

Brand Guidelines

Presentation by
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BRAND GUIDELINES PRESENTATION

The Brand

Joel Holdings is dedicated to excellence across agriculture, manufacturing, mining, construction, and services, offering high-quality products, sustainable solutions, and exceptional customer experiences. We drive economic growth, innovation, and community development through ethical practices.



Our Vision

To be a leading and sustainable conglomerate driving innovation, growth, and prosperity across diverse industries, empowering communities, and fostering global partnerships.

Our Mission

Joel Holdings is committed to excellence in agriculture, manufacturing, mining, construction, and service industries by providing high-quality products, sustainable solutions, and exceptional customer experiences. Through innovation, ethical practices, and a focus on community development, we aim to create value, drive economic growth, and contribute to a better world.



Open Sauce

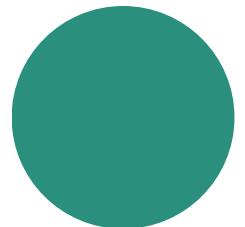
AA

ABCDEFGHIJK
LMNOPQRSTUVWXYZ

aa

abcdefghijkl
mnopqrstuvwxyz
wxyz

COLOR PAlettes



R: 42
G: 143
B: 124

#2A8F7C

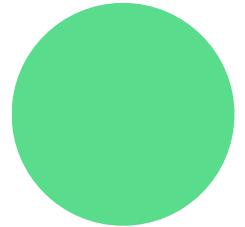


MEANING OF LOGO

JH

LETTERS JH

COLOR PAlettes

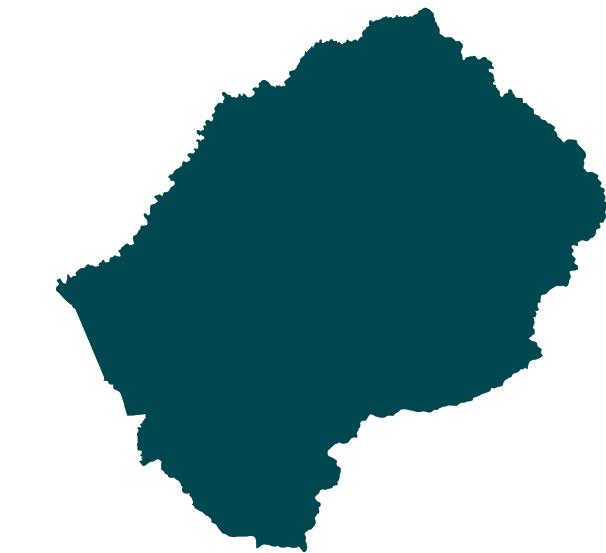


R: 89
G: 220
B: 139

#59DC8B



**Joel Holdings
(PTY) LTD**



COUNTRY OF
LESOTHO

Main Logo

Joel Holdings' logo represents our commitment to trusted innovation, sustainable growth, and shared prosperity. It embodies our core values and vision, ensuring a consistent and professional brand identity across all platforms.



Color Variations



The following section outlines the primary, secondary, and tertiary color schemes for Joel Holdings' branding.

These variations ensure flexibility and consistency across different mediums and applications, while maintaining the brand's identity and core values. Use the main color for primary brand representations, the secondary color for light and modern contexts, and the tertiary color for darker or formal settings.

