

# Brand Guideline

2025



## What is Jathriftnangor???

Jathriftnangor is a thrifting store. The name Jathriftnangor is a combination of two words. The first one is “Jatinangor” which is the origin place or the main location of this store. The second one is “Thrifting” that shows this store is a thrifting store.

# LOGO

## Lockup

Our main logo consist of two parts. The first one is the “T” symbol which becomes our landmark. The second one is the text “Jathriftnangor” that tell us the name of the store.

In a light background, our logo consist of three colors (black, brown, and light green). In a dark background, i use white color for the logo.

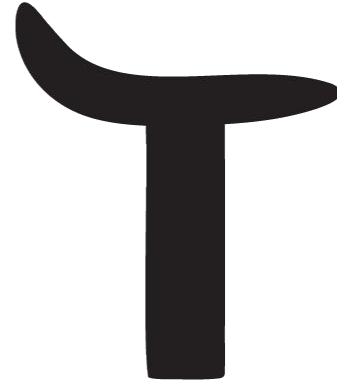
This logo can only be shown in horizontal. Proportion, space ,etc shouldn't be change.



## Symbol Logo

Our main goal is to be simple. The “T” logo consist of two letters that make the symbol. Our initial is “JT” that stands for “Jatinangor Thrifting.” The head of the “T” actually a “J” letter and with a little shape that make the body, the “T” symbol appears.

The color of this symbol is only black that shows simplicity and elegance. This means that this store is a thrifting store that offers simplicity in terms of product, but also keep the elegance of the product.



## Text Logo

I use Myriad Pro as the font of the logo because this font is simple and straight to the point.

The text logo consist of three colors. Black as the first color for the letter “T”. The second one is the brown color for the “hrift” that can give some shiny brown color to highlight things that this store sell. The last one is the light green color that also looks like grey. This shows the condition in Jatinangor with a lot of pollutin (grey) and less tree (green).

The logo for 'JaThrift Nangor' is displayed. 'Ja' is in a dark grey color, 'Thrift' is in a brown color, and 'Nangor' is in a light green color. A small brown silhouette of a person is positioned above the letter 'i' in 'Thrift'.

# Color Palette

06

# Primary Color


Primary color used to show everyone that see the logo the main thing that they need to see. This also can help to grow brand realization

<p>HEX 000000 RGB 0 0 0 CMYK 0 0 0 100</p>	<p>HEX 903500 RGB 144 53 0 CMYK 0 63 100 44</p>	<p>HEX 000000 RGB 255 255 255 CMYK 0 0 0 0</p>
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## Secondary Color

Secondary color can be an alternative color for the brand.  
Secondary color can also be as a support color to for the brand that can help to highlight the Primary Color more



HEX 5D6F61  
RGB 93 111 97  
CMYK 16 0 13 56

## Color Palette Usage

These are examples of how you put the logo in different backgrounds.



# Typeface

## Typeface

For typeface, i only use one font which is Myliad Pro.  
To show the hierarchy of the logo, i play with the size  
and also the color of the font.

Aa Bb Cc Dd Ee Ff Gg Hh

Ayo Belanja Disini

# Logo Usage

# Instagram Post

