



# Jack Gledhill

## Visual Identity Guidelines

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# Branding Elements



Jack Gledhill

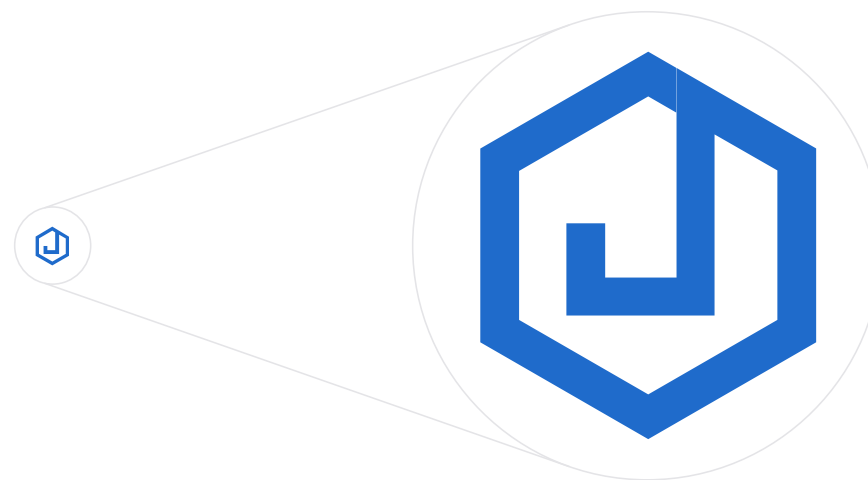
## Minimum Height



## Small logo

In situations where the logo should be displayed below the minimum height, an alternative, smaller logo has been developed that has had many of the original logo's details removed.

All curvature has been removed from the logo and the top sides of the hexagon have been connected to prevent blurring at smaller sizes.

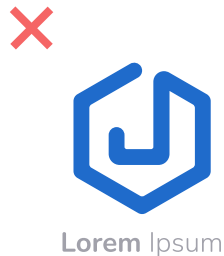
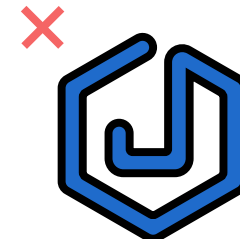
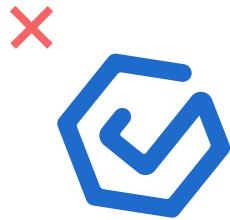
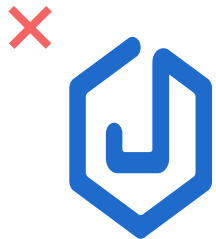


# Misuse

The follow is considered improper use of the logo and should never be featured in the Jack Gledhill logo.

## Do not:

- Scale any elements disproportionately
- Rotate any elements
- Use a different typeface
- Apply a stroke to any elements
- Change the weights of the wordmark
- Use new colours
- Use different text
- Place the logo on a low-contrast background
- Reposition any elements



