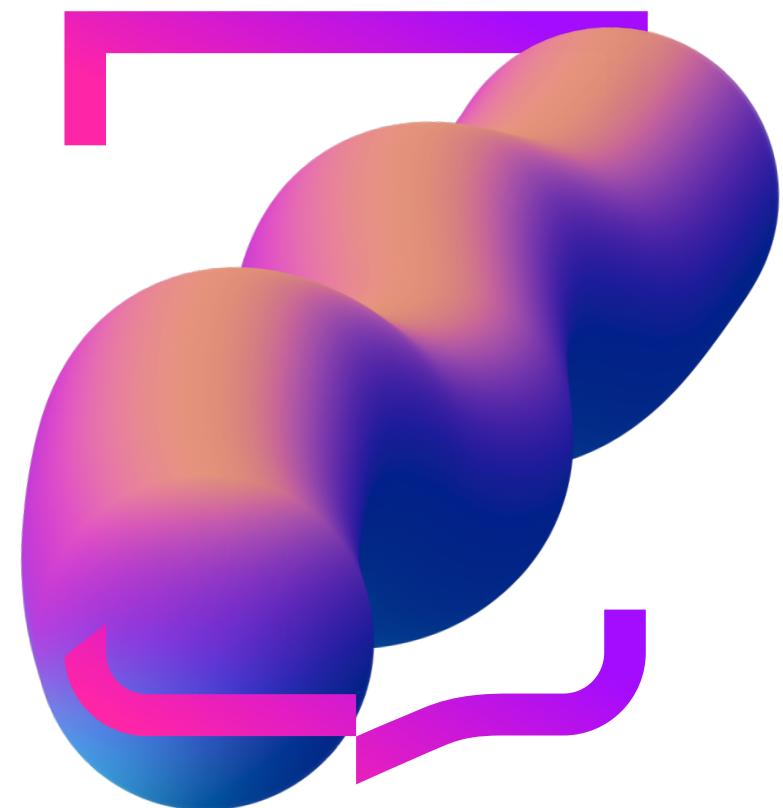
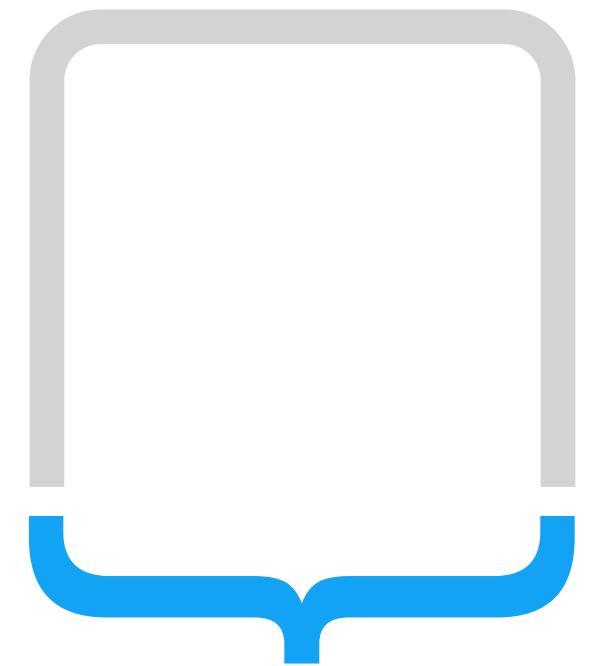


# **Logo and brand identity guidelines**

**JETSTYLE**



# Brand identity concept



## Curly brackets

A symbol of a curly bracket.  
Is used in both mathematics  
and programming (JS, C#).

## Bottom curly bracket

Provides the basis for a heraldic  
symbol with any content,  
according to the situation.

