



JILLIAN DUMA

BRAND STYLE GUIDE

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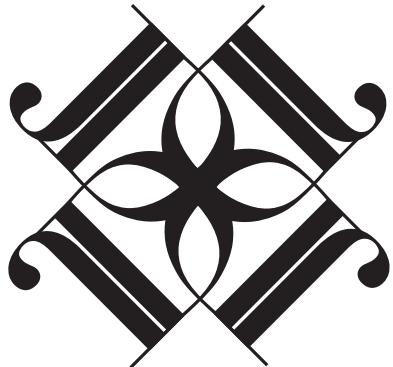
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LOGO

The logo contains capital letters “J” and “D” in the Bodoni font that have been uniquely placed to form an abstract image. This represents both the identity and uniqueness of the Jillian Duma brand.



Spacing

Leave a minimum of 0.5 inches of space around the logo. Try to avoid overlapping the logo with text and busy images.

Placement

Logo can be placed over other colors and imagery, however, the logo must be visible and distinct. Do not rotate or distort the shape of the logo.

Colors

The logo can only be filled with solid colors. The main color used is black. If black cannot be used then the following colors are acceptable:



deep teal



navy



teal



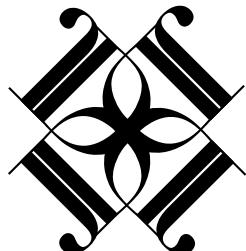
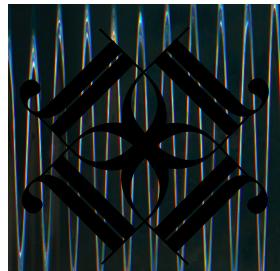
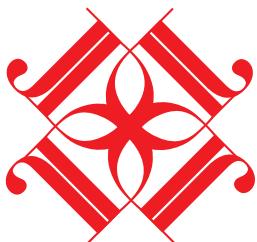
white

*please look at page five for more in depth description of colors

Do's



Don'ts



IMAGING & PHOTOGRAPHY

What is imaging? Imaging encompass a wide range of methods and skills to understand how a camera captures images as well as how one can manipulate pixels, colors and tones to create a variety of art. This article will discuss the general functions of a DSLR camera and the key characteristics that affect how the camera outputs an image. Different types of image capturing, image manipulation and methods of photography will also be discussed as well. All examples shown were created by Jillian Duma.



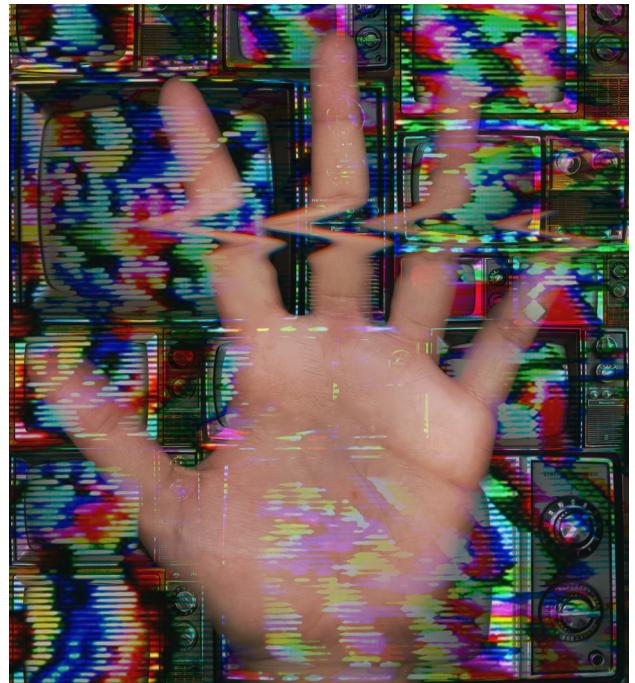
DSLR Camera

A digital single-lens reflex camera is a common device used to capture images. This device allows the user to adjust light exposure, shutter speed, aperture (f-stop) and more to capture the perfect image. The first successful imaging technology using a digital sensor was first introduced in 1969 by Willard S. Boyle and George E. Smith. Kodak was the first company to introduce the first digital still camera. Later on Nikon, SONY and Canon became the leading brands in this market. Above is an example of a screen for a DSLR camera. The images presented on the next few pages were shot with a Canon Rebel T3i.



