + GUIDELINES /cm

LOOKING AT WHAT YOU DON'T SEE

/the message

the branding system is a visual language working together to tell the story of you and what you do (logo, color palette, typography, supporting graphics, image treatments/color, etc.)

the conceptual approach of "looking at what you don't see" is about realizing the connections between what's known and unknown (obvious and not obvious). this meaning is realized with a seemingly simplified aesthetic to communicate the beauty of clarity responding visually to contrast living in a complicated world dealing with a messy life...this design is letting the viewer know that understanding what you're looking at doesn't have to be difficult, ugly or complicated but asks for a certain amount of effort. this visual interpretation of the message mimics the relationship you take on with your clients and is based on the seen and unseen (hidden).

a typographic dominant solution using techniques that hide pieces of words, alternative layouts of breaking up words, along with letterforms whispering across the page work together to represent not always "seeing" what you're looking at upon first glance. this concept was developed as a direct conversation to your viewers/clients by playing off of why people seek your services...to help them understand and gain clarity. this is a visual confirmation to your audience that working with you will help uncomplicate what they're facing.

/the logo

the white /cm (monogram) is at the heart of an adaptive logo system, meaning there are several different variations of the logo and are used depending on the purpose.

the two shown here are the primary marks and while there is not a set of strict usage guidelines, they do have intended purposes. for example, the white /cm monogram is for digital purposes and is intended to be used when people are already pretty familiar with you. the 2nd mark is more formal and acts as more of an introduction.

/cm

/ + cm

forward slash + initials

/the meaning

the forward slash means "and", "with", and "to include" which makes the logo act as a visual

response to the overall concept, meaning:

"looking at what you don't see with Christine"

"clearing things up with Christine"

"with Christine Meyer you can see what you're looking at"

/the look & feel

a sense of sleek elegance is achieved with the overall white-on-white design and floating words in a great expanse of white, white and more white. while visibly simple, there is an underlying complexity of meaning that is being communicated, inviting the reader to participate and take a closer look to gain a clear understanding.

the design may appear delicate with it's mostly white appearance and soft drop shadows, but it's anything but fragile. an asymmetrical grid system, large typography and dramatic photography all come together to create a foundation of strength. in order to maintain balance and protect from an overwhelming experience these elements are used minimally, and although visually loud (large/dramatic/powerful) in their own right, when used like this they actually become visibly quiet.

/the color

dominantly white with whispers of grey and a touch of black create an undeniable modern and sleek appearance.

/the voice

the tone of language should be powerful without intimidation; titles, headings, categories may appear vague or abstract at first glance but never seem random or confusing. inserting a certain amount of intrigue and creativity with wording keeps everyone interested (you & them).

/images

image selections will be dramatic displaying unexpected arrangements or compositions that present visual excitement of seeing the ordinary in a new way, and can be used with or without a white overlay. the white "light" illuminating over imagery tones down and/or eliminates visual chaos of texture, contrast and pattern making them appear softer.

examples of types of images: patterns, close-ups, odd cropping, unusual context

/the usability

taking into consideration your needs of being able to translate the look and feel easily for social media/site, simplified type and image treatments were developed that will be easy for you to replicate.