

Jaam Water® Brand Identity Guidelines

Jaam Water® Company Terms & Conditions

Please read them carefully before proceeding.
If you do not agree with any part of these terms and conditions, you may not access or use our services.

Welcome to Jaam Water Company's Terms & Conditions!
As a user of our website, mobile applications, or other online services,
it is important that you understand and agree to the terms and conditions that govern their use.

By accessing or using any of our services, you agree to be bound by the terms and conditions outlined below. If you do not agree with any part of these terms and conditions, you may not access or use our services.

At Jaam Water Company, we take great pride in providing high-quality water products and services to our customers. Our website, mobile applications,

and other online services are designed to enhance your experience with us and make it easier to access the products and services that you need. By using our services, you acknowledge and agree that Jaam Water Company is not responsible for any damages or losses that may arise from the use of our services,

including but not limited to errors, omissions, interruptions, delays, or defects in our services or content

We reserve the right to modify or update these terms and conditions at any time without notice.

It is your responsibility to review these terms and conditions periodically to ensure that you are aware of any changes. Y

our continued use of our services after any modifications or updates to these terms and conditions constitutes your acceptance of the modified terms and conditions.

At Jaam Water Company, we take your privacy seriously. We will collect, use, and store your personal information in accordance with our Privacy Policy, which is available on our website. By using our services, you agree to the collection, use, and storage of your personal information in accordance with our Privacy Policy.

You agree to use our services only for lawful purposes and in a manner consistent with these terms and conditions.

You agree not to use our services in any way that could damage, disable, overburden, or impair our servers or networks or interfere with any other user's use and enjoyment of our services.

VISUAL IDENTITY

Kit-of-Parts

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Logos

Primary Logo

The primary logo is the main & official logo of our company. It is the most recognizable and frequently used logo that represents the identity and values of the entity.

Primary Logo for Small Use

Our small-use logo has been simplified for ease of reproduction on smaller formats. This logo is used when a logo of .75 inch wide or less is needed.



Primary Logo Clearspace

C clearance is the minimum distance between the logo and other visual and verbal elements.





Logo color usage

Our logo primarily appears in our two core colors, and inverted to White when used on a colored background.

Our colors are split into Two groups:
Primary, and
Secondary Colorways.



Primary Colorway

Our primary colorway is most common, and appears on most applications.

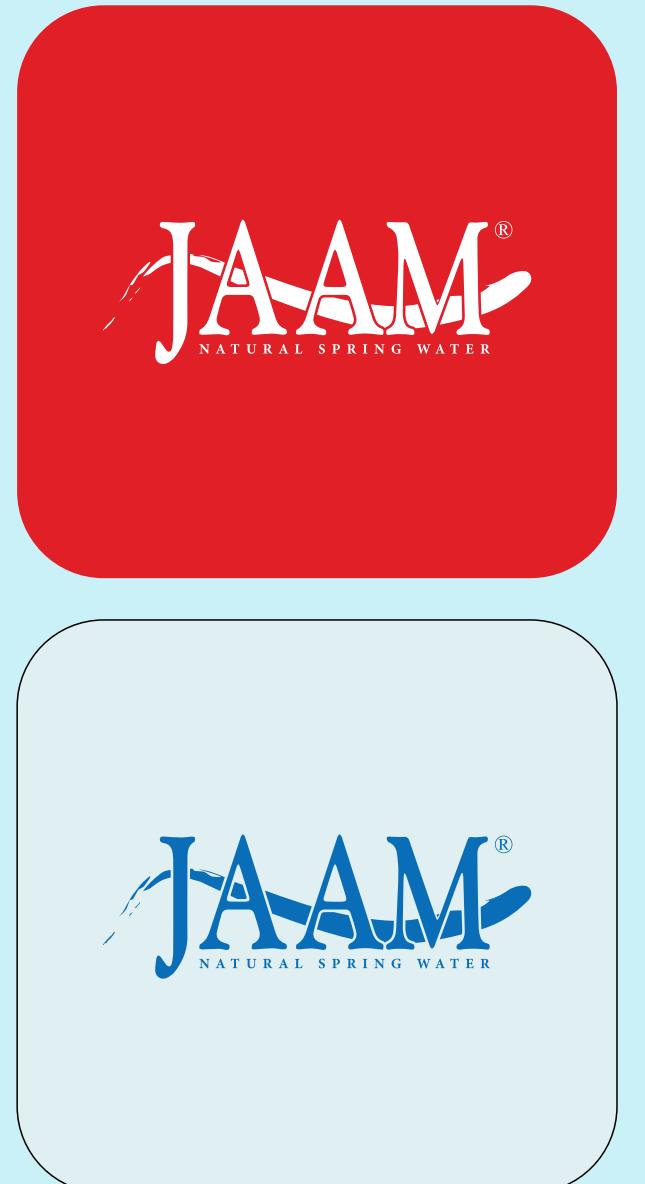
Secondary Colorway

Our secondary colorway is used in applications and packaging where a single color logo would work more harmonious with our typography or images.

