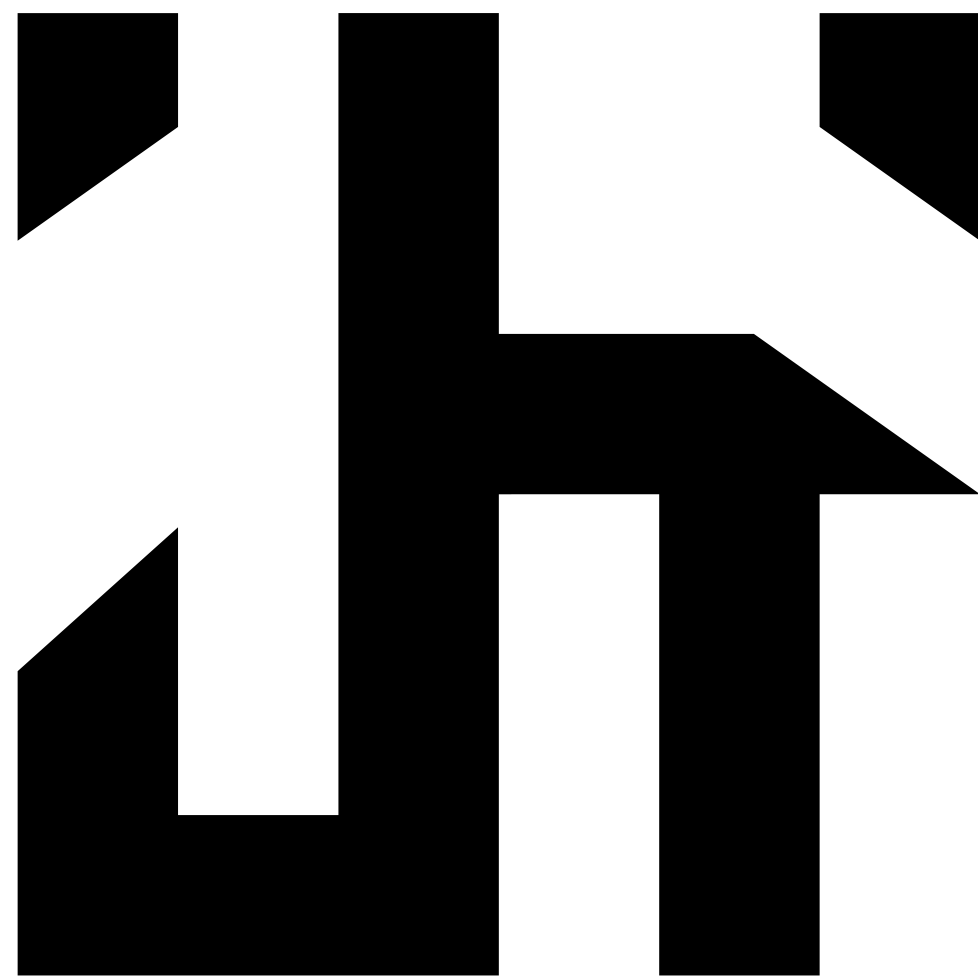JTrue

Brand Guiedelines

BRAND GUIDELINE

After all the hard work put into creating a cohesive brand design, I want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent.

OUR LOGO

JTrue logo is composed of an two letter J and T put together and name. JTrue logo is the main brand element and should be used in most instances.

