



WELCOME PACK & USER GUIDE

FULL OF HINTS & TIPS TO GUIDE YOU
THROUGH OUR CREATIVE ADVENTURE



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HELLO HELLO HELLO HELLO!

IF YOU'RE LOOKING TO STAND OUT LIKE A FLAMINGO IN A FLOCK OF PIGEONS YOU HAVE COME TO THE RIGHT PLACE.

HERE AT KATIE RUBY ILLUSTRATION I DON'T DO DULL AND CORPORATE. I DO BRIGHT AND HAPPY. FROM BRANDING AND LOGOS TO ILLUSTRATIONS AND PATTERN DESIGNS EVERYTHING I DO IS 100% FRESH AND ORIGINAL. STRAIGHT FROM MY GREY MATTER INTO YOUR EYEHOLE.

SO IN ORDER FOR ME TO HELP FIND YOUR INNER FLAMINGO PLEASE HAVE A READ THROUGH THIS WELCOME PACK AND FAMILIARISE YOURSELF WITH THE EXCITING JOURNEY OF VISUAL IDENTITY THAT WE ARE ABOUT TO GO ON TOGETHER.

THERE ARE ALSO SOME HELPFUL TIPS FOR WRITING A BRIEF AND GETTING THE BEST OUT OF ME (A SORT OF USER GUIDE) SO THAT WE CAN HAVE AS MUCH FUN AS POSSIBLE WORKING TOGETHER.



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SO YOU'D LIKE TO HIRE ME, WHAT CAN YOU EXPECT?

- * A PROFESSIONAL, FRIENDLY AND FUN EXPERIENCE
- * CREATIVE INPUT, PROFESSIONAL ADVICE AND GUIDANCE THROUGHOUT THE PROCESS
- * NEATLY PRESENTED IDEAS ANNOTATED FOR DISCUSSION
- * DEADLINES MET EARLY (BECAUSE I'M OCD ABOUT BEING LATE FOR ANYTHING!)
- * TOP NOTCH ARTWORK
- * THE OCCASSIONAL "F" BOMB

MY CORE VALUES

- * TO SPREAD HAPPINESS AND HUMOUR THROUGH ALL ASPECTS OF MY WORK
- * TO PROVIDE MY CLIENTS WITH THE MOST AWESOME CREATIVE EXPERIENCE
- * TO PROTECT THE INTEGRITY OF MY CLIENTS BRANDS BY NOT WORKING WITH ANY OF THEIR DIRECT COMPETITORS
- * TO HAVE FUN THROUGHOUT THE PROCESS
- * TO STAY TRUE TO MY OWN CREATIVE STYLE



ILLUSTRATION FOR THE NATION

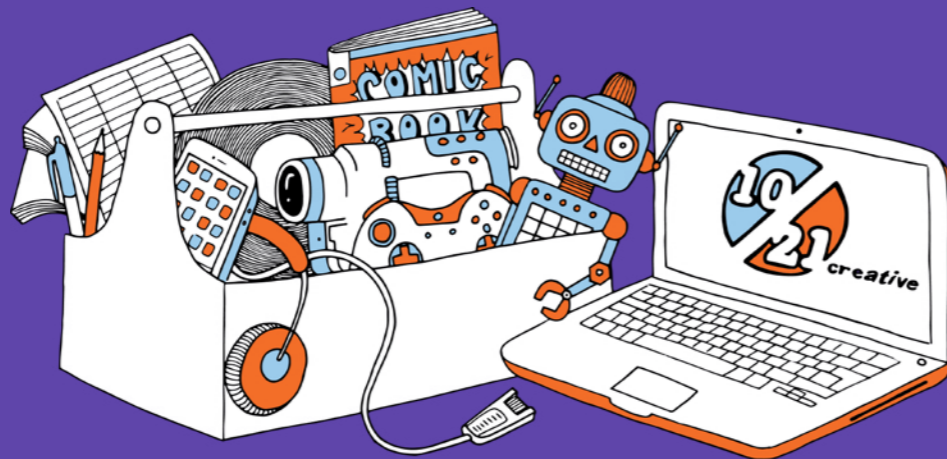
SO YOU WANT TO STAND OUT WITH SOME BESPOKE ILLUSTRATIONS FOR YOUR BRAND. PERHAPS THEY ARE FOR USE ON YOUR WEBSITE, MAYBE YOU ARE LOOKING TO HAVE THEM PRINTED ON MUGS OR YOU COULD JUST BE LOOKING TO STAND OUT FROM EVERYONE ELSE BY HAVING YOUR OWN SET OF UNIQUE STOCK ILLUSTRATIONS THAT REALLY TIE IN WITH YOUR BRAND.

