

**CHRISTOPHER  
DOYLE™  
IDENTITY  
GUIDELINES  
2008**



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# MY IDENTITY

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# INTRODUCTION



**Above** My identity just 5 years after its initial conception. While size and shape have evolved over time, core values and principles have remained the same.

My name is Christopher Doyle. These are my Identity Guidelines. As is the case with all identities, care must be taken with my appearance and tone to ensure my core values and visual integrity are maintained.

This is a guide to how I should look, feel and sound as a person; a guide that should serve as an aid for myself and for those around me in ensuring my identity remains clear, consistent and correct.

It should be noted that these guidelines are intended as just that, a guide. While all elements of my identity system have been designed to ensure consistency, allowances for variation have also been made. If followed, these guidelines will help my identity to evolve and feel fresh at every touchpoint.



**Above** My identity as it appeared between 2001 and 2006 in Extra Bold.

**Right** My identity as it appears today.

**Below** Original designers Mark and Pat Doyle, both of whom are still involved at a consultancy level.





# KEY IDENTITY FORMATS

My visual identity is based on casual construction. It is both careless and considered, dishevelled and designed. It has been created to allow for a number of formats that work alongside a consistent yet varied colour palette.

There are four key formats in which my identity can appear. Those in which it will most likely appear are:

**Full Colour Vertical** (the preferred, and most common format),  
**Full Colour Seated\_Casual** and  
**Full Colour Seated\_Formal**.

*Please note that all key formats can also appear in black and white (mono). See page 15 for black and white guidelines.*



**Above** Full Colour Vertical



**Above** Full Colour Seated\_Casual



**Above** Full Colour Seated\_Formal

# KEY IDENTITY FORMATS

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The final format in which my identity can appear is **Full Colour Vertical\_Private**.

This format carries with it a separate set of guidelines that can be obtained upon request. Use or application of this format also requires my direct permission.

Please note that while for myself this is a comfortable, and often preferred format, this version of my identity should under no circumstances appear in public.

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**Opposite** Full Colour Vertical\_Private

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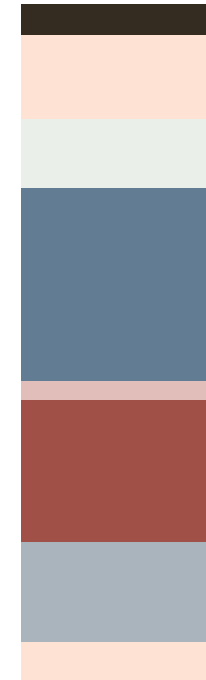
# COLOUR PALETTE

My identity can appear in either full colour or black and white (mono). In both formats the core colour palette, consisting of 100% black, must be present at all times. When appearing in colour, the secondary palette should consist of a number of variations and combinations, all of which must complement the core palette.

While colours and styles within the secondary palette can be layered, they must reference seasonal change. Under no circumstances should transparency ever be used.

*Please note that all colour variations must incorporate key hair and skin colours. These colours cannot change.*

