



Brand Guidelines

Version 05
Mar 2023

03 **Logo**

10 **Color**

15 **Typography**

26 **Patterns**

Great brands are built with consistency, continuity, creativity, and coherence.

The Jow Brand Guidelines are a comprehensive set of assets, frameworks, and guard rails created to build a design language that will powerfully express the brand's personality across a range of touch points.

Logo

Overview

Our logo serves as the primary identification of the brand.

Consistent and correct use of the mark is necessary for brand recognition.

The image displays the brand logotype 'joww' in a vibrant red color. The letter 'j' is lowercase and features a thick, rounded stem that curves into a large, teardrop-shaped bowl. A solid red circle sits above the stem as a dot. The letter 'o' is lowercase and is a simple, thick, rounded circle. The letters 'w' and 'w' are lowercase and consist of thick, rounded vertical stems connected by a central V-shape. The overall style is clean, modern, and highly legible.

Color Variations

The Jow logo should only be shown in our primary and neutral tones (jow orange, cream, charcoal, and white).

The primary color combination pairs the Jow Orange and the Jow Cream from the key color palette.

If required, the logo can be used in white and black (for instance, over a photograph).

The word "jow" is written in a bold, rounded, lowercase sans-serif font. The letter 'j' has a small circle above it. The entire logo is rendered in a vibrant red color against a plain white background.The word "jow" is written in a bold, rounded, lowercase sans-serif font. The letter 'j' has a small circle above it. The entire logo is rendered in white against a solid red background.

Clear Space & Minimum Size

The logo requires clear space surrounding it to ensure visibility and legibility across all platforms. For the logo, the clear space (x) is the height of the counter in the O.

To maintain legibility of the logo, the minimum logo size must be respected.

3cm is the smallest size the logo can be in print applications and 100px for digital applications. This is vital for readability and brand identification.

The example is shown at the minimum size. There is no maximum size.

Logo



Minimum Size Digital



100 px

Minimum Size Print



3 cm

Logo Misuses

It's important that the appearance of the logo remains consistent. This is to preserve the brand identity. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document. In collaborative cases, certain alterations may be made.

Avoid making the logo mistakes shown on this page.

Don't rotate the logo.



Don't change transparency.



Don't change the spacing between the letters.



Don't distort the logo.



Don't add effects to the logo.



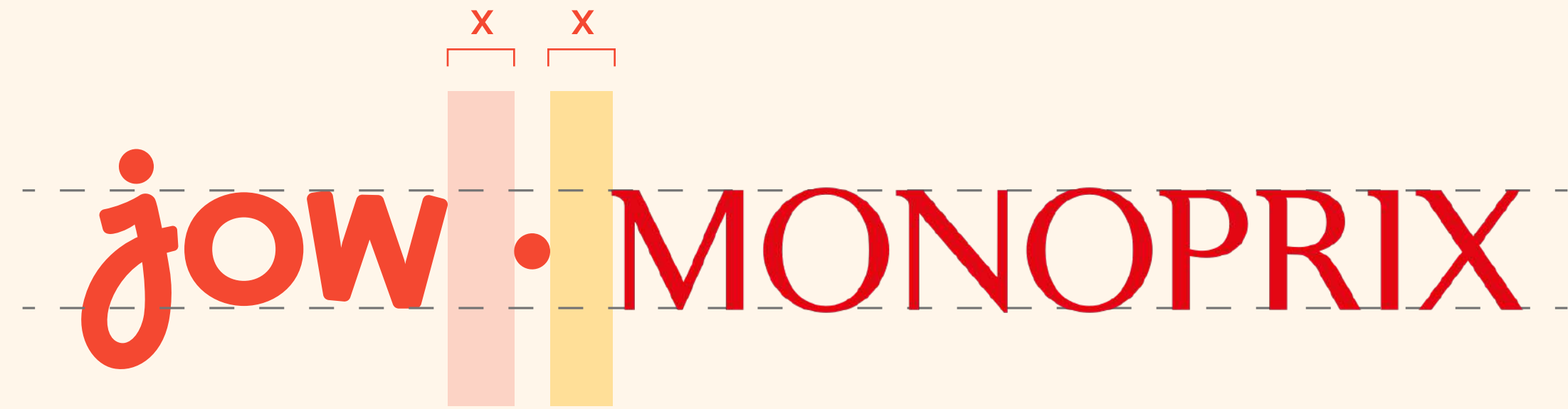
Don't use it in colors not specified in this brandbook.