WHATEVER THE FINAL DESIRED USE, I CAN PRODUCE HIGH RESOLUTION ILLUSTRATIONS IN BOTH RASTER AND VECTOR FORMAT READY FOR THE INTENDED PURPOSE AND IN THE REQUIRED FILE FORMAT.

I WILL DRAW ABSOLUTELY ANYTHING (IN MY OWN STYLE OF COURSE) EXCEPT YOU NAKED!

CLIENTS HAVE USED MY ILLUSTRATIONS FOR:

- * WEBSITES
- * STOCK ILLUSTRATIONS
- * STICKERS
- * MUGS
- * CLOTHING
- * NOTEBOOKS AND STATIONERY
- * PATTERNS
- * LARGE FORMAT VINYL GRAPHICS
- * LIVE ACTION STUDIO RECORDING
- * GREETINGS CARDS
- * FLYERS AND MORE...



I'LL LET MY WORK DO THE TALKING



IT STARTS WITH YOU

FIRSTLY IT'S IMPORTANT TO ESTABLISH YOUR NEEDS AND UNDERSTAND WHAT THE ILLUSTRATION(S) IS FOR. SO A SMALL BRIEF IS REQUIRED, NOTHING TOO FANCY, BUT JUST A LITTLE INFO TO GET ME STARTED.

THIS INCLUDES:

- * THE SUBJECT OF THE ILLUSTRATION/DESIGN
- * THE DESIRED USE
- * DIMENSIONS REQUIRED
- * COLOUR PALETTES
- * COLOUR PROFILE - RGB OR CMYK
- * REQUIRED FILE TYPE
- * WHETHER YOU NEED A VECTOR OR RASTER FILE

SOME EXTRAS TO CONSIDER:

IF ITS A CHARACTER, WHAT SORT OF POSITION ARE THEY IN? ARE THEY HOLDING SOMETHING? WHAT ARE THEY WEARING? WHAT SORT OF EMOTION ARE THEY PORTRAYING?

FEEL FREE TO SEND OVER ANY REFERENCE IMAGES YOU FEEL WILL HELP EXPLAIN YOUR BRIEF.

ROUGH STAGE - "SCAMPS"

ONCE BRIEFED THE NEXT STAGE IS TO PRODUCE A "SCAMP" (ROUGH) ILLUSTRATION. THIS GIVES A GOOD INDICATION OF THE FINAL DESIGN BUT IS ALSO A CHANCE TO MAKE ANY CHANGES YOU MIGHT WANT. I CONTINUE TO MAKE CHANGES TO THE SCAMP UNTIL YOU ARE HAPPY TO APPROVE.

FINAL STAGE

THE FINAL LINEWORK IS DRAWN UP, RENDERED WITH COLOUR AND SENT YOUR WAY FOR APPROVAL. AT THIS STAGE ONLY MINOR AMENDMENTS CAN BE MADE TO THINGS SUCH AS COLOUR. ONCE YOU ARE 200% HAPPY WITH THE ARTWORK I THEN SEND OVER THE REQUIRED FILE TYPES TO YOUR FINE SELF AND THE JOB'S A GOODUN!

CONFUSED? DO NOT FEAR!
NOT SURE WHAT SOME OF THE STUFF ON THIS PAGE MEANS? SEE NERDY DESIGN TERMS ON PAGE 12



OTHER AWESOME STUFF I CAN DO

THERE ARE A VARIETY OF PROJECTS THAT WE CAN COLLABORATE ON INCLUDING THE FOLLOWING:

- * FLYER DESIGN
- * BROCHURE DESIGN
- * BUSINESS STATIONERY
- * LARGE FORMAT PRINT
- * PACKAGING DESIGN
- * VINYL WINDOW GRAPHIC DESIGN
- * SOCIAL MEDIA CONTENT
- * AND MORE...