Secondary palette



Core palette



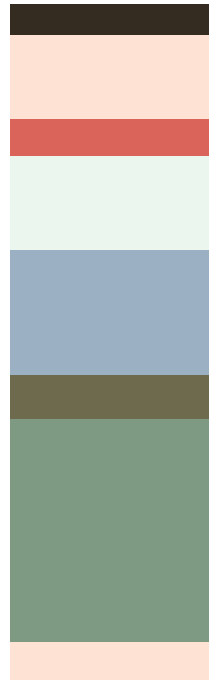
Secondary palette



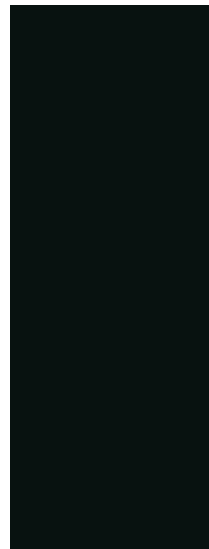
**Above** Full Colour Vertical

# COLOUR VARIATIONS

Secondary palette



Core palette



Secondary palette



Above Full Colour Vertical\_Variation

Secondary palette



Core palette



Secondary palette



Above Full Colour Vertical\_Variation



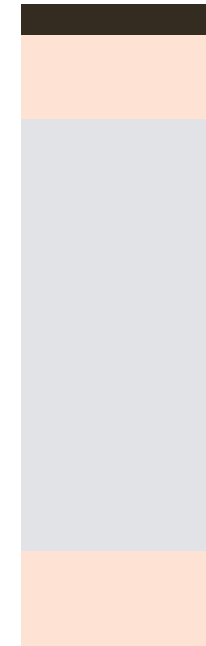
# BLACK AND WHITE

There will be instances in which my identity will appear in black and white (mono). In this format the core colour palette of 100% black must be retained.

Use of black in this format should be considered carefully. Overuse of black can have a potentially negative impact on perception but can also be used to streamline my identity, giving it a slimmer, more refined feel. Excess use of white is discouraged.

*Please note that my identity in mono format must still incorporate key hair and skin colours.*

Secondary palette



Core palette



Secondary palette



Above Mono Vertical



# GRAPHIC DEVICES

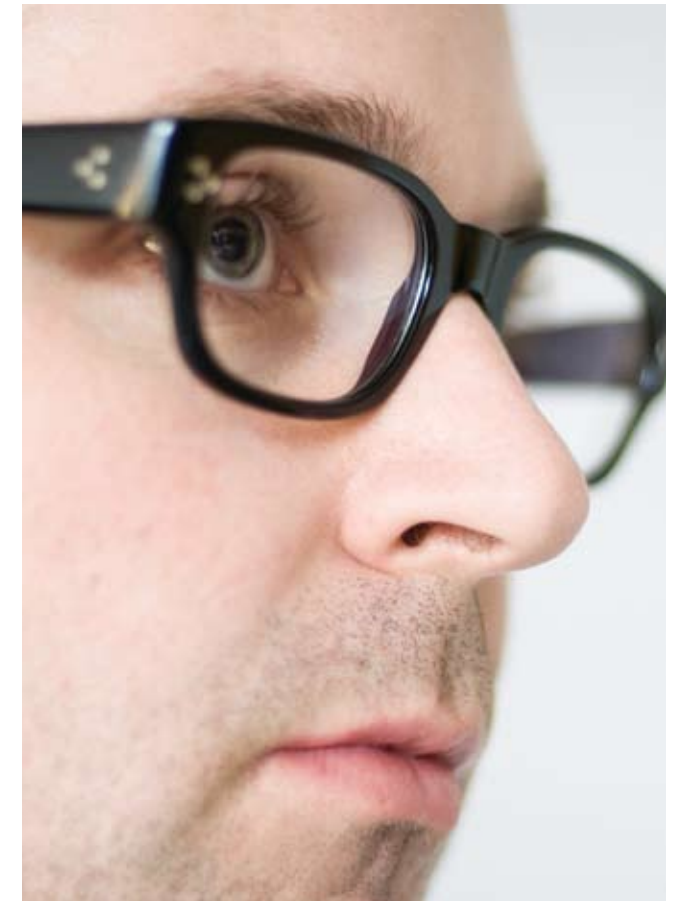
Supporting graphic devices should be used as simple additions to enhance individuality and can at times improve the overall vision of my identity (see **Graphic device\_Spectacles**). While these items can be updated and will inevitably change over time, they must always incorporate a core colour of 100% black.