Primary Colorway



Secondary Colorway



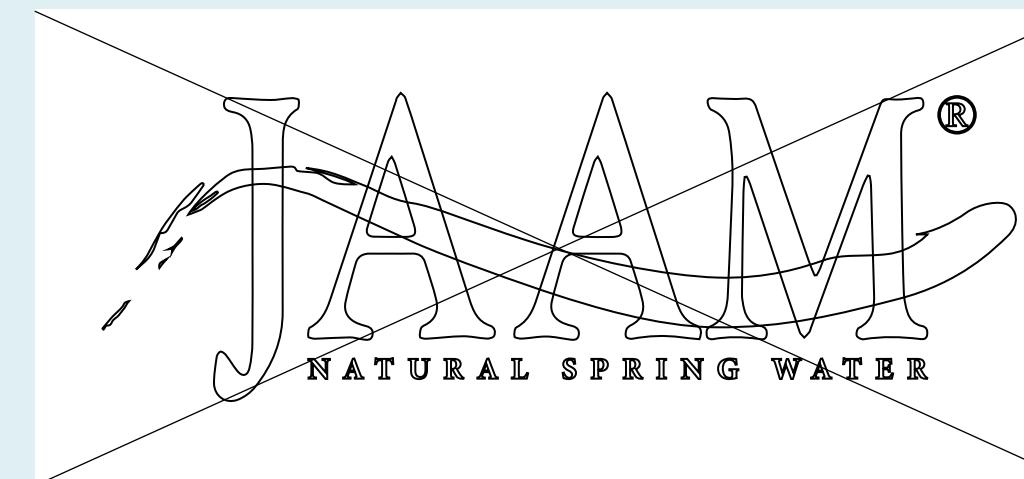
Logo Don'ts

Our logo should remain as indicated in this document, there are no exceptions.

This list is meant for illustrative purposes, and should not be considered an exhaustive list of mistakes.



Do not distort or warp the Logo in any way.



Do not outline the Logo.



Do not add any effects to the Logo.



Do not change the tone, tint, or opacity of the Logo.



Do not rotate the Logo.



Do not change the typeface of the Logo.



Do not remove the splash from the Logo.



Do not change the logo colors, only colors mentioned on page 09.



Do not use the logo from our previous visual brand identity.



Colors

Color Overview

This is our full Jaam Water® color palette, sorted in order of importance.

HEX: #6DCFF6
R 109;G 207;B 246
C50 M0 Y0 K0

HEX: #096EB7
R9 G110 B183
C89 M55 Y0 K0

HEX: #E01F27
R224 G31 B39
C6 M100 Y98 K0

HEX: #CAF0F8
R202 G240 B248
C19 M0 Y3 K0

HEX: #0096C7
R0 G150 B199
C79 M26 Y8 K0

Primary Palette

This is our primary palette, inspired by our logo, the blue has direct correlation to the color of water as well as having many abstract associations that synergize with our brand identity such as it's association with nature, serenity, calmness, and steadiness.

At least one of these colors always appear.

HEX: #6DCFF6
R 109;G 207;B 246
C50 M0 Y0 K0

HEX: #096EB7
R9 G110 B183
C89 M55 Y0 K0

HEX: #E01F27
R224 G31 B39
C6 M100 Y98 K0

Secondary Palette

Used to complement the primary colors and provide more flexibility in visual design.