# Logo

## Main symbol



English version



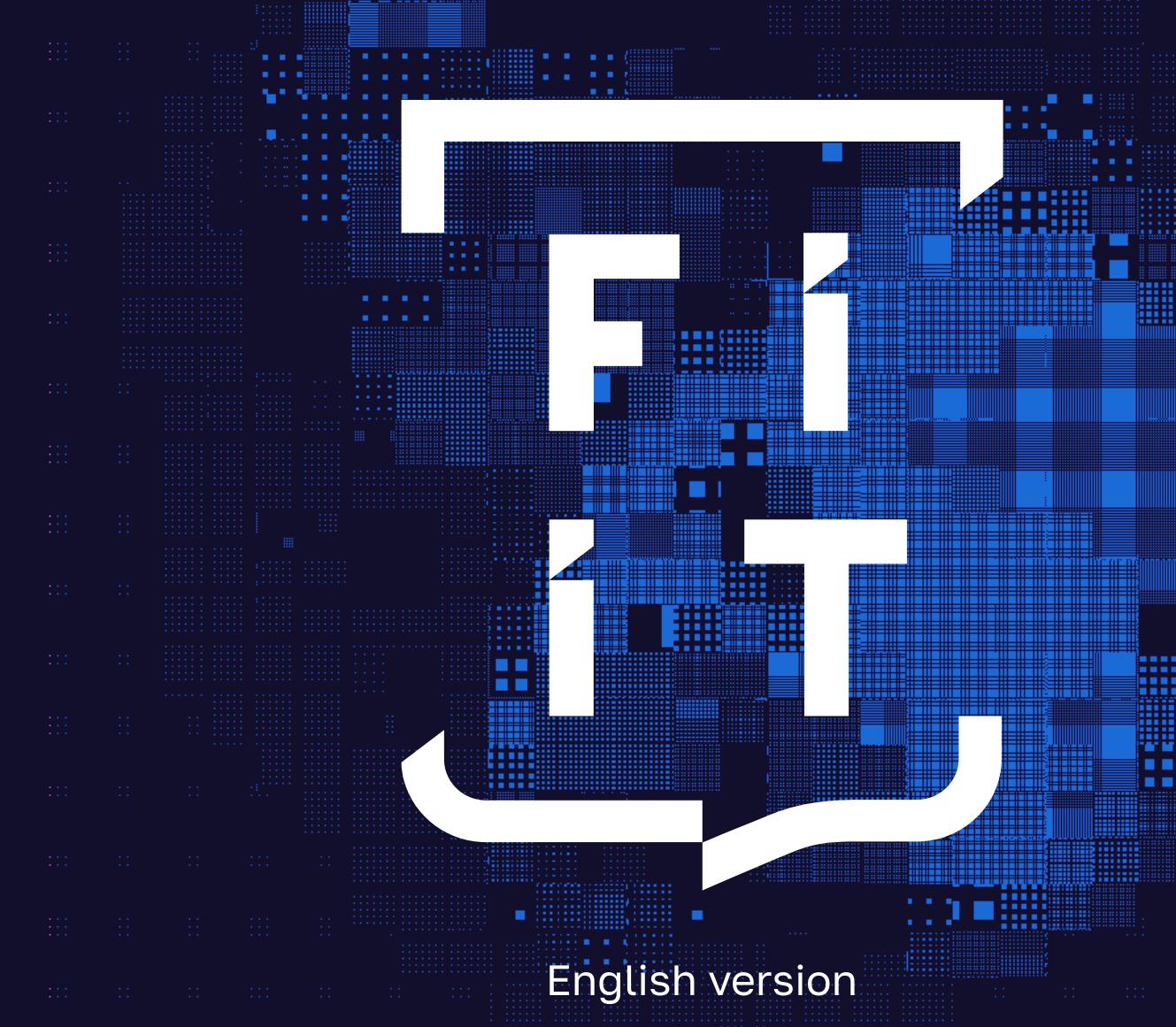
Russian version

## Basic schild

The most independent symbol by default.

