JPE Sims 4 Mod Translation Suite
Branding PRD (v1.0)

1. Purpose & Scope

This document defines the branding system for the JPE Sims 4 Mod Translation Suite, including the master product identity, sub-brand structure, visual identity principles, naming conventions, and integration requirements across desktop, iOS, cloud, and documentation.

Branding here is strictly focused on:
- Product naming and hierarchy
- Visual identity framework (logo, wordmark, core colors, typography at spec level)
- How branding is used inside the toolchain (desktop app, mobile app, docs, and any optional cloud UI)

It does NOT define marketing campaigns, landing-page copy, or advertising creative.

2. Goals & Non-Goals

2.1 Goals

1) Establish a clear, consistent master brand for the entire toolchain.
2) Make it obvious to users when they are dealing with official JPE tools versus other utilities.
3) Provide a stable identity framework that designers and developers can implement without ambiguity.
4) Ensure the brand is legally distinct from The Sims 4 and EA properties.
5) Keep the brand neutral and utilitarian, focused on clarity over flashy "gamer" aesthetics.

2.2 Non-Goals

- No design of external marketing or promo sites.
- No in-game branding inside Sims 4 itself.
- No creation of EA-like or Sims-like trademarks, plumbob motifs, or official-looking Sims assets.
- No full motion design or complex animation spec (beyond simple guidance).

3. Brand Positioning & Architecture

3.1 Master Brand Name

Formal name:
- "JPE Sims 4 Mod Translation Suite"

Short/functional handle:
- "JPE Mod Translator"

"JPE" is the core mnemonic (Just Plain English) and is the element that appears on logos, icons, and in-doc references. The longer string is used in formal contexts like installation wizards, documentation covers, and legal notices.

3.2 Tagline (Internal/UX Copy Only)

"Read, write, and fix Sims 4 mods in Just Plain English."

Use this in:
- About dialog
- Doc front pages

- Optional onboarding screens

Do not make this an official trademark claim; treat it as product messaging.

3.3 Sub-Brand Structure

The suite is broken into sub-brands that all sit under the JPE umbrella:

- JPE Studio (desktop application)
- JPE Mobile (iOS companion app)
- JPE Core Engine (CLI / backend translation engine)
- JPE-XML Language (XML fork based on English)
- JPE Cloud (optional remote processing / sync)
- JPE Plugins (integration modules)
- JPE Docs (documentation set)

Each sub-brand:

- Reuses the core JPE mark.
- Uses a descriptive name rather than cryptic codenames.
- May use a secondary glyph in iconography but remains clearly related to JPE.

3.4 Brand Personality

- Practical: Designed for modders who need tools that "just work".
- Technical but friendly: Engineering-focused, but language is plain and human.
- Neutral: Does not imitate Sims 4's playful/whimsical vibe or color schemes.
- Diagnostics-first: The entire personality leans toward visibility of errors, warnings, and fixes.

Tone guidelines for written text:

- Prefer simple, direct English.
- Avoid slang in core UI and docs; slang may appear in examples or tutorials, never in core navigation labels.
- Avoid corporate buzzwords; this is a workhorse tool.

4. Visual Identity Framework (High-Level)

4.1 Core Mark & Wordmark

The brand has:
- A compact symbol ("JPE mark"), used on app icons, favicons, and badges.
- A wordmark rendering of "JPE" with optional subtitle ("Mod Translation Suite").

Constraints:

- The core mark must be legible at small sizes (16×16) and scalable up to large sizes (512×512).
- The mark should look neutral and tool-like, not game-branded.
- The word "JPE" should be the primary visible text; subtitles are optional and used only when there is enough space.

4.2 Color System (Concept-Level)

Base approach:
- Neutral dark/light grays for backgrounds and chrome.
- Accent color(s) used for JPE identity and actions.

Functional color roles:
- Brand accent: used for primary buttons, highlights, and the JPE mark.
- Diagnostic colors:
  - Error: strong "stop" color
  - Warning: "caution" color
  - Info: calm neutral
  - Success: "go" color

Requirements:

- Colors must be fully distinct from Sims 4's primary game colors; no plumbob green, and no confusingly similar hues.
- Diagnostic colors must meet accessibility contrast where applied to text and icons on their backgrounds.
- Brand accent color used sparingly in text; main emphasis is on icons, marks, and key UI accents.

4.3 Typography

General rules:

- Prefer system-native fonts for UI: Segoe UI on Windows, SF on Apple platforms, and an equivalent open font for web/docs.
- Body text: clean sans-serif.
- Code and IR representations: monospace.

Constraints:

- Fonts must be free to use in distributed binaries (no proprietary commercial fonts).
- Avoid fancy display fonts; focus on clarity and readability.