HEX: #0096C7
R0 G150 B199
C79 M26 Y8 K0

HEX: #CAF0F8
R202 G240 B248
C19 M0 Y3 K0

HEX: #023E8A
R2 G62 B138
C100 M86 Y17 K3

Usage of the color Red

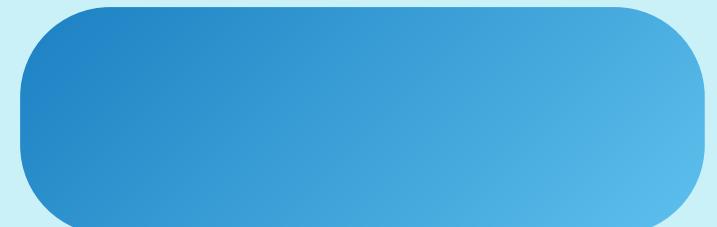
When using red in our brand identity, we take advantage of the 60/30/10 rule. It doesn't matter what color the 60% and 30% are,

but it is important that red should always be 10% of the design when using it.

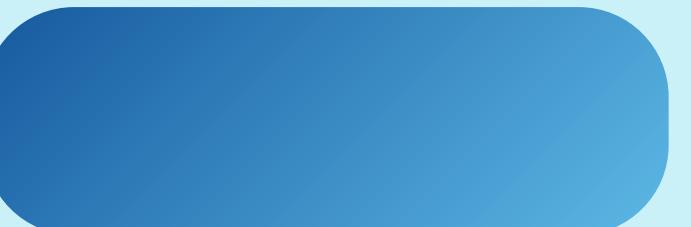


Gradients

#096EB7 ← → #6DCFF6



#023E8A ← → #6DCFF6



#6DCFF6 ← → #FFFFFF



typography

Typeface Overview

English Typeface:
Minion Pro

Arabic & Kurdish:
Diodrum

Typeface Overview

English typeface:
Minion Pro

Headlines
Minion Pro

Subheads
Minion Pro

Natural
Natural Spring Water
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Typeface Overview

Arabic & Kurdish:
Diodrum

ئاوى سروشى جام

ئاوى سروشى جام
ئاوى سروشى جام
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ئاوى کانیاوى سروشى