# Logo

## Main symbol



English version

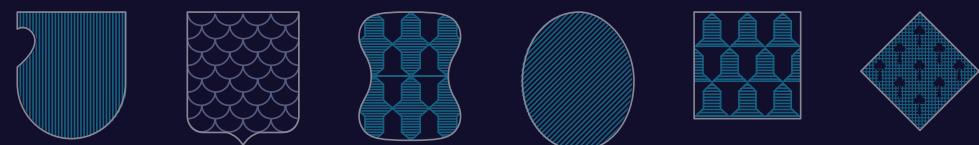


Russian version

## Basic schild

Can be placed on dynamic backgrounds.

# Heraldry



## Ouroboros

Representation of the cyclical nature of life: alternating creation and destruction, life and death.



## Lightning

The beginning of a revolutionary storm. The lightning that illuminates darkness is also a symbol of the struggle of light against darkness, a symbol of revolutionary thought.



## Chief-Pale

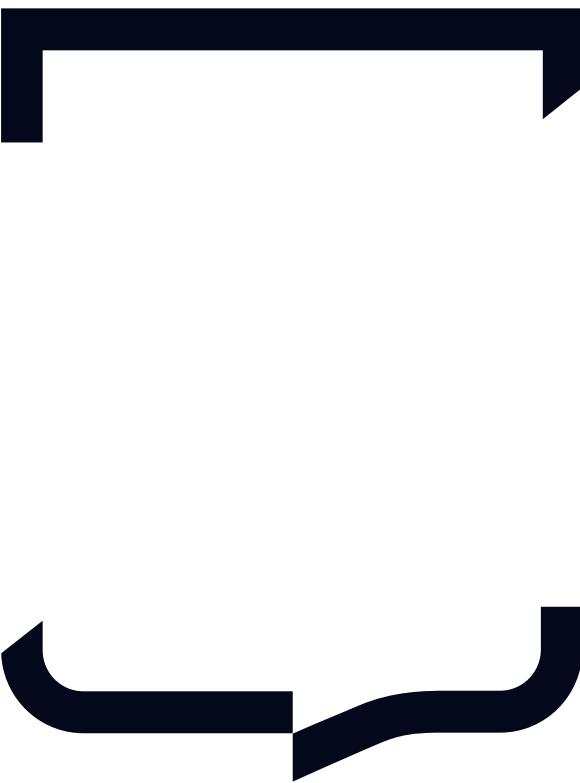
One of the honourable ordinaries. A highly respected method used by programmers and others. It is considered a life-protecting symbol of good luck.

A quarterly divided French shield,  
silver on azure.



# **Logo**

## **Container**



### **Emblem-container**

A self-contained symbol. Acts as a container for any content.

# Logo Container



**Workshop:  
Developer's  
everyday life**



**TRUST ME,  
I AM A DEVELOPER**

## Emblem-container

Holds any content, can be used with writing.

# **Logo**

## **Short form**



**Bracket logo**

A compact and independent element.

# Logo

## Short form



**Educate yourself  
right**

**Bracket logo**

Can be used in graphics or captions.

# **Logo**

**«Φ» symbol**



**«Φ» symbol**

A self-contained symbol. The short form of the sign.

# Logo

## «Ф» symbol



### «Ф» symbol

It is the best choice for compact placement,  
as well as for placement in mediums.



# Visuals



## Masks

Logo elements can also be used as image masks.

