



Style Guide

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Jeff Designs Characteristics

The Heart of Jeff Designs

"I had been a performer myself when I was younger, but had found it difficult in getting my name out there to get booked for gigs; this was what inspired me to created a company for helping other Artists get their name out there, and his or her Artist brand established."

-Jeff

Our Brand

- D** edication in delivering each Artist's style and message.
- E** ntertainment Design at it's finest.
- S** uccess starts with what you "do" to show the world who you are.
- I** nspiration and interaction with your audience, incorporating your needs.
- G** etting your name and brand out there as a performer.
- N** ew and memorable, creating your unique promotion.
- S** earching for entertainers looking to start their branding.

In developing the Jeff Designs brand, we wanted to make a bold statement that not just showed that "this is who we are," but also to ask "who do you want to be?" In this, we make it our top priority here at Jeff Designs to deliver promotion, and a brand, that best describes you as an entertainer.

Logo Methods of Expression

Expressing our Message

In the creation of our logo, here at Jeff Designs, we wanted to make our brand memorable by not a symbol, but by the name.

We decided to write Jeff's name vertically in our logo because not only is his name just the right length to be easily read, but that it puts Jeff apart from design, him as a unique person, but still close enough to designs to show that he is connected to it and bringing his uniqueness there too.

Our company is all about establishing an Artist, getting each client's name out there, and making his or her name recognizable to all when they see it. This is why we decided to use only typography for our logo; we wanted to express and promote our name, just like we aim to promote our clients'.

Expressing our Brand

In developing the Jeff Designs Brand, our color choice was something that everyone was on the same page about. Blue was not only Jeff's favourite color, but the symbolic meaning behind the color made the decision very attractive:

- **Blue for the sky:** sky is the limit, making your daydream a reality.
- **Blue for our loyalty:** a trustworthy company, loyal, and for you.
- **Blue for the sea:** establishing your name in depth, creating a sea of communication from you to your audience, and a crystal clear image.

Typography Choices Explained

Branding Message Through Typography

When it comes to typography, it is important to find a font and look that flows with both the company message and the target audience.

For our particular brand, Jeff Designs, we found it most suited to create our own typography, for Jeff, the company, and what we offer to our costumers is unique and original, therefore, decided to express our originality through an original font.

As well, we are all about entertainment, big and bold, with the goal of making our clients names stand out among the other names out there, and in that, we decided it is best to create originality for all our costumers in their design and artwork, but as well as in their own typography.

Typography Decision Factors

To choose the best choice for our brand's Typography, we took a number of important factors into account to create what is now the Jeff Designs Official Typography:

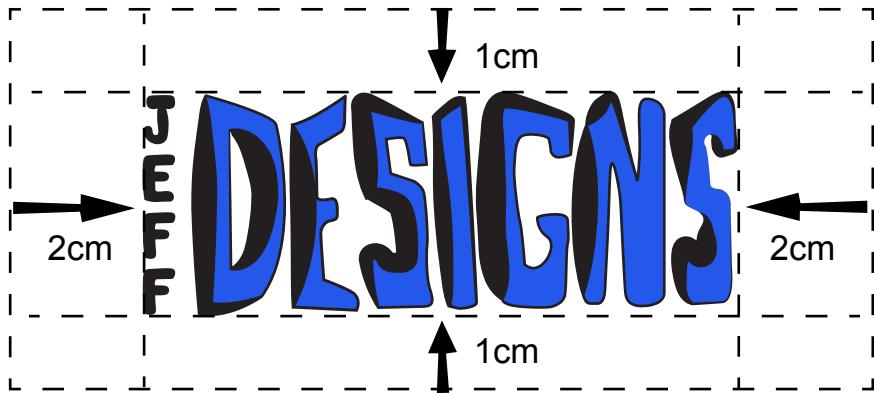
- **Originality:** Original Brand = Original Content (Original Typography).
- **Audience:** entertainers, performers, stars, fans (bold, eye-catching).
- **Message:** branding you as an entertainer, your name, your title, you (unique for you, unique for us, all about our clients and who they are).

Clear Space Explained

Space: Within and Around

Space attracts the eye, and in this motto, we wanted to guide the viewer's eye in an appealing way. The slanted, opposite-switching letter-tops move the viewer's eye up and down and along the entire logo. The 3D effect given in the typography, in correspondence with the space between each letter, pulls the viewer's eye through the image, into the word, creating a sense of harmony and completeness within the design.

The Jeff Design requirements for clearspace around the logo is 1cm both above and below the logo, and 2cm outwards on each side of logo. We found in doing this, it gives almost a bevel effect, or draws the eye in by the smaller space above and below, focusing on the name, while the longer space at the sides symbolizes the room for endless possibilities.



We spaced the letters in a way that they are separated enough to read easily, but still close enough together to create the sense of togetherness and balance throughout the logo.

Jeff Designs Sketches



Jeff Designs Logo

JEFF DESIGNS

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