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ئاوى سروشى جام

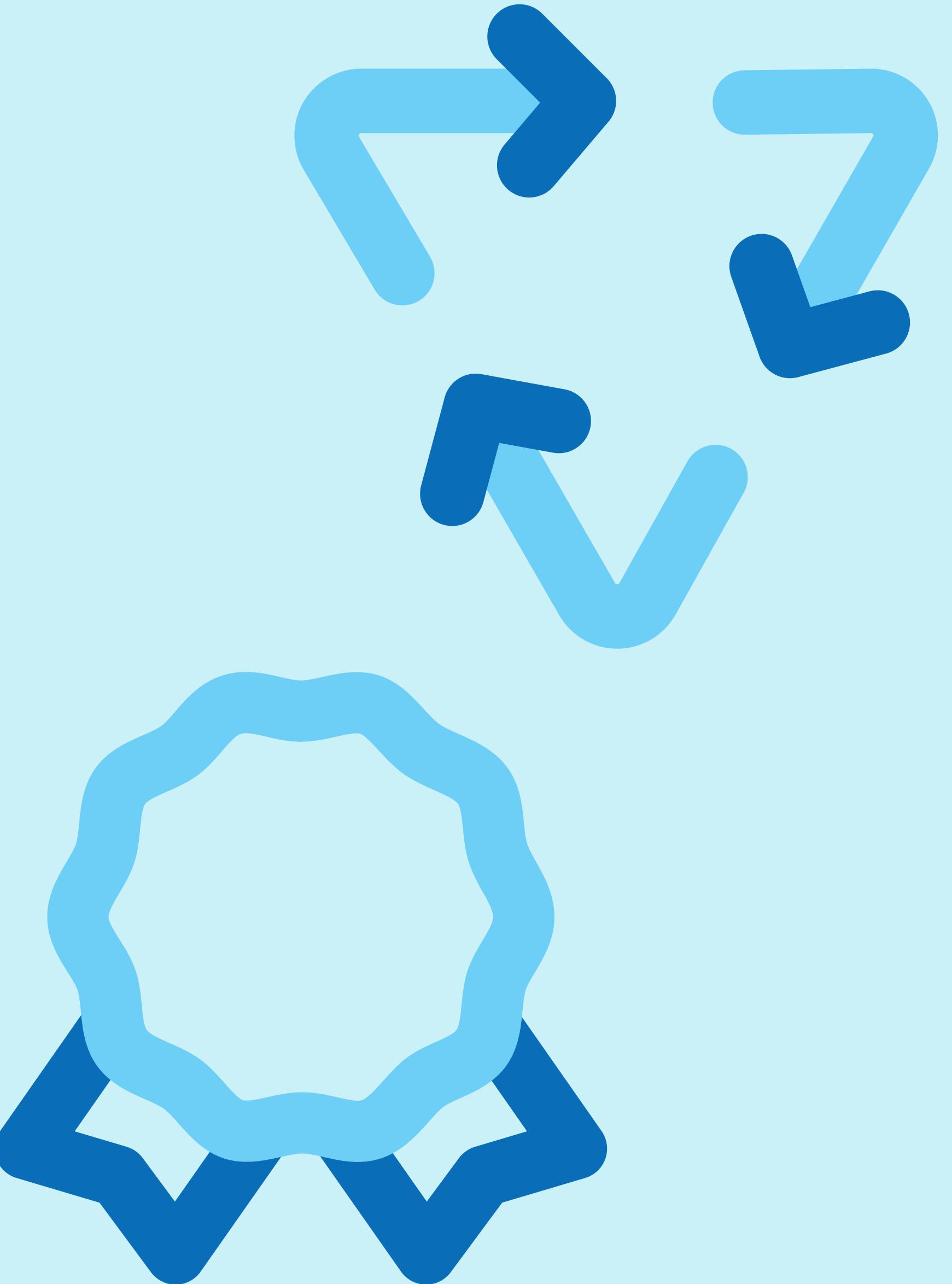
ئاوى سروشى

Iconography

Iconography

Iconography is an essential component of a brand guideline that helps to visually communicate a brand's identity and values.

For Jaam Water, iconography can include specific images and symbols that represent the company's values, such as purity, health, and vitality. These icons can be used in various marketing materials, such as packaging, advertising, and social media graphics, to help customers recognize the brand and connect with its message.