Partnership Lockups

The logo requires clear space surrounding it to ensure visibility and legibility across all platforms. For the logo, the clear space (x) is the height of the counter in the O. The dot between the logos should be the size of the dot on the J.

For uncommon partner logomark sizes, please refer to the next two pages.



App & Profile Icons

App and profile icons come in 3 different formats and two different colorways, with the primary being the full logo on the left.



Color

Overview

Jow's main brand color is a vibrant orange called "Jow Orange." When possible, the logo should always be in this color, or in cream.

Primary and secondary color palettes should be used in the majority of brand executions in order to ensure brand recognition. Cream should be applied in every execution to balance out the bold tones (see details in following slides).

The tertiary palette may be used in certain cases such as apps, websites, and any time when the primary and secondary colors feel too restrictive.

The blue highlight can be used sparingly on frames, circles, and highlighting certain words.

Primary Colors

Jowrange
 HEX #F44831
 RGB (244, 72, 49)
 CMYK (0, 82, 79, 0)

Neutrals

Cream
 HEX #FFF2E2, RGB (255, 242, 226)
 CMYK (0, 7, 13, 0)

Light Cream
 HEX #FFF6EA, RGB (255, 246, 234),
 CMYK (0, 3, 7, 0)

Charcoal
 HEX #1E1E1E, RGB (30, 30, 30)
 CMYK (75, 65, 60, 80)

Secondary Colors

Yolk
 HEX #FFC847
 RGB (255, 200, 71)
 CMYK (0, 24, 79, 0)

Beet
 HEX #9D1716
 RGB (157, 23, 22)
 CMYK (24, 93, 81, 19)

Kale
 HEX #075526
 RGB (7, 85, 38)
 CMYK (87, 35, 72, 29)

Tertiary Tones

Radish
 HEX #FCB2B0, RGB (252, 178, 176), CMYK (0, 40, 23, 0)

Powder
 HEX #C6EAF6, RGB (198, 234, 246), CMYK (23, 4, 6, 0)

Highlight

Blueberry
 HEX #0064D1, RGB (0,100,209), CMYK (87,60,0,0)

Logo Color Combinations

The Jow logo should only be shown in our primary and neutral tones (jow orange, cream, charcoal, and white).

See recommended color pairings to the right.

Cream Logo



Orange Logo

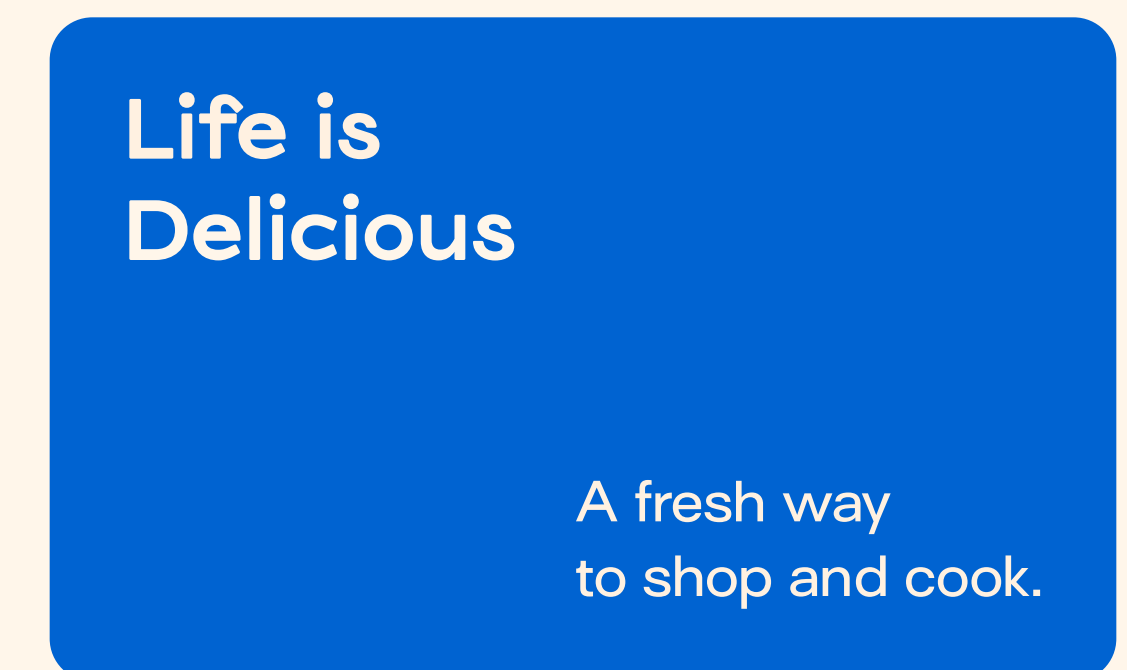


Text Color Combinations

Achieving the correct color is critical for consistency & memorability in the marketplace. Every time the brand is expressed, the color combinations must be used appropriately.

