

Brand Guidelines



Jindo

Time to track Jindo!
Tae Kim

Why Jindo?



About

The Jindo dog (진도개, Jindo-gae) is an indigenous dog native to Jindo Island in South Korea. It is one of South Korea's Natural Treasures #53.

Jindos are extremely intelligent, independent and free-thinking.

Sometimes, they are described as escape artists, they are at high risk for becoming lost during one of their adventures.

Project Goal

To track Jindo's traits, personality and temperament.
To track potential lost Jindos so the owners can find them.

Brand positioning

Tae Kim

Friendly

Simple

Adventurous



Brand positioning

Logo

Clear space

Misuse

UI moodboards

Style guide

Logo icon

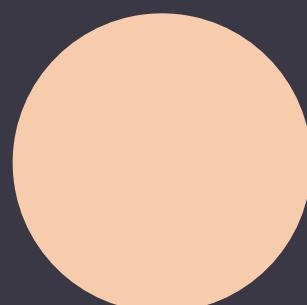
Sitemap

Wireframes

Logo

The logo is a simple presentation of a Korean Jindo.
His name is Prince.

I chose colors that depict one of the Jindo's appearances.



#F7CCAC



#826F66



#010202



Logo

Brand positioning

Clear space

Misuse

UI moodboards

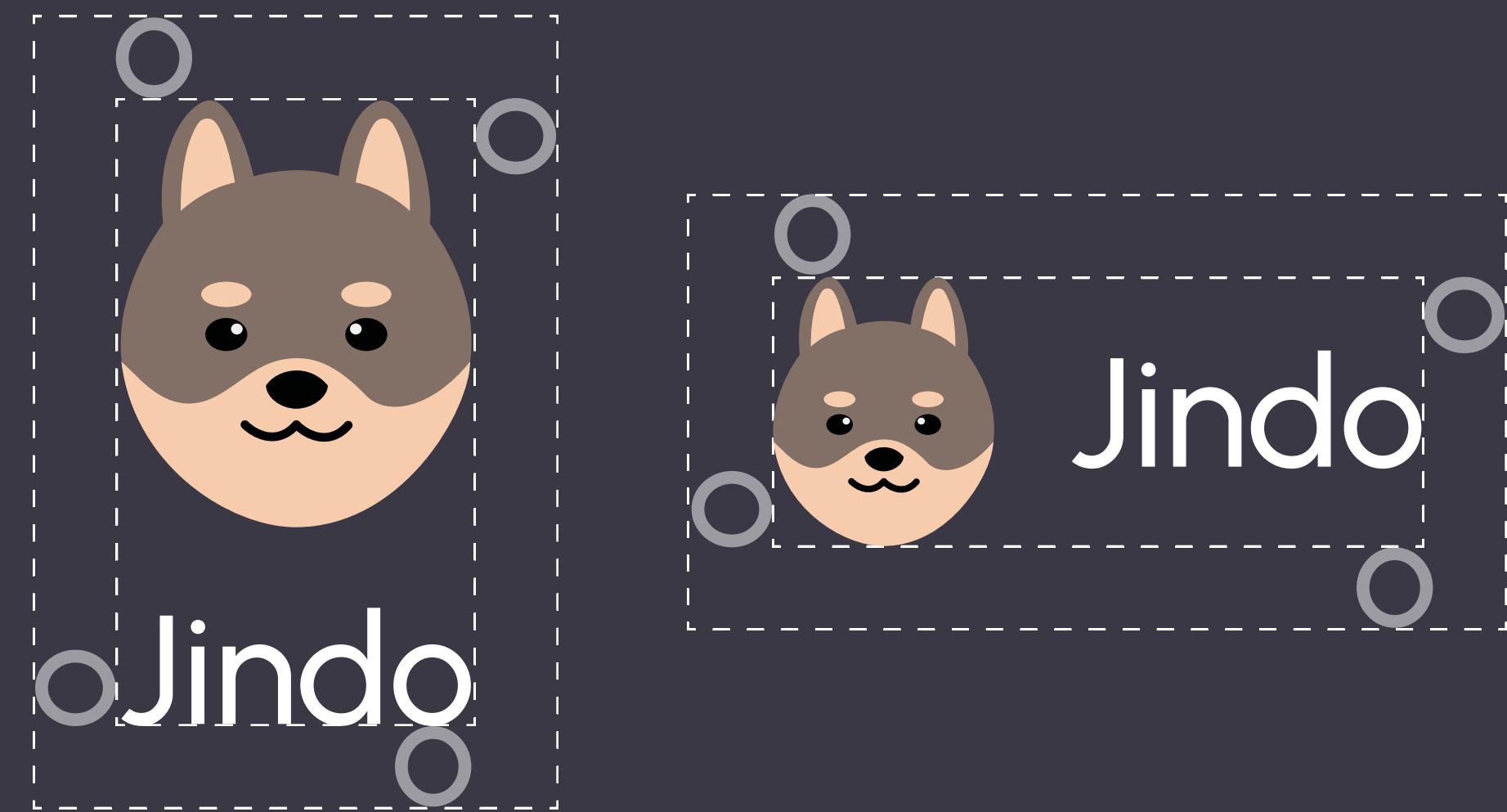
Style guide

Logo icon

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Wireframes





Clear space

To ensure the logo maximizes visibility and impact, the height of the "o" from "Jindo" was used to maintain legibility and consistent presentation.





Logo Misuse

- Do Not compress the logo
- Do Not add shadow, effects, gradients to the logo
- Do Not use the logo with a busy background
- Do Not rotate the logo
- Do Not use different fonts
- Do Not stretch the logo



Brand positioning

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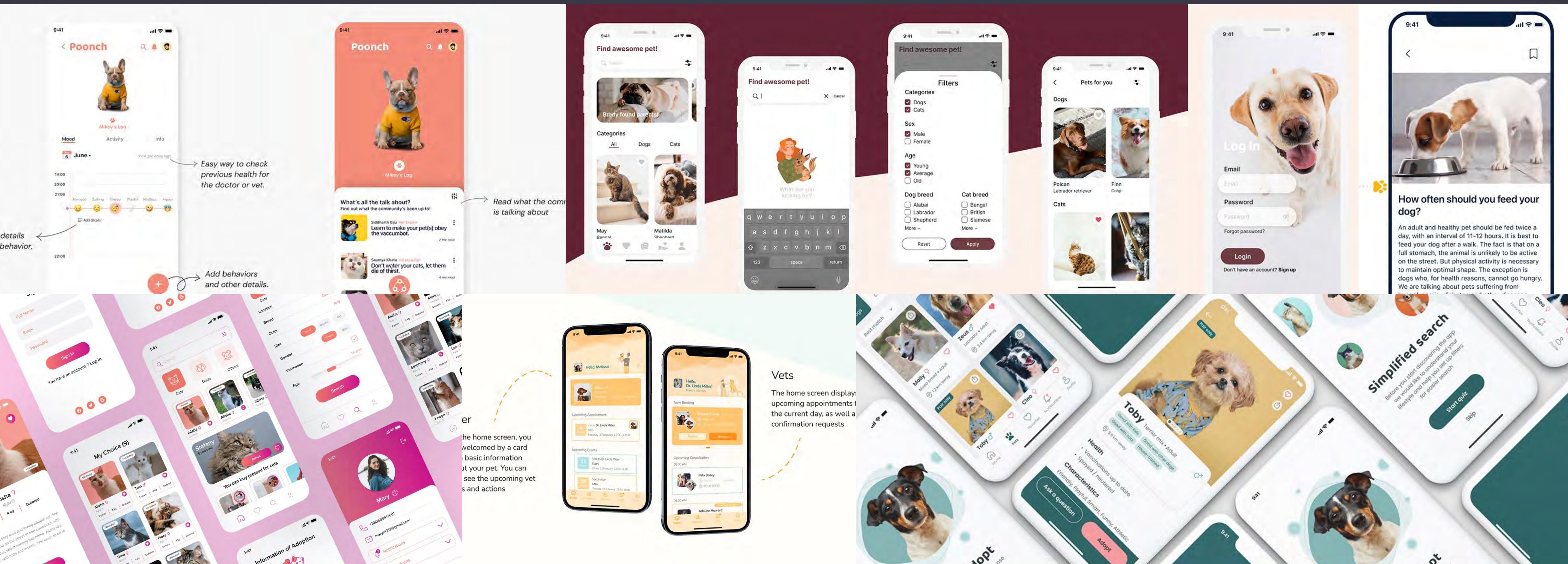
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Typography