Iconography



Iconography





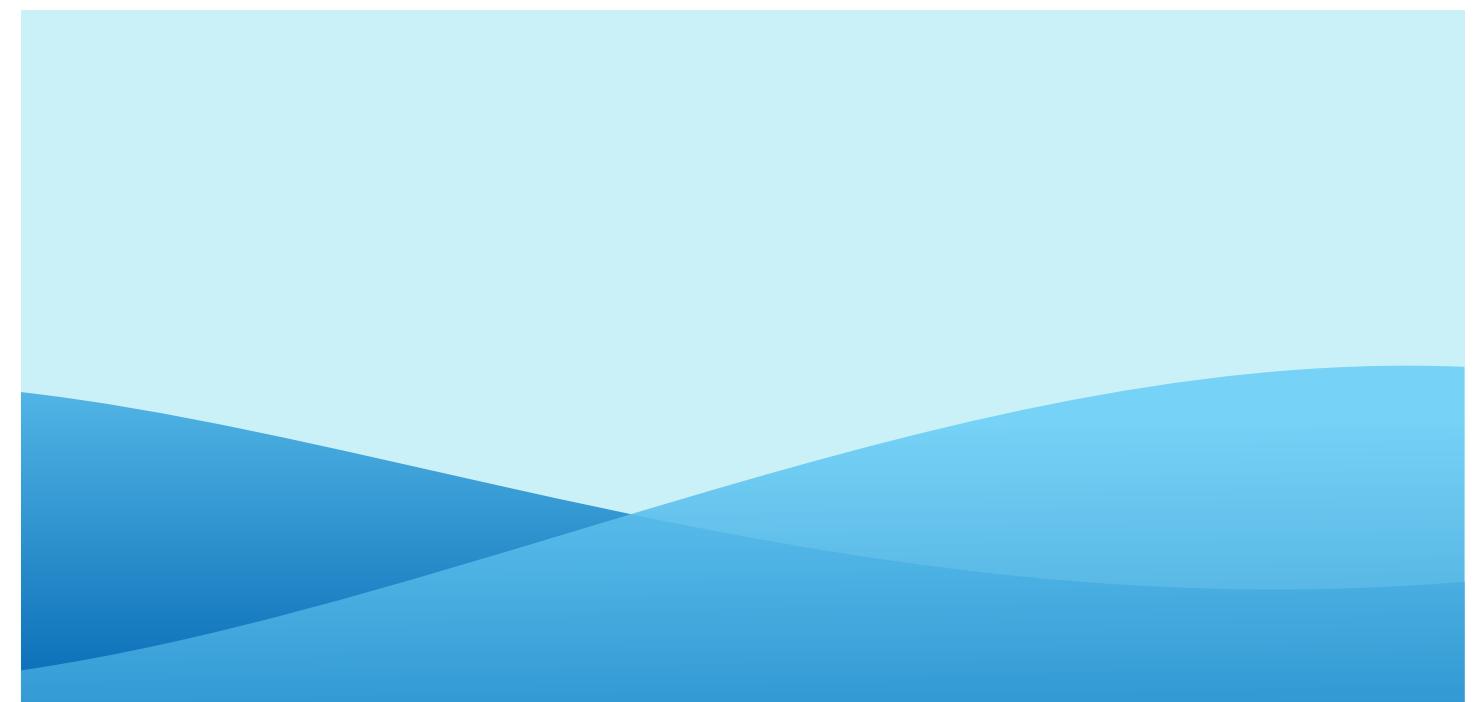
Design Elements

Design Elements

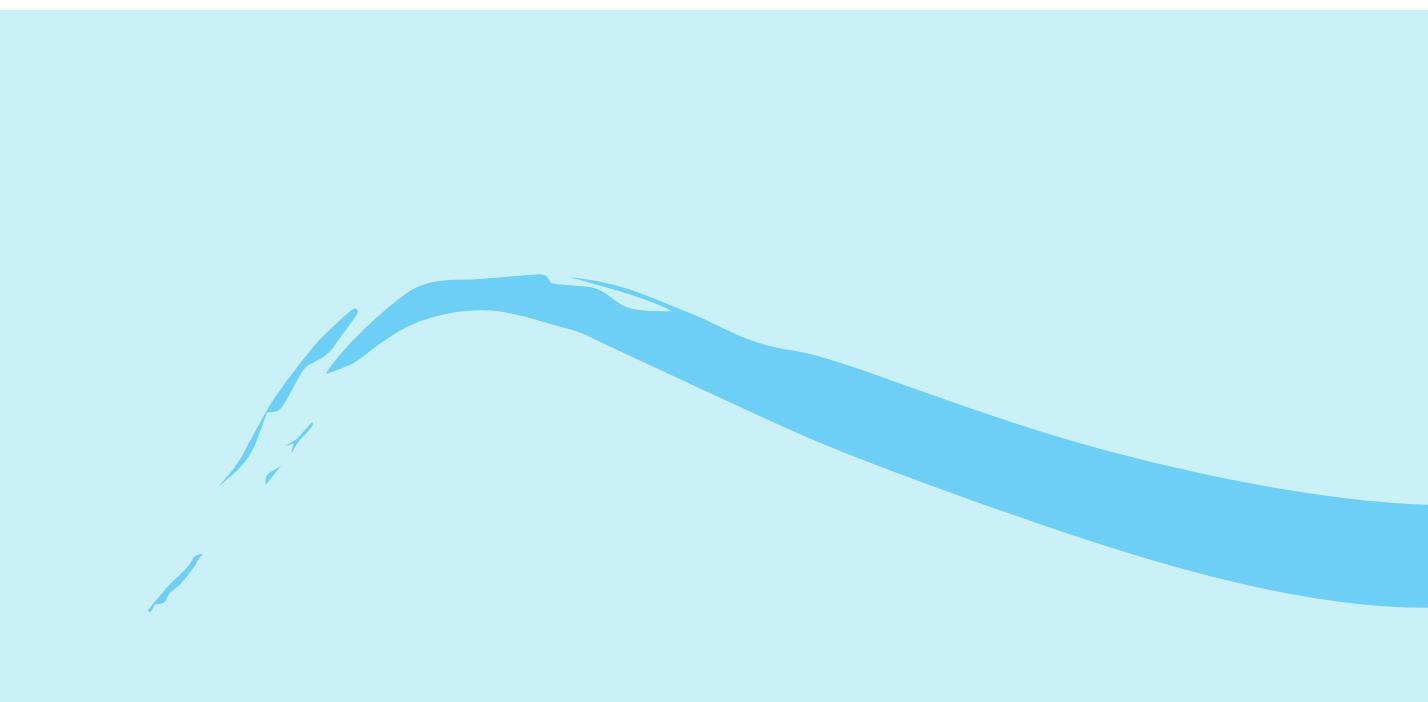
Our guidelines also specify design elements that can be used on the stationary items, we have three graphical elements.

These elements should be used sparingly and in a way that complements the overall brand identity.

Water Waves



Spring Water



Water Splash



Packaging

Packaging

Jaam Water can ensure that its products are easily recognizable and aligned with the brand's messaging and values.

