

JPE Sims 4 Mod Translation Suite Branding Style Guide & Production SOP (v1.0)

1. Introduction & Scope

This document defines the branding style guide and production standard operating procedure (SOP) for the JPE Sims 4 Mod Translation Suite. It complements the Branding PRD and Icon System PRD by specifying concrete rules for how the brand, logo, colors, typography, and iconography are drawn, exported, named, and integrated into the toolchain.

The goal is to provide designers and engineers with a clear, repeatable process so that all visual assets remain consistent across desktop, iOS, cloud UIs, and documentation.

This guide focuses strictly on the JPE toolchain as a third-party Sims 4 modding utility and does not define any branding that appears inside the game itself.

2. Brand Assets Overview

2.1 Core Brand Assets

The JPE Sims 4 Mod Translation Suite brand consists of:

- Core JPE mark (logo symbol)
- JPE wordmark
- Sub-brand lockups (e.g., JPE Studio, JPE Mobile)
- Application icons (desktop and mobile)
- File-type icons
- Diagnostics and state icons
- Action and control icons
- Supporting palette and typography

All assets must be created in vector format first (SVG) and exported into the necessary raster formats for platform use.

2.2 Relationship to PRDs

This Style Guide & Production SOP implements and operationalizes the requirements described in:

- Branding PRD (v1.0)
- Icon System PRD (v1.0)

Any conflicts between documents should be resolved by updating this guide and the PRDs together and incrementing their versions.

3. Logo & Wordmark Usage Rules

3.1 Approved Logo Variants

The JPE brand uses the following approved variants:

- 1) Primary full-color logo
 - Core JPE mark plus wordmark “JPE” and optional subtitle “Mod Translation Suite” where space allows.
- 2) Mono dark logo
 - Single-color version suitable for light backgrounds and low-ink print contexts.
- 3) Mono light logo

- Single-color version suitable for dark backgrounds and dark UI.

4) Mark-only

- Core symbol without the wordmark. Used where space is constrained (app icons, favicons, badges).

No other logo variations are permitted without explicit design approval and a version bump.

3.2 Clear Space

Clear space is defined to preserve the visual integrity of the logo. The minimum clear space around the logo is equal to the height of the “J” in the wordmark (or equivalent unit in the symbol-only version). No text, buttons, or other graphic elements should intrude into this clear space.

3.3 Minimum Size

To ensure legibility:

- Screen minimums:
 - Full logo (mark + wordmark): 120 px width
 - Mark-only: 16 px width (for favicon) and 24 px width for general UI use
- Print minimums:
 - Full logo (mark + wordmark): 25 mm width
 - Mark-only: 8 mm width

Below these sizes, the logo should be replaced with the simplest mark-only version, or an alternative text-only label where applicable.

3.4 Backgrounds

Preferred backgrounds:

- Neutral dark or light surfaces with sufficient contrast.
- Do not place the logo over complex patterns, photographs, or gradients that reduce readability.

If the background is dark, use the mono light or full-color logo with adequate contrast. If the background is light, use the mono dark or full-color logo as appropriate.

3.5 Incorrect Usage

The logo must not be:

- Distorted, stretched, or squashed.
- Recolored arbitrarily outside the approved palette.
- Placed on clashing or low-contrast backgrounds.
- Decorated with outlines, glows, or drop shadows that are not part of the standard treatment.
- Combined with unapproved taglines, emojis, or other marks.
- Rotated or skewed except in promotional layouts that have explicit design approval.

4. Color System Specification

4.1 Palette Overview

The color system consists of:

- Primary brand palette
- Diagnostics palette
- Neutral palette

Colors are defined using hex values for digital usage; print conversions to CMYK should be documented separately if needed.

4.2 Primary Brand Palette (Example Values)

The actual hex values can be adjusted if necessary, but must remain distinct from Sims 4/EA brand colors.

- Brand Accent: #2EC4B6
- Brand Dark: #151A24
- Brand Light: #F5F7FA

Uses:

- Brand Accent: primary buttons, key highlights, JPE logo accent elements.
- Brand Dark: dark UI backgrounds, header bars.
- Brand Light: light backgrounds, documentation pages, and containers.

4.3 Diagnostics Palette

Each severity level uses a designated hue:

- Error: #E12D39
- Warning: #F5A623
- Info: #2680C2
- Success: #2E8540

Usage rules:

- Use these colors primarily for icons and small indicators.
- When used in backgrounds, ensure sufficient contrast for any foreground text or iconography.
- Never use more than one diagnostic color in a single element; the severity must be clear and singular.