The color palette features static colors which can be combined in a variety of color pairs depending on mood or application.

Title and body type should primarily be in neutral tones. However, a color highlight may be used for title text. Do not mix and match different color combinations outside of the suggested set of pairings.



Color Misuses

Avoid making the common color mistakes shown on this page.

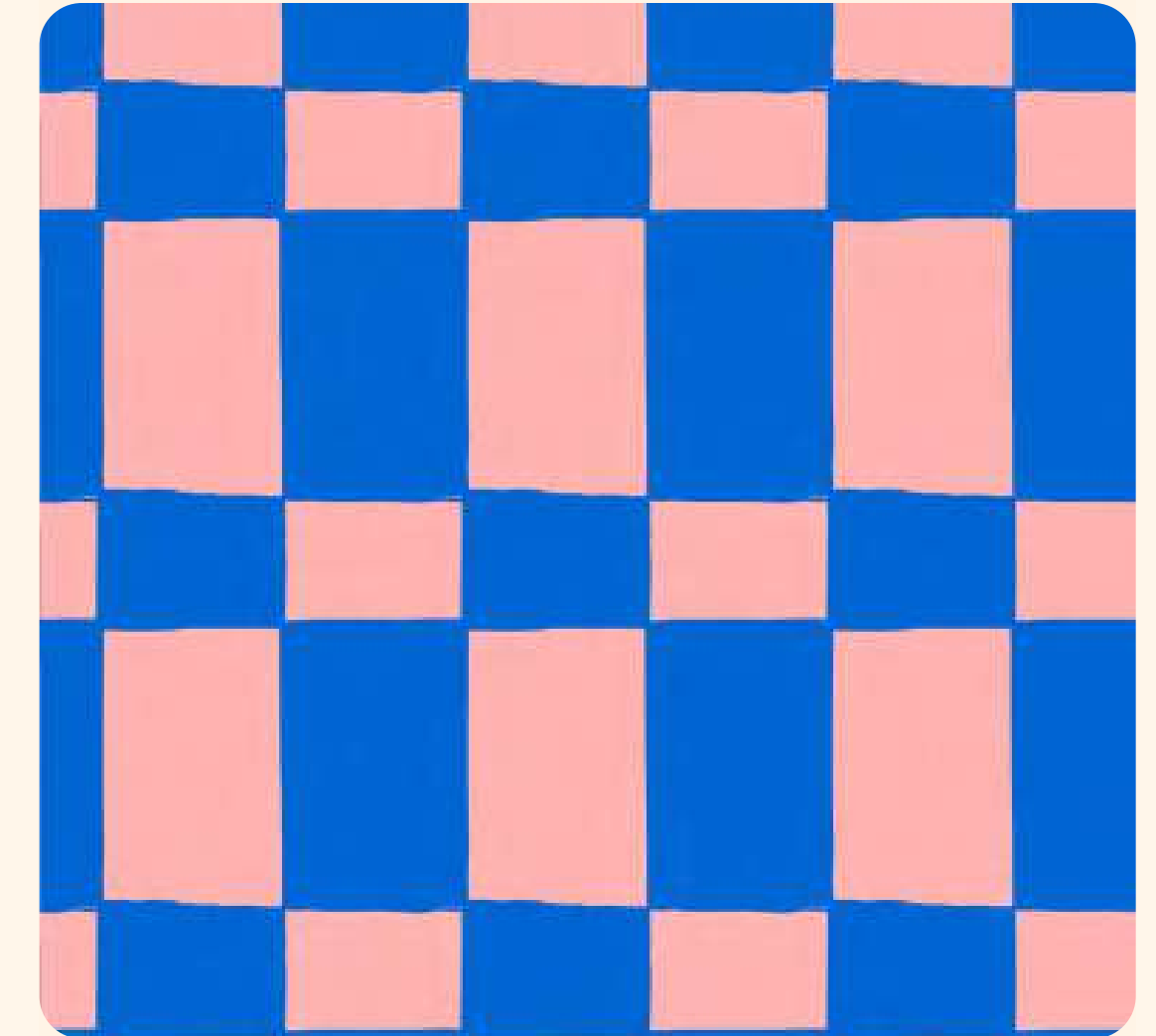
Don't use tertiary colors for any core branding elements.