The two options, blue and white, can be used to add variety to the product line,



17L Bottle

Main Label



17L Bottle

Main Label Flipped



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for internal informational purposes only.



Top label

17 L Bottle



Jaam Carton
Main Option

2023







Jaam Carton
Secondary Option

2023





Jaam Cup

Main Design

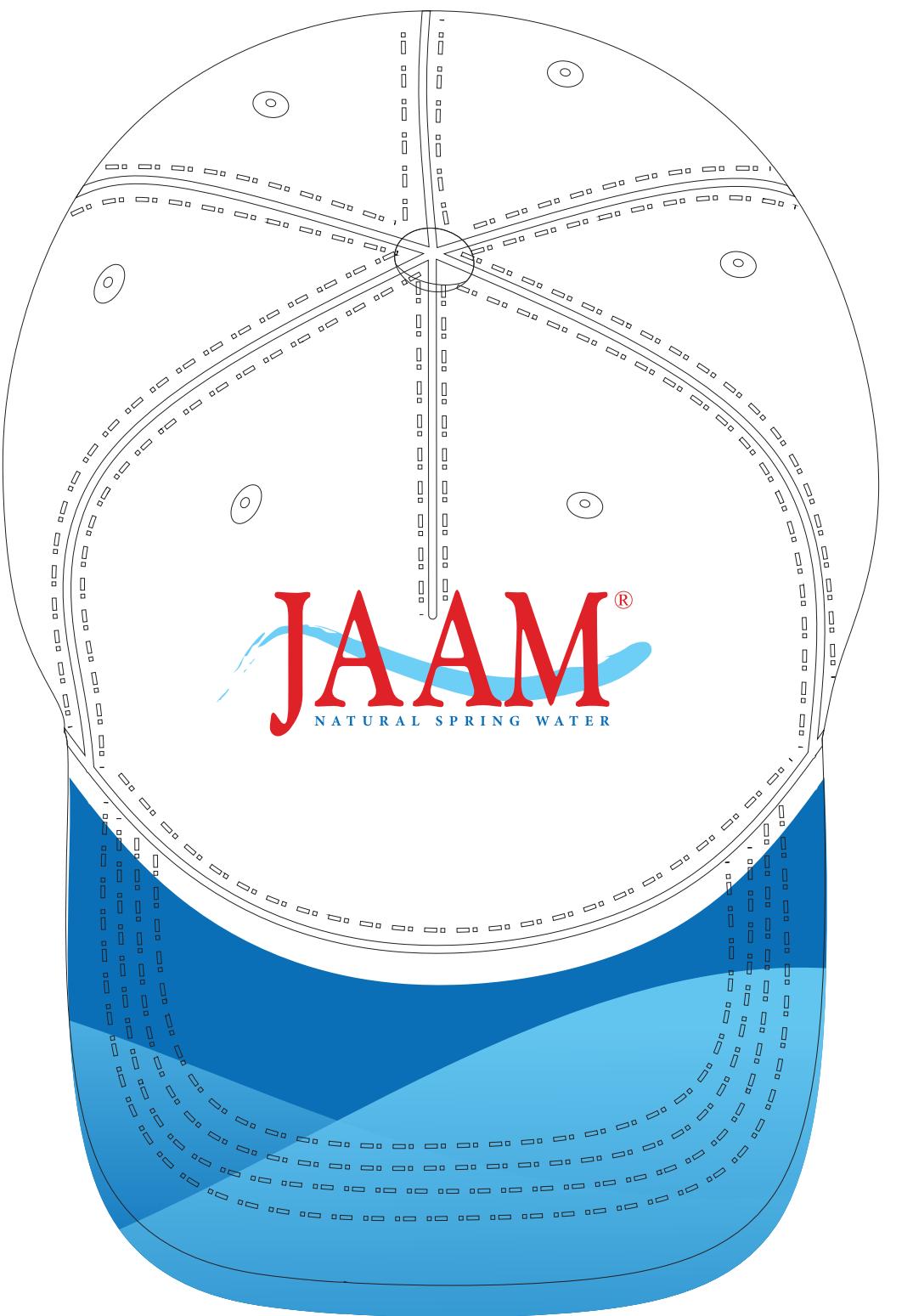
2023







Uniforms







Stationery

Stationary

The section on stationary covers the various materials and items that are used to represent the brand in written communication,

Such as letterheads, envelopes, business cards, and other printed materials.





