

# JBen

## BRAND GUIDELINES

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Jben

Visual Identity Guidelines

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Brand Guidelines



# Brand Guidelines

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# **BRAND VISION & GOALS**

## **Brand Guidelines**

## **Vision & Goals**

### **BRAND MISSION**

*Your brand vision captures the idea behind your brand. It should inspire and empower the brand and its audience and should align with your business values.*

### **BRAND GOALS**

*Brand goals outline what you hope to accomplish. It's your to-do list, however big or small. It will inform the direction of your brand into the future.*

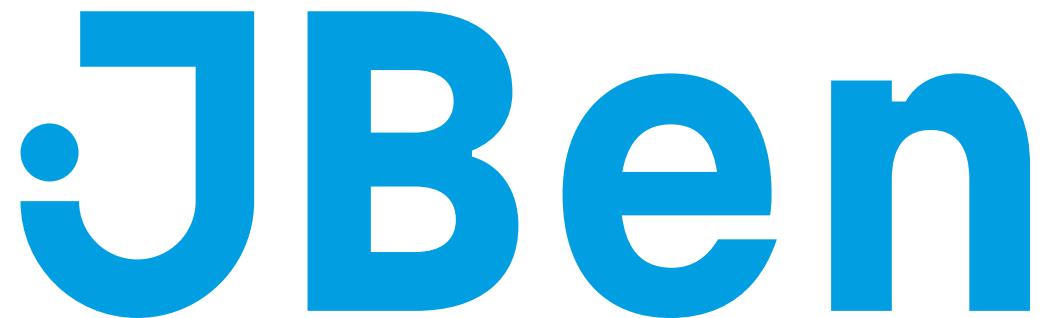
# **BRAND LOGO**

## Brand Guidelines

## Brand Logo

### PRIMARY LOGO

*The primary logo is used for most collateral unless there size or space limitations. The primary logo is supplied in positive and reversed formats and in brand Colour.*

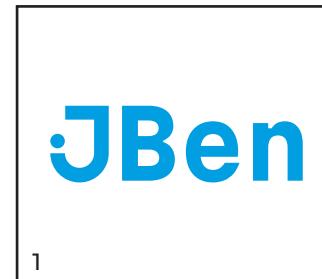


# Brand Guidelines

## Brand Logo

## COLOUR VARIATIONS

Colour variations allow the logo to work in different contexts and with different background Colour.



1: Full Colour Logo

2: Use of Gradient Logo

3: Logo on Gray Backgrond

4: Logo on Black Backgrond



# Brand Guidelines

## Brand Logo

CORRECT



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## INCORRECT USAGE

*Colour variations allow the logo to work in different contexts and with different background Colour.*

FALSE



# Brand Guidelines

## Brand Logo

### DO NOT'S OF LOGO



*Don't use Different Colour scheme*



*Do not rotate*



*Don't stretch the logo*



*Don't compress the logo*

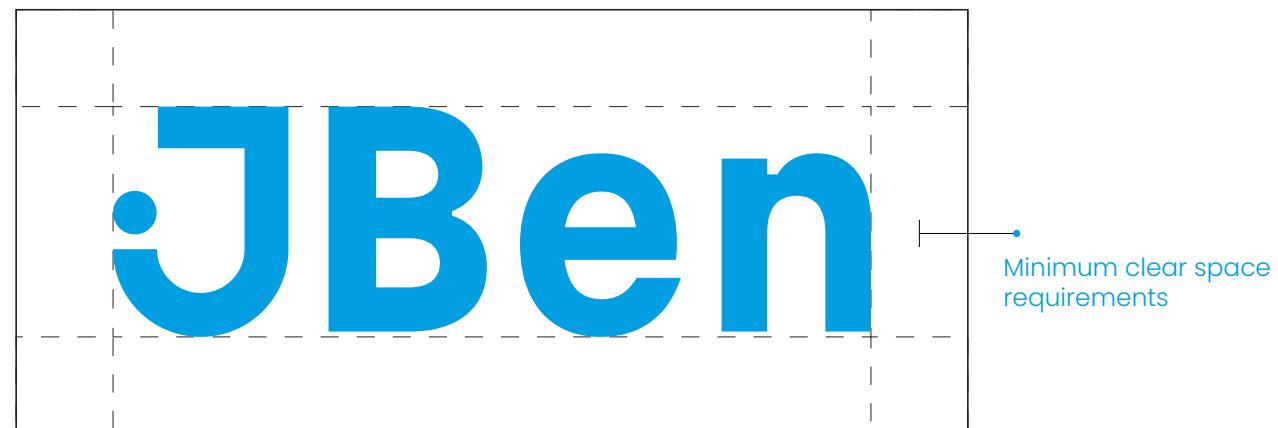
# Brand Guidelines

## Brand Logo

### CLEAR SPACE

*it is important to keep brand marks clear of any other graphic elements.*

### CLEAR SPACE



# **BRAND COLOUR**

# Brand Guidelines

## PRIMARY COLORS

Our Brand colors are professional and modern.

We have used gradient for our logo to show prominence on different color backgrounds as well as. We use some modern looking colors on our Brand for our audience to feel good. We have also mentioned our logo colors and their codes.

