

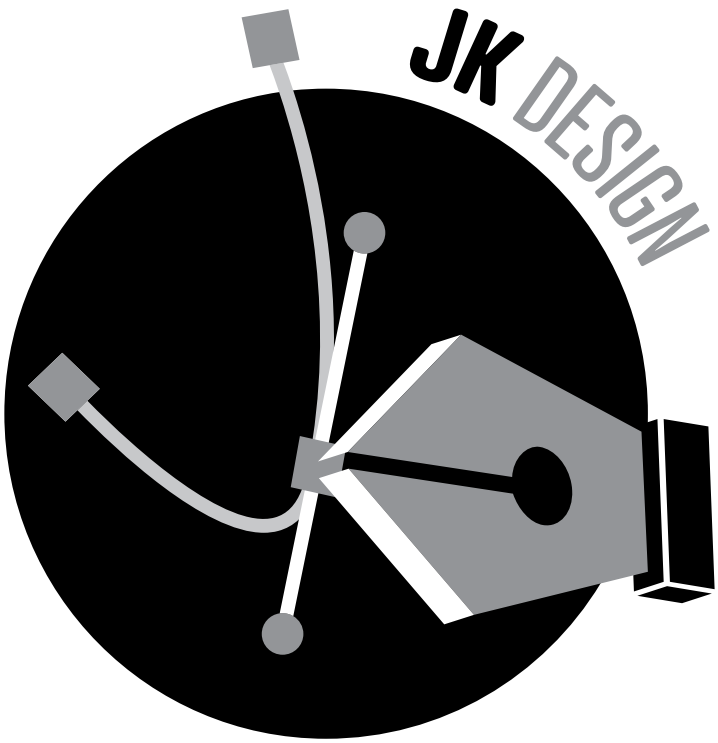
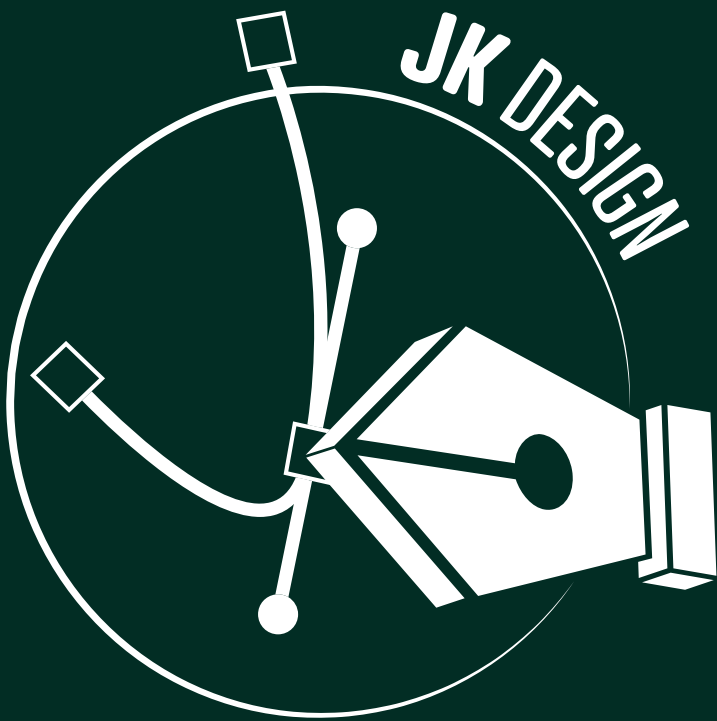
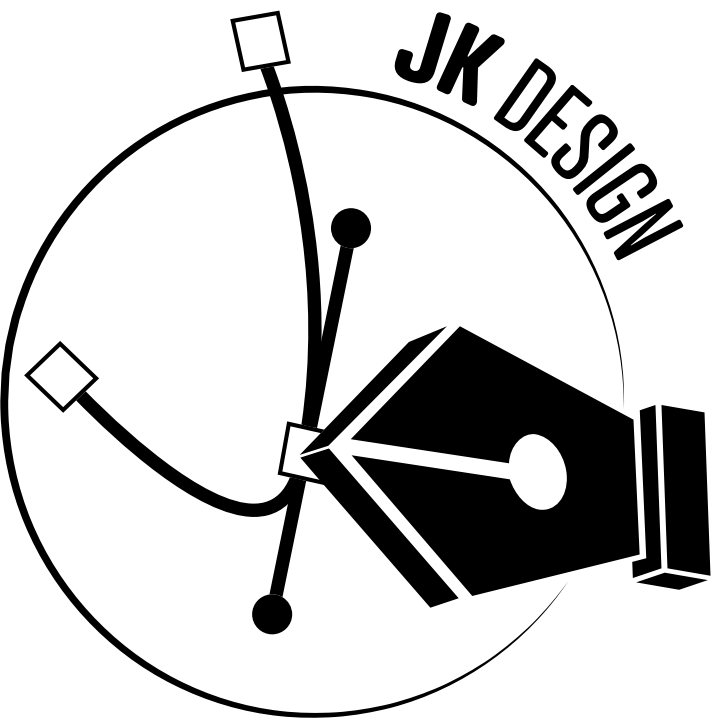
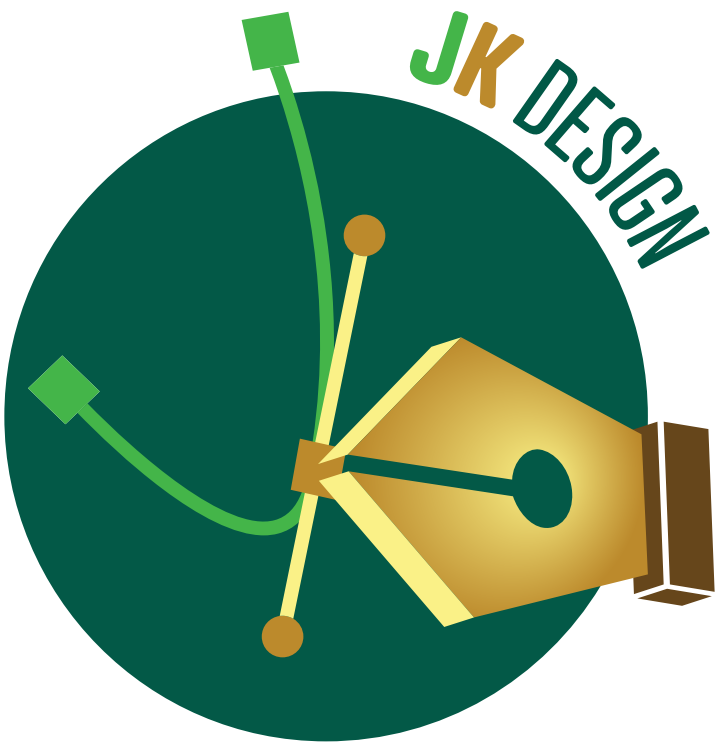
THE LOGO