4.4 Neutral Palette

Neutrals should provide a stable base for UI components:

- Neutral 900: #111111
- Neutral 700: #444444
- Neutral 500: #777777
- Neutral 300: #B0B0B0
- Neutral 100: #F0F0F0

Use darker neutrals for text and key UI boundaries, and lighter neutrals for backgrounds and surfaces.

4.5 Color Usage Rules

- Do not rely on color alone to convey state. Combine color with shape and label (e.g., "ERROR" text).
- Use Brand Accent sparingly; overuse reduces its impact.
- Do not create new accent colors without updating this guide and bumping the branding version.

5. Typography Guidelines

5.1 UI Typography

Preferred fonts (by platform):

- Windows Desktop:
 - Primary UI: Segoe UI or equivalent system sans-serif.
- iOS:
 - Primary UI: San Francisco (SF) system font.
- Web/Cloud UI:
 - Primary UI: System UI stack (e.g., `-apple-system`, `BlinkMacSystemFont`, "Segoe UI", sans-serif).

Body text size guidelines (screen):

- Primary body: 13–14 px
- Secondary labels: 11–12 px (no smaller)
- Headings: 16–20 px depending on level

5.2 Documentation Typography

For documentation (PDFs, web docs):

- Heading font: same sans-serif as UI or an open licensed equivalent.
- Body font: 11–12 pt sans-serif.
- Code samples, filenames, and IR: monospace font (e.g., Consolas, Menlo, or similar).

5.3 Typographic Hierarchy

Standard hierarchy for docs and complex screens:

- H1: Page title
- H2: Section headings
- H3: Subsections
- Body: standard paragraphs
- Inline code: monospace in contrasting color or weight

The hierarchy must remain consistent across all official documents to maintain familiarity and scannability.

6. Iconography Guidelines

6.1 Icon Grid & Geometry

- Base grid: 16×16 for small icons; scale proportionally for larger sizes.
- Strokes: Use consistent stroke widths. For 16×16, use 1 px or the vector equivalent.
- Corner radii: Keep corner rounding consistent within each icon set (file types, diagnostics, actions).
- Simplify shapes at small sizes; avoid fine detail that will blur when rasterized.

6.2 File-Type Icons

Design rules:

- All file-type icons share a common document silhouette or base form.
- Differentiate file types using:
 - Internal glyph (angle brackets, braces, boxes, speech bubbles).

- Accent color, drawn from the approved palette.
- File-type icons must remain recognizable at 16×16 and 20×20 sizes.

At least the following types must have their own icons:

- Sims XML tuning (.xml)
- JPE-XML (.jspxml or equivalent)
- JPE plain English source (.jpe or equivalent)
- STBL (.stbl)
- Package containers (.package)
- Script files (.ts4script, .py)
- JSON / config / ini

6.3 Diagnostics & State Icons

Design rules:

- Use distinct shapes for each severity:
 - Error: circle or diamond with X or exclamation.
 - Warning: triangle with exclamation.
 - Info: circle with “i”.
 - Success: circle or badge with checkmark.
- Combine severity shape with the color from the diagnostics palette.
- Icons must remain readable at 12–16 px where space is tight (e.g., editor gutter).

6.4 Action & Control Icons

Design rules:

- Favor simple, recognizable metaphors (folders, magnifying glass, gear, arrows).
- Avoid using text within icons at small sizes.
- Action icons should not compete visually with file-type or diagnostic icons; they should be visually related, but simpler and more neutral.

6.5 Sub-Brand Marks

For sub-brands such as JPE Studio and JPE Mobile:

- Reuse the core JPE mark.
- Add minimal secondary elements (e.g., small desktop window frame, phone outline) without clutter.
- Maintain consistent stroke weights and proportions with the core mark.

7. Production Workflow & SOP

7.1 Tools

Designers may use any professional vector tool (e.g., Figma, Sketch, Adobe Illustrator, Inkscape), provided the final deliverables are exported to SVG and PNG as specified.

7.2 Workflow Stages

Stage 1: Design

- Create or update icon or logo concepts in the design tool.
- Work on the standard icon grid and apply the defined color and typography rules.
- Review internally for legibility at all required sizes.

Stage 2: Review

- Visual review:
 - Check alignment with logo and icon rules in this guide.
 - Confirm no accidental resemblance to Sims 4/EA assets.
 - Confirm contrast and clarity at 16×16, 20×20, 32×32, and 64×64 px.
- Accessibility review:
 - Verify that icons still make sense in grayscale.
 - Ensure diagnostics icons are distinguishable by shape as well as color.

