



**J A Y DESIGNS**



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# INTRODUCTION



**M**y brand guide book will show on how to use and not to use the logo. Aswell as the spacing of the logo and color theory I am using.

You will also find a few typography within this guide book. With my buisness card and contact number, my letter head, Last but not least my favourite the swag i provide through my free lancing company.





# LOGO



In the beginning of trying to become a free lance designer, was a challenge. Especially on where and how to begin, one was trying to come up with a logo design. It took me numourse trys to decide the one you see on top.

One logo I made in the beginning through out this jounrey, I thought to myself to add a small picture so that it could attract attention. Then again that was not the case, it was a bit to much that it distracted the eye way to much with all the color comination it had.



# LOGO MISUSE



**JAYDESIGNS**

My primary logo should not be stuck together.

**jaydesigns**

My primary logo should not be stuck together as well as not be small letters.

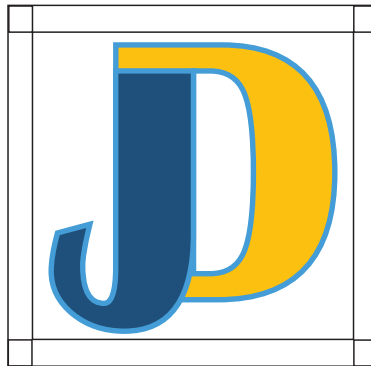
**JD**

The secondary logo should not be separated and side by side.



# SPACING

For my logo design I kept it plain and simple, with my name "JAY" spaced out apart and designs being the way it is you see on this page. My secondary logo i decided to keep it real simple with 2 letters with the J and D combined together with there 2 toned color.



Secondary logo



Original logo

# COLOR

The color theory I had came up with my company is simple enough that the color blue has been my favourite color since, just had to add a slight dark tint to it. Green being my secondary favourite color for my company shirt color and chose the color yellow as my third color for my logo because its just a really unique bright fun color.



Yellow Gold  
#ffc000  
RGB ( 255, 192, 0 )  
CMYK



Green  
#109a48  
( 16, 154, 72 )



Blumine  
#1e517b  
( 30, 81, 123 )



# COLOR MISUSE



My primary logo should not have be the same color way.

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Secondary logo should not  
have the color switched







# TYPOGRAPHY



## BRITANNIC BOLD

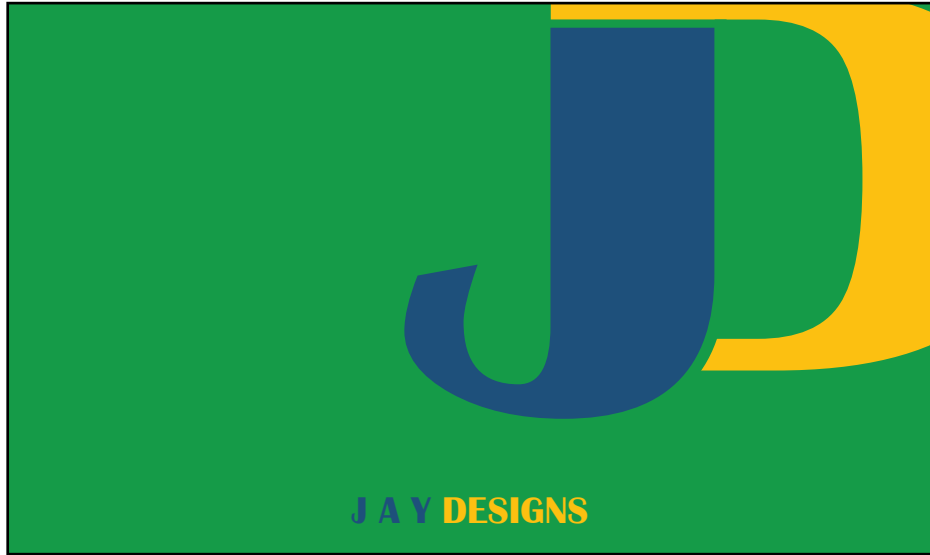
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*(),.,?**

