

Brand Guidelines

James Hush



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The James Hush primary logo consists of the word "James" in a dark blue serif font and the word "Hush" in a bright orange sans-serif font. The letter "H" in "Hush" features a unique graphic element where the vertical stroke is replaced by a series of thin, parallel lines radiating from the top right corner.

The James Hush primary logo format in primary brand colors.



Use the James Hush emblem as a reference to ensure appropriate margins around the logo.

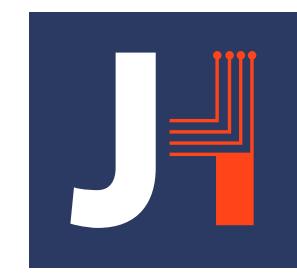
James Hush

In situations where the logo is placed over a dark background, above is the acceptable color to use.

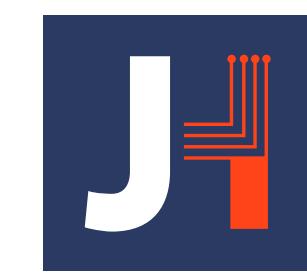
James Hush

James Hush

Primary logo format in grayscale.

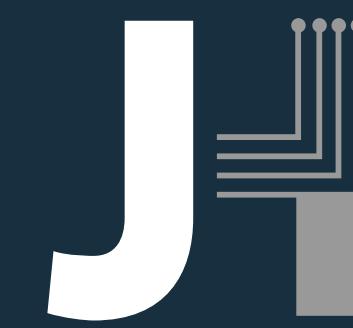
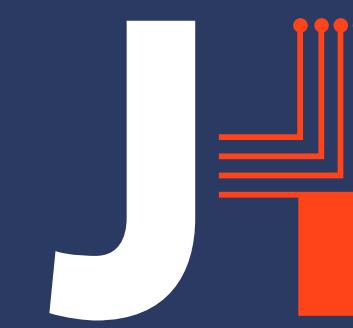
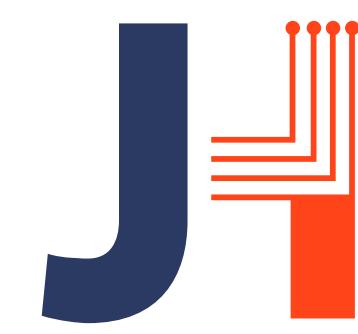


James Hush



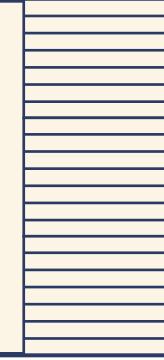
James Hush

Acceptable secondary logo formats.



The James Hush emblem in different color formats.

Colors



1. The James Hush brand colors project a personality that is premium, organized, and entertaining. Layouts should always strive to uphold those attributes, avoiding color combinations that feel cluttered, boring, and overdone.
2. All designs should use the primary colors throughout approximately 75% of the space, with 25% of the remaining space tastefully and strategically using the secondary colors. For instance, the website uses the secondary color, Gold as the background for testimonials to account for the 25% suggestion.
3. Red should never be used as a background color. It may only be used as a primary CTA button color, and perhaps a link color when useful.

PRIMARY COLOR

“Navy”
#2b3a63

Primary headline color
Primary body copy font color
Secondary background color
Shape outline color

PRIMARY COLOR

“Sand”

#fcf5e6

Primary background color

CTA COLOR

“Red”

#ff441a

Primary CTA button color

SECONDARY COLOR

“Gold”

#e5ae35

Secondary button color

Secondary body copy font color

SECONDARY COLOR

“White”