Scanography

Scanography is a type of image capturing technology that uses a flatbed scanner to capture images. Unlike scanning plain documents, the fine art of scanography strives to capture atypical, 3D objects to express emotions and deeper meaning than what is just on the surface. Scanography gained recognition around the late 1960's when Sonia Landy Sheridan used photocopiers to create art rather than document copies. The fortunate cookie and the hand in the image to the right were captured with a scanner.



Compositing

Compositing is a process that combines two or more separate images or elements into one. Compositing was first introduced to the world of visual arts towards the end of the 19th century in films. Today compositing has become a popular trend among digital photographers. Using an imaging software (ex. Adobe Photoshop), the creator is able to select and cut a part of an image and transfer it over to another image. For example, the image with the girl swimming is a composite image. Pictures of the girl were taken separately behind a white background, while the image of the water and clouds were found images on public domain websites. Retouches, color adjustments, lighting and shading techniques were applied to make the image appear as one. Being able to "cut and paste" different images into another opens up an unlimited amount of possibilities for creators and designers in producing innovative and dynamic art pieces.



Grid Photography

Grid photography is a photography concept that usually entails small square images, carefully placed in a way that forms a whole new image. When grid photography was first introduced, it usually consisted of four different square images set on a plain background. Although the images may have different objects in them, when put together, they are able to tell a story. The image to the right is form of grid photography where multiple images are layered to create one image and portray a story open to interpretation.



Abstraction

Abstraction is another type of photography concept that captures an image that does not necessarily have an immediate association with an object. Capturing an effective abstract image makes the viewer think and question what the artist was trying to create. There does not need to be a distinct meaning to abstract art. Its meaning can be open to interpretation and should be since every person views things differently. A few familiar categories of abstract art include, Impressionism, Cubism and Futurism. The photo to the left and below are examples of abstract photography.

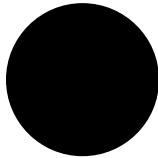
**“TO LOOK WITHOUT
FEAR IS A GOOD
SUBVERSIVE TOOL,
UNDERMINING TABOOS.”**

- Wolfgang Tillmans



COLORS

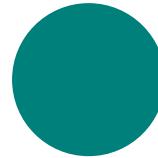
Primary Colors



PANTONE Black C
R0 G0 B0
C0 M0 Y0 K100

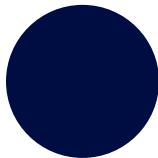


PANTONE 7722 C
R0 G84 B80
C98 M0 Y46 K64

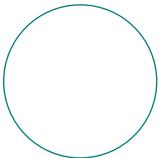


PANTONE 7716 C
R0 G129 B125
C98 M0 Y46 K31

Secondary Colors



PANTONE 2757 C
R0 G15 B69
C96 M78 Y0 K76



R255 G255 B255
C0 M0 Y0 K0

TYPOGRAPHY

Helvetica Neue is used for all headings and body type. Here are a few examples of how typography should be used throughout the Jillian Duma brand:

Headings

HEADING 1

Helvetica Neue, Light, 30pt
Leading: 60pt | Tracking: 20
Text color: deep teal

Heading 2

Helvetica Neue, Light, 16pt
Leading: 20pt
Text color: teal

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lobortis nec arcu nec auctor. In commodo tincidunt maximus. Suspendisse potenti.

Helvetica Neue, Regular, 12pt
Leading: 18pt | Tracking: 10
Text color: black

*Use white if the default colors for headings or body text cannot be used



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