WHAT I NEED TO KNOW TO GET TO WORK

- * IS IT FOR PRINT OR WEB?
- * WHAT SIZE IS THE FINAL ARTWORK?
- * IF PRINT, IS IT SINGLE OR DOUBLE SIDED, LANDSCAPE OR PORTRAIT?
- * WHAT COPY/INFORMATION NEEDS TO BE PRESENTED
- * ARE THERE ANY IMAGES/LOGOS THAT NEED TO BE INCLUDED?
- * DO YOU HAVE A SPECIFIC COLOUR PALETTE IN MIND?
- * ARE THERE ANY TEMPLATES (PRODUCT/PACKAGING)?
- * ARE THERE ANY SPECIAL PRINT REQUIREMENTS/FINISHES?

CONFUSED BY ANYTHING ABOVE? TURN TO PAGE 12

THE PROCESS

YOU WILL BE PRESENTED WITH A COUPLE OF INITIAL IDEAS. HAVING CHOSEN YOUR FAVOURITE CONCEPT OR PARTS OF A FEW, I MAKE AMENDMENTS TO THE DESIGN UNTIL YOU ARE HAPPY AS PIE.

I OFTEN SEND A FEW COLOURWAYS



TOP TIP FOR COPY

PLEASE REMEMBER WHEN WRITING COPY NOT TO OVER DO IT WITH THE WORD COUNT. KEEP IN MIND THE FINAL SIZE OF THE DOCUMENT AND THAT YOU WILL NEED SPACE FOR SOME IMAGERY AND A CLEAR CALL TO ACTION.

SOME EXAMPLES OF CLIENT DESIGN PROJECTS



READY SET LETS GO. DESIGN A LOGO

FROM MY IPAD TO LIT UP IN LIGHTS IN NYC



SO THIS IS WHERE THE FUN STARTS...

I ABSORB ALL OF THE INFORMATION GIVEN TO ME IN YOUR BRIEF AND USE MY GREY MATTER TO TAKE YOU ON A VISUAL CREATIVE JOURNEY UNTIL WE DISCOVER YOUR BRANDS IDENTITY. THIS PROCESS BEGINS WITH INITIAL IDEATION, FOLLOWED BY DEVELOPMENT OF THE IDEAS THAT YOU LIKE UNTIL WE ARRIVE AT A LOGO DESIGN THAT YOU ABSOLUTELY LOVE!

NOT WRITTEN A BRIEF BEFORE? DO NOT WORRY!
SEE MY HINTS & TIPS GUIDE ON PAGE 15

STORYBOARDS

AT EACH STAGE OF THE PROCESS YOU WILL BE PRESENTED WITH STORYBOARDS. HERE ARE SOME EXAMPLE STORYBOARDS FROM PREVIOUS BRANDING PROJECTS TO SHOW YOU WHAT YOU CAN EXPECT TO SEE WHILST WORKING WITH ME.

FUN FACT : THE AVERAGE TIME IT TAKES FOR ME TO DESIGN A LOGO IS 6-12 HOURS. THE MORE THOROUGH THE BRIEF - THE LESS TIME IT TAKES.



LICENSING

SEEN A PIECE OF ARTWORK FROM MY EXTENSIVE BACK CATALOGUE THAT YOU ABSOLUTELY LOVE AND WANT TO USE IT ON A PRODUCT? THAT'S AWESOME!

I AM HAPPY TO LICENSE MY ARTWORK TO YOU FOR A ROYALTY PAYMENT PER SALE. THIS IS NORMALLY A PERCENTAGE THAT WE AGREE TO AND DEPENDS ON THE PRODUCT ITSELF AND ITS RRP. ROYALTIES ARE EITHER PAID MONTHLY OR QUARTERLY, WHICH EVER WE AGREE ON.

JUST BECAUSE...

"SUPER SMART, SUPER CREATIVE, SUPER EFFICIENT AND SUPER CLIENT FOCUSED. WHAT'S NOT TO LIKE ABOUT KATIE? A TRULY TALENTED INDIVIDUAL WHO BRINGS DREAMS TO LIFE!"