The logo for JK Design uses the letters “J” and “K” to form an image of a pen tool drawing a curve. The pen tool in the logo conveys that JK Design is specialized in digital design platforms that use the pen tool, such as Adobe Illustrator and Photoshop.

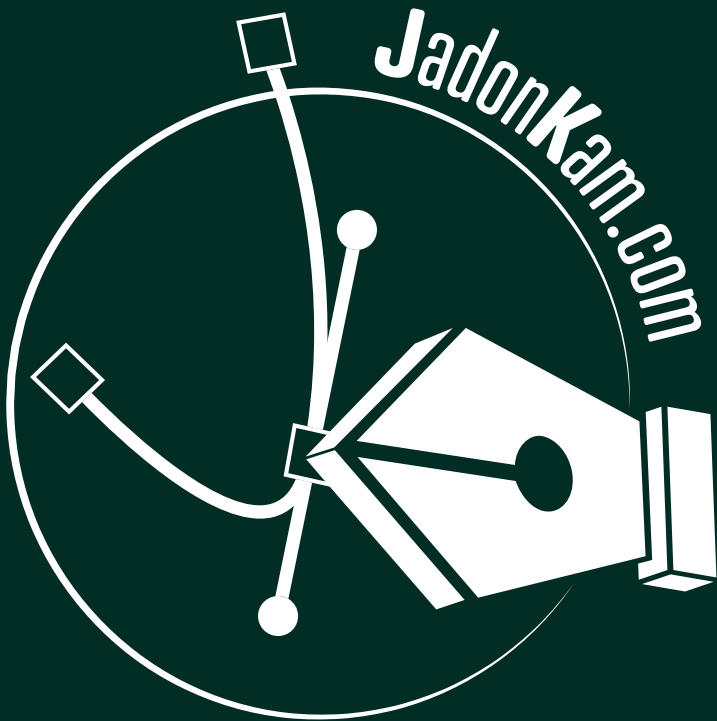
The logo uses the font named Atrament. This condensed font gives the logo a modern look.