**Core palette** Black



**Above** Graphic device\_Band

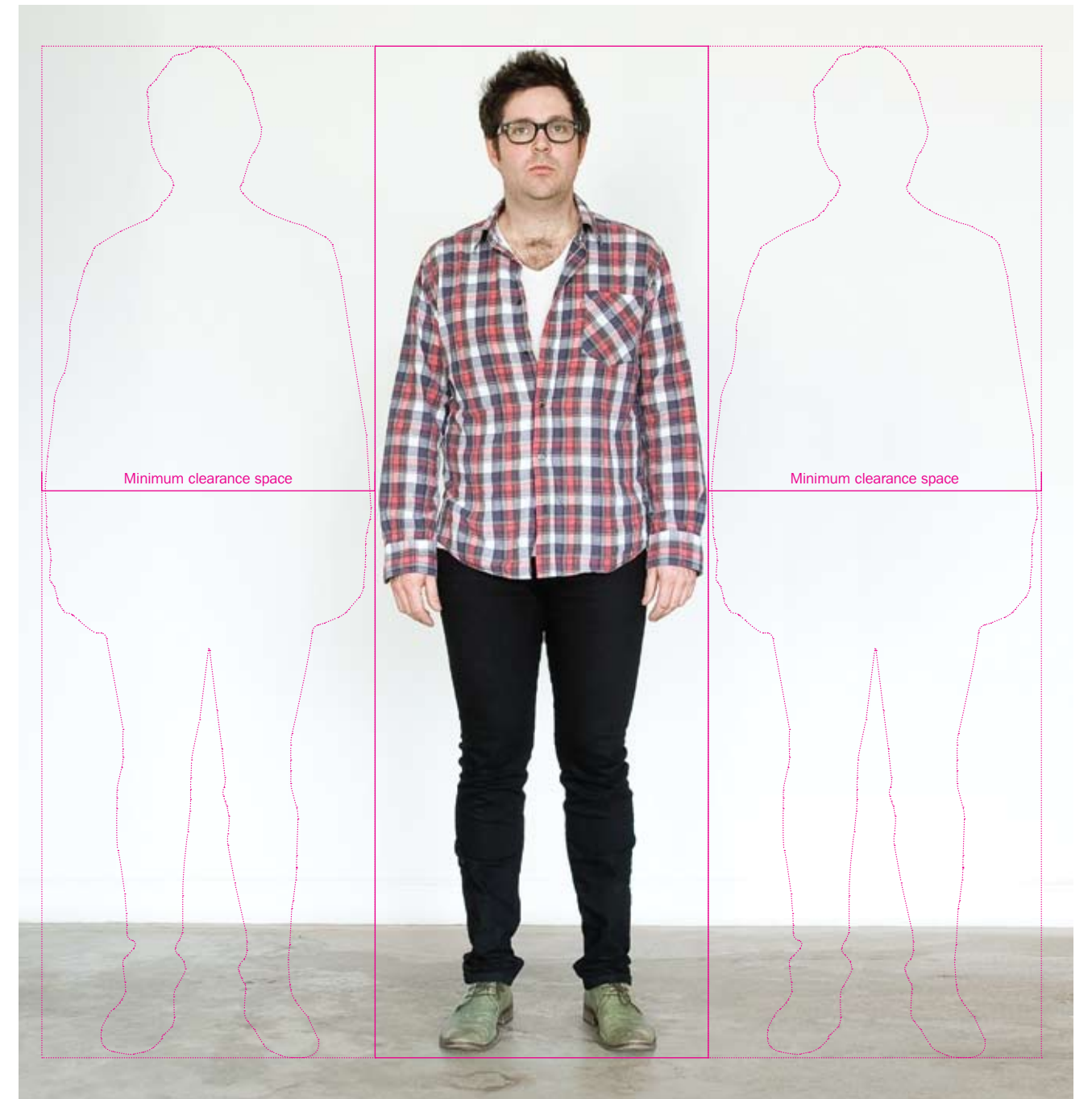


**Above** Graphic device\_Spectacles

# CLEARANCE SPACE

Everybody needs their own space. I'm no different.

A defined clearance space or 'personal' space for my identity must be adhered to at all times. The preferred distance is based on the width of my identity and should be maintained on all sides.



