



BRAND STYLE GUIDE

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Logo & Brand Identity Guidelines

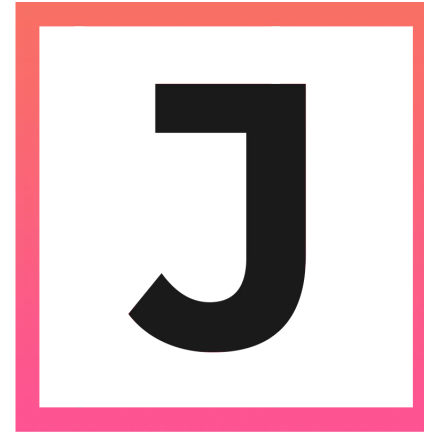
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Logo Specifics

Logomark

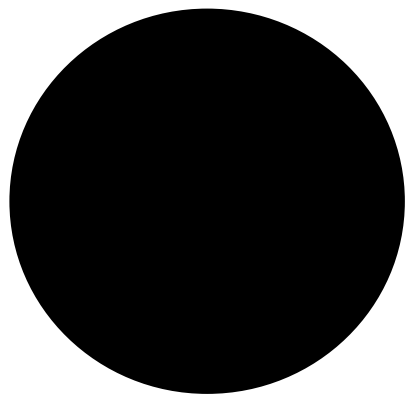
A logo is the face of an organization - the primary visual expression that used to identify yourselves. Meaning, you need to be careful to use it correctly and to do so consistently.



Primary Logomark



Colour Specifications

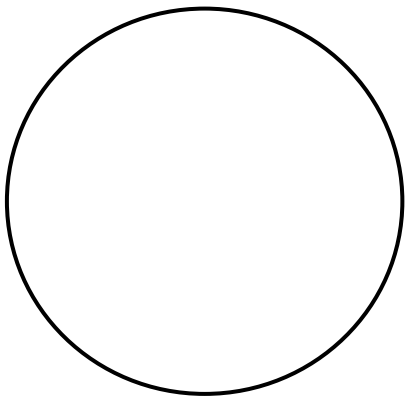


Black

Hex: #000000

RGB: 0 / 0 / 0

CMYK: 75 / 68 / 67 / 90

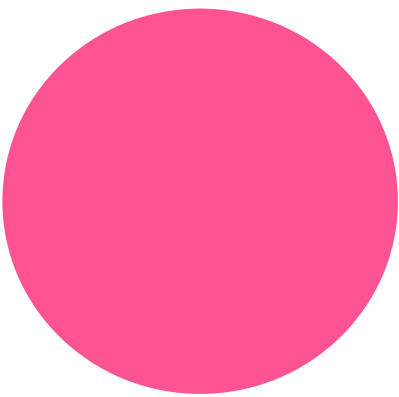


White

Hex: #ffffff

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

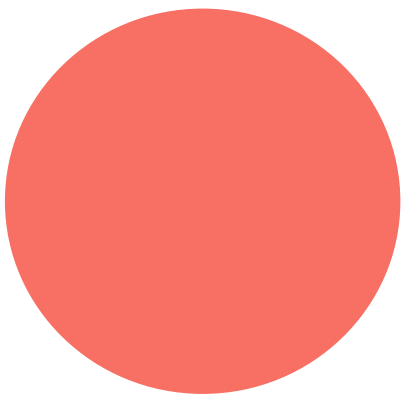


Strawberry

Hex: #fd5392

RGB: 253 / 83 / 146

CMYK: 0 / 82 / 11 / 0

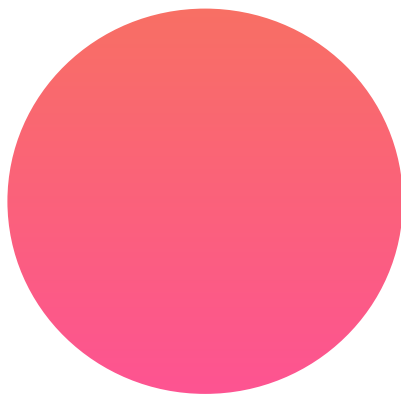


Carnation

Hex: #f86f64

RGB: 248 / 111 / 100

CMYK: 0 / 71 / 56 / 0



Straw - Carn
Gradient

Hex:

#f86f64 - #fd5392

Logo Variation

Horizontal Layout



Wordmark

The logotype sans logomark is to be used exclusively within the workspace.