## ALFARN

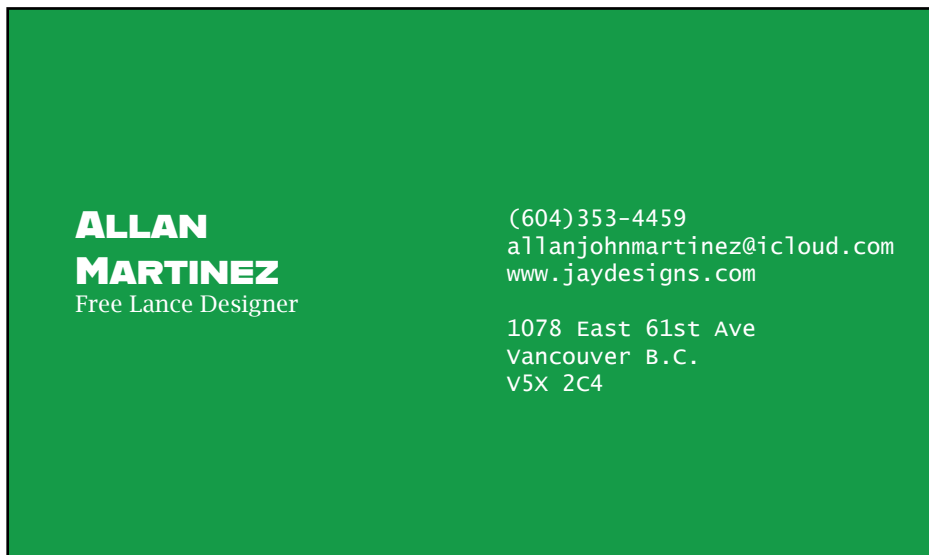
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**



# CONTACT INFORMATION



Front Buisness Card



Back Buisness Card

# LETTER HEAD



Allan John Mrtinez  
(604) 353 - 4459  
1078 East 61st Ave  
Vancouver B.C.

<https://jaymartinez22.github.io/jaydesigns/>

Heat press and printing

Make the days count and do what you love.

I want to become a free-lance designer that will mainly focus on heatpress and printing and make logos, clothing prints, water bottles and accessorie designs. I'm also open to making birthday cards and wedding cards.

My main focus for my free lance business is all about customer service, in person or through my website is where you can contact me. I am a person that loves to be creative but what I enjoy the most is that I love to work with clients that are also beyond creative.

# BUSINESS FLYER

What I will be using for my free lance business are these 2 machines, my heat press and my printer.



What my free lance business will mainly focus on is with the tools you see in the bottom of this flyer,

I will be using is a heatpress and a vinyl printer, which includes heat pressing clothing also print out logo designs for water bottles and other accessories. I am also currently working on other projects I would love to do.



# SWAG

As a free Lance designer, I make custom logo prints for tshirts and other clothing, vinyl prints for water bottle tumblers as well as birthday cards.

## Company Tshirt



From what I came up with my swag for my business T-shirt is simply just my logo. Simple yet eye catching. With green being my favourite color for my T-shirt, just simple.

## First Logo made 3 layers



Ever since I have started making vinyl prints and Logos. It was a real challenge, epecially from the beggining when I did not have a clue on how to layer and line the vinyls out. As I progressed on layering 1 to 2 vinyl each press, I got the hang on layering 3.



## Water Bottles



Layering vinyls on water bottle tumblers is quite easier than heat pressing on vinyls on T-shirts. I started of practicing just with names on them and did one that has 2 layers with a heart and love phrase. As I get use to putting more vinyls onto tumblers i would like to do more complex logos and designs.



## Birthday Card

My business is mainly to focus on heat press and printing vinyls for clothing and and water tumblers and other accessories. As a designer myself I am open to do birthday cards as well.







I want to become a free lance designer that will mainly focus on heatpress and printing that i will be providing for my clients is to make logos, clothing prints, water bottles and accessorie designs. I'm also open to making birthday cards and wedding cards.

My main focus for my free lance business is all about customer service, in person or through my website is where you can contact me. I am a person that loves to be creative but what I enjoy the most is that I love to work with clients that are also beyond creative.

