

JaZeR Brand Kit

This Markdown file is the single source of truth for JaZeR brand visuals. Save it as `Brand-Guidelines.md` in your Brand-Kit folder.

Purpose

Maintain consistent visual identity across music releases, thumbnails, social profiles, videos, and merch.

What to Store Here

Logo Files

- Primary logo in full color, multiple formats.
- Secondary or alternate lockups.
- Horizontal, vertical, and icon-only versions.
- Light and dark versions.
- Transparent PNGs.
- Vectors in SVG, AI, and EPS.

Brand Guidelines

- This brand kit `.md` file.
- A PDF export of it when needed.
- Color palette specifications with HEX, RGB, and CMYK.
- Typography guidelines.
- Logo usage rules with spacing and minimum sizes.
- Do and do not items.

Templates

- Thumbnail templates.
- Social media templates.
- Presentation title slide and lower third.
- Email signature.

Brand Assets

- Patterns, textures, and starburst flares.
- Icon set.
- Hero imagery and photography examples that match your motifs.

File Naming Convention

- `Logo_Primary_Full-Color.png`
- `Logo_Secondary_White.svg`
- `Logo_Icon-Only_Black.png`
- `Brand-Guidelines_2025.pdf`
- `Color-Palette_Specifications.md`

Color Palette

Primary emphasis is purples, blues, pinks, and golds. Values below include HEX, RGB, and CMYK approximations.

Name	HEX	RGB	CMYK
---	---	---	---
Electric Purple	#8B5CF6	139, 92, 246	43%, 63%, 0%, 4%
Cosmic Blue	#3B82F6	59, 130, 246	76%, 47%, 0%, 4%

Neon Pink	#EC4899	236, 72, 153	0%, 69%, 35%, 7%
Sunburst Gold	#F59E0B	245, 158, 11	0%, 36%, 96%, 4%
Aether Teal	#06B6D4	6, 182, 212	97%, 14%, 0%, 17%
Ultraviolet	#A78BFA	167, 139, 250	33%, 44%, 0%, 2%
Night Black	#0B0E12	11, 14, 18	39%, 22%, 0%, 93%
Stardust White	#F8F9FF	248, 249, 255	3%, 2%, 0%, 0%
Graphite	#1F2937	31, 41, 55	44%, 25%, 0%, 78%
Soft Slate	#94A3B8	148, 163, 184	20%, 11%, 0%, 28%

Palette usage

- Primaries. Electric Purple and Cosmic Blue are the anchors.
- Secondaries. Neon Pink and Sunburst Gold are accent bursts. Use for highlights, CTA text, glows, and small elements.
- Support. Aether Teal and Ultraviolet extend the spectrum on darker backgrounds.
- Neutrals. Night Black is the default background. Stardust White is the default light text. Graphite and Soft Slate are for UI, borders, or captions.

CSS variables

```
:root {  
--jazer-electric-purple:#8B5CF6;  
--jazer-cosmic-blue:#3B82F6;  
--jazer-neon-pink:#EC4899;  
--jazer-sunburst-gold:#F59E0B;  
--jazer-aether-teal:#06B6D4;  
--jazer-ultraviolet:#A78BFA;  
--jazer-night-black:#0B0E12;  
--jazer-stardust-white:#F8F9FF;  
--jazer-graphite:#1F2937;  
--jazer-soft-slate:#94A3B8;  
}
```

Typography

- Primary font. **Orbitron** for headlines. Bold for H1. Medium for H2 and H3.
- Secondary font. **Montserrat** for body and UI labels. Regular and SemiBold only.
- Fallbacks. Arial and Helvetica for body. Trebuchet MS for headings if Orbitron is missing.

Recommended sizes for digital.

- H1. 64 px
- H2. 40 px
- H3. 28 px
- Body. 18 to 20 px
- Small. 16 px

Tracking and effects.

- Slightly increase letter spacing on large neon headlines. 2 to 4 percent.
- Optional outer glow. 2 to 4 px blur. Use the palette color of the text.

Logo Usage

Clear space.

- Keep padding equal to the height of the letter J around the logo on all sides.

Minimum sizes.

- Digital. 160 px width minimum.
- Print. 30 mm width minimum.

Backgrounds.

- Use light or dark versions for maximum contrast.
- On busy imagery, add a thin neon outline or glow that matches one of the primary colors.

Do not.

- Do not skew or stretch.
- Do not recolor outside the approved palette.
- Do not add drop shadows that fight with the glow aesthetic.
- Do not place on low contrast or patterned backgrounds without an outline.

Templates

Create and store the following in `Templates/`.

- **YouTube Thumbnail**. 1280 x 720. Center-safe text. Use Electric Purple or Cosmic Blue gradient with Neon Pink or Gold accent.
- **YouTube Channel Art**. 2560 x 1440. Keep key art in the 1546 x 423 safe area.
- **Instagram Post**. 1080 x 1080. Clean border. Gold accent elements.
- **Story or Reel**. 1080 x 1920. Large headline near the middle. CTA near the bottom.
- **X Header**. 1500 x 500. Left aligned logotype. Keep the right side clean for the avatar overlay.
- **Email Signature**. 600 px max width PNG plus a plain text fallback.

Imagery Style and Motifs

- Cosmic portals, neon starbursts, mandalas, and mythic jellyfish deities.
- Long exposure light trails, sci fi silhouettes, night city reflections after rain.
- Keep the energy high with purples, blues, pinks, and gold accents.
- Use vignette or radial glow to draw focus to the subject.
- Grain and chromatic aberration can be used lightly for texture.

Iconography and Graphic Elements

- Rounded neon lines, orbit paths, microchip traces, and constellation dots.
- Symbols for power, infinity, stars, and masks.
- Use 2 px line thickness on most UI icons. 3 px for hero symbols.

Best Practices

1. Keep master files. Do not delete original editable versions.
2. Export multiple formats. PNG for transparency. SVG for vectors. JPG for compressed art. AI or PSD for source files.
3. Document everything. Log changes to colors, logos, and templates in this file.
4. Version control. Update the version string at the top when changes are made.
5. Share widely. Give your collaborators read access and keep this file pinned.

Quick Access Checklist

- ☐ Primary logo in PNG with transparency
- ☐ Logo in SVG vector format
- ☒ Light and dark logo guidance
- ☒ Brand color HEX codes documented
- ☒ Font names documented
- ☒ Brand guidelines in Markdown created
- ☐ Thumbnail templates exported and saved

Credits and Contact

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