

# Jam-Book Brand Kit

## 1. Logo Variations

Primary Logo: JAM-BOOK stacked with staggered orange blocks.

Round Logo: Circular icon for social use.

Horizontal Logo: Ideal for headers and footers.

Monochrome Versions: Black & white.

J+B Icon: Minimal avatar style.

## 2. Color Palette

Primary Orange: #F79246

Accent Cream: #FFF9F0

Dark Gray (Text): #2C2C2C

Optional Highlight Yellow: #FFD369

## 3. Typography

Logo Font: Bold Sans-Serif (like Bebas Neue)

Primary Font: Helvetica Neue / Arial

Secondary Accent Font: Raleway or Lato

## 4. Voice & Tagline

Tone: Friendly, musical, simple, analog.

Tagline: 'Your Jam. Your Key. Your Songbook.'

## 5. Usage

Use in: Headers, PDFs, mobile icons, social profiles, merch, and digital product designs.

## 6. File Organization (Suggested)

/Jam-Book Branding/

- Logos
- Social Media

## Jam-Book Brand Kit

- Templates
- Merch
- PDFs