JUNE CORY, MY MUSTARD

"KATIE IS AN AMAZING ARTIST AND PERSON. SHE IMMEDIATELY UNDERSTOOD WHAT I WANTED AND CREATED FANTASTIC WORK. I HIGHLY RECOMMEND CHOOSING HER PRODUCTS AND ILLUSTRATIONS. YOU WON'T REGRET IT!"

DEBORA GRAZIOLI, GD COLOR



"KATIE WAS AN ABSOLUTE PLEASURE TO WORK WITH. NOT TO MENTION THE FANTASTIC WORK THAT SHE'S PRODUCED FOR US. SHE IS EXCEPTIONALLY TALENTED, AND GETS THE JOB DONE IN A VERY SHORT-TIME FRAME. I WILL DEFINITELY BE GOING BACK TO HER IN THE FUTURE FOR MORE ILLUSTRATIVE/DESIGN WORK. WOULD HIGHLY, HIGHLY RECOMMEND!"

LAURA DAY, VANARAMA

A HELPFUL PAGE EXPLAINING A FEW OF THE TECHNICAL TERMS I WILL PROBABLY USE WHILST WE WORK TOGETHER.

FILE TYPES

FOR PRINT (CMYK)
.JPEG .TIFF .PDF .EPS

FOR WEB (RGB)
.PNG .SVG .GIF

RASTER



MADE FROM
PIXELS

VECTOR



INFINITELY
SCALEABLE

COLOUR MODES



RGB - WEB



CMYK - PRINT

BLEED AND TICK MARKS

WHEN PRODUCING ARTWORK FOR PRINT IT IS NECESSARY TO INCLUDE A BLEED AREA SO THAT COLOURS CAN BE PRINTED RIGHT TO THE EDGE OF THE ITEM. TICK MARKS ARE FOUND IN EACH CORNER OF THE ARTWORK AND INDICATE WHERE IT WILL BE TRIMMED TO.

PANTONE COLOURS

THESE ARE SPECIAL INK COLOURS THAT ENSURE CONSISTENT COLOUR MATCHING AND PRECISION. BRANDS WILL OFTEN HAVE SPECIFIC PANTONE COLOURS FOR LOGOS AND BRAND COLOURS.

COPYRIGHT

COPYRIGHT TO ALL ARTWORK REMAINS WITH THE CREATOR UNLESS PURCHASED OUTRIGHT. HOWEVER IF I HAVE DESIGNED SOMETHING FOR A CLIENT, I WOULD NOT RESELL/REUSE THIS ARTWORK.

WAKE ME UP BEFORE YOU LOGO

WHAT IS A LOGO?

"THE SIGNATURE OF YOUR BRAND"

WHAT MAKES A LOGO?

A LOGO CAN BE AN ICON, TYPOGRAPHY OR BOTH.

WHAT MAKES A GOOD LOGO?

- * SIMPLICITY
- * RELEVANCE
- * MEMORABILITY
- * TIMELESSNESS
- * VERSATILITY

WHY IS THIS IMPORTANT TO ME?

HAVING A STRONG AND CONSISTENT BRAND IS KEY TO SUCCESS IN YOUR MARKETPLACE. YOUR BRAND IS THE VISUAL LANGUAGE IN WHICH YOU COMMUNICATE AND ARE RECOGNISED BY. IT'S WHAT MAKES YOU STAND OUT LIKE A FLAMINGO IN A FLOCK OF PIGEONS.

HOW DO WE START?

FIRST THINGS FIRST YOU NEED TO WRITE A BRIEF. IF YOU HAVEN'T WRITTEN ONE BEFORE THERE ARE SOME HELPFUL TIPS ON THE NEXT PAGE. IF YOU'VE WRITTEN ONE ALREADY, CHECK TO SEE IF YOU'VE MISSED ANYTHING.

WHAT IS A BRAND?

THE OVERALL AND CONSISTENT AESTHETIC AND VIBE OF YOUR BUSINESS. HOW YOU VISUALLY PRESENT YOUR BUSINESS TO THE WORLD. IT SPEAKS FOR YOUR PERSONALITY IN A VISUAL LANGUAGE.