#ffffff

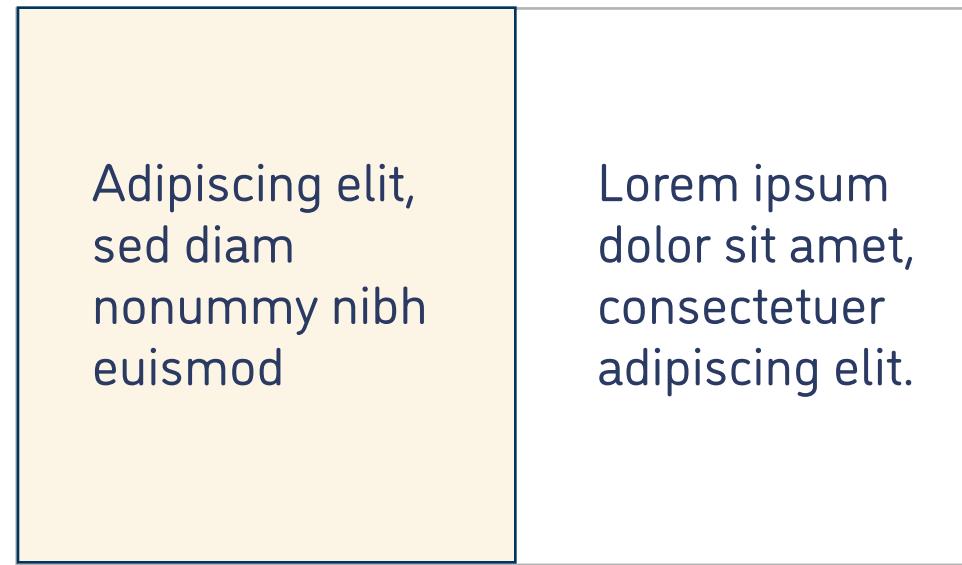
Secondary background color

Secondary headline color

Secondary body font color

okay

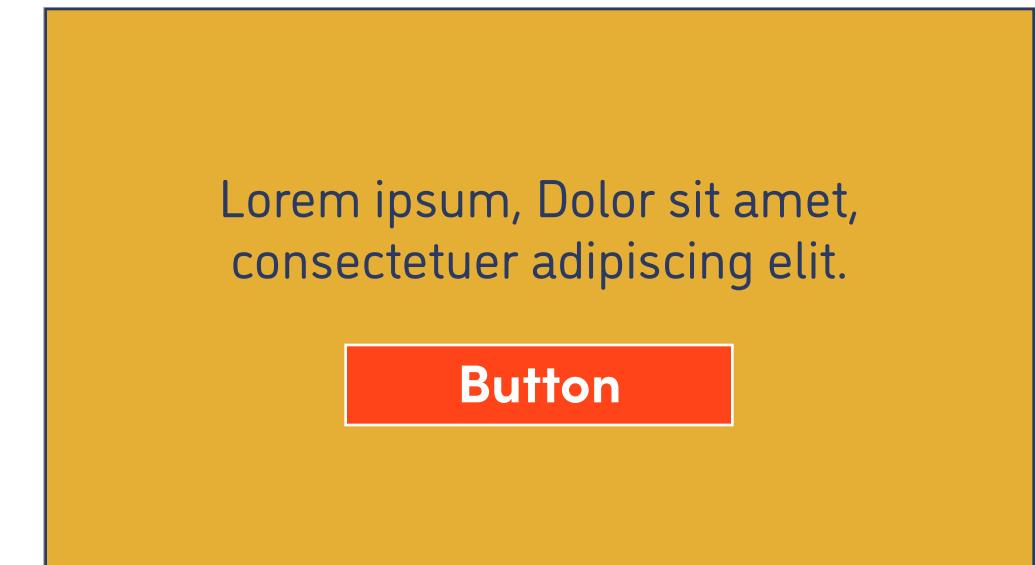
1.



2.



3.



not okay



Examples outlining how to apply each of the previous guidelines regarding brand colors.

