

BRAND IDENTITY / OCTOBER 2026



BRAND DIRECTION

**expressive form.
clear communication.**

PROPOSED BRAND DIRECTION

A confident identity for a UX designer who makes complex experiences easier to use.

The visual system balances precise typography with a fluid, energetic monogram.

THE LOGO



RM MONOGRAM

Flowing strokes bring movement to the initials.

NAME FIRST, ROLE BELOW

The hierarchy keeps Robert Moore prominent.

COLOR PALETTE

Aa

BLACK

#111111

Primary text and dark
backgrounds

Aa

VIVID ORANGE

#FF5A00

Primary accent and
links

Aa

ELECTRIC YELLOW

#FFE500

Small moments of
emphasis

Aa

WHITE

#FFFFFF

Primary light
background

Proposed digital values. The generated logo contains slight tonal variation.

TYPOGRAPHY

modern by type

clear by design

Thoughtful details make an experience easier to understand.

TYPE SYSTEM

Agency FB Bold
Lowercase headlines
ALL CAPS labels

Century Gothic
Body copy

Tall, narrow display type
contrasts with open
geometric body text.
Lowercase headlines pair
with uppercase labels.

LOGO USAGE

SPACE TO BREATHE

Leave clear space around the full lockup equal to the height of “UX Designer”.

APPROVED ARRANGEMENT

Lowercase robert moore above uppercase UX DESIGNER. Keep the mark on the left and preserve its proportions.

LEGIBILITY AT EVERY SIZE

Keep the role readable at the final viewing size. Use the monogram alone only after preparing a dedicated asset.

ARTWORK CARE

Keep the supplied background intact. Avoid stretching, recoloring or placing the current image over photography.

VOICE & MESSAGING

**clear. curious.
considerate.**

Use plain language, explain design decisions
and describe outcomes with evidence.

PROPOSED INTRODUCTION

“I’m Robert Moore, a
UX designer focused
on making digital
experiences easier to
use.”

SAMPLE COPY FOR REVIEW

PORTFOLIO CONCEPT

robert moore

UX DESIGNER

**thoughtful experiences,
shaped around people.**

Sample portfolio headline

SOCIAL CONCEPT

robert moore

UX DESIGNER

**a closer look at
the design decisions.**

Sample cover for a case study post

THE BRAND SYSTEM

robert moore
UX DESIGNER

Expressive mark
Distinctive typography
Black and white
foundation
Orange and yellow
accents

NEXT PRODUCTION ASSETS

Vector master logo, transparent lockup, standalone monogram and tested small-size versions.