

FREDERICK JAY  
BRAND DESIGNER

*Brand Design Guide*

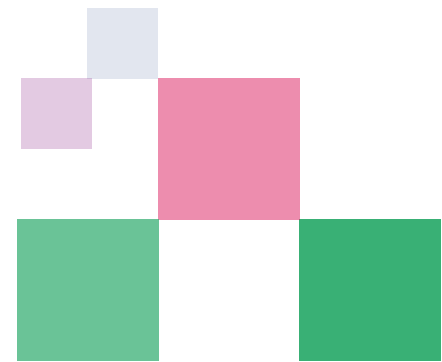






## Brand Style & Design Guide

*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.*

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*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!*



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# *Preface*

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*Business Overview*

# We Take Your Business To The *Next Level!*

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*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*



# 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!



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# *Brand Identity*

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*Logos & Colors*

# Primary Colors

Pantone 7479C

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

Pantone 346C

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

Pantone 7480C

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

Pantone 345C

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

Pantone 7724C

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



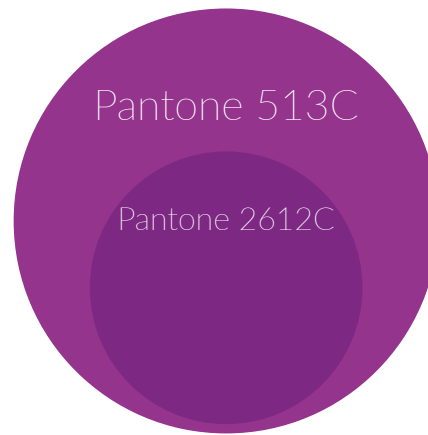
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# Secondary Colors



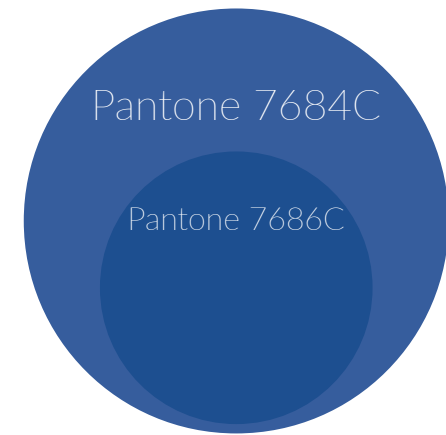
HEX: #d41568  
RGB: 212, 21, 104  
CMYK: 12, 100, 36, 1  
LAB: 47, 71, 7

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



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## Our Logo

FREDERICK  JAY  
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## What Our Logo Says About Us

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*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. Full Color

Pantone 447C  
Pantone 7479C

2. Single Color

Pantone 7479C

3. Gradient

Left: Pantone 7479C  
Right: Pantone 7724C



# Watermarks

1.



1. Full Color

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

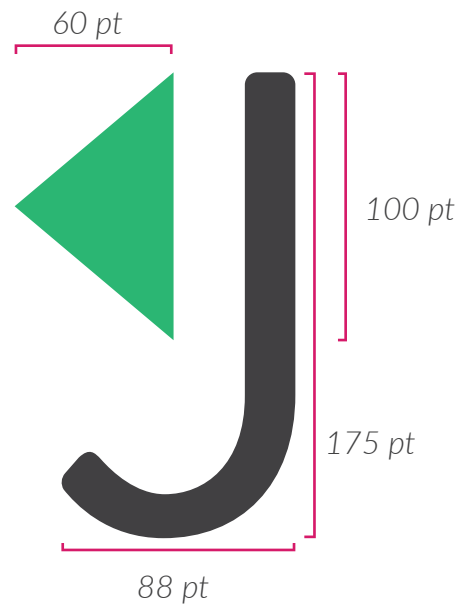
2. Light Background

Pantone 447C  
Pantone 7479C

3. Single Color

Pantone 7479C

2.



3.



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# *Typography*

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*Lettering & Paragraphs*

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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 ! ? , .





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## Paragraph Style

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**L**orem 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 moderatius 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 moderatius ne.

4.0

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# *Application & Use*

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*Mock-ups & Layouts*



*Business Card / Envelope Mock-Up*



*Mobile App*



*Uniform Mock-Up*





*Office Layout Mock-Up*





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Thank You So Much!







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