

# PROJECT SCOPE – RYAN PIGRAM PERSONAL BRAND IDENTITY

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## 1. Overview

This project is for the creation of a modern, balanced personal brand identity for Ryan Pigram. Ryan is an IT operations leader, digital transformation specialist, and lifestyle-focused creator. The brand must be clean, professional, minimal, and tech-forward, while still feeling human and approachable.

## 2. Deliverables

- Primary logo (name-based)
- Secondary logo / monogram (RP or designer concept)
- Horizontal and stacked variations
- Light and dark versions
- Vector files (AI, EPS, SVG)
- Transparent PNG versions
- Colour palette with HEX codes
- Typography recommendations (heading + body fonts)
- Social media kit:
  - Instagram profile icon
  - Instagram highlight icons (5)
  - LinkedIn banner
  - YouTube banner and profile image
- Mini brand guide covering:
  - Logo usage
  - Colours
  - Typography
  - Visual direction and examples

## 3. Brand Direction

The identity should reflect:

- Modern simplicity
- Professionalism and clarity
- Tech-aligned sophistication
- Confidence without being overly corporate

Avoid:

- Flashy gradients
- Cartoonish or overly playful designs
- Cluttered or overly complex visuals

#### **4. Usage Requirements**

The brand will be used across:

- LinkedIn
- Instagram
- YouTube
- Presentations and business documents
- Email signature
- Digital marketing materials

#### **5. Logo Text**

The primary logo must use:

Ryan Pigram

Optional tagline exploration (not required):

- Lead Simply
- Other options

#### **6. Submission Requirements**

Designers should submit:

- Multiple logo concepts
- Colour and font options
- Social media mockups
- Rationale for design direction
- Visual examples of brand application

#### **7. Objective**

To create a cohesive, standout personal brand identity that positions Ryan as a trusted, knowledgeable, and modern leader across technology, operations, and lifestyle content.