



Brand Book Design

Introduction

Content

Brand story
Brand Mission
Visual Identity
Logo Design
Logo Usage
Color Palette
Typography
Do's & Don'ts
Stationery & template

Pages

03
04
05
06 + 07
08 + 09
10
11 + 12
13 + 14
15 + 16 + 17

Brand Story

We, Jhelmy and Co, are a Kirkland Washington based management consulting firm that specializes in mentoring and instructing enterprises and business organizations by handling their issues tactfully. We sought to take off this company on its way up this year and started grouping the experts on this platform to offer similar services that most big firms tend to provide while we constantly kept in view the satisfaction of our clients. We devised this management firm to make the clients reap the peak advantages that will prove beneficial for the sustenance of their organizations.

Brand Mission



The target that this firm was established to achieve is working together with the clients at the base level. All the issues of the clients are to be dealt with an edge of modern approach towards them while ensuring the maximum collaboration both inside and outside the firm. Our closely joint environment grants the clients exceptional and distinguished experience as compared to other management consultancies. Our tested and verified strategies act as pillars of this organization. Our firm's usage of bright and lively hues reveals the grounds on which the organization is based upon. We mirror our commitment and mission through every tiny detail of our logo, be it eye catching colors that reflect our whole story or the shapes that describe our potential to withstand any forthcoming challenge.

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Visual Identity

Even our discrete and carefully picked colors and shapes reflect the theme and schematic representation of our management consulting firm. The selection of four key colors in our logo, orange, purple, beige, and grey, reflects the emotions and ideas behind our organization. The portrayal of the orange color is closely related to emotional strength. It paints the picture of life as positive, heaped with optimism and with a sprinkle of spontaneity over it. Purple color sketches the lines of imagination as it gives a sense of royalty and luxury: it depicts how conveniently and aptly our experts tackle the issues to keep the clients at bay from all the unlikely situations. Occasional use of beige color is to portray clarity and simplicity as we evenly and fluidly without many hitches connect to our clients on the base level. The final color of the logo, grey, exemplifies professionalism and stability. Our high edge professional team lends a sense of having a stable organization. We delineate flexibility and balance through our soft carving of rounded edges and curves.



Logo Design

Horizontal Lookup Style 1



Horizontal Lookup Style 2



Logo Design

Clearance Area and Sizing

Horizontal Lookup Style



Logo Usage

Logo Lockups Placement Styles

Example 1



Example 2



Example 3



Logo Usage

Icon Placement Style

Example 1

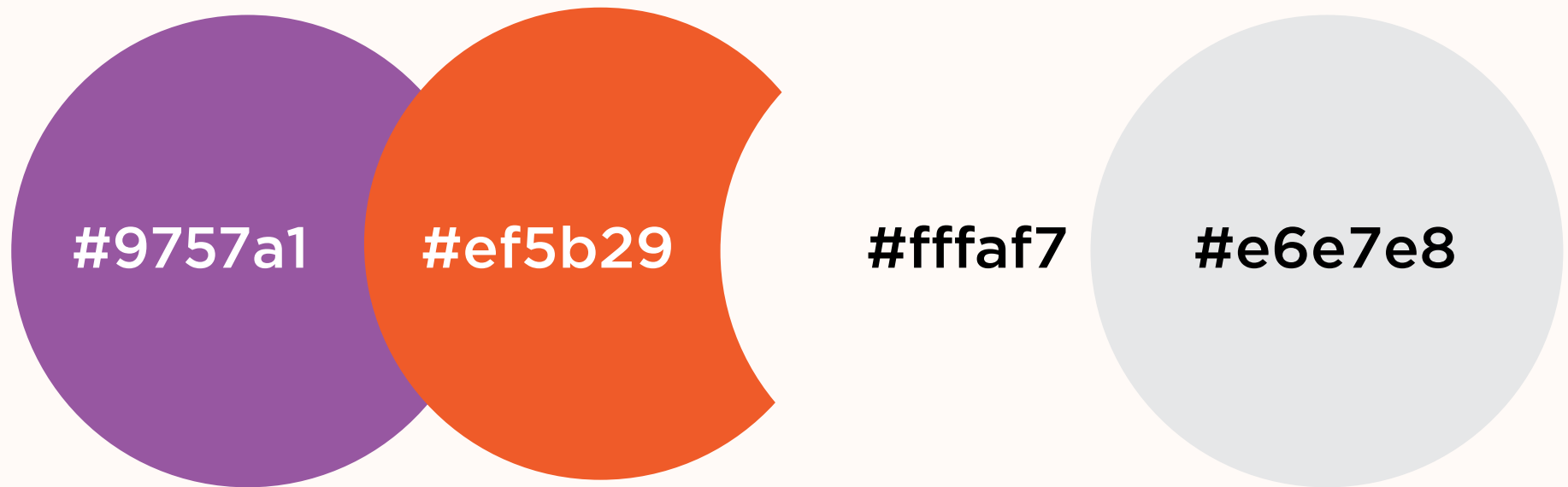


Example 2



Color Palette

Primary Colors



Typography



Main Typeface

a

HELLO WORLD

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Scenondry Typeface

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Typography

Typography Layout Style

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Do's & Don'ts

Do's



Do's & Don'ts

Don'ts



Stationery & templete

Business Cards

BACK



FRONT



20630913421



WWW.JHELMYANDCO.COM



ADRESS 5400 Carillon Point, Carillon Point
,Building 5000, Kirkland, WA 98033

STRATAGEY TO SUCCESS

Stationery & templete

Letterhead



20630913421

WWW.JHELMYANDCO.COM

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JH elmy & CO

Stationery & templete

Envelope

