

2025



▲ANDREW BELTZ

# Br▲nd Guidelines

## ▶ The Purpose:

I have conducted a self-scout to explore my identity as a brand. These brand guidelines reflect who I am and serve as an exercise in utilizing AI tools to develop various sections. I will outline which parts were developed using specific AI programs, such as ChatGPT, which helped me gain insight into my position and purpose. This guide will serve as a framework to help me maintain consistency as I create branded elements for my website, presentations, and other assets. My ultimate goal is to learn more about AI tools and continue building my skills to become a better creative leader.

**0.1 Maintain Cohesion:** Ensure consistency across all platforms and touchpoints.

**0.2 Clarify Identity:** Define the brand's tone, values, and purpose.

**0.3 Guide Decision-Making:** Serve as a reference point for future branding decisions.

**0.4 Reinforce Authenticity:** Keep the brand grounded in its mission and values.

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## ▶ Who am I, and why?

To begin, I used ChatGPT to help me understand my position and purpose. By providing prompts that led to essential questions, I compiled a written brand profile that ultimately guided me to discover my "why."

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## ▶ My WHY?

After creating the brand profile, I discovered that my 'why' is to "leave the world a better place." This resonates deeply with me, reflecting my personal journey as a Boy Scout. On every trip, our goal was to leave no trace and to enhance the campsite, improving it beyond its initial state. The training and adventures I experienced as a Boy Scout, culminating in achieving the rank of Eagle Scout, are fundamental to my values and continue to inspire my mission today.

▶ To leave the world in a better place ◀

## ▶ The Mission:

My mission is to positively impact the world through thoughtful design, craftsmanship, and innovation. I am committed to crafting solutions that seamlessly blend form and function, ensuring both aesthetic appeal and practical utility. Guided by integrity and a steadfast commitment to excellence, I strive to create designs that not only meet the needs of today but are also sustainable for the future.

▶ Purposeful Design. Built Right. ◀



image generated from Dall-E.

## ▶ Vision:

My goal is to leave every project—and the world—better than I found it, fostering a legacy of meaningful impact and enduring quality

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## ▶ Positioning

- 0.1 Balance: Create harmony between form, function, and purpose.
  - 0.2 Wholeness: Deliver complete, well-thought-out solutions.
  - 0.3 Simplicity: Keep designs clear, effective, and user-friendly.
  - 0.4 Precision: Focus on detail and accuracy.
  - 0.5 Innovation: Continuously seek creative and forward-thinking solutions.
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## ▶ Personality

At the core of my personal values is a deep passion for design. I bring this enthusiasm and dedication to every project, infusing it with purpose and inspiration to create meaningful and impactful solutions.

- 0.1 **\*\*Integrity\*\***: Stay true to my values and commitments.
- 0.2 **\*\*Thoughtfulness\*\***: Consider solutions deeply before execution.
- 0.3 **\*\*Adventure\*\***: Embrace new challenges and innovation.
- 0.4 **\*\*Dependability\*\***: Consistently deliver reliable and trustworthy results.

## ● Tone & associations:

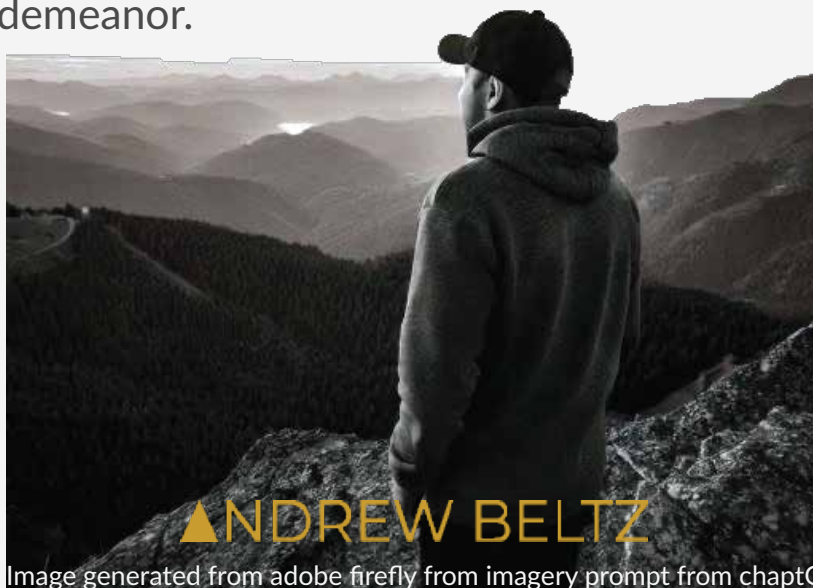
Calm, casual, concise, yet fun and easygoing.

