

JAY VERNON

Brand Style Guide 2018

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LOGO DESIGN

JAY VERNON

The logo for the Jay Vernon portfolio is incredibly simple with very few rules to adhere by. The font is 'Noto Sans' and should always fall under a variation of that font whether it be Bold, Italicized, and Regularly weighted.

The word 'Jay' should either be bolded or regular weight, under no circumstance should the logo have both names fall under regular weight. The idea behind the logo was something that fits both my design style as well as myself; simple, basic, and even.

COLORS

**GOLDEN
YELLOW**

#D4AF37

BLACK

#000000

**DIRTY
GOLD**

#BF9E32

These three colours are the main three to be used in any branding involved with the Jay Vernon Portfolio. Shades of white and grey are permitted for use however, they should not be main colours on the pages, only ever accents.

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

NOTO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HELVETICA

The typography for the brand is sans-serif only. Highly visible text for any branding to help reinforce the brand as modern, clean, and very open meaning that Jay Vernon as a brand is very clear, without any confusion. What he can produce he will deliver.

Helvetica is the typeface meant for large chunks of text, whereas Noto Sans should be used for headers and anything that is high up in the visual hierarchy. Smaller text for the website should be Noto Sans as well as it is still quite legible.

BRAND CHARACTERISTICS

The Jay Vernon brand must always follow three words that identify the him and his work. When designing for future endeavors, these words must be visibly conveyed through spacing and graphics.

SIMPLE. HUMAN. EQUAL.

Simple. Jay Vernon should be associated with very basic and clean designs/branding. The brand is not meant to convey complexity or individualism, he is another designer with a very modern style

Human. The brand should really show that the work made is done by just a person. He isn't better than anybody, but the work is unique to what he finds appealing.

BRAND CHARACTERISTICS

Equal. The brand is very even and fair in terms of placement and color. Very similar to Human in the sense that he is simply another designer. The point to drive across is that he views himself just like anybody else, with the same concerns about his work.