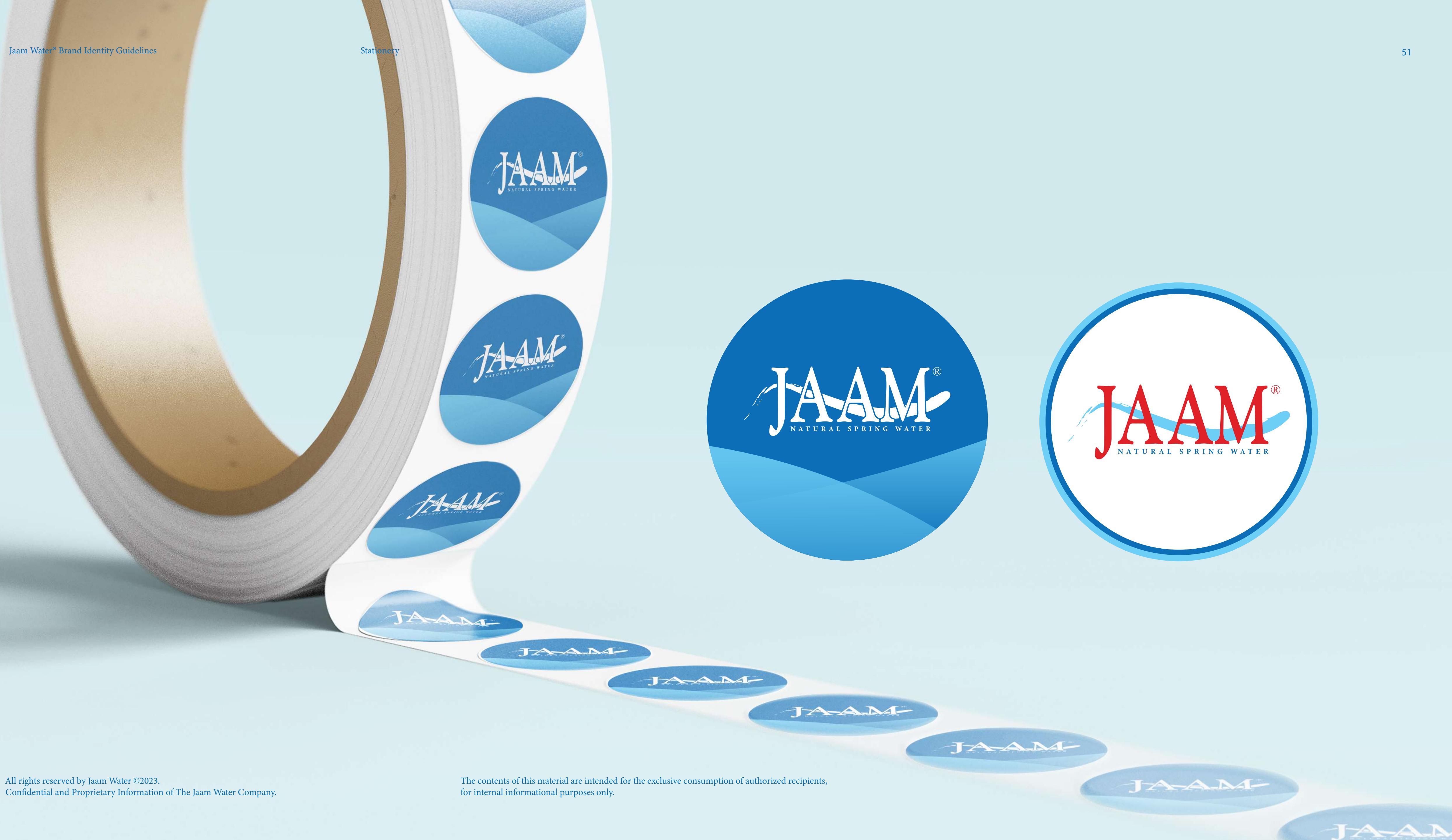
Stationary









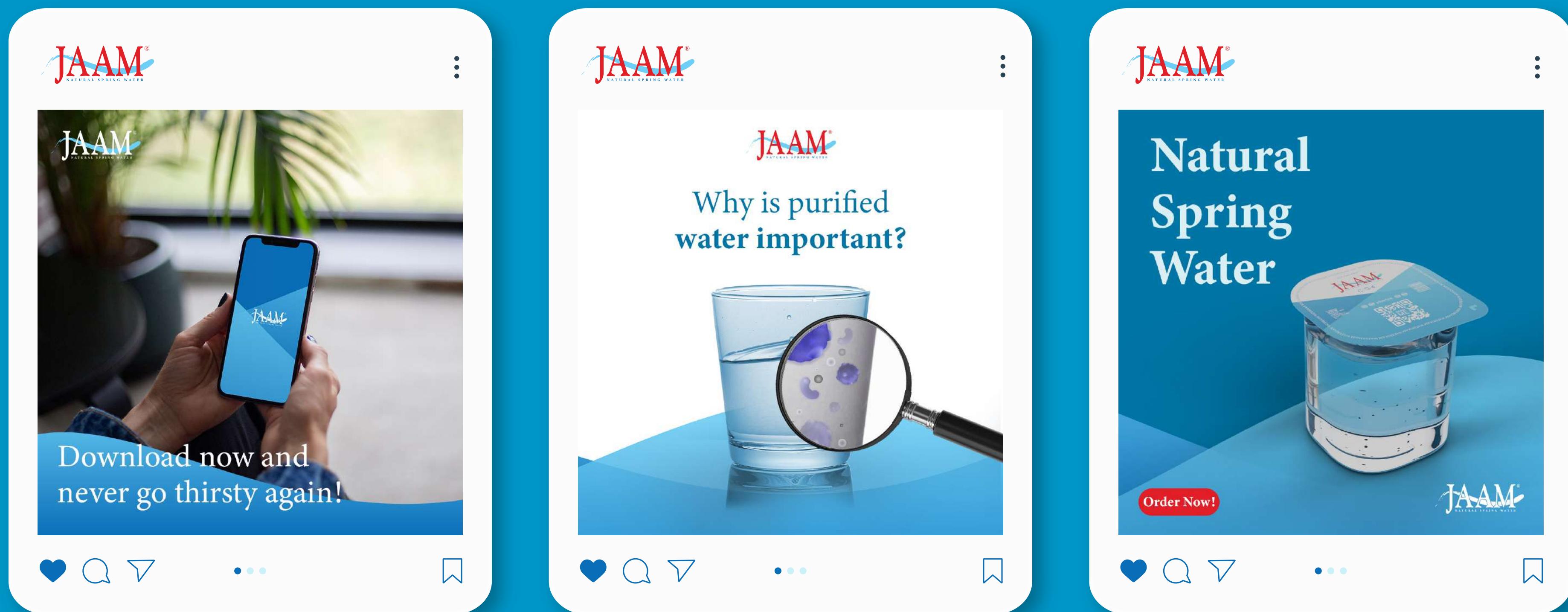


Social Media

Social media

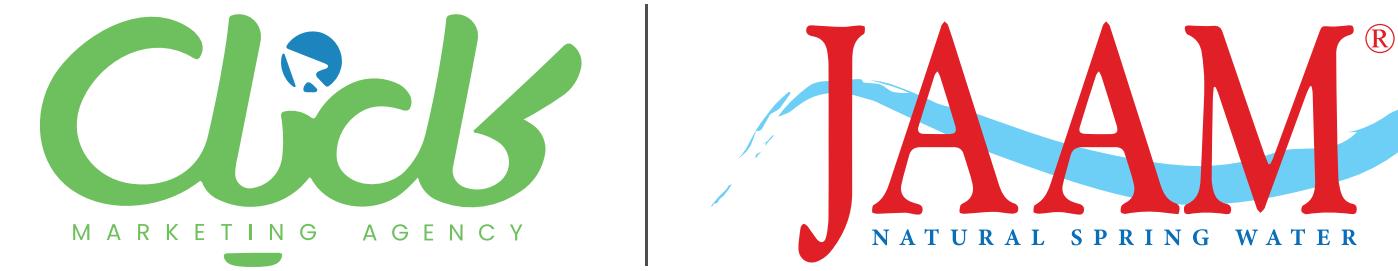
Jaam Water can ensure that its social media presence is aligned with the brand's messaging and values.

This can help to strengthen brand loyalty, increase engagement with customers, and maintain a consistent brand identity across different social media channels.



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A full service digital marketing agency

Our team of specialists consistently delivers outstanding results combining creative ideas with our vast experience.
We can help you build a sustainable, meaningful relationship with your clients by engaging them
with your brand using social media.

Thanks for watching!

please inform us
before designing any content so as to stay on the approved guidelines.



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