Brands that I used with ChatGPT to help build personal style.



## ● Personal Style:

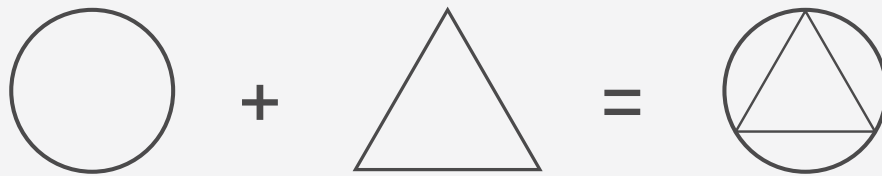
My personal style reflects a designer with a beard, often wearing a hat and hoodies, which conveys a laid-back, approachable demeanor.





## Symbols

This exercise uses a combination of ChatGPT and Perplexity to examine symbols associated with brand and personal values. The symbols selected were chosen for their simplicity and relevance to my values.



### Circle Symbolism

**01. Universality & Wholeness:** Represents unity, completeness, integrity and infinity—it has no beginning or end.

**02. Cycles & Time:** Associated with natural cycles of life, such as seasons and birth-death-rebirth, embodying concepts like karma.

**03. Connection & Inclusion:** Symbolizes community and harmony, fostering equality and inclusiveness through circular gatherings.

### Triangle Symbolism

**01. Strength & Stability:** The strongest geometric shape symbolizing stability, foundation, balance and simplicity.

**02. Direction & Energy:** An upward-pointing triangle indicates ascent, ambition and adventure, while a downward triangle represents grounding and receptivity.

**03. The Trinity & Balance:** Linked to trinities across cultures and religions, representing Mind-Body-Spirit and other significant connections.