# Logo

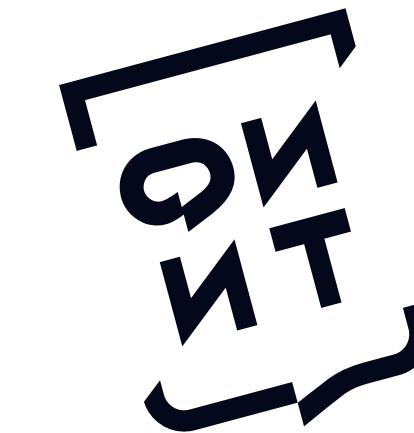
## Incorrect usage



Use of alternative typefaces



Distortion of logo proportions



Logo rotation



Change of the size and position of logo elements

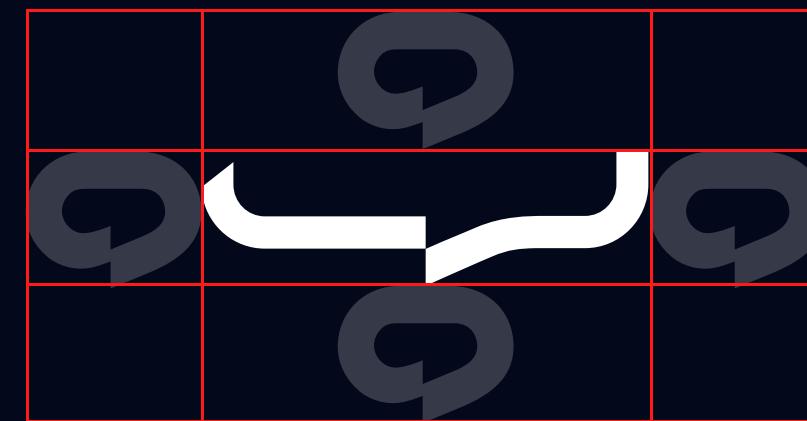
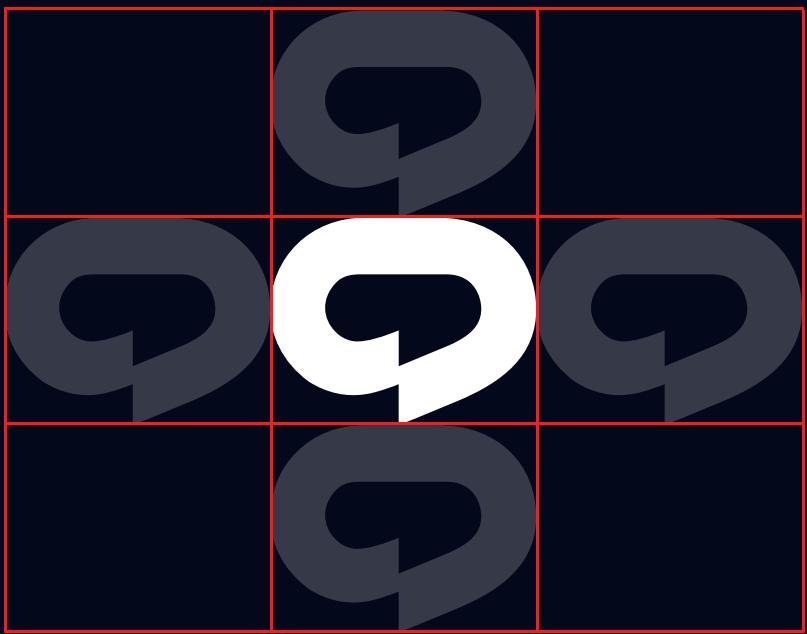


Use of additional effects



Use of non-branded colours

# Logo Safe zones



# Writing

## Placement options

**Fundamental  
informatics  
and information  
technology**



**FIIT**

**Full writing**

You can use any of the techniques for working with text.