WHERE WILL MY BRAND BE SEEN?

- * YOUR WEBSITE
- * SOCIAL MEDIA
- * MARKETING
- * PACKAGING
- * PRODUCTS



THIS WEBSITE DESIGN WON AN AWARD IN 2017!

SOME OF THE BRANDS I'VE BROUGHT TO LIFE...



A BRIEF GUIDE TO WRITING A BRIEF

A BRIEF IS SUPER IMPORTANT TO HELP DIRECT MY CREATIVITY, SO TAKE YOUR TIME AND ANSWER THE FOLLOWING QUESTIONS. BULLET POINTS ARE FINE!

BUSINESS & CUSTOMER SPECIFIC QUESTIONS

WHAT IS YOUR BUSINESS AND WHAT DO YOU DO? ARE YOU A PRODUCT OR A SERVICE? HOW DO YOU SUPPLY THIS PRODUCT OR SERVICE TO YOUR CUSTOMERS? ARE YOU B2B OR B2C?

WHAT ARE YOUR BUSINESSES CORE VALUES?

WHAT IS YOUR UNIQUE SELLING POINT? WHAT GIVES YOU YOUR COMPETITIVE EDGE?

WHO ARE YOUR CUSTOMERS? WHAT IS THEIR DEMOGRAPHIC? WHAT ARE THEIR ASPIRATIONS AND LIFESTYLE CHOICES?

WHO ARE YOUR COMPETITORS? WHAT MAKES THEM SUCCESSFUL? WHAT MAKES YOU DIFFERENT?

LOGO/BRAND SPECIFIC QUESTIONS

WHAT COLOURS REFLECT YOUR BRAND? (BRIGHT, PASTEL, VINTAGE, NEON, PRIMARY)

WHAT REPRESENTS YOUR BUSINESS/YOU? IS IT AN ICON, A SHAPE, AN EMOTION, AN OBJECT ETC.

WHAT WILL YOUR LOGO BE USED FOR? THINK ABOUT THE DIFFERENT APPLICATIONS OF YOUR LOGO...

'THE MARMITE'

"YOUR LIKES AND DISLIKES"
LOVE IT OR HATE IT, I NEED TO KNOW BECAUSE EVEN THOUGH YOU LOVE MY STYLE I COULD SERVE YOU A DISH THAT TASTES GROSS. SO PLEASE TELL ME WHAT YOU LIKE. INCLUDING EXAMPLES OF OTHER LOGOS, FONTS/LETTERING STYLES YOU LIKE, COLOUR PALETTES YOU LIKE. SIMILARLY TELL ME WHAT TO AVOID AT ALL COSTS. FONTS YOU HATE, COLOUR COMBINATIONS THAT MAKE YOU FEEL SICK, LOGOS YOU HATE, THINGS THAT YOU REALLY DON'T WANT TO SEE.



LET'S SET THE MOOD WITH A BOARD

A MOOD BOARD IS A GREAT WAY TO COMMUNICATE VISUAL IDEAS AND AN OVERALL AESTHETIC. IT IS A VISUAL ANSWER TO THE QUESTIONS LAID OUT IN THE BRIEF. A COLLECTION OF IMAGES, COLOUR PALETTES, LETTERING STYLES, ICONOGRAPHY AND ANYTHING VISUAL THAT COMMUNICATES THE GENERAL FEELING OF THE AESTHETIC YOU ARE AIMING FOR. A MOOD BOARD IS A GREAT TOOL FOR DIRECTION AND A WAY OF ENSURING THAT I HAVE UNDERSTOOD YOUR NEEDS BEFORE I EVEN BEGIN COMING UP WITH IDEAS AND CONCEPTS. THIS DOESN'T HAVE TO BE A PERFECTLY LAID OUT COLLAGE BUT CAN BE A COLLECTION OF REFERENCE IMAGES.

AN EXAMPLE MOOD BOARD



AS A VISUAL PERSON, THE MORE VISUAL INFORMATION AND DIRECTION I AM GIVEN THE MORE EFFICIENT I AM WITH CREATIVITY AND TIME. A MOOD BOARD WILL REALLY HELP TO GET THE BEST OUT OF ME.

THE Sandpit