**04. Transformation & Change:** Suggests movement and progression toward a higher plane of existence.

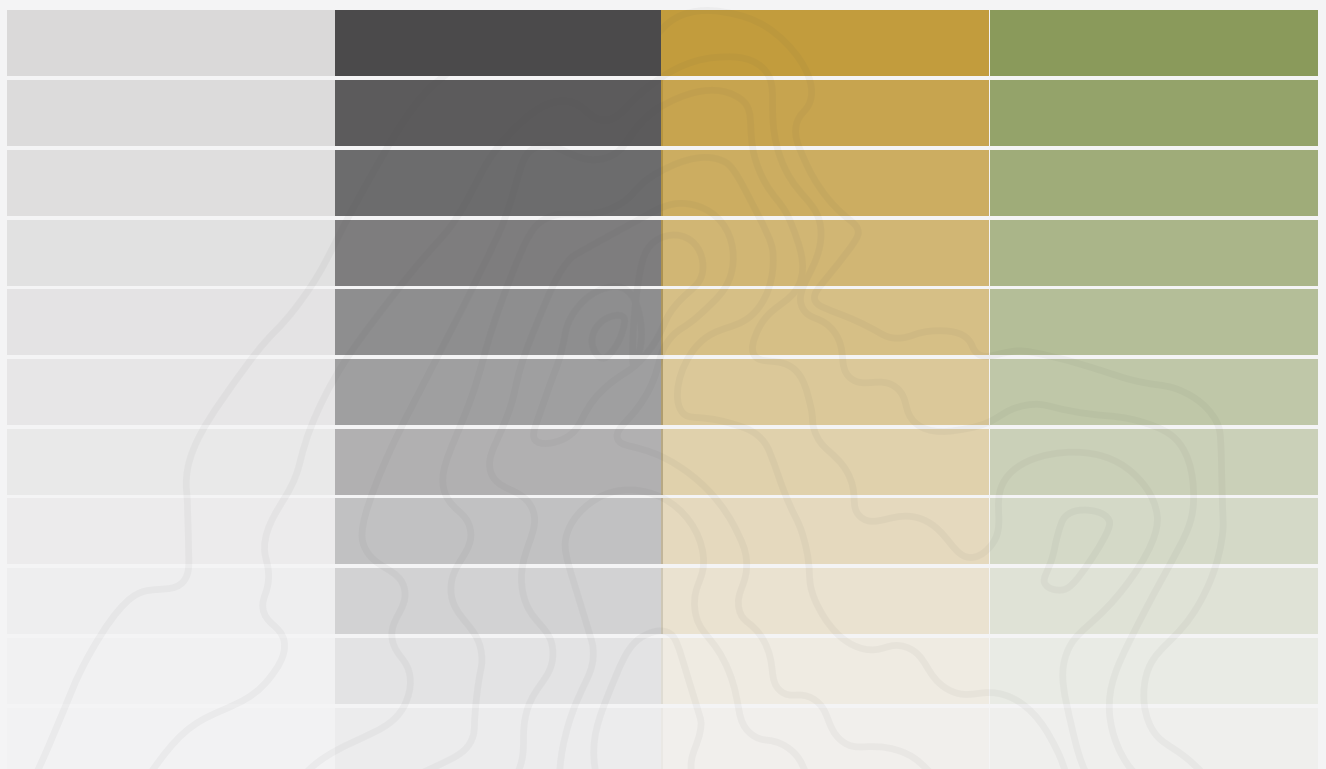
**05. Equilateral Triangle:** Represents harmony when perfectly balanced.