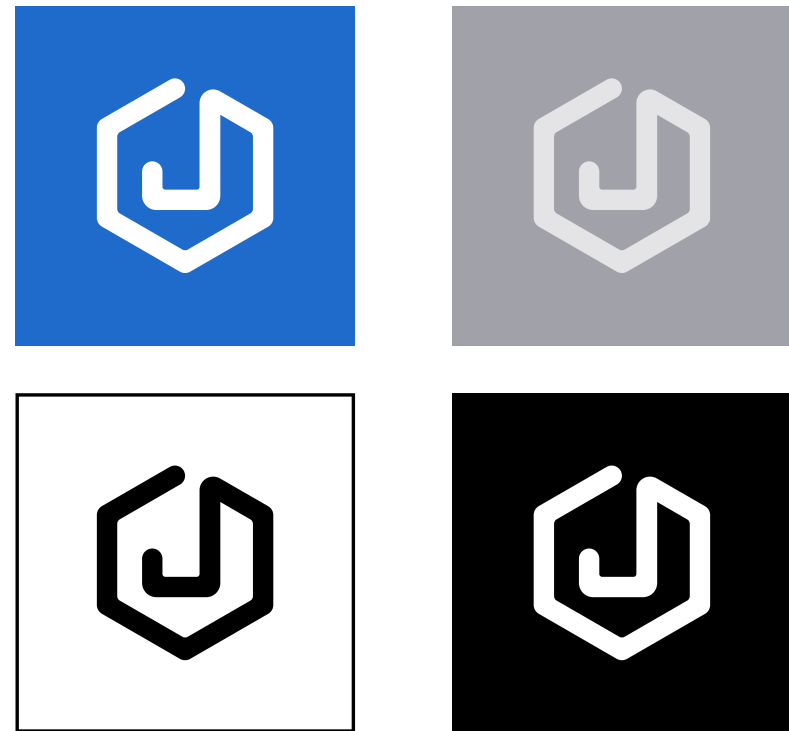
## Clear Space

The logo must always be surrounded by a small amount of clear space (10% of the longest side) to prevent interference from other elements.



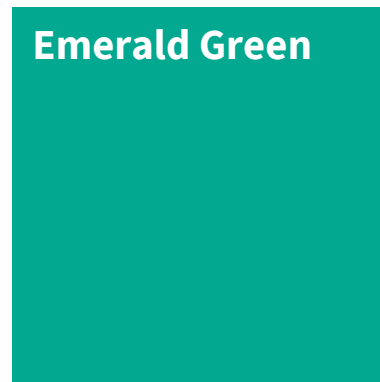
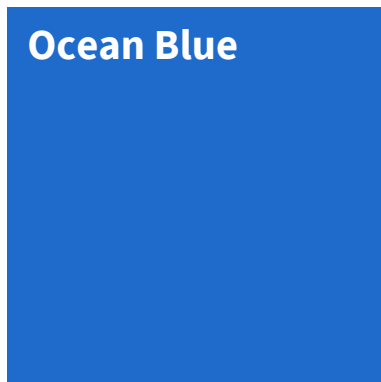
## Colour Scheme

Usually, the logo should always appear in Ocean Blue. However, if necessary, a solid white or black version can also be placed on blocks of colour. It may also appear in monochrome and greyscale formats as shown below.