Aa

Urbanist

H1 - 20 Bold

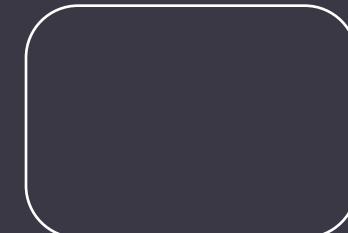
H2 - 18 Regular

H3 - 14 Semibold

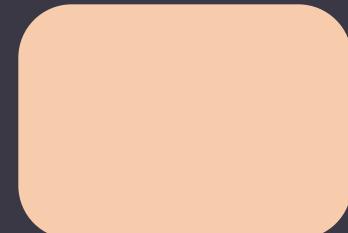
H4 - 14 Regular

Body - 12 Regular

Color palette



#3A3845



#F7CCAC



#C69B7B



#826F66



Style guide

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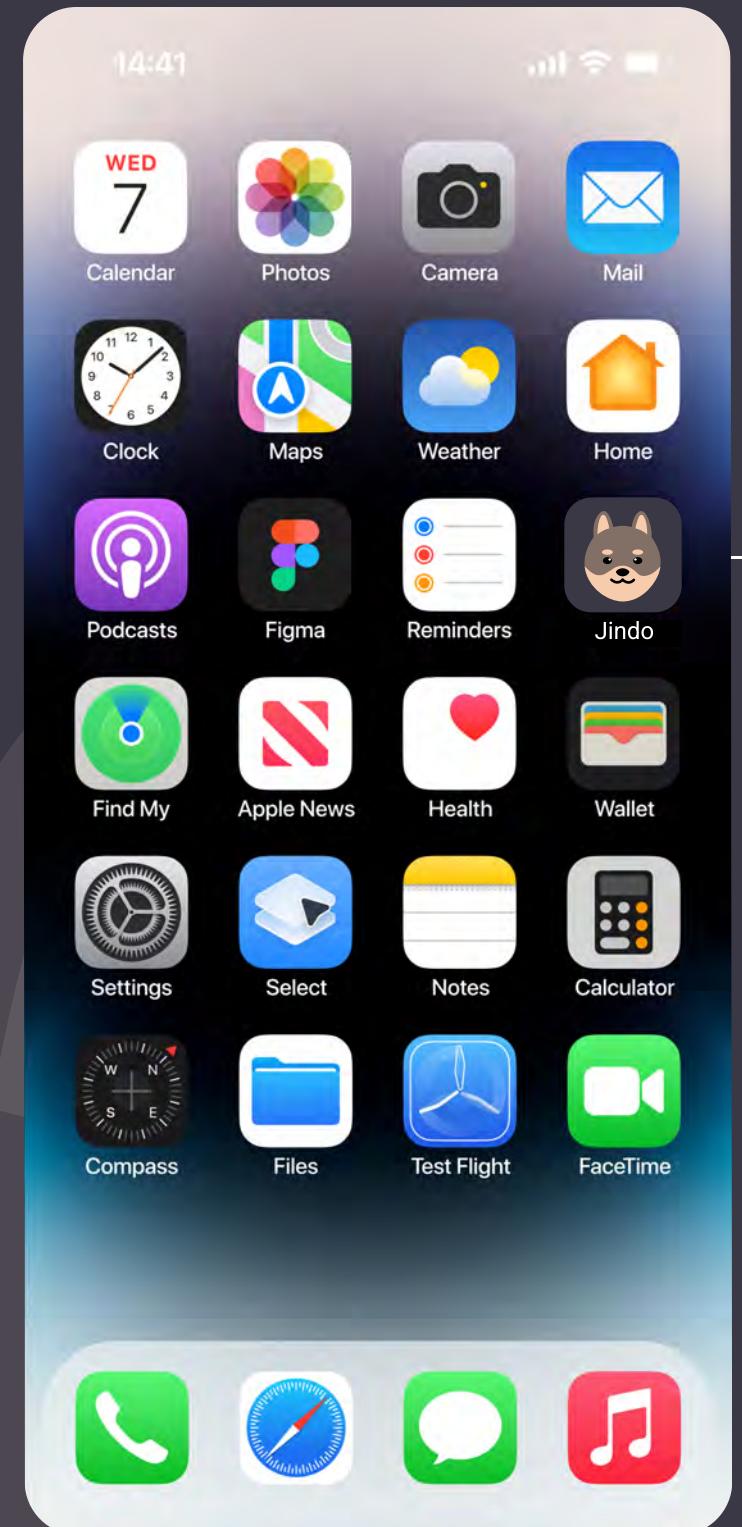
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Jindo

Jindo logo icon

The Jindo logo icon is the main focal point.
An icon directly represents an action.