The logo should not be smaller than 0.5 inches wide. When the logo is used at this small size, it can be used without the text of “JK DESIGN”. If the logo includes the text “JK DESIGN”, the logo should not be smaller than 0.75 inches wide.

To ensure that surrounding visuals do not affect the clarity of the logo, the height of the text “JK DESIGN” should be used as a guideline for the amount of clearspace around the logo.



JK DESIGN



BRAND COLOURS

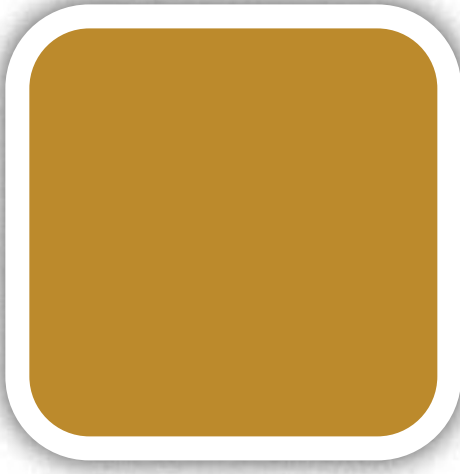
The three primary brand colours are gold, green, and teal. When designing the logo, gold was chosen to make the pen tool image in the logo resemble the gold tip of a fountain pen. Green and teal were then chosen so that the brand colours could look harmonious through using an analogous colour scheme.

When creating communication material for JK Design, tints and shades of the brand colours should be used as background and accent colours. A secondary palette which includes the tints and shades of yellow and brown can be used as well.

PRIMARY BRAND COLOURS



CMYK	73 C	0 M	100 Y	0 K
RGB	69 R	182 G	73 B	
HEX	45b649			
PANTONE	361			



CMYK	25 C	45 M	100 Y	5 K
RGB	188 R	138 G	44 B	
HEX	bc8a2c			
PANTONE	7556			



CMYK	90 C	41 M	74 Y	35 K
RGB	3 R	89 G	71 B	
HEX	035947			
PANTONE	7729			

PRIMARY PALETTE

112e12	235b25	348937	45b649	6ac56d	8fd392	b5e2b6	daf0db
--------	--------	--------	--------	--------	--------	--------	--------

2f220b	5e4516	8d6821	bc8a2c	c9a156	d7b980	e4d0ab	f2e8d5
--------	--------	--------	--------	--------	--------	--------	--------

011612	022d24	024335	035947	357a6c	689b91	9abdb5	cddeda
--------	--------	--------	--------	--------	--------	--------	--------

SECONDARY PALETTE

3f3d22	7d7944	bbb565	faf287	fbf59f	fcf7b7	fdfacf	fefce7
--------	--------	--------	--------	--------	--------	--------	--------

191207	33230e	4d3514	66461b	856b49	a39076	c2b5a4	e0dad1
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TYPOGRAPHY

The font for the logo text is Atrament set in all uppercase. In the logo, “J” and “K” have a font-weight of SemiBold. “DESIGN” has a font-weight of Regular.

In addition to Atrament, the brand font also includes the Helvetica font family. Atrament should be used in the headers and subheaders on communication material. To ensure paragraphs are easily legible, Helvetica should be used for the body and other complimentary text on communication materials.