# Colours

## Core Palette

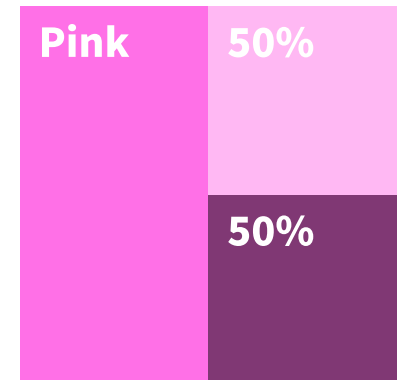
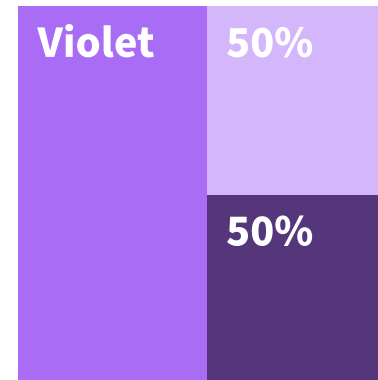
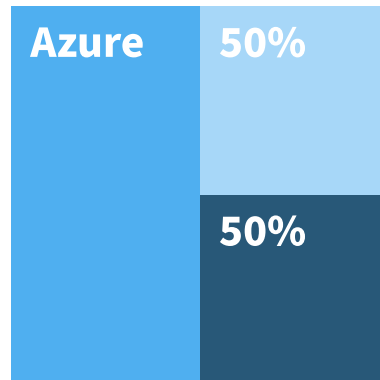
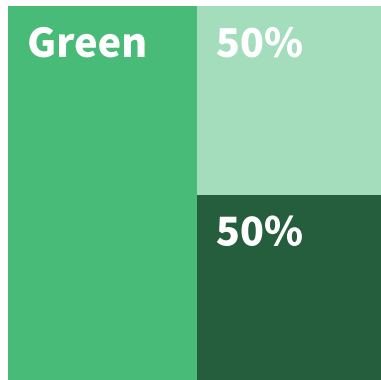
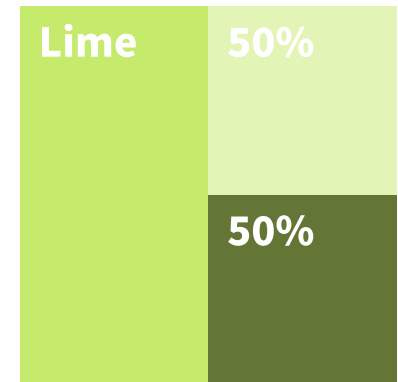
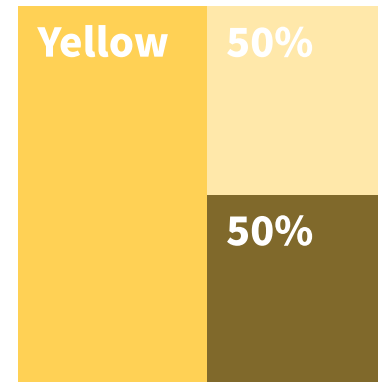
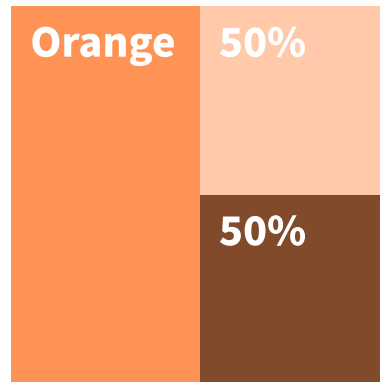
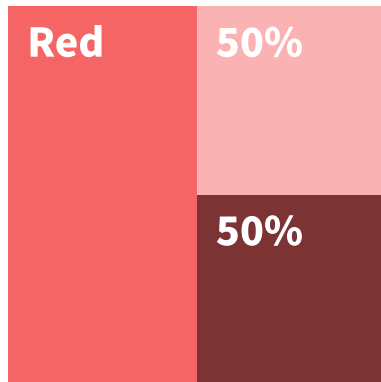


Colour	CMYK	RGB	HEX
Ocean Blue	C 67 M 38 Y 0 K 20	R 31 G 107 B 203	#1f6bcb
Emerald Green	C 65 M 0 Y 10 K 34	R 2 G 168 B 143	#02a88f
Royal Purple	C 13 M 28 Y 0 K 60	R 67 G 30 B 101	#431e65
Storm Grey	C 4 M 4 Y 0 K 33	R 161 G 161 B 170	#a1a1aa



# Decorative Palette

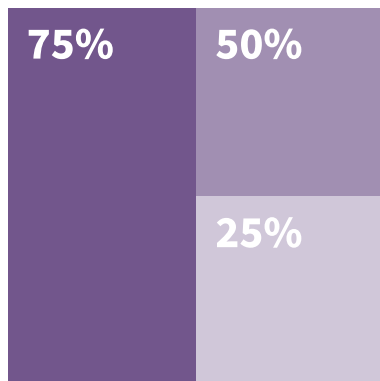
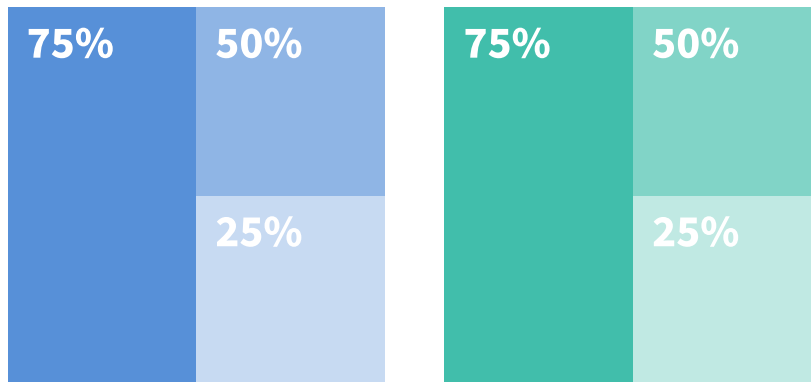
A palette of vibrant and inviting colours has been created to add accents to, or highlight key information of, an application. They should be used in moderation with the intent on providing subtle improvements to design, rather than as a theme of the application.



