

A decorative graphic consisting of five vertical bars of varying heights. The first, third, and fifth bars are teal, while the second and fourth bars are dark teal. They are positioned above the letters 'J', 'o', 'r', 'd', 'a', 'n' and 'W', 'o', 'o', 'd' respectively.

J o r d a n W o o d

Style Guide



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# The Brand

## The Overview

The main service behind Jordan Wood's Design is front-end development and design, this service includes front-end development on user friendly responsive websites and/or helping brands give themselves a identity. The design behind the brand is made to be clean and simple by using neutral colors with white spacing. The simple concept can be seen throughout the brand, logo and website. This helps make the brand stand out without being too clunky or inelegant. As the main service behind the brand is front-end development and design. The brands website has is main focus on web services and design work to show the user what the brand can do best for them.

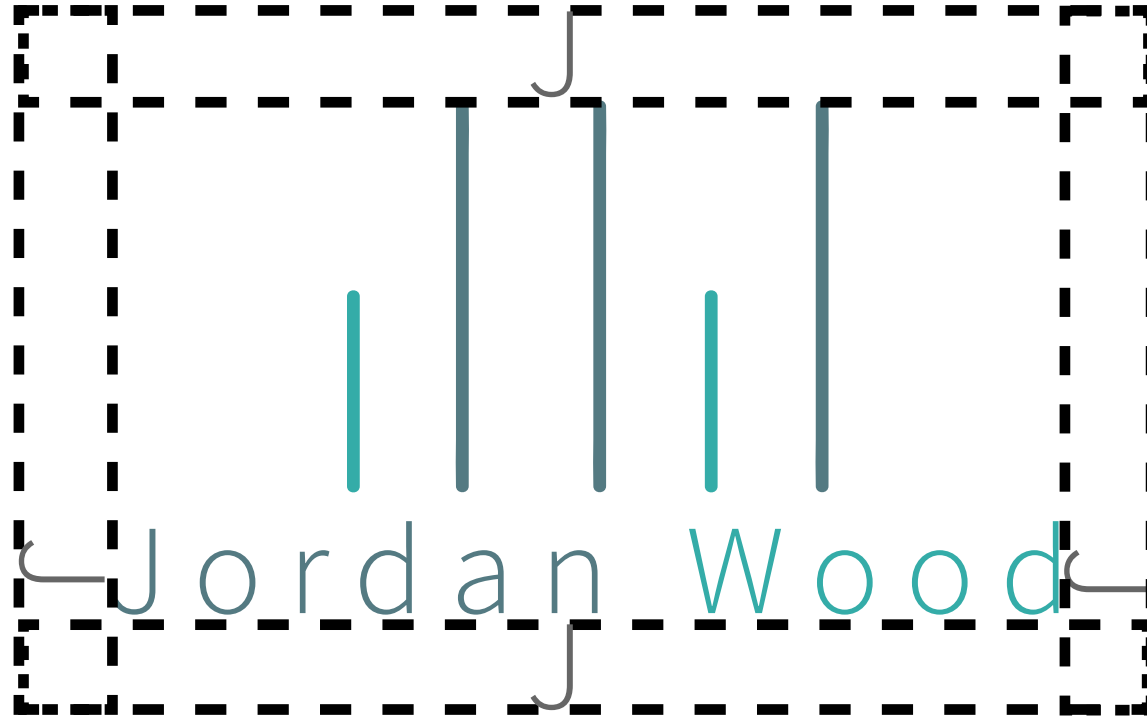
# Logo

## The Logo

The logo best matches the brand just by how simple it is. This logos simpleness helps give the brands identity of clean and simple. Using height and color on the lines in the logo it helps resemble a JW. The lines height is very important to help give this design, as the shorter lines are the same height, but also the taller lines are the same height. Also using color gives this logo the clean feel and also separates the J and W.



# Clear Space



# Brand Colors

The colors used in the brand are very well used in the Jordan Wood logo to help give an identity to each line, helping it separate.



The color used in the icons is Jordan's Green. This helps make it eye catching to user and still be related to the brand.



## Colors



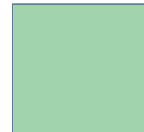
Jordan's Dark Blue

#547A8



Jordan's Green Blue

#3EACA8



Jordan's Green

#A2D4AB



Jordan's Grey

#5a5050

# Typography

Source Sans Pro - Bold Is used for headings. The boldness of the font is very noticeable and is perfect for titling web display.

## **Source Sans Pro - Bold**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Source Sans Regular - Regular is used for normal text on a page. It's easy to read and still be unique to the brand.

## Source Sans Pro -Regular

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Source Sans Pro - Light is used in the logo. This connects the typography with the thin lines within the logo.

## Source Sans Pro - Light

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z