Logo Font: Atrament SemiBold

Atrament Regular

Logo Font Family: Atrament

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Atrament Light

Aa

Atrament SemiBold

Aa

Atrament Light Italic

Aa

Atrament SemiBold Italic

Aa

Atrament Regular

Aa

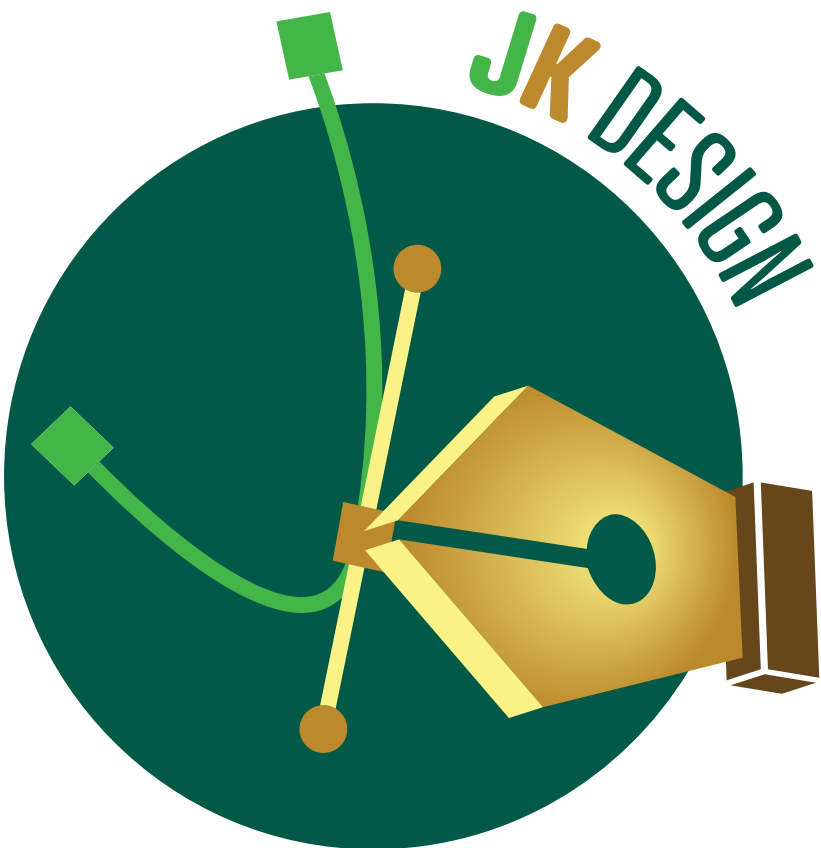
Atrament Bold

Aa

Atrament Italic

Aa

Atrament Bold Italic



Complimentary Font Family: Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Helvetica Light

