



BRAND GUIDELINES

CS Creations

Christian Schaaf's Portfolio

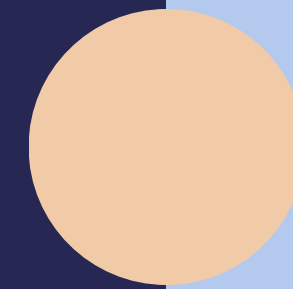
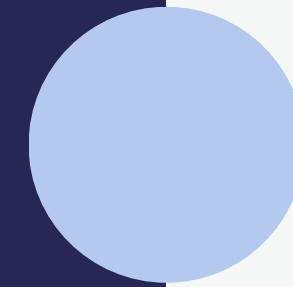
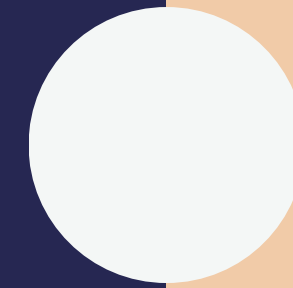




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MISSION STATEMENT

I am a brand designer and content storyteller who helps guide brands from where they are to where they want to be. My work is rooted in clarity, intention, and direction, combining thoughtful design with meaningful storytelling. I believe strong brands are built through process, purpose, and the ability to communicate ideas in a way that feels both strategic and human.





TARGET MARKET

My primary audience is hiring managers, creative directors, and marketing professionals reviewing my portfolio. They are looking for designers who can think strategically, communicate clearly, and execute visually. They value clean design, strong storytelling, and a cohesive personal brand. My work is designed to demonstrate not only visual skill, but also my ability to guide ideas and bring structure to creative challenges.

PERSONALITY CHARACTERISTICS

- Work in creative, marketing, or communications roles
- Experience reviewing portfolios and evaluating design work
- Familiar with branding, storytelling, and visual strategy
- Often operate in fast-paced, deadline-driven environments

GOALS

- Find a designer who can contribute meaningfully to their team
- Identify candidates who think both creatively and strategically
- Ensure the designer can communicate ideas clearly
- Hire someone who can elevate brand presence and messaging

NEEDS

- A portfolio that is clear, organized, and easy to navigate
- Strong visual execution supported by thoughtful process
- Consistent personal branding across all materials
- Quick understanding of the designer's strengths and value



COLOR PALETTE

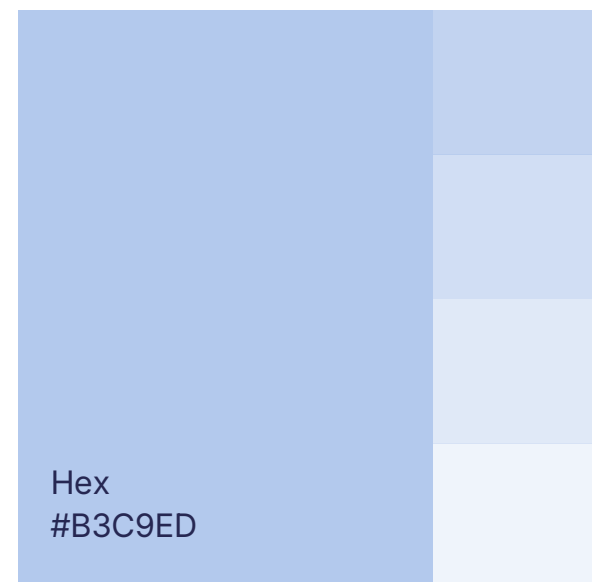
The color palette is designed to reflect both emotion and intention.

- **Dark Blue** conveys trust, dependability, and professionalism. It serves as the foundation of the brand and communicates reliability to hiring managers and collaborators.
- **Light Blue** introduces a sense of approachability, clarity, and freshness. It softens the overall palette and creates a welcoming, modern feel.
- **Light Orange** provides warmth and energy. It acts as a subtle accent that draws attention and reinforces the idea of forward movement and human connection.
- **Light Turquoise / Off-White** creates space and balance. It allows the work to stand out while maintaining a clean, minimal aesthetic.