**Fundamental  
informatics  
and information  
technology**



# Writing Rules

**Fundamental  
informatics  
and information  
technology**

**FIIT**

Text is greater  
than or equal to the  
width of the bracket

The thickness of the  
letters corresponds  
to the thickness  
of the frame

**256**

applications  
for 2020

Infographics  
design

June 25th

**4 pm**

Online Open  
Doors Day

Event  
presentation

# Typeface

## Golos Text

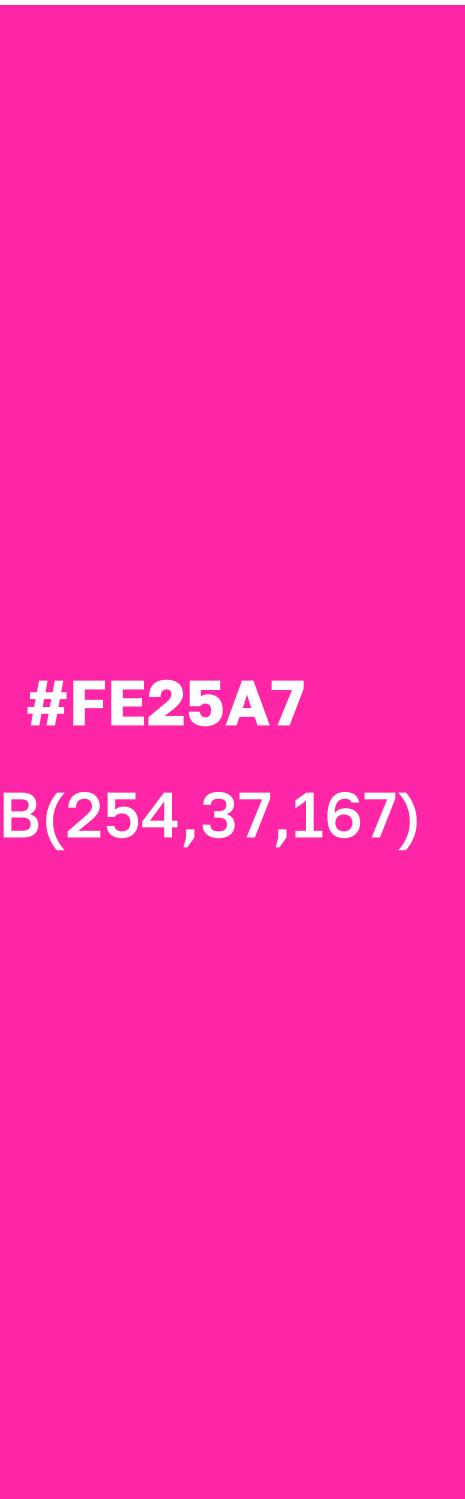


Free typeface

Golos Text by Paratype.

# Colours

## Main palette



**#FE25A7**

RGB(254,37,167)



**#1AB3D5**

RGB(26,179,213)