The icon is for small-scale use. Always use the logo files provided. Do not re-create.
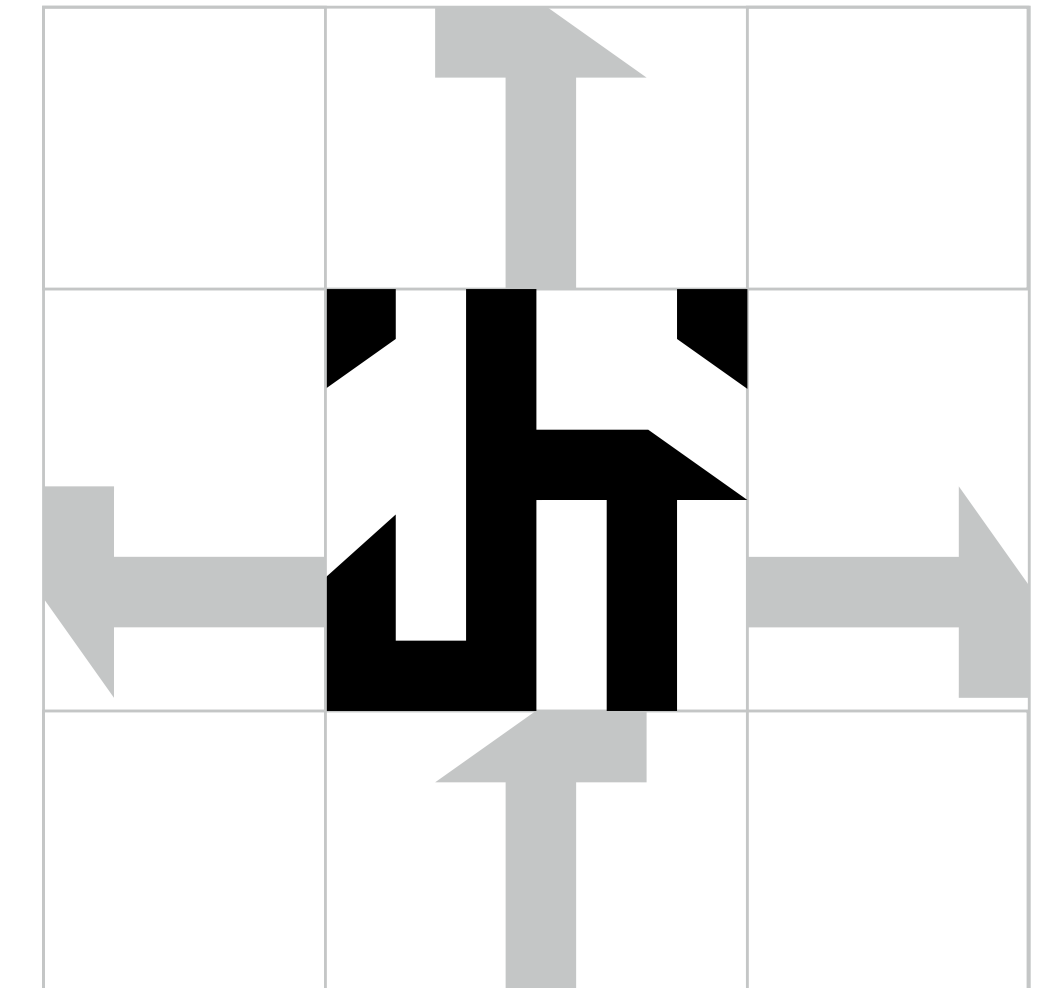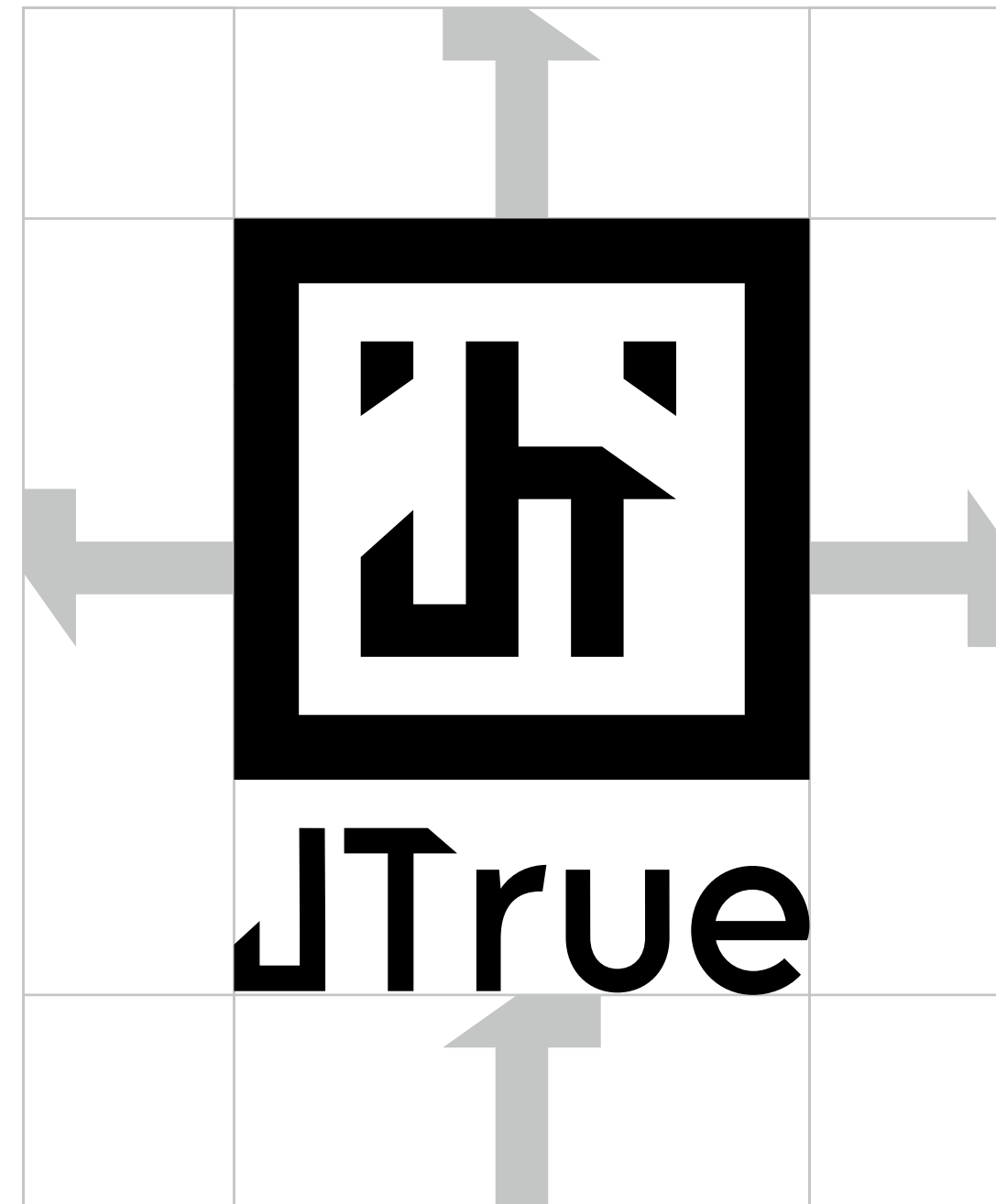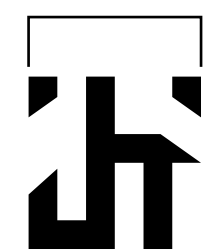
OUR LOGO (for small use)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 80px wide and 115 px wide.