Fonts



Lorem ipsum dolor sit amet

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



(standard copy lockup)

Sofia Pro Bold

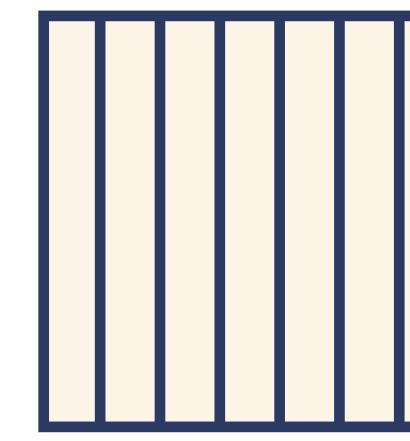
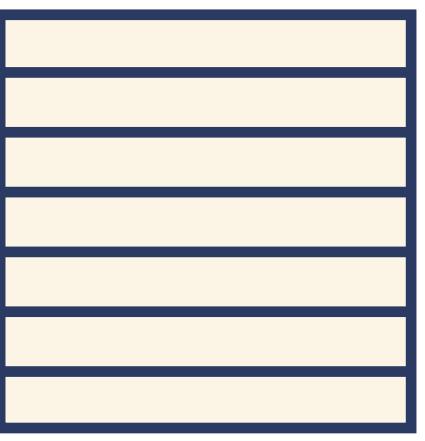
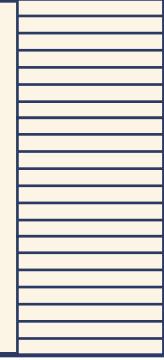
- Primary headline font (Sentence case)
- Highlighted copy blocks less than 3 sentences
- Copy displayed on top of photo graphics
- Button font

DINosaur

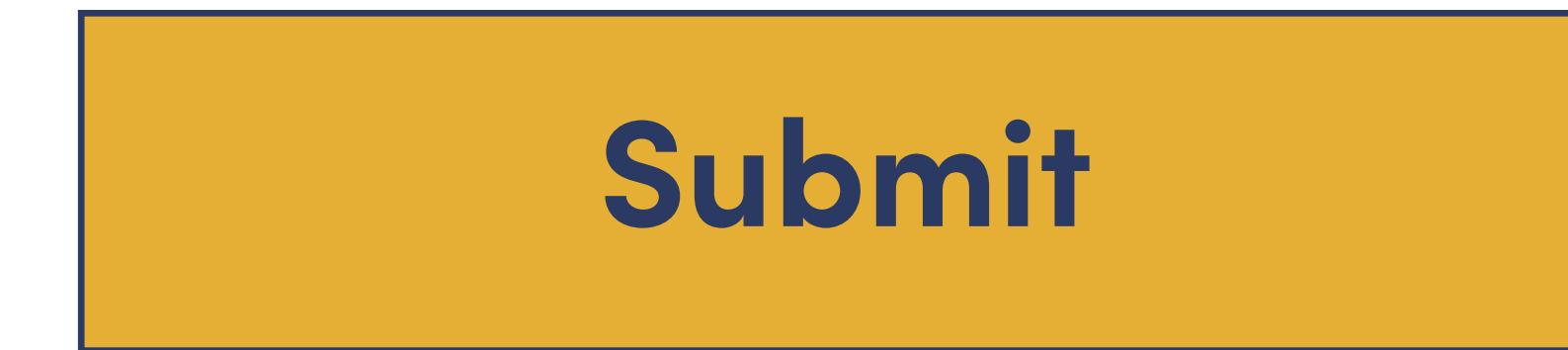
- Body copy
- Bullet points
- Charts and graphs
- Testimonials

Each font of the James Hush brand is used in different situations. See the guidelines above for further direction.