4.4 Layout & Composition Principles

Across UI and docs, the brand should emphasize:

- Clear hierarchy: headings, subheadings, body, and code examples visually separated.
- Generous spacing around the logo and wordmark (minimum clear space equal to height of the "J" in JPE mark).
- Avoid visual clutter; icons and color accents do the heavy lifting.

5. Usage Contexts

5.1 Desktop (JPE Studio)

Branding is used in:

- Application icon (taskbar/start menu).
- Title bar (if present) and About dialog.
- Splash/start screen (optional).
- Settings "About JPE Studio" section.
- Installer wizard logo and header text.

Requirements:

- The JPE mark appears once per main screen (title bar or corner), not in every pane.
- The app's name must appear at least once in the main window chrome ("JPE Studio").

5.2 iOS (JPE Mobile)

Branding is used in:

- App icon on home screen.
- App Store name and subtitle (as allowed by Apple).
- In-app navigation header ("JPE Mobile").
- Settings and about screen.

Requirements:

- App icon must adhere to iOS platform guidelines (rounded square, safe margins).
- Use descriptive subtitle in App Store listing to indicate purpose ("Sims 4 Mod Translation Companion" or similar).

5.3 Core Engine & CLI

Branding is used in:

- CLI banner (if any).
- Version output (e.g., "JPE Engine vX.Y.Z").
- Log headers and error prefixes.

Requirements:

- Always prefix engine messages with a clear identifier (e.g., "[JPE Engine]") in plain ASCII.
- Do not rely on color alone in terminal output; use severity tags (ERROR/WARNING/INFO).

5.4 Docs & Knowledge Base

Branding is used in:

- Cover pages (logo + product name + version).
- Header/footer branding in PDFs.
- Diagrams showing architecture (e.g., engine, desktop, mobile, cloud).

Requirements:

- Each major doc must display product name and doc version at least on title page.
- Use a small logo in header or footer where appropriate, but keep the content page-first.

5.5 Optional Cloud UI

If a web UI is built, it must:

- Reuse the same JPE mark and color assignments.
- Keep the layout consistent with other tools: neutral backgrounds, accent only for actions and highlights.
- Make it clear that it is a web client for the JPE suite, not a standalone unrelated service.

6. Legal & Compliance Constraints

6.1 Distinct from Sims 4 / EA

- No plumbob shapes or near-plumbob diamond icons.
- No replication of Sims font choices or wordmarks.
- No green/blue gradient reminiscent of the game logo.
- No tagline implying official partnership.

6.2 Trademarks and Notices

All docs and "About" dialogs must include a note along the lines of:

- "JPE Sims 4 Mod Translation Suite is an independent tool and is not endorsed by or affiliated with Electronic Arts Inc. or its licensors."

This line may be adjusted by legal counsel but must remain conceptually present.

7. Technical & Delivery Requirements

7.1 Asset Packaging

Branding assets must be delivered as:

- Vector: SVG (preferred) for logo, mark, and major icons.
- Raster: PNG at multiple resolutions (1x, 2x, 3x) for UIs that require bitmaps.
- ICO for Windows desktop app icon.

Folder structure:

- docs/branding/
  - logo/
  - wordmark/
  - exports/
  - branding_style_guide.md

7.2 Versioning

- Introduce branding_version (e.g., 1.0.0).
- Any significant changes to logo, mark, or color role semantics should bump branding_version.
- Record changes in docs/branding/CHANGELOG.md.

7.3 Integration with Build Pipelines

- Desktop build scripts must pull correct icon sets into executable and installer.
- iOS project must reference the correct asset catalog.
- Docs build (if automated) must embed current logo on title pages.

8. Accessibility

- Logos must never be used as the only way to identify critical UI; there should always be text labels.
- Diagnostics colors must never be the sole differentiator of severity; icon shape and text (ERROR/WARNING/INFO) must also signal the state.
- Ensure fonts used are readable at typical viewing distances and device resolutions.

9. Acceptance Criteria

This Branding PRD is considered implemented when:

1) A complete set of branding assets (logo/wordmark in SVG and PNG, ICO, iOS icon set) is produced and stored under docs/branding/.
2) JPE Studio uses the correct icon and name in the executable, window chrome, and About dialog.
3) JPE Mobile uses the correct icon and name in the app shell and store listing.
4) Core docs use the correct branding on their cover pages and in headers/footers.

5) A branding_style_guide.md file exists, documenting basic rules of usage, clear space, incorrect usage examples, and color roles.
6) branding_version is tracked and included alongside engine_version in at least one prominent status or About screen.