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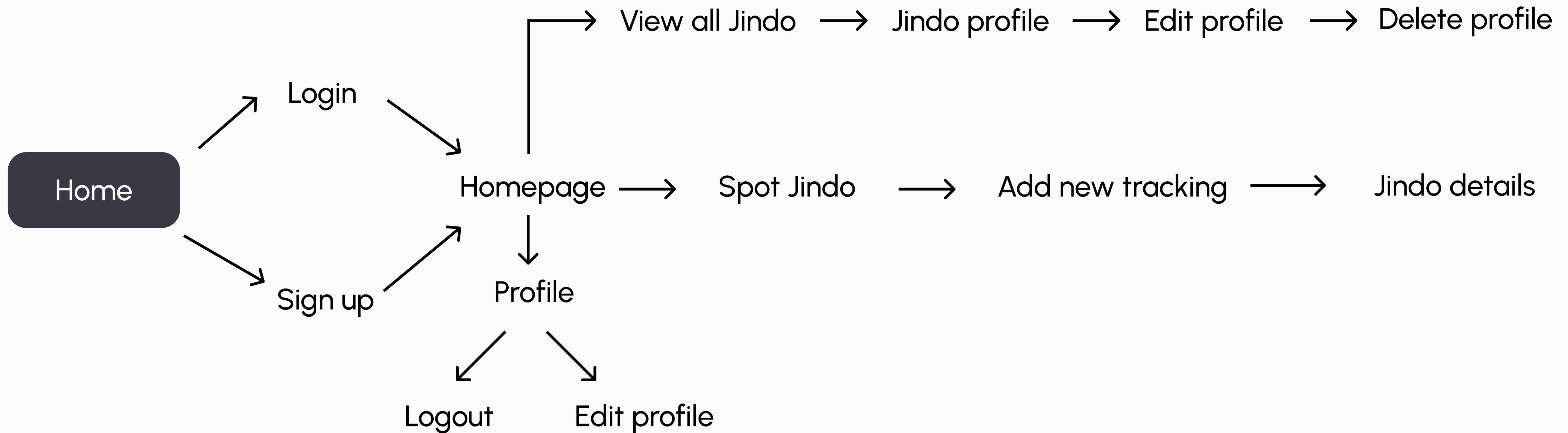
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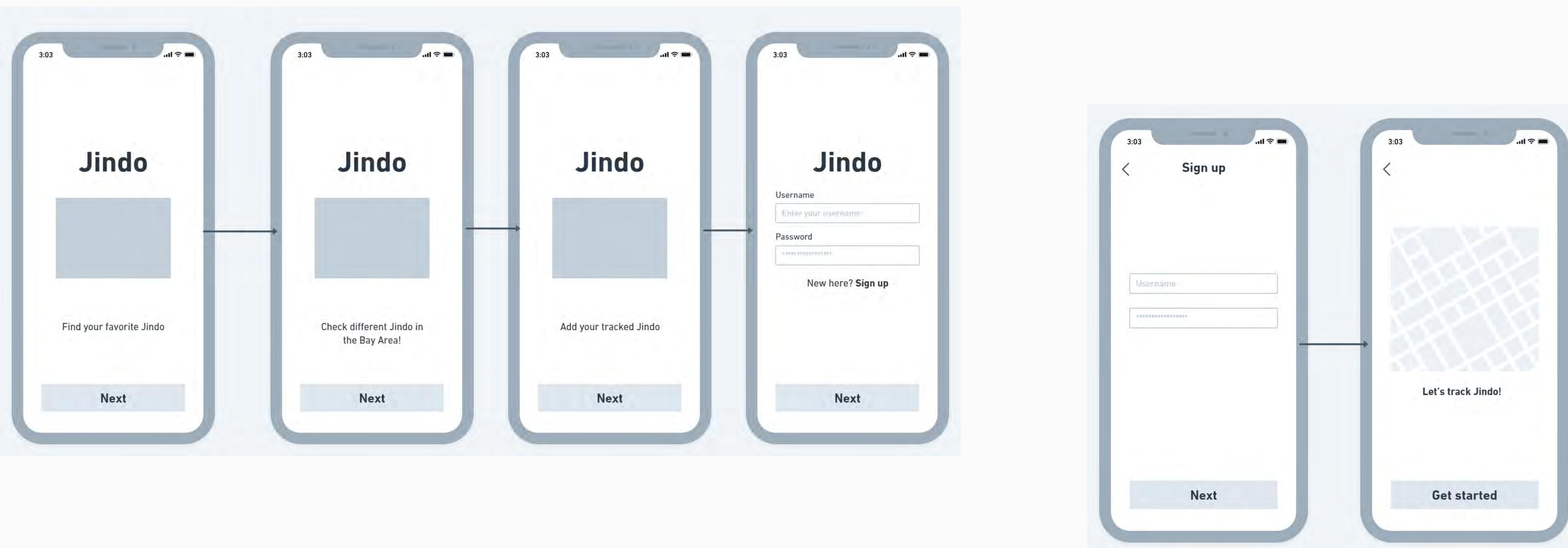
Sitemap

Tae Kim



Wireframes - Login / sign up process

Tae Kim



Wireframes - Homepage / track a Jindo

Tae Kim