Graphics



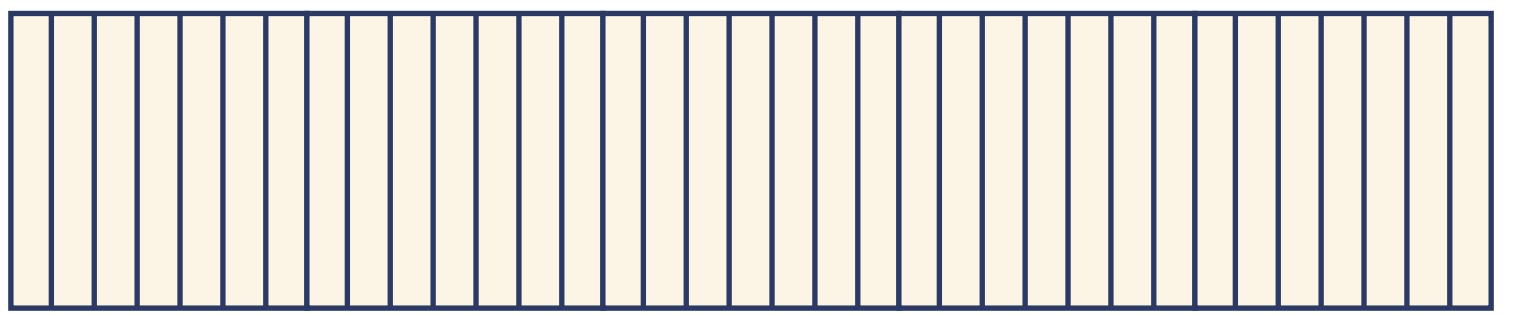
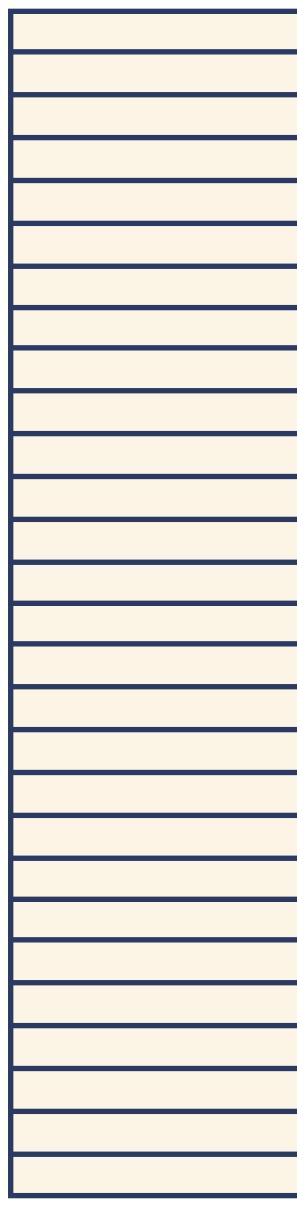
These square shapes may be copy+pasted to create rows and columns to divide content and add texture to a design. The colors of these shapes and outlines are not permitted to change, and the stroke weight should adjust accordingly to the size of the shape.