#d9d9d9

#f4f4f4



#8a9a5b





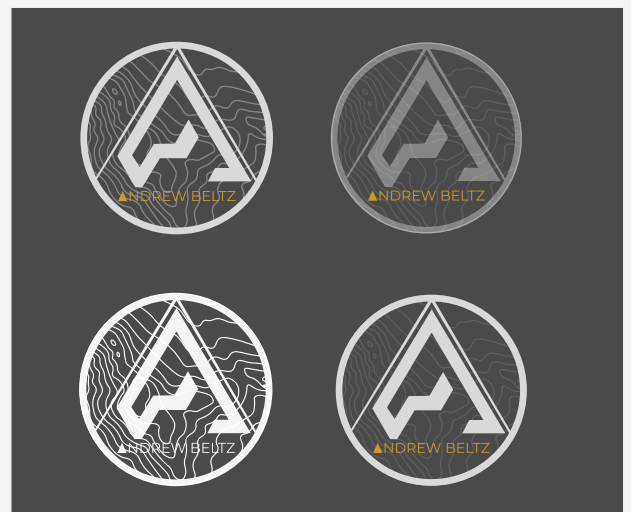
## Primary Logo



## Secondary Logo

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# ANDREW BELTZ STYLE GUIDE

## PRIMARY LOGO & SAFE SPACE



## SECONDARY LOGOS

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## BRAND FONTS

### Montserrat

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Lato

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## COLOR PALETTE



## BRAND SHAPES



## IN USE



## ◉ Fonts

### Montserrat

Medium - Heading

abcdefghijklmnopqrstuvwxyz0123456789

### Montserrat

Regular - Titles

abcdefghijklmnopqrstuvwxyz0123456789

### Montserrat

Thin - Captions

abcdefghijklmnopqrstuvwxyz0123456789

### Lato

Regular - Body copy

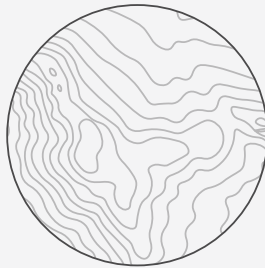
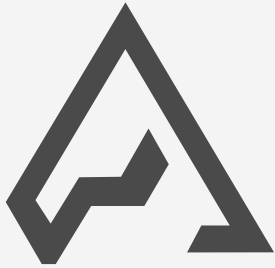
abcdefghijklmnopqrstuvwxyz0123456789