Only the icon logo are appropriate for small use. Do not use the main logo for small use.
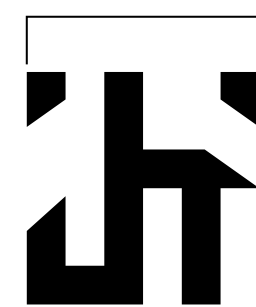
Minimum Sizing for Small Use Logo

Maximum Sizing for Small Use Logo

65px wide, approx.
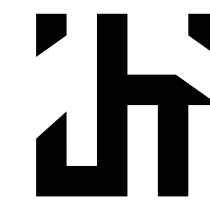
87.5 px wide, approx.
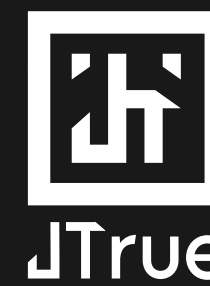

(or approx. 0.9 inches)

(or approx. 1,2 inches)

USAGE ON BACKGROUNDS

Logos should be
used only on white, black or
alternative collored backgrounds.

Also, you can use logos on
photographs.Alternatively, if this is not
possible, use a colored, black, grey or
white color filtets for the photo.

LOGO TREATMENT

The logo must be used as is and not be altered:
in any way. This means that you must not:

1. Change the logo's orientation or rotation.

2. Disproportionately scale or resize the logo.

3. Change the logo's colors.

4. Display other elements within the logo's
   designated clear space

5. Display the logo in a configuration not
   previously specified.

6. Crop the logo in any way.

7. Do not apply a another gradient.

8. Add special effects to the logo.

9. Add an outline to the logo or display the
   logo as an outline.
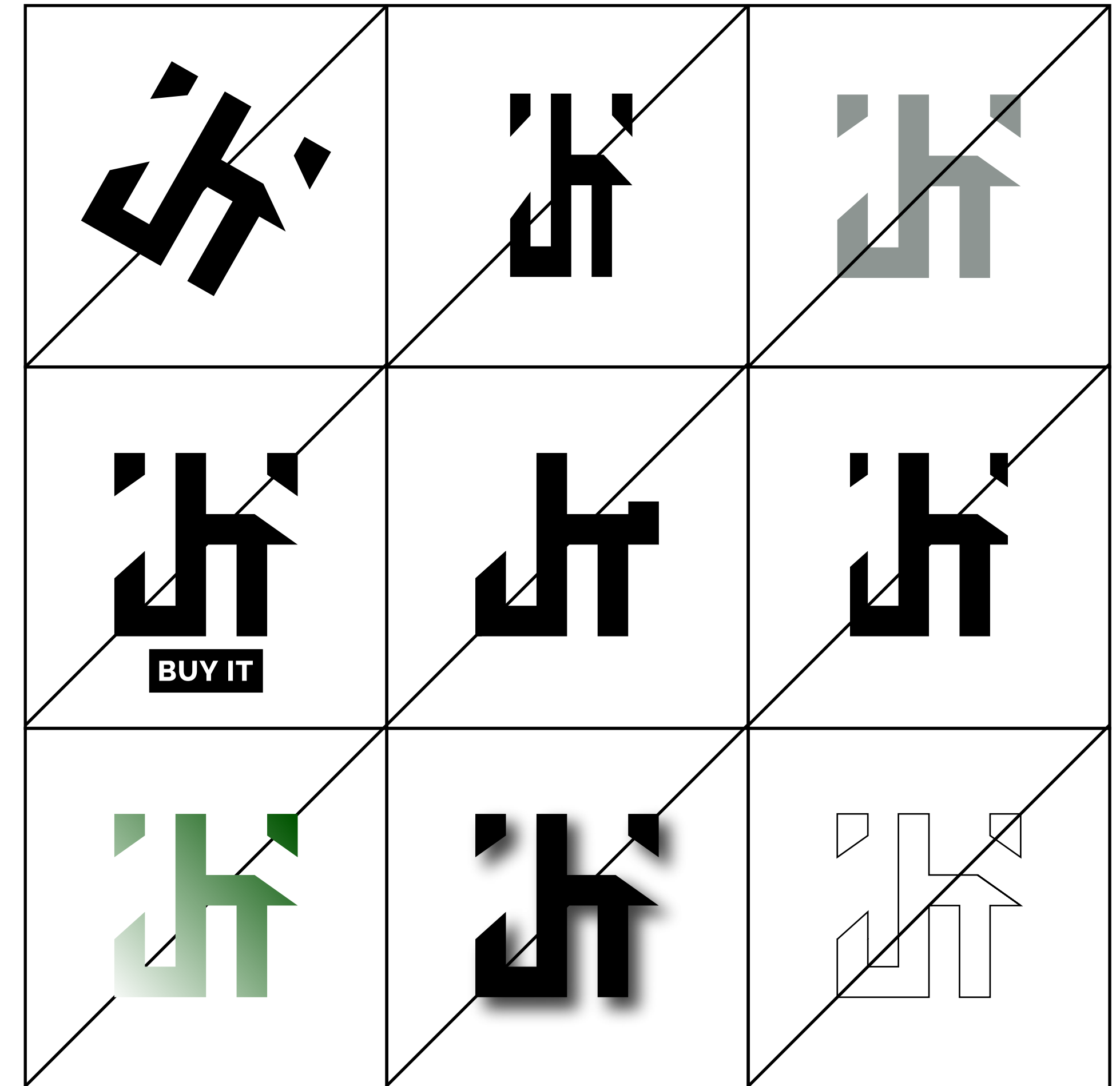
CORE COLORS

Our colors are as important to us as the logo itself. They're part of the brand's personality. We have established 2 primary color (Black and White) and 4 additional colors.

Do not use secondary colors for text. Only use white (#ffffff) or black (#1D1C1D) text over secondary color backgrounds.

	BLACK	WHITE	WHITE-BLACK
RGB:	0, 0, 0	255, 255, 255	-
CMYK:	91, 78, 62, 97	0, 0, 0, 0	-
HEX:	#000000	#FFFFFF	-
Pantone:	Black	White	-

	DARK GREY	RED	GOLD
RGB:	39, 47, 50	191, 42, 42	217, 186, 130
CMYK:	78, 61, 56, 66	16, 94, 85, 8	16, 26, 54, 3
HEX:	#272F32	#BF2A2A	#D9BA82
Pantone:	5605 C	7620 C	7508 C

TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of the brand and should be used across all print & web applications.