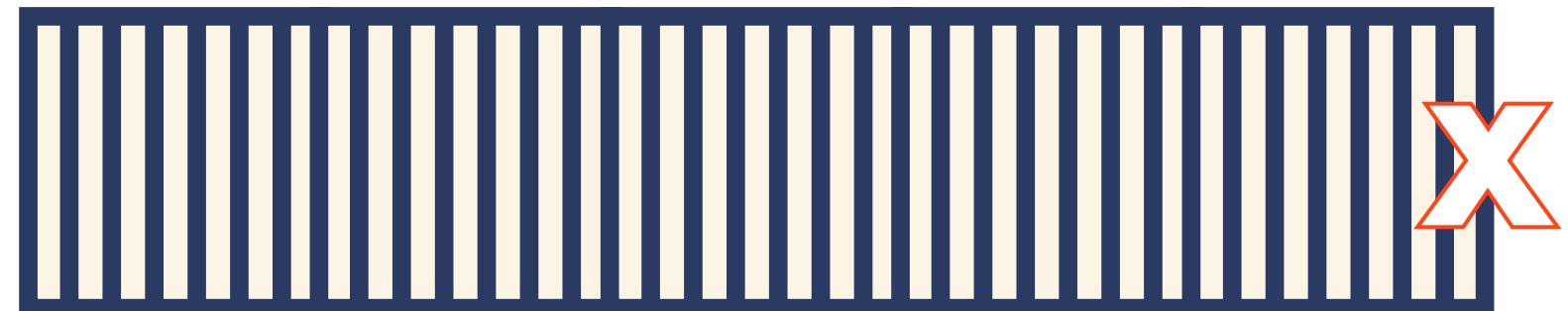
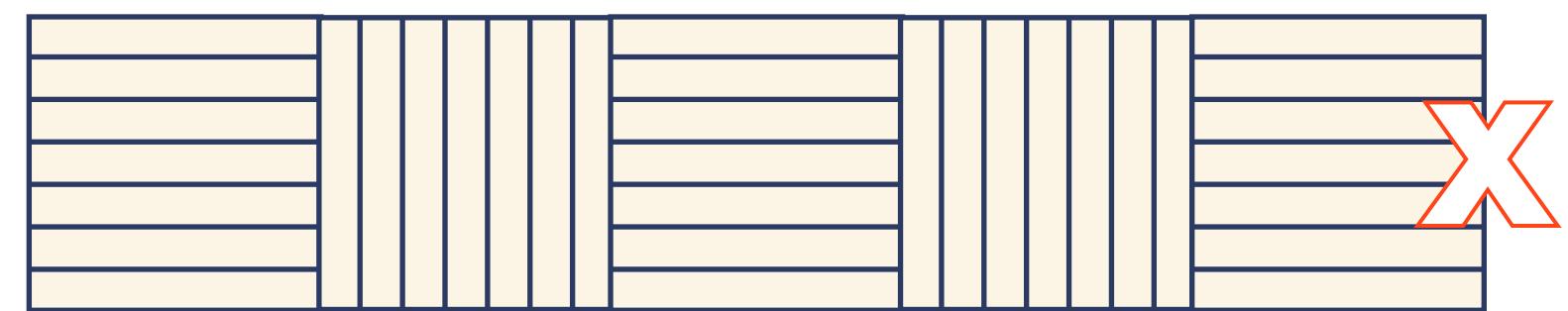
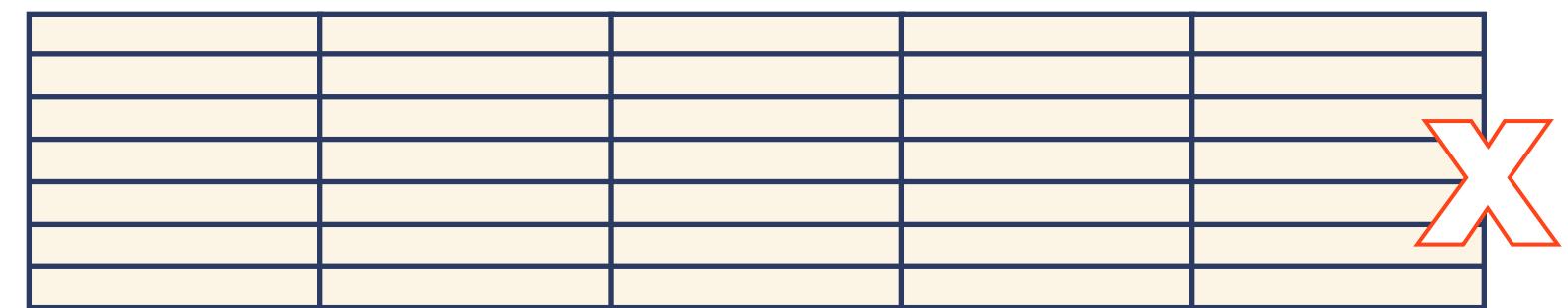
Name:

Above are additional shapes used in the James Hush brand for backgrounds, buttons, and forms respectively.

OKAY



NOT OKAY



Examples of how and how not to build out the shapes.

Photos



Types of photos used in the James Hush brand should always portray the speaker in a professional, lively, and charismatic light. Photo usage should refrain from using filter and grayscale overlays when used for anything but backgrounds.



When used in layouts, all James Hush photos should be cropped to squares or rectangles, and contain a navy outline around the shape with a stroke size relative to the size of the image.