### Lato

Light - quote

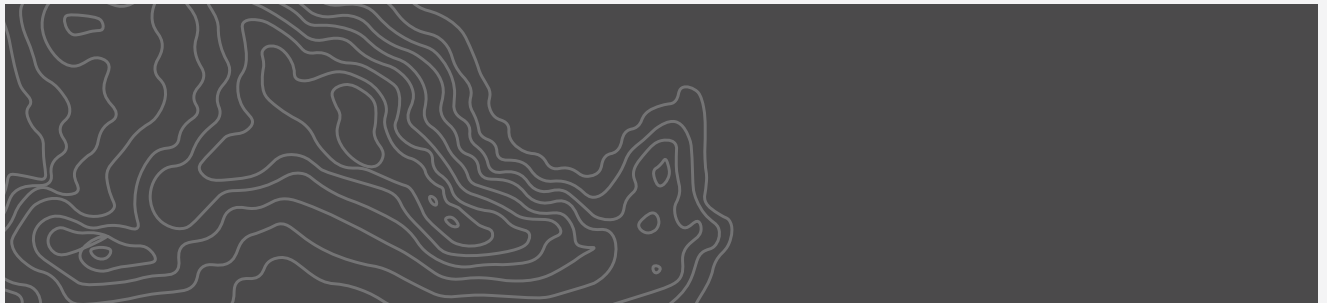
abcdefghijklmnopqrstuvwxyz0123456789

## ▶ Shapes



## ▶ Patterns

Topography background of favorite places



Triangle patterns as an abstract view of lights from an overlook at night



Image generated with Adobe express- patternkid.ai



Image generated with Adobe express- patternkid.ai

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1.4

## ► Imagrey



Image generated with Ideogram.ai

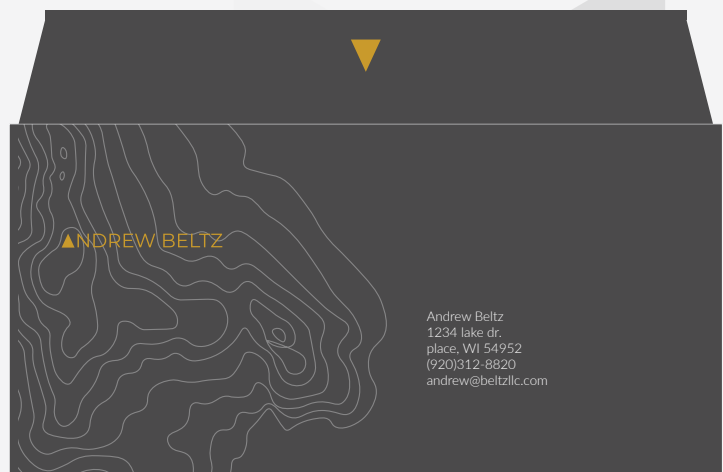


Image generated with dall-E and  
photoshop generative tools



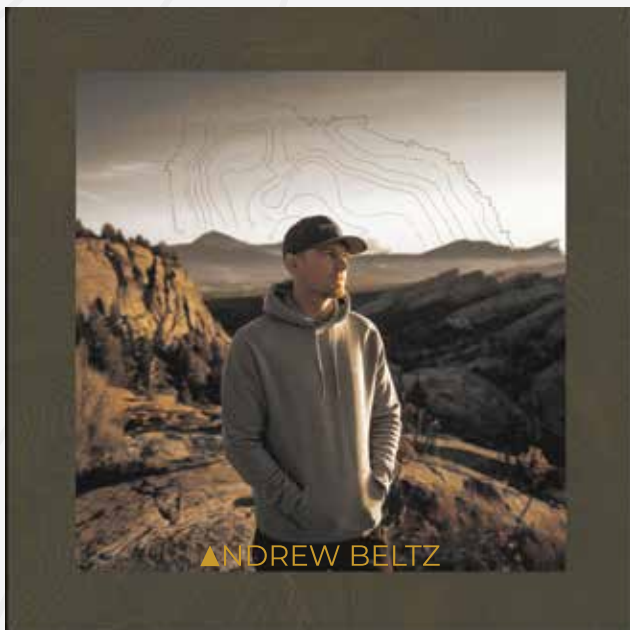
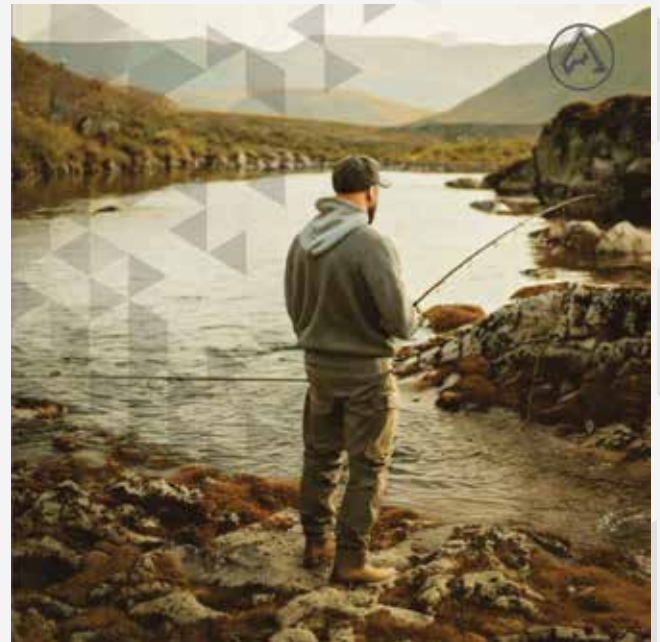
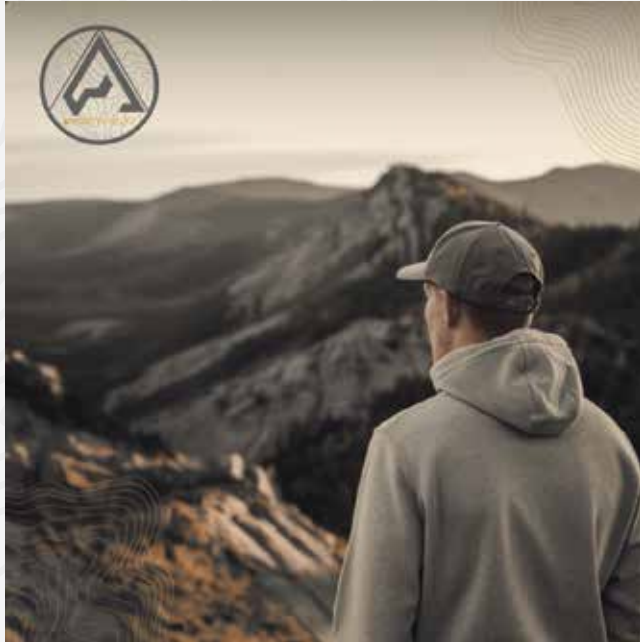
Image generated with ideogram.ai



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1.5

## ▶ Imagrey



Images generated with dall-E and  
photoshop generative tools, and adobe Firefly



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