<b>Colour</b>	<b>CMYK</b>	<b>RGB</b>	<b>HEX</b>
Red	C 0 M 56 Y 56 K 4	R 245 G 101 B 101	#f56565
Orange	C 0 M 42 Y 67 K 0	R 255 G 147 B 85	#ff9355
Yellow	C 0 M 18 Y 67 K 0	R 255 G 209 B 85	#ffd155
Lime	C 16 M 0 Y 54 K 8	R 198 G 235 B 108	#c6eb6c
Green	C 45 M 0 Y 26 K 27	R 72 G 187 B 120	#48bb78
Blue	C 67 M 27 Y 0 K 6	R 79 G 175 B 240	#4faff0
Violet	C 31 M 56 Y 0 K 4	R 169 G 108 B 245	#a96cf5
Pink	C 0 M 56 Y 9 K 0	R 255 G 112 B 231	#ff70e7

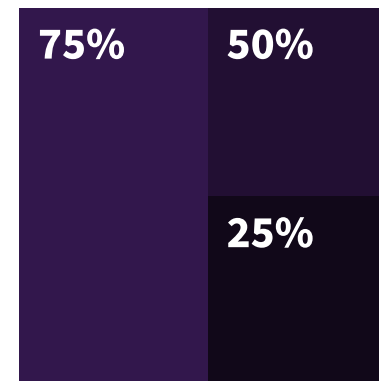
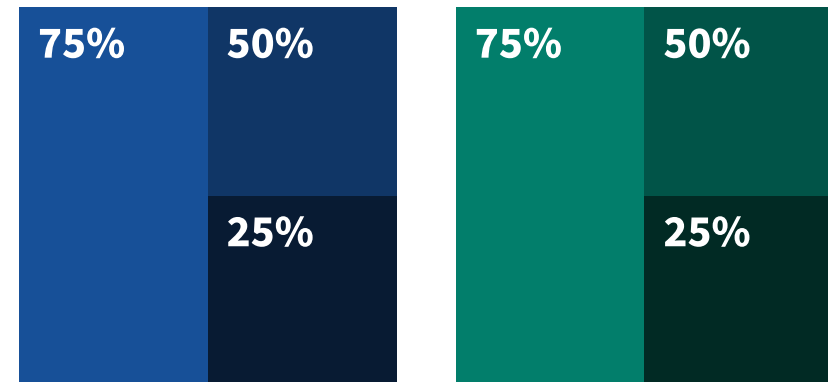
## Tints

Tints should be used to achieve a hierarchal effect or to add variation to an element or number of elements. They should not be used in blocks of colour or in text bodies.



## Shades

Shades are much like tints, both in the way they are applied and the effect they achieve. However, shades work in reverse, providing tone and hierarchy via darker variations of my core palette.



# Greys

Greys are very similar to tints in that they should be used to achieve a hierarchal effect or to add variation and contrast. However, unlike tints, they can also be used in blocks of colour and within text bodies where necessary.