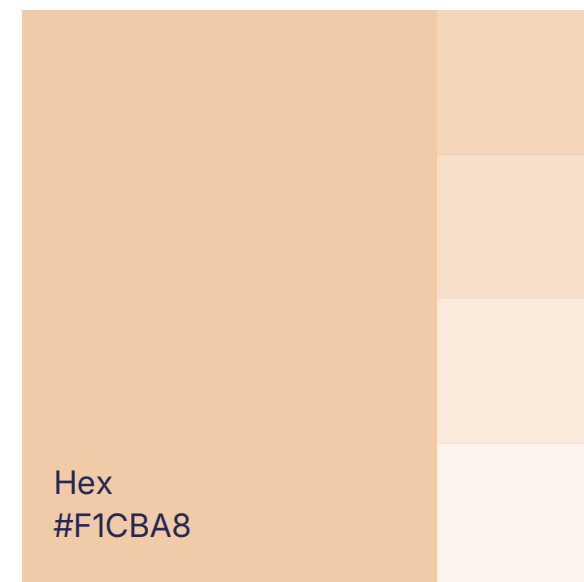
DARK BLUE

Headings, Key Elements



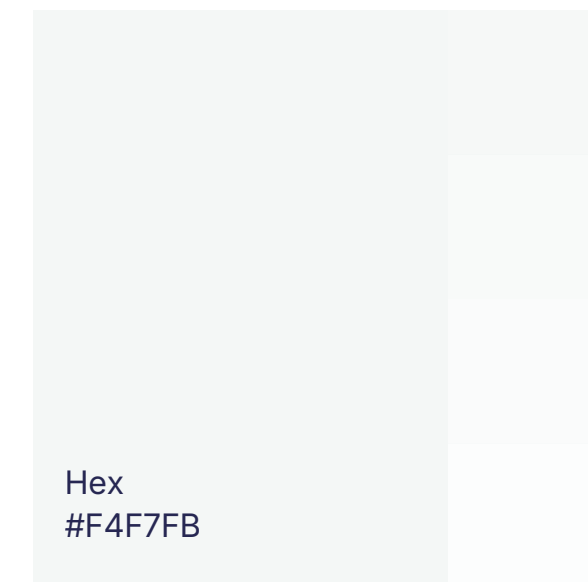
LIGHT BLUE

Supporting Sections
and Accents



LIGHT ORANGE

Highlights, Calls to
Action



LIGHT TURQUOISE / OFF-WHITE

Primary Background



LOGO SYSTEM

PRIMARY LOGO

The primary logo is a continuous line forming the letters "C" and "S." The clean, geometric execution keeps the mark modern and professional, while the curves introduce a sense of approachability and creativity. The white logo should be used on the dark blue background, and the dark blue logo should be used on the light blue, light orange, and light turquoise backgrounds.

LOGO VARIATIONS

- **Primary:** CS monogram
- **Secondary:** CS Creations wordmark paired with logo
- **Full Lockup:** Logo with tagline "Designing the path forward"

PRIMARY



SECONDARY



FULL LOCKUP





TYPOGRAPHY

Typography is clean, modern, and highly readable, supporting my focus on clarity and structure.

HEADING FONT

DM Sans: Used for headings and key statements. Its geometric structure complements the logo while providing a confident, slightly bold presence.

Aa

DM Sans

abcdefghijklmnop
opqrstuvwxyz1
2345&%\$#@!~

Italic

abcdefghijklmnopqrstuvwxyz

Regular

abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz



TYPOGRAPHY

BODY FONT

Inter: Used for paragraph text and longer content. It is highly legible and neutral, allowing the work and messaging to take priority.

Aa

Inter

abcdefghijklmnop
opqrstuvwxyz1
2345&%\$#@!~

Italic

abcdefghijklmnopqrstuvwxyz

Regular

abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz



BRAND VOICE

The CS Creations brand voice is rooted in clarity, intention, and thoughtful communication. It reflects a balance between professionalism and approachability, ensuring that ideas are easy to understand while still feeling engaging.

The voice supports the overall brand concept of guiding ideas forward, using language that feels structured, purposeful, and clear.

TONE

The tone of voice should consistently reflect the following qualities:

- **Clear** → avoids unnecessary complexity and jargon
- **Intentional** → every word has a purpose
- **Professional** → polished, but not overly formal
- **Approachable** → welcoming and easy to engage with
- **Confident** → communicates ideas with clarity, not hesitation

COMMUNICATION STYLE

The communication style is structured and easy to follow. It prioritizes readability and flow, guiding the audience through ideas in a logical and thoughtful way.

- Use short, clear sentences
- Break information into sections when possible
- Lead with the main idea, then support it
- Avoid overly technical or abstract language



IMAGERY AND ICONOGRAPHY

Imagery and iconography within my brand are designed to support clarity, direction, and storytelling. All visual elements should feel intentional, minimal, and aligned with the overall brand system.

IMAGERY

Imagery should feel clean, natural, and purposeful. It should support the idea of movement, progression, and guiding a viewer through a visual experience.

Characteristics

- Minimal and uncluttered compositions
- Strong use of natural light and soft tones
- Balanced contrast (nothing overly harsh or saturated)

Subject Matter

- Landscapes, trails, or open environments
- Running or motion-based imagery
- Textures such as water, sky, or terrain
- Work-focused visuals that highlight process and outcomes

ICONOGRAPHY

Iconography is simple, geometric, and consistent with the logo's line-based structure. Icons should feel like an extension of the brand; not decorative elements.

Core Principles

- Line-based (outline style)
- Consistent stroke weight
- Minimal detail (no complex illustrations)
- Clear and recognizable





BRAND APPLICATIONS

CS Creations is designed to be flexible and consistent across multiple touchpoints. Each application reinforces the core ideas of clarity, direction, and intentional design while maintaining a clean and professional presentation.





DO'S



Use Official Color Palette

Please ensure the utilization of the brand's designated colors in all assets.



Typography Consistency

Make sure all written communication follows brand guidelines for fonts and styles.



Follow Imagery Style

Utilize photography and illustrations that align with the brand's aesthetic.

DON'TS



Modify the Logo

Please avoid changing logo colors without permission.



Inappropriate Color Usage

Please avoid using colors outside the official brand palette for representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.



THANK YOU FOR READING

Let's connect