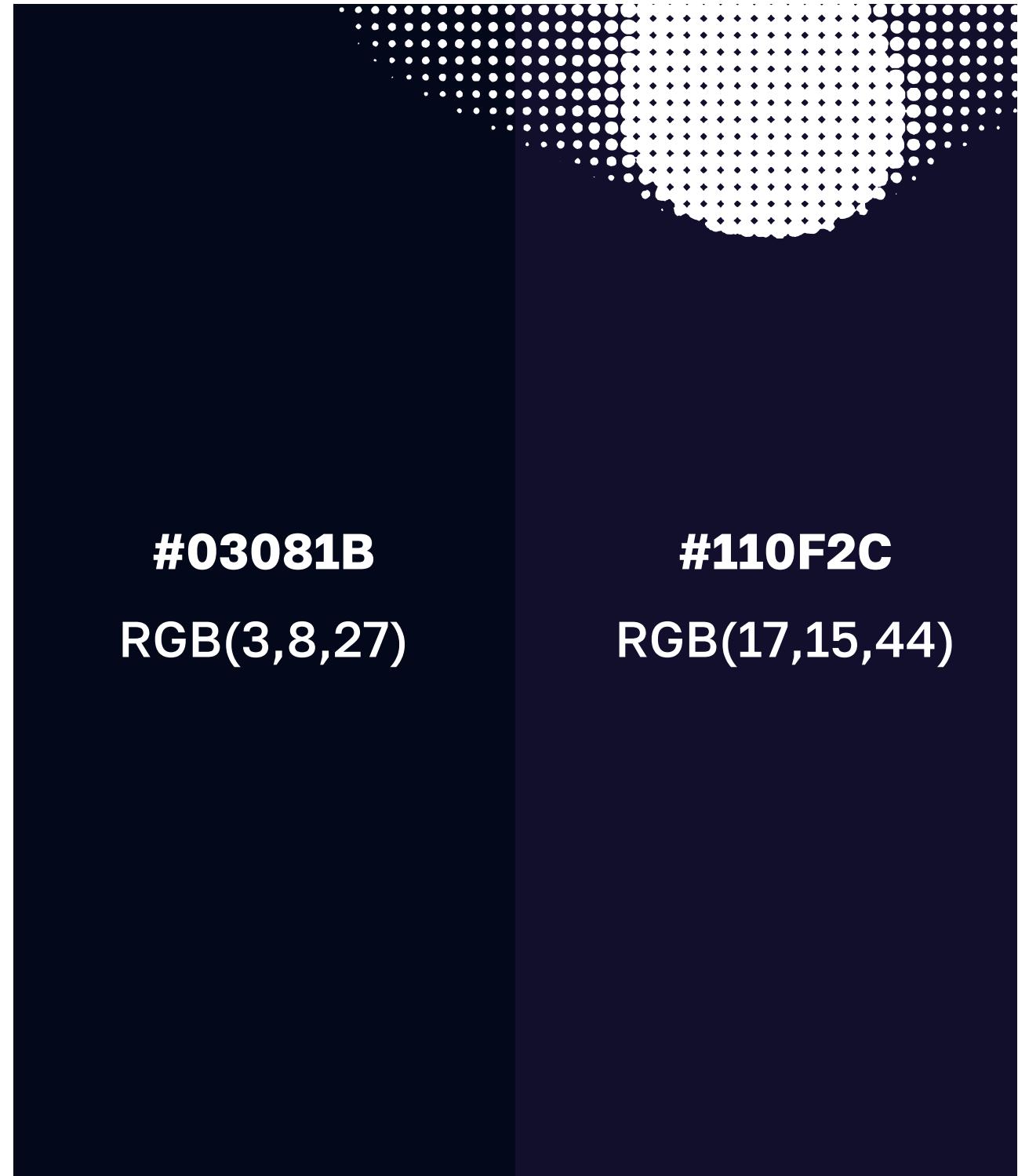
**#A30CFF**

RGB(163,12,255)



**#FFFFFF**

RGB(255,255,255)



**#03081B**

RGB(3,8,27)



