

Brand Guide



Logo

This is the main, default logo.
It's the one to use, unless context requires
either the logotype or the brand mark.

OPEN JELLY

Logotype

Just the text.



Mark

Just the symbol.

Thou Shalt Not

Here are some basic rules when using our brand:

- Don't alter, rotate, or modify the logos
- Don't animate the logos (no talking, dancing, or swimming)
- Don't surround the logos with sea creatures (fish and so on)
- Don't accessorize the logos with extra elements (labels, speech bubbles, seasonal decorations, etc.)
- Follow the clear space guidance in this document



Clear space and minimum size

Always give the logo room to breathe. The empty space around the logo should be no smaller than the width of the jellyfish mark.



40 PIXELS



32 PIXELS



24 PIXELS

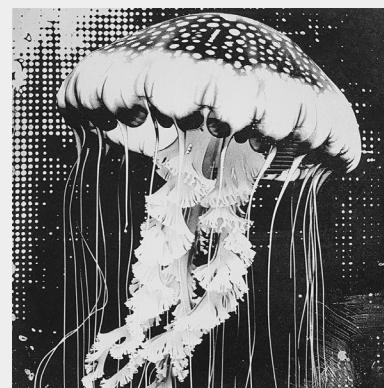
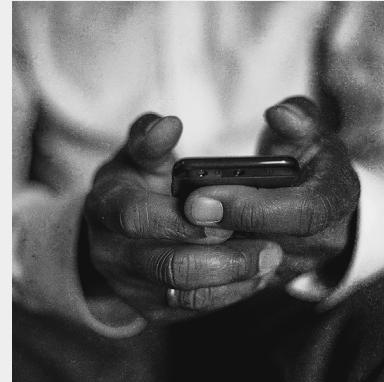


16 PIXELS

To ensure the brand is always identifiable, use the mark (just the jellyfish) in the the smallest sizes (favicon, etc.) never go smaller than 16 pixels wide.

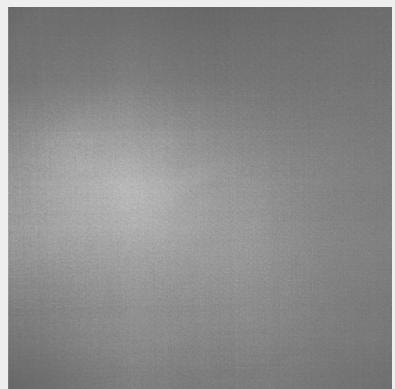
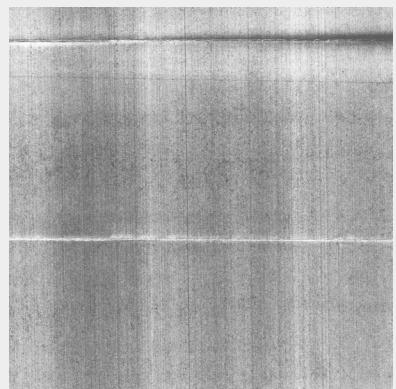
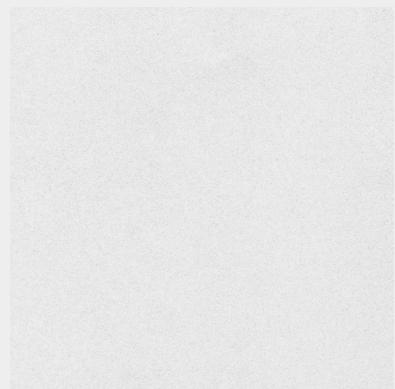
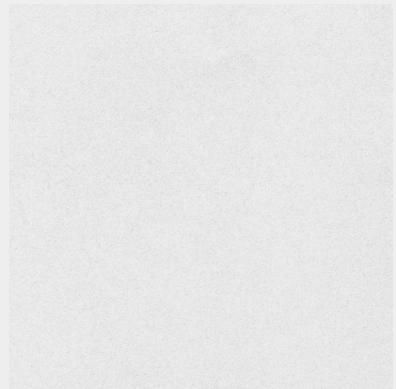
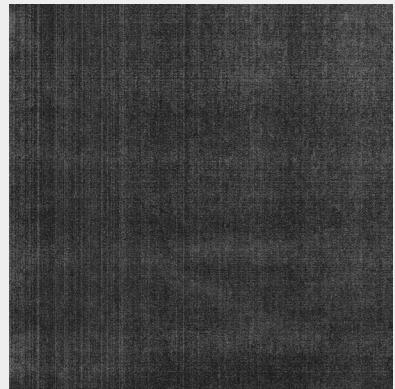
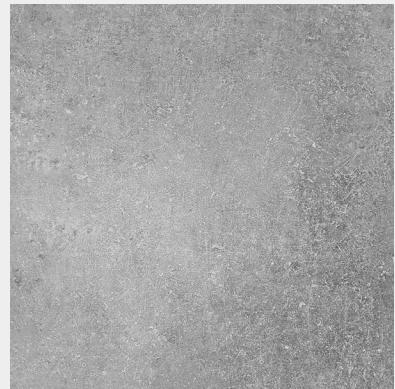
Imagery

Keep it simple, but it should not look simplistic. Aim for a handmade, low-fi aesthetic. A Midjourney prompt might be something like: *abstract subtle swirl texture, photocopy of gridpaper subtle grain texture risography effect, photocopy of gridpaper subtle grain texture risography effect, black and white, grainy depth of field.*



Imagery, continued...

Subtle **textures** can be used in place of, in addition to, or along side other imagery. These should be without a subject and simple enough that they could be placed under text without substantial loss of legibility.



Imagery, continued...

Seamless repeating patterns

can also be used in place of, in addition to, or along side other imagery. Like the texture backgrounds, these should also be without an identifiable subject and simple enough that they could be placed under text without substainal loss of legiblity.