Above Full Colour Vertical\_Clearance space

# CLEARANCE SPACE

There are exceptions (some unavoidable) to the clearance space rule. The most common, and preferred, exception should occur in the company of **Sarah\_Full Colour Vertical**, and ideally **Sarah\_Full Colour Horizontal**.

**Opposite** Sarah\_Full Colour Vertical (shown left)





# MINIMUM SIZE

The minimum height at which my identity can appear is 89cm.  
The maximum, and most common height, is 183cm.

While my maximum height measurement has not changed since 1994, width measurements have varied, and will continue to vary. While it is not preferred, slight increases in width are common and it is for this reason a set width has not been specified.



Above Full Colour Vertical



Above Full Colour\_Minimum size



# INCORRECT USE

Adhering to Colour and Graphic Device guides will ensure consistency while allowing for the evolution and variation of my identity. Incorrect use of these elements will confuse not only myself, but those I interact with.

Incorrect uses of my identity include **Tucking** and **Tying** (shown opposite). These examples show how even the smallest alteration can dilute and confuse my identity, affecting overall perception.

*Please note that exceptions can be made to **Tying** in cases of extreme heat.*



**Above** Incorrect Use\_Tucking



**Above** Incorrect Use\_Tying

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# TONE OF VOICE

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My tone of voice can be summed up in two words: **loud** and **clear**.

Historically, my verbal expression has been equal parts cynicism and positivity. While an overly cynical or critical tone can lead to negative perception, balancing this with humour and positivity provides me with a unique and ownable voice.

Cynicism and criticism should follow the **I think** rule. This rule allows me to take ownership of critical statements, lessening any negative impact.

This rule simply involves beginning statements with ‘I...’ Take for example a common, aggressively delivered statement:

*“Nickelback are fucking awful.”*

When the **I think** rule is applied this statement now reads,

*“I think Nickelback are fucking awful.”*

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*While coarse language is a common element it should be used appropriately (for example, when discussing Nickelback), and never in the presence of Mum\_Full Colour Vertical.*

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# WAYFINDING

The offering or suggesting of direction should always involve clear, assertive movements. Hands are the only part of my identity that should be used to direct. Wayfinding should be employed when verbal directions are insufficient or discretion is required, and to deflect focus away from my identity.

Examples of questions that could require the use of wayfinding:

*“Hey, where’s that shitty pub with the free pool table?”*  
(see **Full Colour Vertical\_Left**)

*“Which one of you guys ate my yoghurt?”*  
(see **Full Colour Vertical\_Right**)

*“Chris, where do you see yourself heading within the company?”*  
(see **Full Colour Vertical\_Up**)



**Above** Full Colour Vertical\_Up



**Above** Full Colour Vertical\_Left



**Above** Full Colour Vertical\_Right



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# SUSTAINABILITY

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I care about myself and I care about my environment.

A strict vegetarian diet must be adhered to at all times and the use of recycled materials is encouraged in all aspects of my identity.

Below is a quick checklist of **Dos** and **Don'ts** that will help me to maintain a healthy, environmentally aware lifestyle:

## Dos

Vegetarian or organic food  
Recycling  
Secondhand/vintage clothing  
Public transport  
Energy efficient home appliances

## Don'ts

Meat or fish products\*  
Smoking\*  
Excessive drinking\*  
Unnecessary driving\*

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*\*Please note that while these actions are not in keeping with a healthy, sustainable lifestyle, they are at times unavoidable.*

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# ADDITIONAL INFORMATION

The purpose of these guidelines is to provide a framework for my identity that will help ensure it remains consistent, original and clear.

There will be occasions where elements will need to change or evolve, and situations may arise that have not been covered in these guidelines. In these instances my judgement, and that of those close to me, should be used to determine what direction would best suit my identity.

For any questions or further information regarding my identity please contact:

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Designed by Christopher Doyle  
Photography by Ian Haigh  
Printed on Envirocare 100% recycled stock

Printed by Digital Press, June 2008.