**Grey 1**



#52525b

**Grey 2**



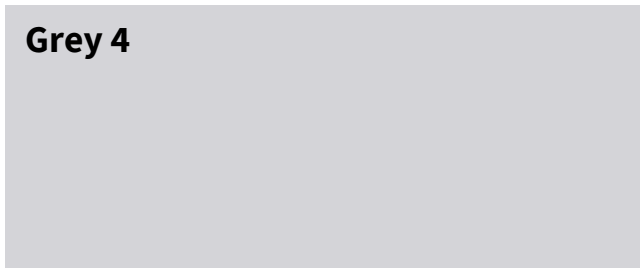
#71717a

**Grey 3 (Storm Grey)**



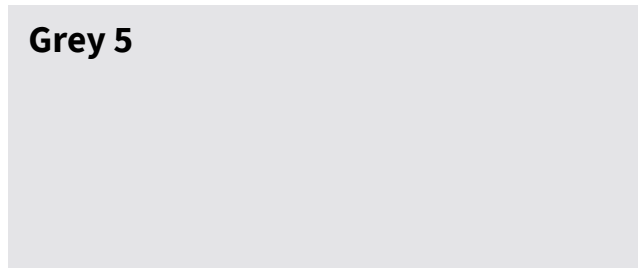
#a1a1aa

**Grey 4**



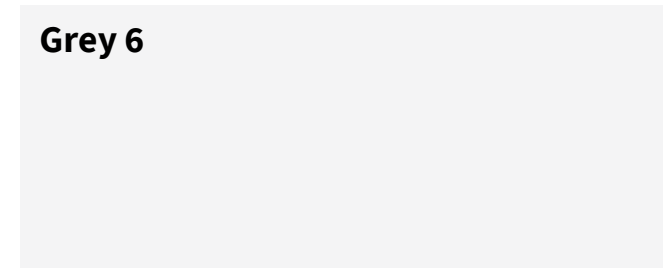
#d4d4d8

**Grey 5**



#e4e4e7

**Grey 6**



#f4f4f5

# Typefaces

## Primary Font

Nunito is the primary font used in most applications and is also featured in the wordmark. It should be used wherever possible.

Nunito Extra Light

abcdefghijklmnopqrstuuvwxyz1234567890

Nunito Light

abcdefghijklmnopqrstuuvwxyz1234567890

Nunito Regular

abcdefghijklmnopqrstuuvwxyz1234567890

Nunito Semi Bold

abcdefghijklmnopqrstuuvwxyz1234567890

Nunito Bold

abcdefghijklmnopqrstuuvwxyz1234567890

Nunito Extra Bold

abcdefghijklmnopqrstuuvwxyz1234567890

*Nunito Extra Light*

*abcdefghijklmnopqrstuuvwxyz1234567890*

*Nunito Light*

*abcdefghijklmnopqrstuuvwxyz1234567890*

*Nunito Regular*

*abcdefghijklmnopqrstuuvwxyz1234567890*

*Nunito Semi Bold*

*abcdefghijklmnopqrstuuvwxyz1234567890*

*Nunito Bold*

*abcdefghijklmnopqrstuuvwxyz1234567890*

*Nunito Extra Bold*

*abcdefghijklmnopqrstuuvwxyz1234567890*

## Secondary Font

In more formal applications, or where Nunito is simply unavailable, Source Sans Pro should be used instead.

Source Sans Pro Light

abcdefghijklmnopqrstuvwxy1234567890

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxy1234567890

**Source Sans Pro Bold**

**abcdefghijklmnopqrstuvwxy1234567890**

## Tertiary Font

For applications demanding the highest level of formality, Lora is a font with a more calligraphic appearance and professional look.

Lora

abcdefghijklmnopqrstuvwxy1234567890

*Lora Italic*

*abcdefghijklmnopqrstuvwxy1234567890*

**Lora Semi Bold**

**abcdefghijklmnopqrstuvwxy1234567890**

**Lora Bold**

**abcdefghijklmnopqrstuvwxy1234567890**



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