

FREDERICK JAY
BRAND DESIGNER

Brand Design Guide



Brand Style & Design Guide

Helping entrepreneurs reach their maximum potential!

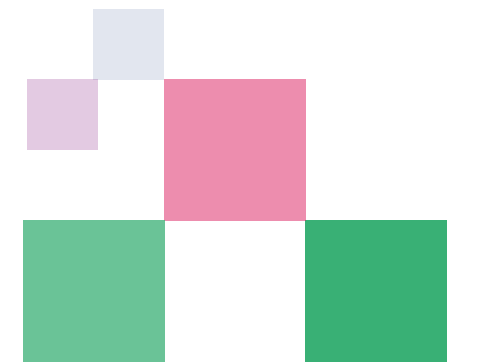




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It's Nice to Meet You!

Welcome! My name is Zachary Edwards, and I'm a Brand and Graphic Designer living in Atlantic Canada with my beautiful girlfriend Bailee. She's my rock, and with our first child on the way every minute we spend together counts. I love her very much, and I'm super excited to be a Daddy!

My love for design has been engraved in me my entire life. From kindergarden through grade school, my face was stuck between a canvas and a computer screen; obsessing over complimentary colors on magazine and textbook covers. I started out using Photoshop when I was twelve years old, touching up photographs for my neighbors and the other children at my school. Fast forward to today, where I have 10+ years experience and work consistently with the entire Adobe Creative Suite (After Effects, Photoshop, Illustrator, InDesign), as well as programming in C++, CSS, HTML, PHP, Java and AngularJS.

*Being in the position I am I know just **how** important passion is for your business. It's about watching **YOUR** passion personify into something tangible that you can depend on for lifelong stability. Let's get to know each other and build something truly inspiring!*

1.0

Preface

Business Overview

We Take Your Business To The *Next Level!*

*Logos • Business Cards • Rack
Cards • Envelopes • Letterheads
• Social Media Banners • Note
Cards • Packaging Labels •
E-Books • Advertisements • CD/
DVD Labels • Event Invitations •
Flyers • Web Design*



1.0 Preface

1.2

Who Are We?

Frederick Jay is a design studio
*specializing in start-up business
development.* We at Frederick Jay
recognize that ***first impressions are
everything***, and nailing that window
of opportunity is **key** to attracting
customers.

Let us work with you and develop the
right identity for your business!



1.0 Preface

1.3

2.0

Brand Identity

Logos & Colors

Primary Colors



HEX: #00ce70
RGB: 0, 206, 125
CMYK: 70, 0, 72, 0
LAB: 73, -59, 28



HEX: #6dcb99
RGB: 109, 203, 153
CMYK: 56, 0, 53, 0
LAB: 75, -38, 16

HEX: #00bd71
RGB: 0, 189, 113
CMYK: 86, 0, 78, 0
LAB: 66, -69, 24



HEX: #91d5ad
RGB: 145, 213, 173
CMYK: 43, 0, 42, 0
LAB: 80, -29, 13

HEX: #00956e
RGB: 0, 149, 110
CMYK: 87, 17, 72, 3
LAB: 54, -45, 10



2.0 Brand Identity

2.2

Secondary Colors



HEX: #d41568
RGB: 212, 21, 104
CMYK: 12, 100, 36, 1
LAB: 47, 71, 7

HEX: #ba2454
RGB: 186, 36, 84
CMYK: 22, 98, 54, 6
LAB: 42, 60, 12



HEX: #94368d
RGB: 148, 54, 141
CMYK: 48, 94, 5, 0
LAB: 39, 48, -29

HEX: #7b2682
RGB: 123, 38, 130
CMYK: 63, 100, 11, 2
LAB: 33, 45, -33



HEX: #345e9e
RGB: 52, 94, 158
CMYK: 88, 68, 9, 1
LAB: 39, 2, -40

HEX: #194f90
RGB: 25, 79, 144
CMYK: 98, 77, 14, 2
LAB: 33, 2, -42



2.0 Brand Identity

2.3

Our Logo



What Our Logo Says About Us

The simplicity of the rotated triangle we use as our logo represents the potential advancement of your business. The left of the shape acts as the start and expands to the right, which represents growth and success. It's a simple and effective way to convey our objective as a branding and design studio.



Logos

1.

430 pt

46 pt

FREDERICK JAY

12 pt BRAND DESIGNER

60 pt

2.

FREDERICK JAY

BRAND DESIGNER

3.

FREDERICK JAY

BRAND DESIGNER

1. Full Color

Pantone 447C
Pantone 7479C

2. Single Color

Pantone 7479C

3. Gradient

Left: Pantone 7479C
Right: Pantone 7724C

Watermarks

1.

2.

60 pt

100 pt

175 pt

88 pt

3.

1. Full Color

Pantone 447C
Pantone 7479C
CMYK: 0, 0, 0, 5

2. Light Background

Pantone 447C
Pantone 7479C

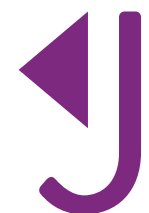
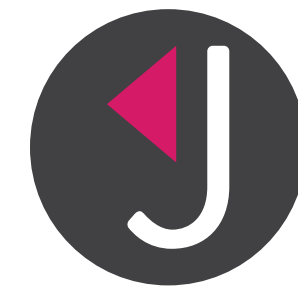
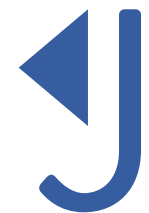
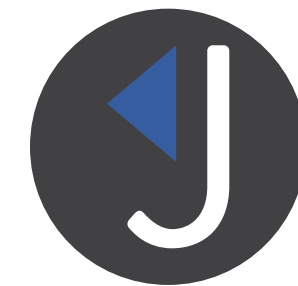
3. Single Color

Pantone 7479C

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3.0

Typography

Lettering & Paragraphs

TITLE

Brandon Grotesque Small Caps

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? , .

header

Open Sans Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? , .

body

Lato Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? , .

Paragraph Style

Lorem ipsum dolor sit amet, ferri
scripta vivendo vis ex, duo salutandi
eloquentiam eu. Vim paulo ubique
imperdiet ad. Sint **porro iriure** sea et, est
bonorum officiis no. Vis id habeo dicta
denique. Ad voluptua facilisis sed, at
eum natum similique consequuntur.

“**Eum te mandamus sadipscing, vis ad
velit voluptatum.**” Elit nullam civibus ius
at, sed pericula inciderint cu. Sed tota
moderatus ne. Et sea recteque senserit
definitiones id mei.

Lorem ipsum dolor sit amet, legimus
facilisi quo an, nonumy temporibus ne
eam, an sed enim omittantur. **Utroque
similique vel ne.** Quodsi recusabo vis no,
ex cum alia blandit consetetur. Nemore
quaeque sit in:

- Utroque similique vel ne.
- Sint porro iriure sea et.
- Sed tota moderatus ne.



4.0

Application & Use

Mock-ups & Layouts



Business Card / Envelope Mock-Up



Mobile App





Uniform Mock-Up



Office Layout Mock-Up



Thank You So Much!



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