Calibri Font

CALIBRI

Use for body copy.
Regularcase

a b c d e f g h i j k l m n o p
q r s t u v w x y z

CODE BOLD

CODE BOLD

Use for headlines.
UPPERCASE

A B C D E F G H I J K L M
N O P Q R S T U B W X y z

Lemon Milk Font

LEMON MILK

Use for headlines, subtitles and body copy.
UPPERCASE , Regularcase

A B C D E F G H I J K L M
N O P Q R S T U B W X Y Z

BRAND PATTERN

Brand Patterns are one of the most exciting and interesting branding elements. They play an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience.
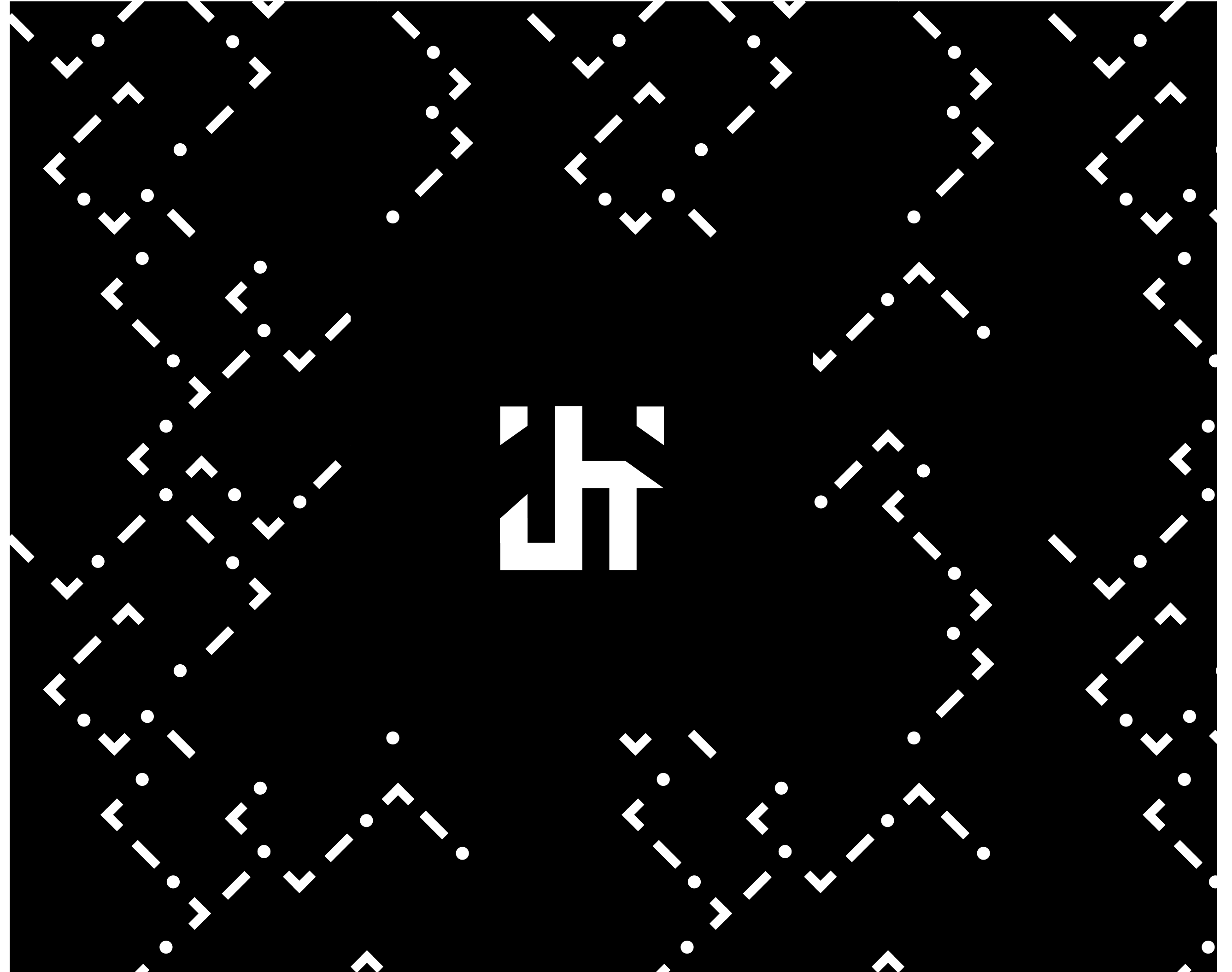
ICONOGRAPHY