Stage 3: Export

- Export each icon set to:
 - SVG (vector master)
 - PNG in required sizes (e.g., 16, 20, 24, 32, 48, 64, 128, 256, 512)
 - ICO for Windows app icon (with required sizes embedded)
- Place exports into the appropriate project folders (see Folder Structure section).

Stage 4: Registration

- Update icon_map.json (or equivalent) with:
 - icon_id
 - description
 - category (app, filetype, diagnostic, action)
 - relative paths to SVG and PNG assets
 - fallback icon_id (if applicable)

Stage 5: Integration

- Desktop and mobile teams update their builds to reference the new icons.
- Automated or manual tests verify that icons appear in all expected contexts without errors.

7.3 Folder Structure

Standard repo structure:

- docs/branding/
 - logo/
 - wordmark/
 - icons_app/
 - icons_filetypes/
 - icons_diagnostics/
 - icons_actions/
- branding_style_guide.md
- CHANGELOG.md
- desktop/assets/icons/
- mobile/ios/JPEAssets.xcassets/
- cloud/assets/icons/ (if a web UI is implemented)

7.4 Naming Conventions

Example naming pattern:

- Logos:
 - jpe_logo_primary.svg
 - jpe_logo_primary_dark.svg
 - jpe_logo_mark_only.svg

- Application icons:
 - jpe_appicon_desktop_256.png
 - jpe_appicon_desktop.ico
 - jpe_appicon_ios_1024.png
- File-type icons:
 - icon_file_xml_16.png
 - icon_file_xml_32.png
 - icon_file_xml.svg
- Diagnostics icons:
 - icon_diag_error_16.png
 - icon_diag_warning_16.png
 - icon_diag_info_16.png
 - icon_diag_success_16.png
- Action icons:
 - icon_action_translate_jpe_16.png
 - icon_action_translate_jpe_xml_16.png
 - icon_action_validate_16.png

7.5 Versioning

Introduce a branding_version string (e.g., 1.0.0).

- Increment the patch version for small, non-breaking visual refinements.
- Increment the minor version for new icons, color changes, or typography adjustments.
- Increment the major version for large overhauls of the identity or semantics.

Record all changes in docs/branding/CHANGELOG.md and ensure engine or UI references to branding_version are updated in About or status screens.

8. Quality Assurance

8.1 Visual QA Checklist

Before merging any branding or icon updates:

- Logo and icons adhere to grid and stroke rules.
- Colors are taken from the approved palette.
- Icons remain legible at all required sizes.
- No design closely resembles Sims 4/EA marks or icons.

8.2 Accessibility QA Checklist

- Diagnostics icons distinguishable by shape alone.
- Icons and text meet contrast guidelines on their backgrounds.
- Key actions are always accompanied by tooltips or labels in at least one view.

8.3 Technical QA Checklist

- All icon_id values in icon_map.json reference actual files.
- No broken paths in build logs related to image assets.
- Desktop and mobile UIs render new icons correctly and fall back gracefully when needed.

9. Maintenance & Change Management

9.1 Requesting Changes

Proposed changes to branding or icons must:

- Be documented as a brief design proposal (what is changing, why, and which screens are affected).
- Be linked to a specific task or issue in the project tracker.
- Trigger updates to this Style Guide & Production SOP if rules or standards change.

9.2 Deprecating Icons

When deprecating an icon:

- Mark the icon_id as deprecated in icon_map.json.
- Ensure the UI no longer references it.
- Remove related assets only after confirming that no remaining references exist in code or configuration.

9.3 Synchronization with PRDs

Major changes to branding or icon semantics must be mirrored in:

- Branding PRD
- Icon System PRD

All three documents should be kept in sync with consistent version numbers and dates where relevant.

10. Acceptance Criteria

This Branding Style Guide & Production SOP is considered implemented when:

- 1) A complete, documented set of rules exists for logo usage, color, typography, and icons.
- 2) Designers follow this document to create the initial JPE brand and icon sets.
- 3) Exported assets are present under the expected folders and referenced by icon_map.json and build configuration.
- 4) QA checklists are integrated into the standard review process for branding changes.
- 5) branding_version is tracked and displayed in at least one status or About area of the JPE tools.

Once these criteria are met, the brand system can be considered stable for initial releases, and any future visual work can proceed through the production workflow defined in this SOP.