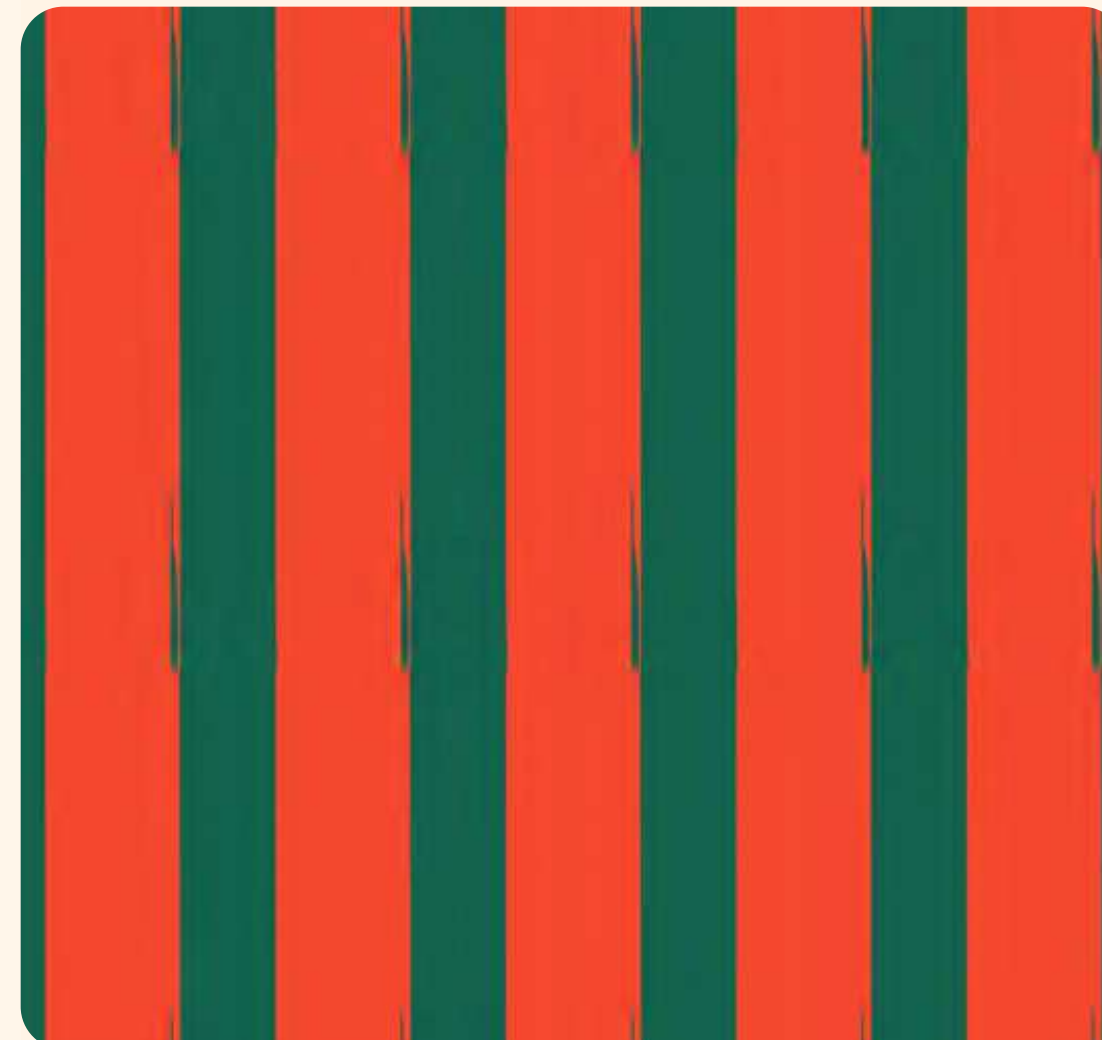
Don't use similar colors for long bodies of text.



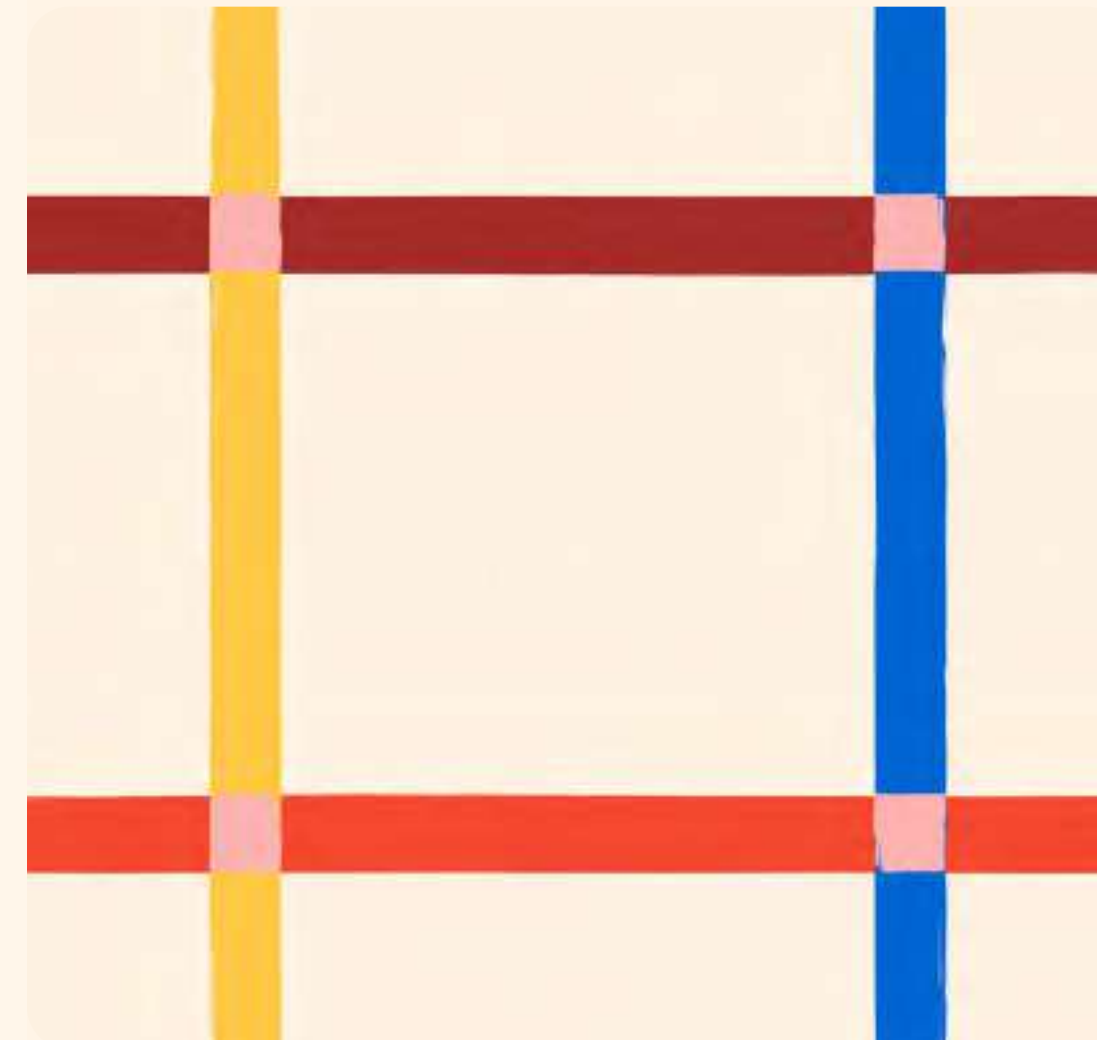
Don't use highlights or tertiary colors for patterns for core branding applications



Don't use Christmas-like color combinations.



Don't overuse multiple colors. Use a simple color palette.



Don't use the blue highlight for backgrounds or on large areas of space.



Typography

**Meet Viksjow, a
custom typeface
for Jow.**

Viksrow

Fonts are an important element for brand identification. The Viksrow Typeface is a custom edition of the Viksrow Font by Monokrom. It is the main typeface used for all titles and headlines.

Viksrow was created to compliment Jow's warmth and personality. Its main focus is to bring excitement to food and the brand.

Headlines should be sentence case, capitalizing the first word in a phrase and any proper nouns.