Icons are the visual expression of our products, services or tools. Simple, light, sophisticated and friendly, they communicate the core idea or component of the brand.
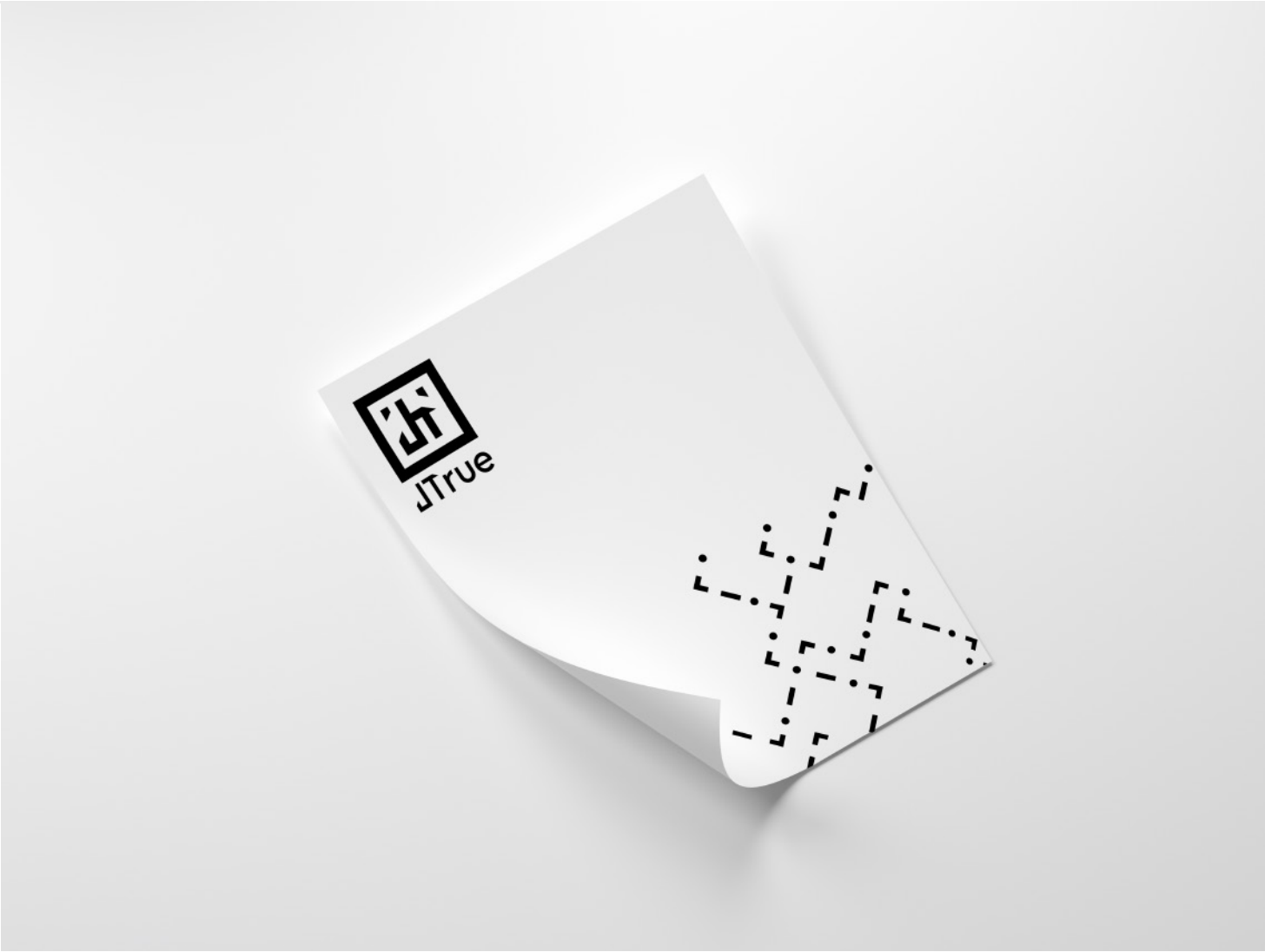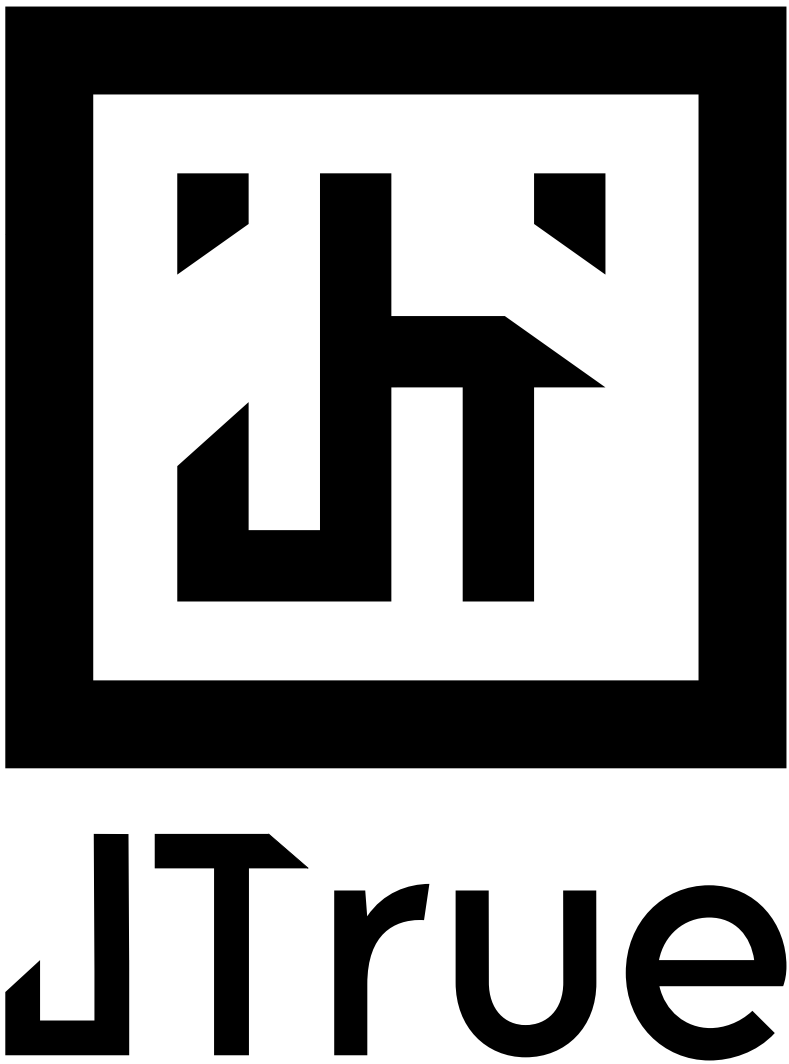
SOCIAL MEDIA KIT