Vertical Layout



Logomark (icon)



Typography in Use

Typeface Family

Only one font styles is used for the logo, typeface family: Montserrat

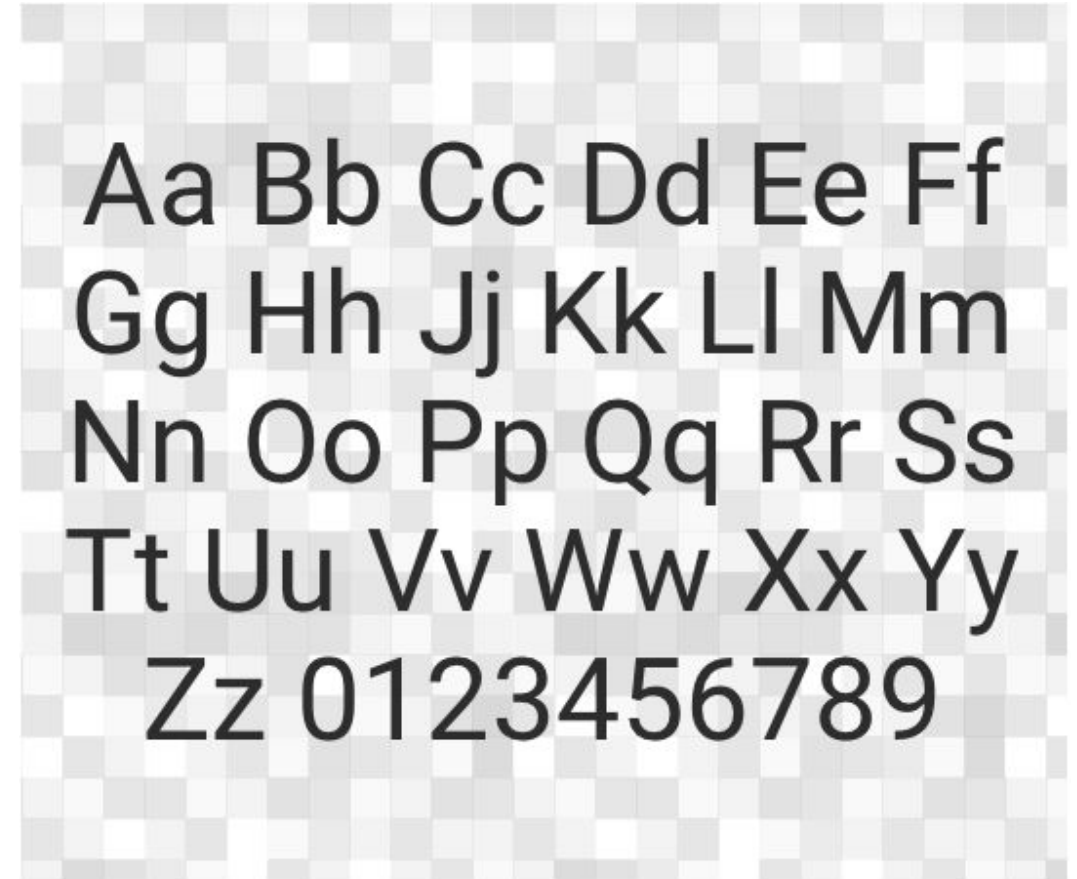
Logo Font

Montserrat Bold is the primary font used for the logotype/logo wording.

When to Use:

Montserrat (medium) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Montserrat



Incorrect Usage

Please use the logos as they are provided in these guidelines. Don't alter the Jakide logo to ensure consistency in works.



⊗ **Skew**

Don't skew or scale disproportionately



⊗ **Change colours**

Don't change the colours



⊗ **Recreate**

Don't make alterations, additions, or substitutions



⊗ **Add effects**

Don't add drop shadows, strokes, or bevels



⊗ **Alter orientation**

Don't change the orientation



⊗ **Use busy backgrounds**

Don't place on complicated backgrounds

Clearance

Give the logo some room to breathe. The logo should be allowed some clear space around the entire lock-up. This will provide proper spacing for its character ascenders. Below is the minimum amount of clearance, but more is preferred.