Main



Secondary



Tertiary



Brand Pattern

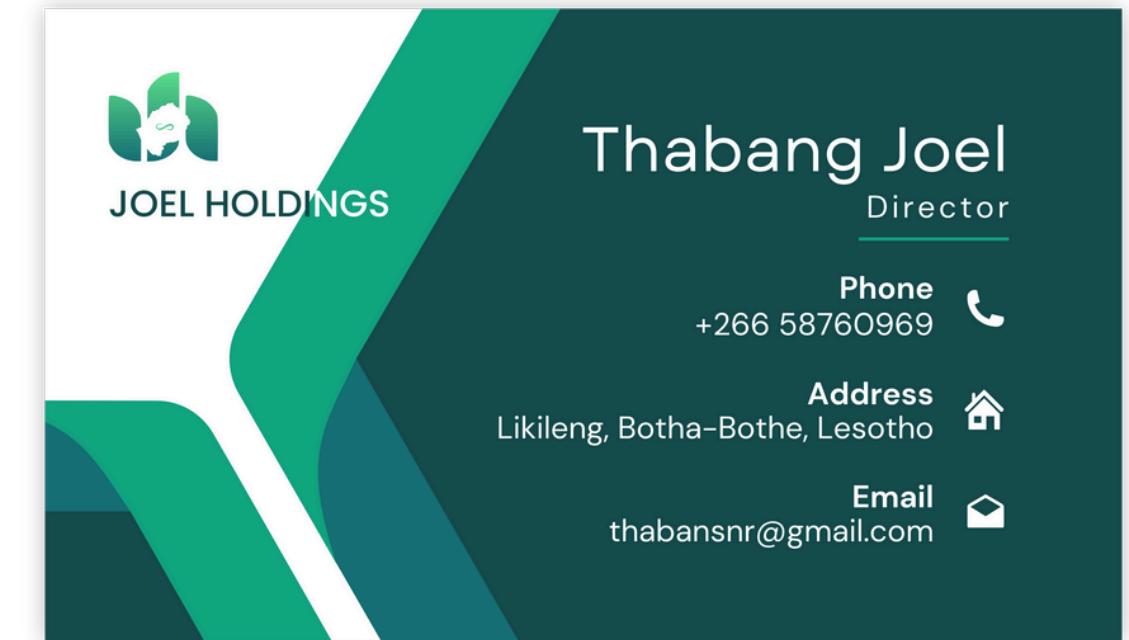


Business Card

A business card is important because it provides a tangible representation of a business or individual, facilitating networking and leaving a lasting impression.

Front View

- Name: The individual's name.
- Phone Number: Direct contact information.
- Physical address
- Professional email address.
- Company Name/Logo.

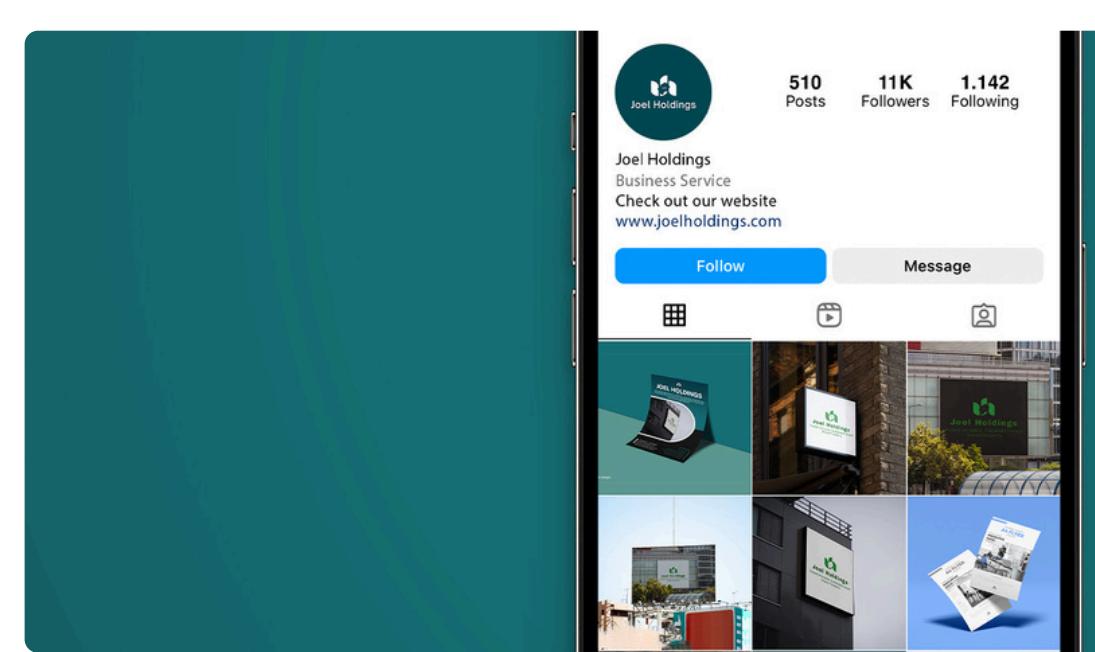


Back Side

The back side can include additional information:

- Website: URL for further information.
- Tagline or Slogan.





Typography

Regular

SemiBold

Open Sauce

Open Sauce is a versatile, modern typeface designed to enhance readability and visual appeal in any presentation or project. Its clean lines and balanced proportions make it suitable for a variety of communication tools.

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890_+<>';[]~?\$_*

Color Palette

Our color palette is meticulously curated to reflect our brand's essence and values. Each color is chosen to evoke specific emotions and reinforce our identity:

Teal Fury

Hex: #177076
RGB: 23 112 118

Midnight Green

Hex: #014750
RGB: 1 71 80

Elm

Hex: #2A8F7C
RGB: 42 143 124

Medium Spring Green

Hex: #59dc8b
RGB: 89 220 139

Ghost White

Hex: #F8F8FF
RGB: 248 248 255

CONTACT US

ADDRESS

PHOLOSA COMPLEX ROOM 3,
ST PAUL JUNCTION,
BUTHA-BUTHE

CONTACTS

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WEBSITE

TO BE DEVELOPED