ALBUM INTRO

JTrue

Song Anonse
02.07.20

Song Anonse
02.07.20
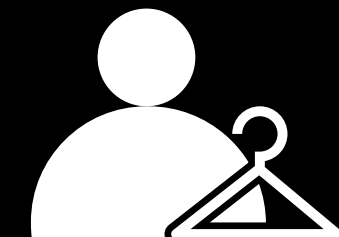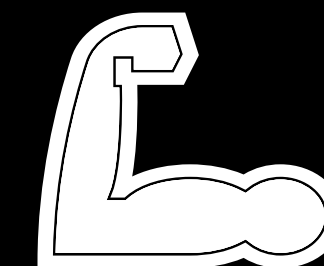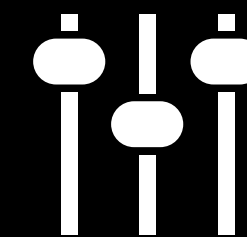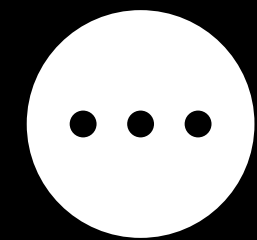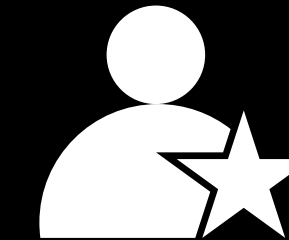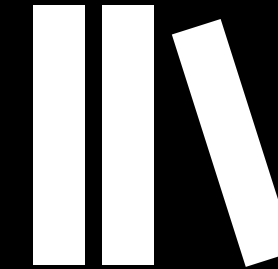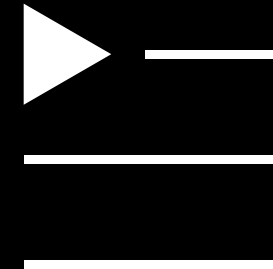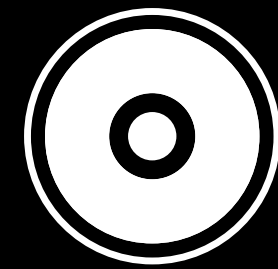
VISUALISATION

If ever in doubt, just refer back to this guide . These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications