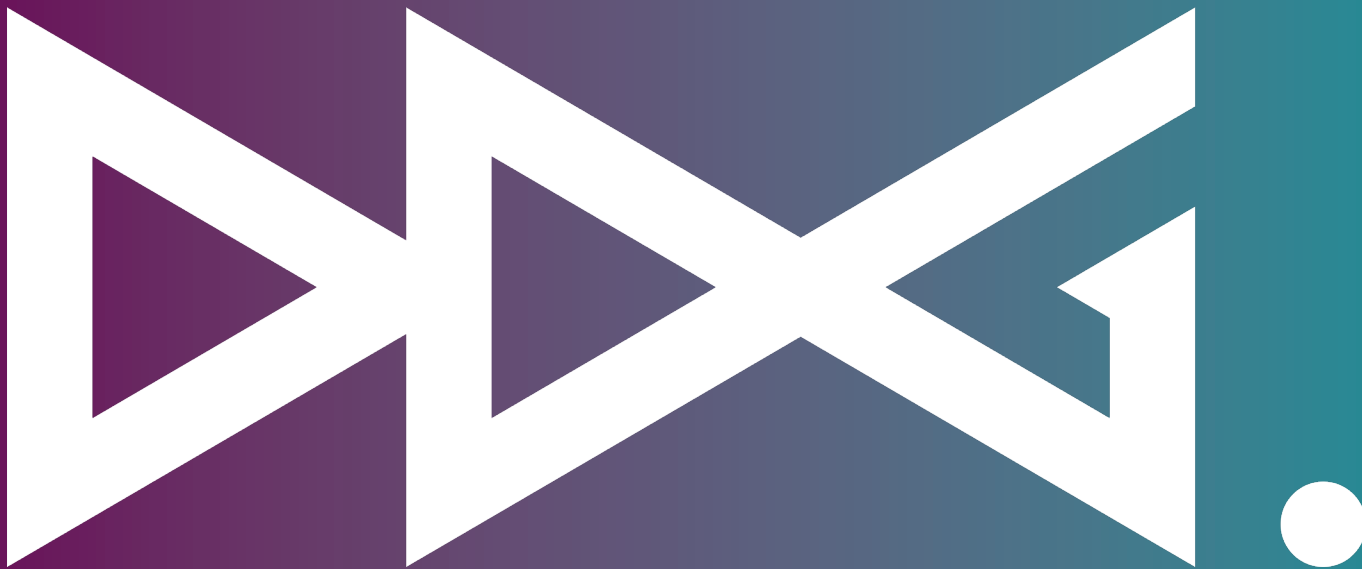


by Daniël de Goederen

BRAND GUIDELINES





WHO AM I?

I am Daniël de Goederen, a 21 year old Industrial Designer and entrepreneur. I live in Eindhoven, the Dutch heart of innovation. I am in my fourth and final year of my study Industrial Design at the Technical University of Eindhoven.

I am an allround designer being proficient at a wide range of skills, such as Adobe Illustrator, Photoshop, Premier Pro, Figma and Solidworks.

Furthermore, I have been part of the Dutch Design Week in 2024, presenting a research design project about how AI influences the creativity of designers.

MY MISSION

My mission is to empower society by leveraging design and entrepreneurship.

Me



VALUES

Curiosity

Growth

Happiness

Humor

Optimism

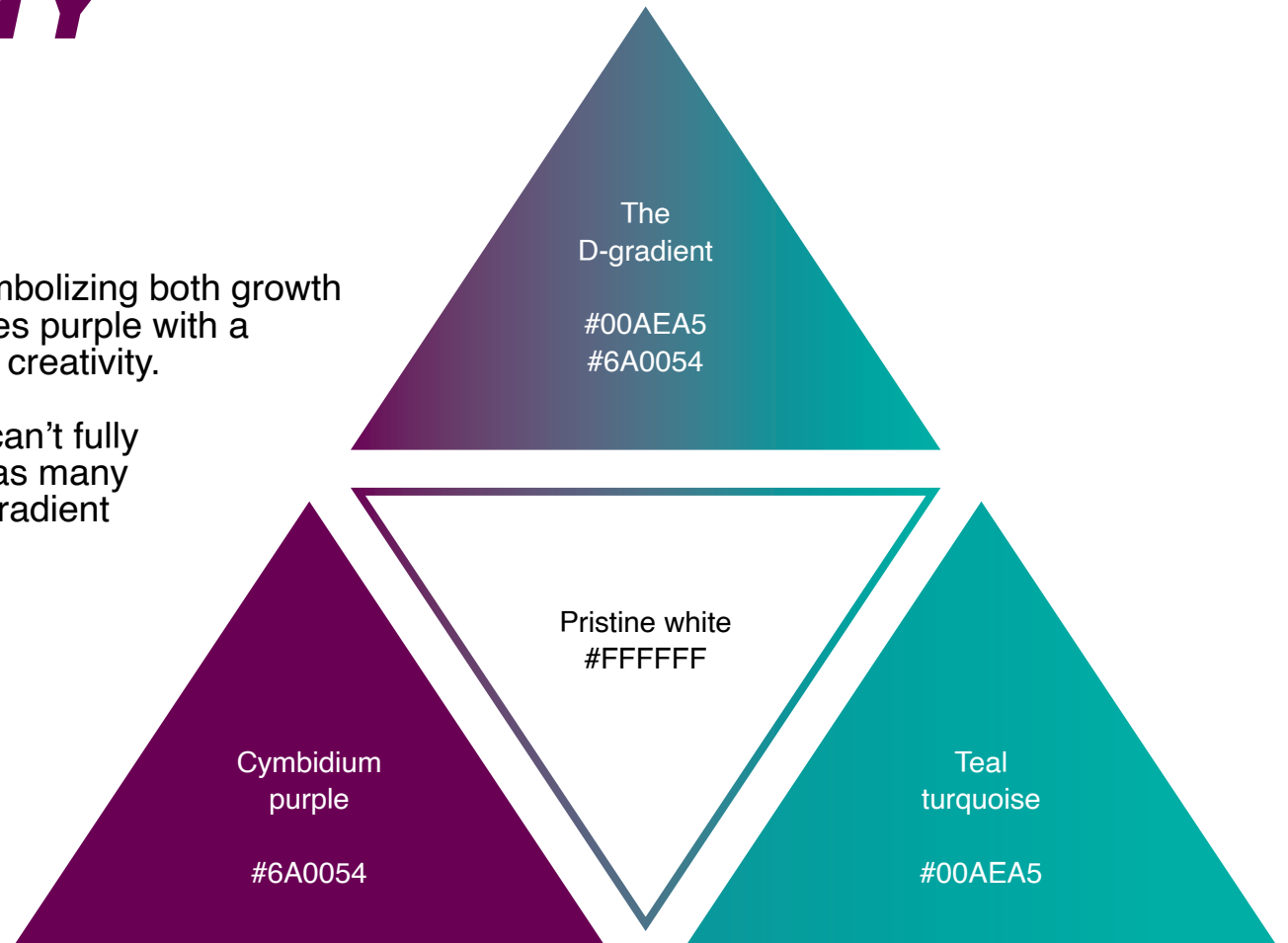


VISUAL IDENTITY

COLORS

The teal turquoise blends blue and green, symbolizing both growth and discipline. The cymbidium purple combines purple with a touch of red, conveying warmth, passion, and creativity.

I chose a gradient because two colors alone can't fully embody who I am. I like to express myself in as many different ways as possible. Beyond that, the gradient also signals inclusivity and diversity.

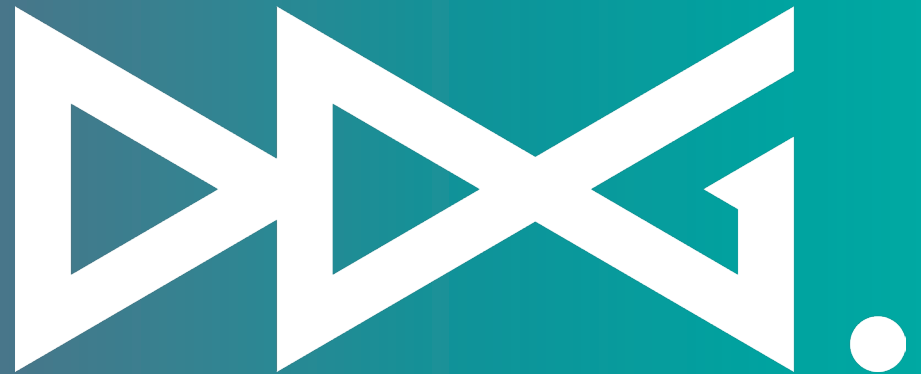




LOGO DESIGN

The logo originates from the first three letters of my name, Daniël de Goederen, distilled through several iterations to embody growth and diversity. The two D's become right-pointing triangular arrows, suggesting momentum and progress.

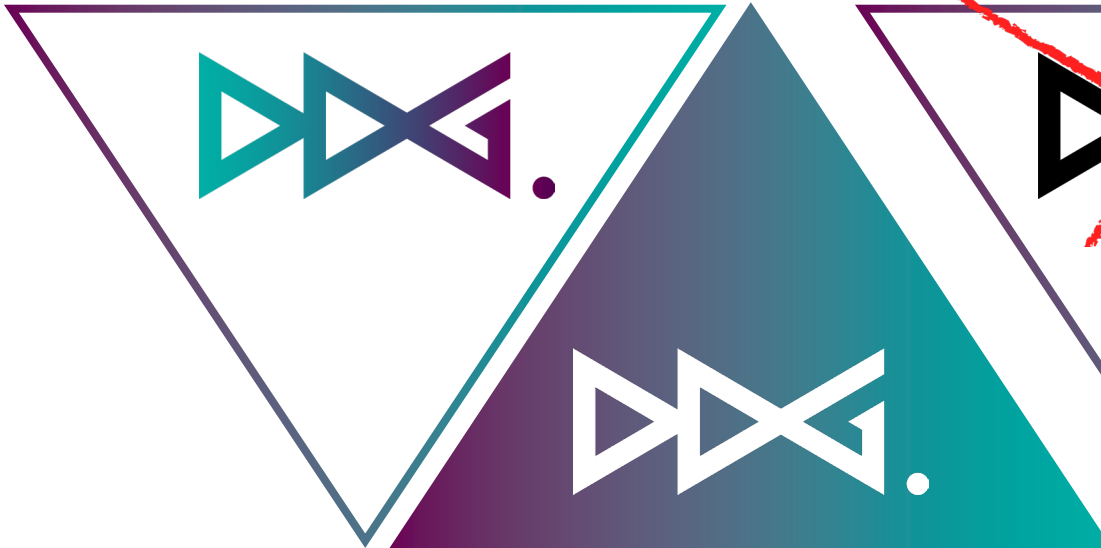
From there, the D and G merge in a continuous flow that echoes the Double Diamond design process, ending in a circle. This final circle underscores the “dare to be different” motto, standing apart after a sequence defined entirely by triangles.





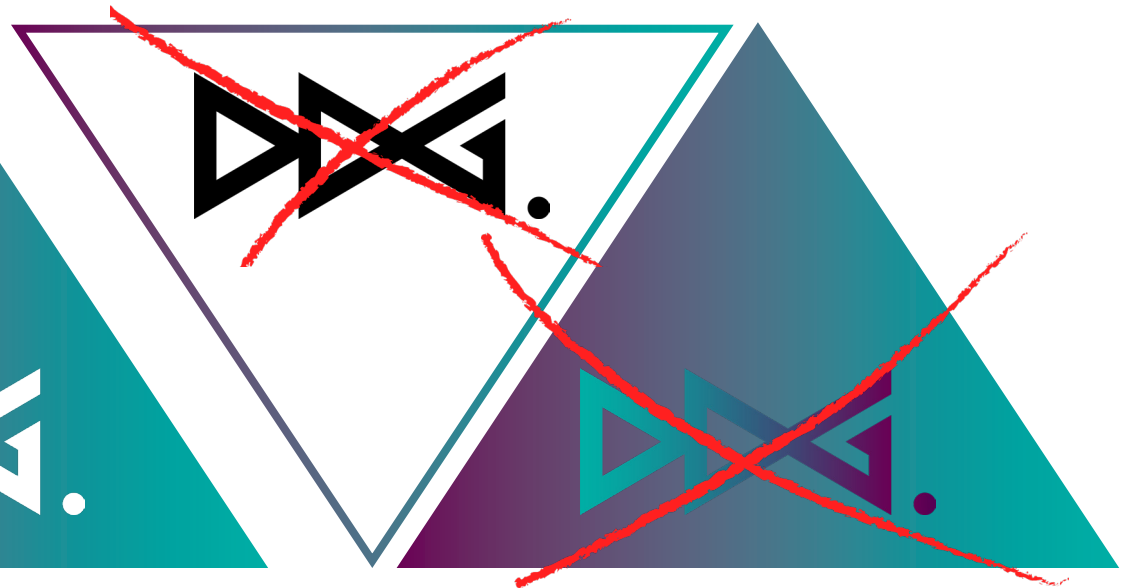
LOGO USE

DO.



Always use the white logo on the gradient background, or if not possible otherwise, a different dark background. Always use the gradient logo on a clean white background.

DON'T.

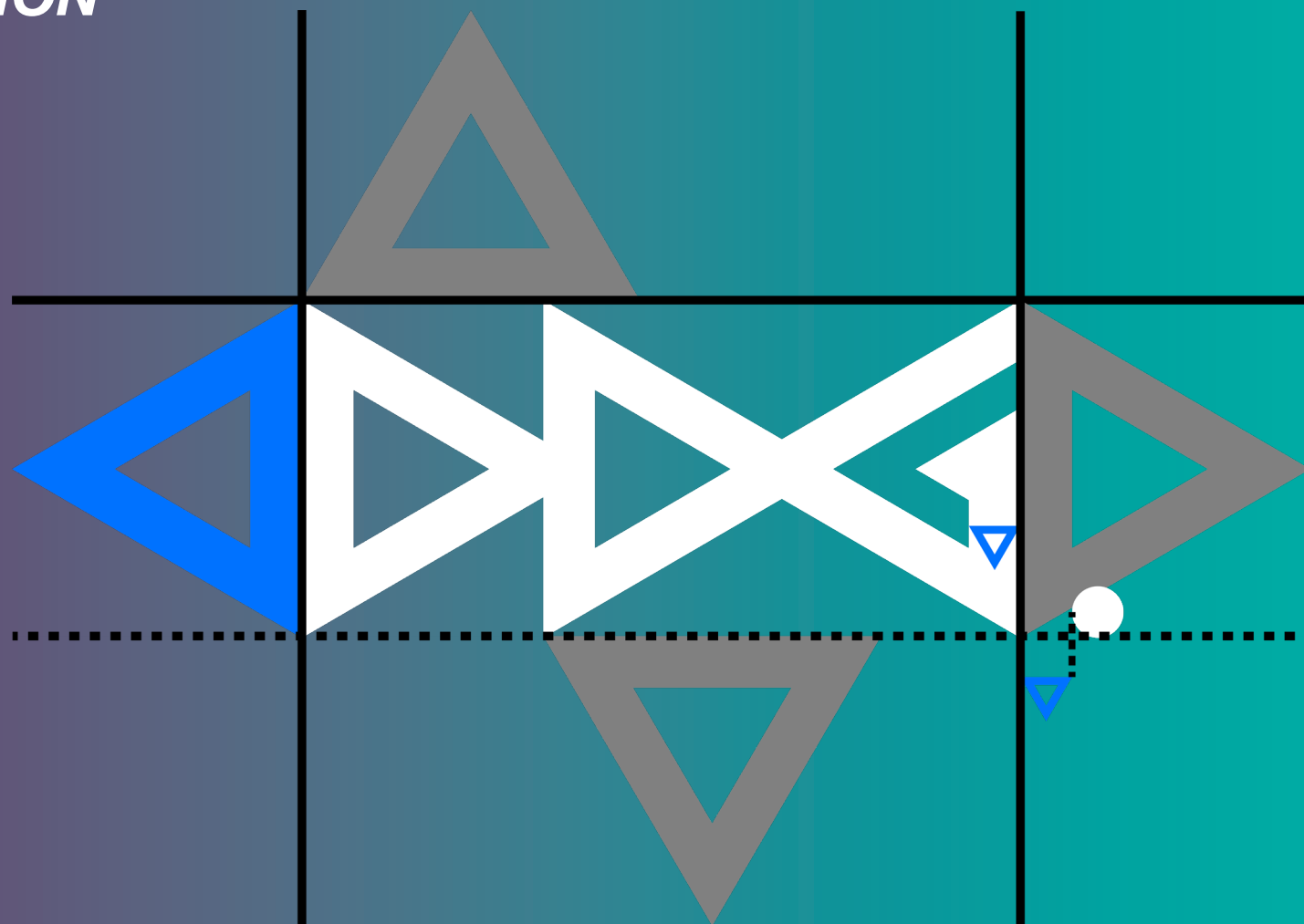


Never use a black version of the logo. Never put the gradient logo on a gradient background.