Aa

Helvetica Oblique

Aa

Helvetica Light Oblique

Aa

Helvetica Bold

Aa

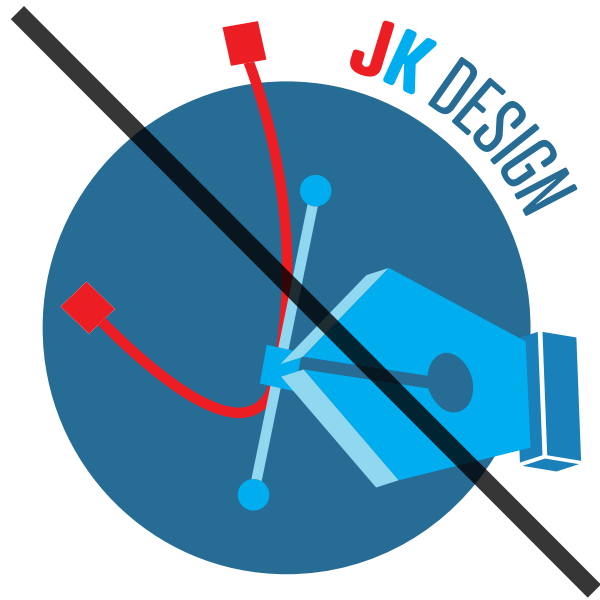
Helvetica Regular

Aa

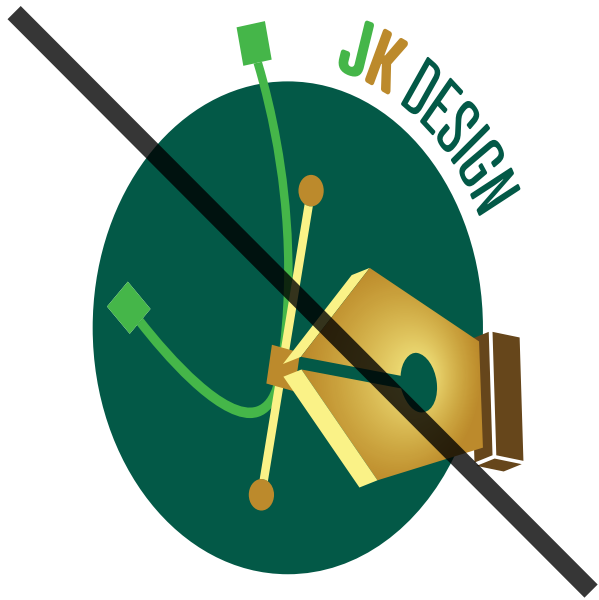
Helvetica Bold Oblique

IMPROPER USE

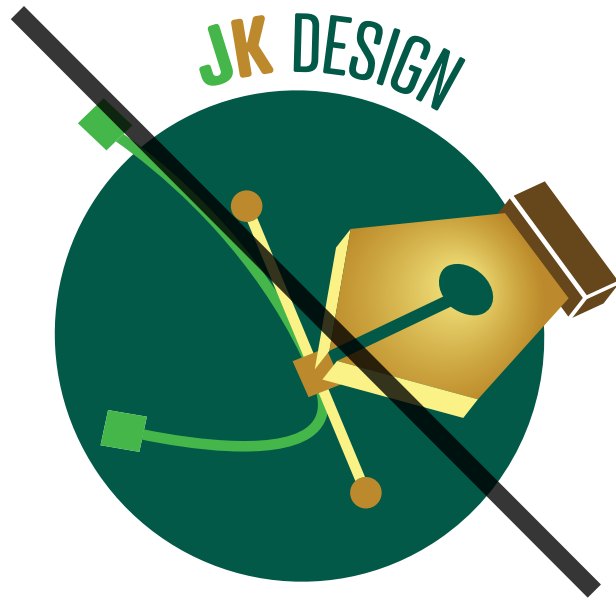
The guidelines in this branding guide should be followed for logos and communication material related to JK Design. The logo should not be modified. This is important as these guidelines are approved by the creator of JK Design and should be followed to maintain consistency throughout the brand.