**#110F2C**

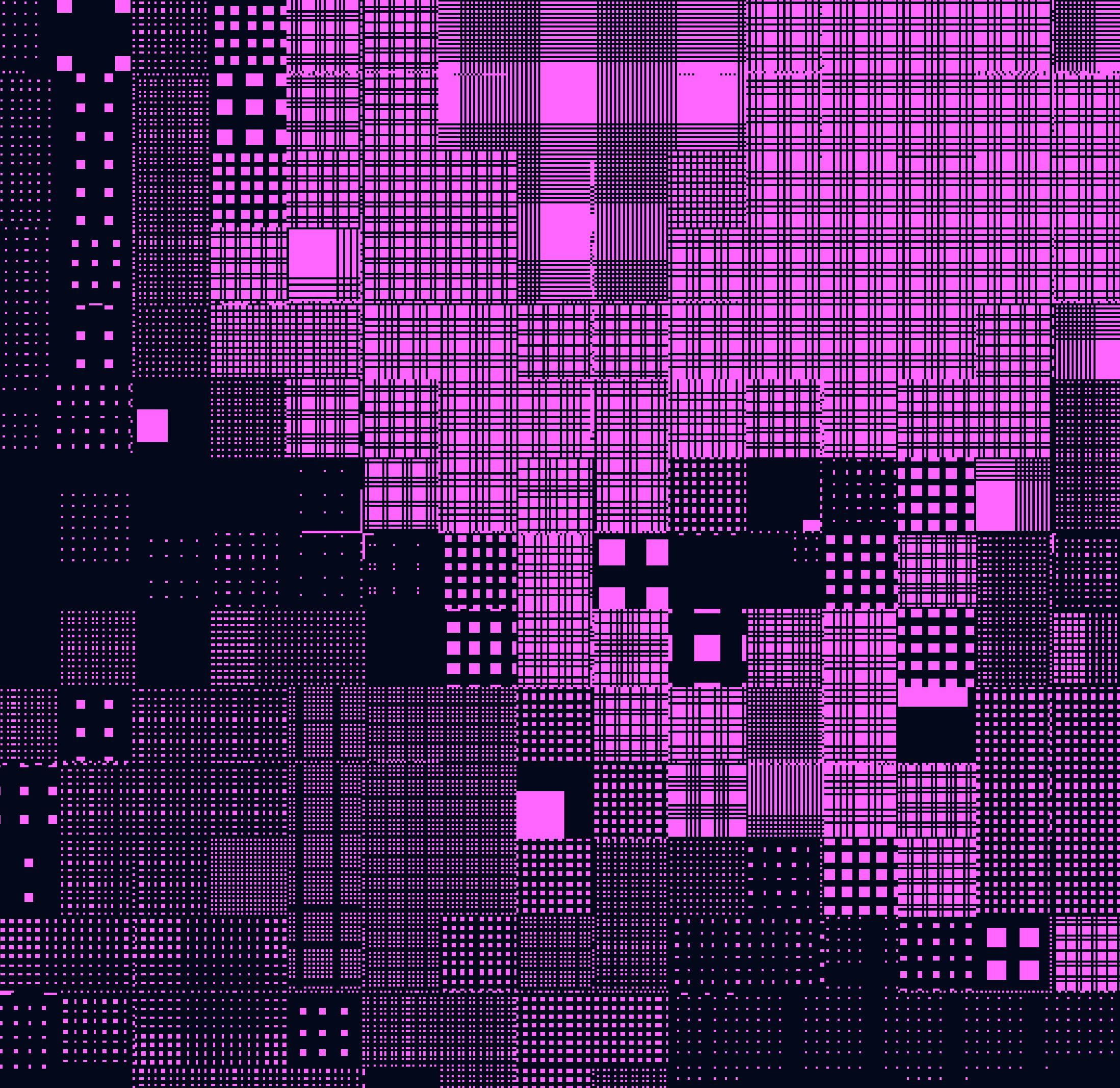
RGB(17,15,44)

# **Pattern**

## **Made of letters**

The image consists of a dense, abstract pattern of white, stylized letters and symbols on a dark blue background. The characters are irregular and vary in size, creating a sense of depth and movement. Some resemble Cyrillic script, while others are more abstract. The overall effect is a modern, graphic design element.

# Pattern Generated



# **Application**

## **On clothes**

### **Logo-schild**

Any cold colour from the presented palette.



# **Application**

## **On clothes**

**Logo-schild**

With any available background.



# **Application**

**On clothes**



**Pattern**

# Application

## On clothes

### Full format

Back or front. Can be placed on the back  
combined with the symbol on the chest.



# **Application**

## **On clothes**



**Обучение  
актуальной  
разработке**

ФИИТ

**Phrase with the bracket and writing**

With any available background. Any phrase.

# **Application**

## **On clothes**



**"Φ" symbol**

Graphic and self-contained.

# Medium Roll up banner



**Contrast version**

Reverse print with an illustration.

# **Medium**

## **Roll up banner**

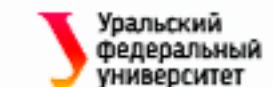
**White version**

Clean and bright.



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