MARK CONSTRUCTION

The logo should always have a minimum size of 50 by 20 pixels. Furthermore, when using the logo in combination with text, the clear space of the logo should be the size of the triangles used in the logo, except at the end where the distance has to be measured from the G instead of the dot. The width of the triangles is the distance between the last triangle and the dot.





ICONOGRAPHY

DDG uses a variety of icons which support the brand's image. All share the same width of 2 px.





TYPOGRAPHY

DDG makes use of three fonts: Autography, Helvetica and Helvetica Neue. This combination strikes a balance between seriousness and playfulness. On a white background, always use cymbidium purple for the heading and teal turquoise for the sub-heading.

Autography

Should only be used
for my name, highlighting
or accenting.

Like this

Should only be
used for sub-headings.

Bold Italic
HELVETICA NEUE

HELVETICA NEUE
Black italic

Should only be used for
headings.

Should only be
used for normal text.

Helvetica



VERBAL IDENTITY

I aim to dress appropriately, appear neatly on time and introduce myself with enthusiasm, excitement and optimism.

***Funny vs.
serious***

*Be funny but not
overly cringe.*

Formal vs. casual

*Be casual
and easy going
but act formal in
required occasions.*

***Enthusiastic
vs. matter-of-fact***

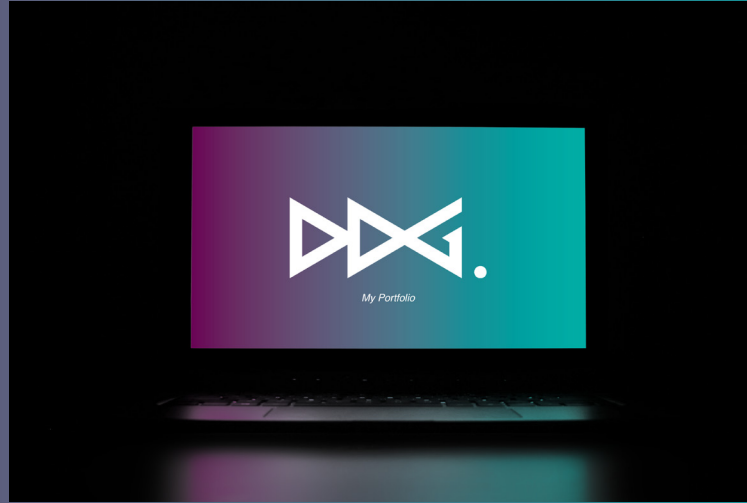
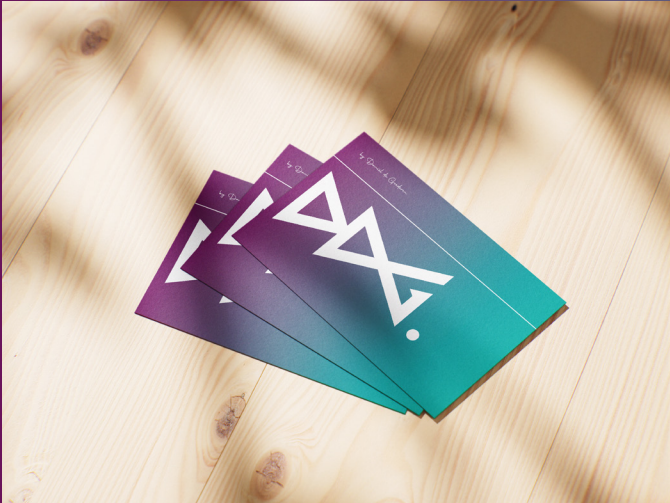
*Be as enthusiastic and
optimistic as possible.
Embrace new ideas.*

***Respectful vs.
irreverent***

*Be respectful but
not overly
apologetic*



ASSETS



DDG can be used in a variety of different media such as business cards, websites and mobile applications.



THANK YOU.

Daniël de Goederen



Brand guidelines DDG

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by

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