Do not alter the colours



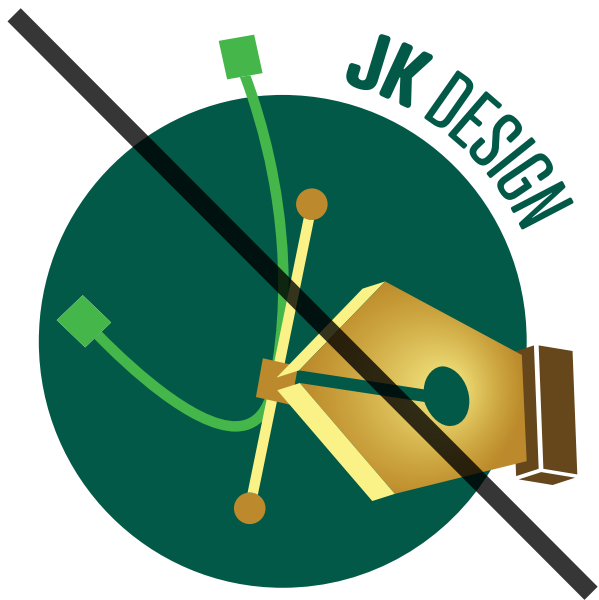
Do not distort the logo



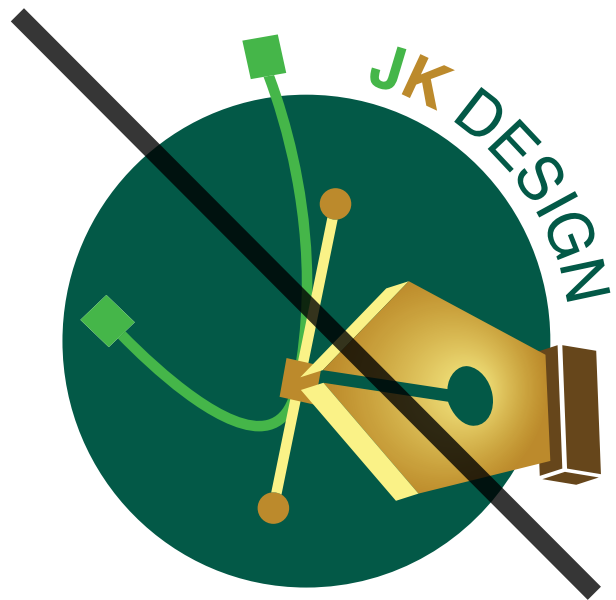
Do not rotate the logo



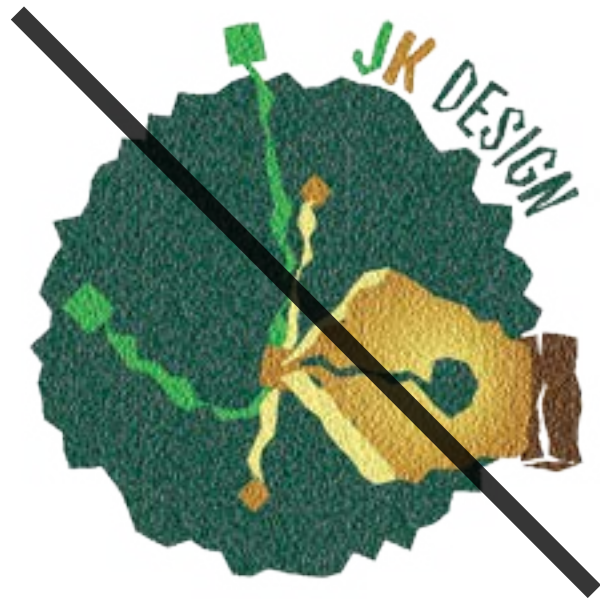
Do not change text to lowercase



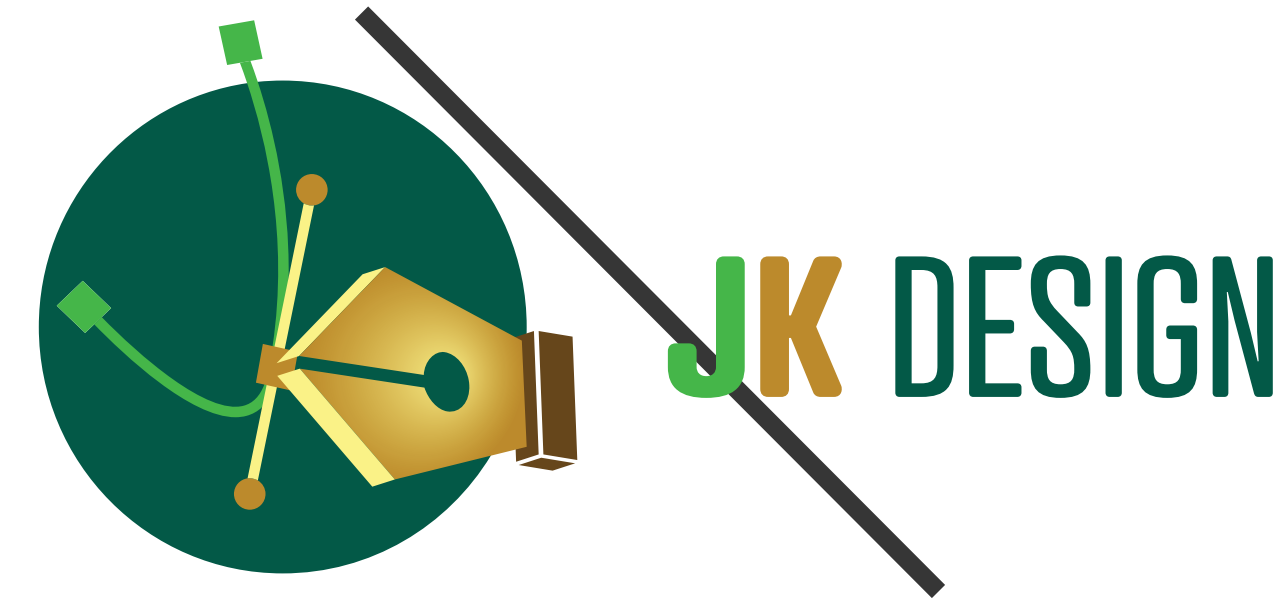
Do not change the text colour



Do not change the font or font-weight



Do not add stylistic effects



Do not move or change the size of logo elements

STATIONARY

Here are some sample stationary documents that follow the brand guidelines. The stationary maintains the clear space guidelines around the logo. It uses colours from the brand’s colour palette. For the typography, the Atrament font family is used for headers and contact information. The Helvetica font family is used for complimentary text such as the description “UX DESIGNER” in the business card and the body text in the letterhead. All stationary should be approved by JK Design before it is printed or distributed.

QUESTIONS

For any questions related to these guidelines and the JK Design brand, please contact [Jadon Kam](#).



Business Card Front



Business Card Back



Envelope



Letterhead