## Brand Colour

Hex: 029EE2

Hex: 000000

Hex: FFFFFF

80%	80%	80%
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

# **Brand Guidelines**

# **Brand Colour**

## **COLOR USAGE**

*Following are the colour usage on fonts. i.e Headers, Subheader and body text.  
Headers, Sub-Headers & Body Text*

- o The black colour should be used on light coloured backgrounds.*
- o The white colour should be used on dark coloured backgrounds.*  
*Secondary Colour Usage*
- o Secondary colours must be used where primary colours are not representing best.*
- o No other secondary colors used anywhere to represent the brand.*

# BRAND TYPEFACE

## Brand Guidelines

## Brand Fonts

### PRIMARY FONTS

We uses *Martian Mono* as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding.

*Martian Mono*

Aa

*Martian Mono*

## Brand Guidelines

# Martian Mono

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## Brand Fonts

### Headline

**Martian Mono Bold**

Font-size : 34px

### Sub Headline

**Martian Mono Medium**

Font-size : 22px

### Lead-in / Pull Quote

**Martian Mono Regular**

Font-size : 16px

## FONT USAGE

*Here are the Font usage in documentation.*

### Headers

- o Use uppercase capitalization whenever possible.
- o Make text left-aligned whenever possible.
- o The recommended size is 16.

### Sub-Headers

- o Use uppercase capitalization.
- o Make text left-aligned whenever possible.
- o The recommended size is 12.

### Body text

- o Use sentence case (capitalize the first word of each sentence).
- o Make text left-aligned whenever possible.
- o The recommended size is 10.

# OUR BRANDING

## **Brand Guidelines**

## **Our Branding**

**CUP**



# **Brand Guidelines**

# **Our Branding**

## **T SHIRT**



# **Brand Guidelines**

# **Our Branding**

## **CAP**



# **OUR STATIONARY**

# BUSINESS CARD





Phone - +62 4 3123 3459  
1922 McKinney Street, John North Vic 3212 Vienna, Austria  
Mr. Donald N. Rayton  
2325 Terreneer Avenue  
Michigan

Your Headline Goes Here

Sed ut perspiciatis unde omnia iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dictis sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit ut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque perro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magna aliquam quaerat voluptatem, et enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commoda consequat? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariat?

Shannon J Debelleis

30 January 2020

JBen

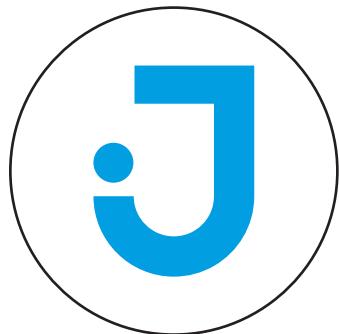
JBen  
111-222-333-444  
info@informail.com  
www.website.com

# **SOCIAL MEDIA KIT**

**Brand Guidelines**

**Social Media KIT**

## **FACEBOOK PROFILE**



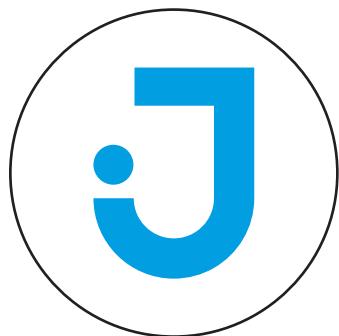
## **FACEBOOK HEADER**

**JBen**

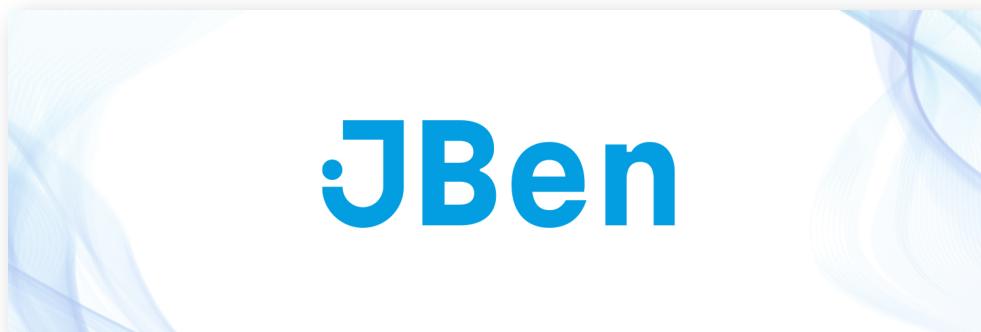
# **Brand Guidelines**

# **Social Media KIT**

## **TWITTER PROFILE**



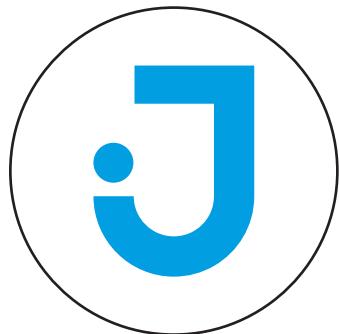
## **TWITTER HEADER**



## **Brand Guidelines**

## **Social Media KIT**

### **LINKEDIN PROFILE**



### **LINKEDIN HEADER**

A large, light gray rectangular placeholder box with the JBen logo centered in it. The logo consists of a blue stylized 'J' followed by the word 'Ben' in a blue sans-serif font.

# E-MAIL SIGNATURE

## **Brand Guidelines**

**BEST REGARDS,**

**Employee Name**

Employee Designation

## **E-mail Signature**



Tel: 111-222-333-444

Email: info@infomail.com

web: www.websiteurl.com

# **BRAND BOOK**

**Brand Guidelines**

**Brand Book**



**jBen**

**THANK YOU**