**This is Viksrow
Typeface, our main
font family.**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Viksrow Glyphs

Viksrow glyphs were designed specially for Jow by &Walsh. Viksrow comes with alternative glyphs to add more personality and fun into short headlines.

These are to be used sparingly as an illustrative and playful moment. They should be used primarily as “decorative initials,” i.e. the first capital letter in a headline.

Do not use them when the words are too small or in a long title.

In Use

Orange
Juice

Glyph Set

Aa Aa Bb Bb Cc Cc Dd Dd
Ee Ee Ff Ff Gg Gg Hh Hh Ii Ii
Kk Kk Ll Ll Mm Mm Nn Nn
Oo Oo Pp Pp Qq Qq Rr Rr Ss Ss Tt Tt
Uu Uu Vv Vv Xx Xx Yy Yy Zz Zz

Typography Misuses

The consistent use of typography is crucial to establish Jow's visual brand. Typographic elements on brand collateral should always look cohesive.

Avoid making the typography mistakes shown on this page.

Don't decrease the kerning.

**Life is
delicious with
Jow.**

Don't decrease the leading.

**Life is
delicious
with Jow.**

Don't make titles or body all caps. All caps should only be used for decorative text.

**LIFE IS
DELICIOUS
WITH JOW.**

Don't rotate text.

**Life is
delicious
with Jow.**

Don't add effects to text.

**Life is
delicious
with Jow.**

Don't adjust opacity or use transparency as an effect of any kind.

**Life is
delicious
with Jow.**

Glyph Misusage

Consistent usage of typographical glyphs throughout all Jow brand assets is crucial for establishing a consistent visual brand and ensuring the typographic elements on brand collateral feel cohesive.

Avoid making the common typographical glyph mistakes shown on this page.

Don't use too many glyphs in one header.

Cook pasta
in three easy
minutes

Don't use all caps.

COFFEE
CAKE

Don't mix and match upper and lower case.

Spoonful

Don't make glyphs larger than the rest of the sentence or title.

Apple

Surt Expanded

Surt Expanded is the secondary typeface. It helps balance Viksjow while providing the perfect amount of personality.

Surt Expanded Medium should be mainly used for body copy, smaller subheads or anywhere where smaller type is used. **Surt Expanded Semibold** can also be used when contrast is needed from the regular weight. Other weights are available to use if needed.

Body text should be sentence case, capitalizing the first word in a phrase and any proper nouns.

This is Surt
Expanded, our
secondary font family.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Surt Expanded Medium
AaBbCcDdEe

*Surt Expanded Medium
Oblique AaBbCcDdEe*

Surt Expanded Semibold
AaBbCcDdEe

*Surt Expanded Semibold
Oblique AaBbCcDdEe*

Typography Sizes

Fonts are not only about their shape, but also about the empty space around them. In order to appear visually uniform, letters are not distributed equally in the horizontal space. Designers optically tweak that space until it looks pleasant to the eye. This process is called kerning. How we set the kerning is called tracking.

See the Type Size, Font, Weight, and Line-Height guidelines as a starting point for all typography uses.

136 pts
Line Height 148 pts
Letter Spacing -3%

Heading 1

100 pts
Line Height 100 pts
Letter Spacing -3%

Heading 2

72 pts
Line Height 84 pts
Letter Spacing -3%

Heading 3

48 pts
Line Height 64 pts
Letter Spacing -2%

Heading 4 / Section Headline

24 pts
Line Height 32 pts
Letter Spacing -1%

Heading 5 / Subline

20 pts
Line Height 28 pts
Letter Spacing 0%

Heading 6 / Subline

Larger Body
18 pts
Line Height 150%
Letter Spacing 0%

Jow is a weekly meal planning and grocery app that recommends recipes and orders ingredients and other goods for pickup or delivery from a favorite nearby store.

Body
16 pts
Line Height 24 pts
Letter Spacing 0%

Jow is a weekly meal planning and grocery app that recommends recipes and orders ingredients and other goods for pickup or delivery from a favorite nearby store.

Small Text
14 pts
Line Height 22 pts
Letter Spacing 0%

Jow is a weekly meal planning and grocery app that recommends recipes and orders ingredients and other goods for pickup or delivery from a favorite nearby store.

Glyph Usage

For brand consistency using typography, please consider the following examples of layouts and use them as references for the creation of new brand collateral.

These should be used sparingly and use one or two glyphs maximum per headline, primarily as the decorative initial. These glyphs act as illustrative moments that work well on OOH and Social.

Social



OOH

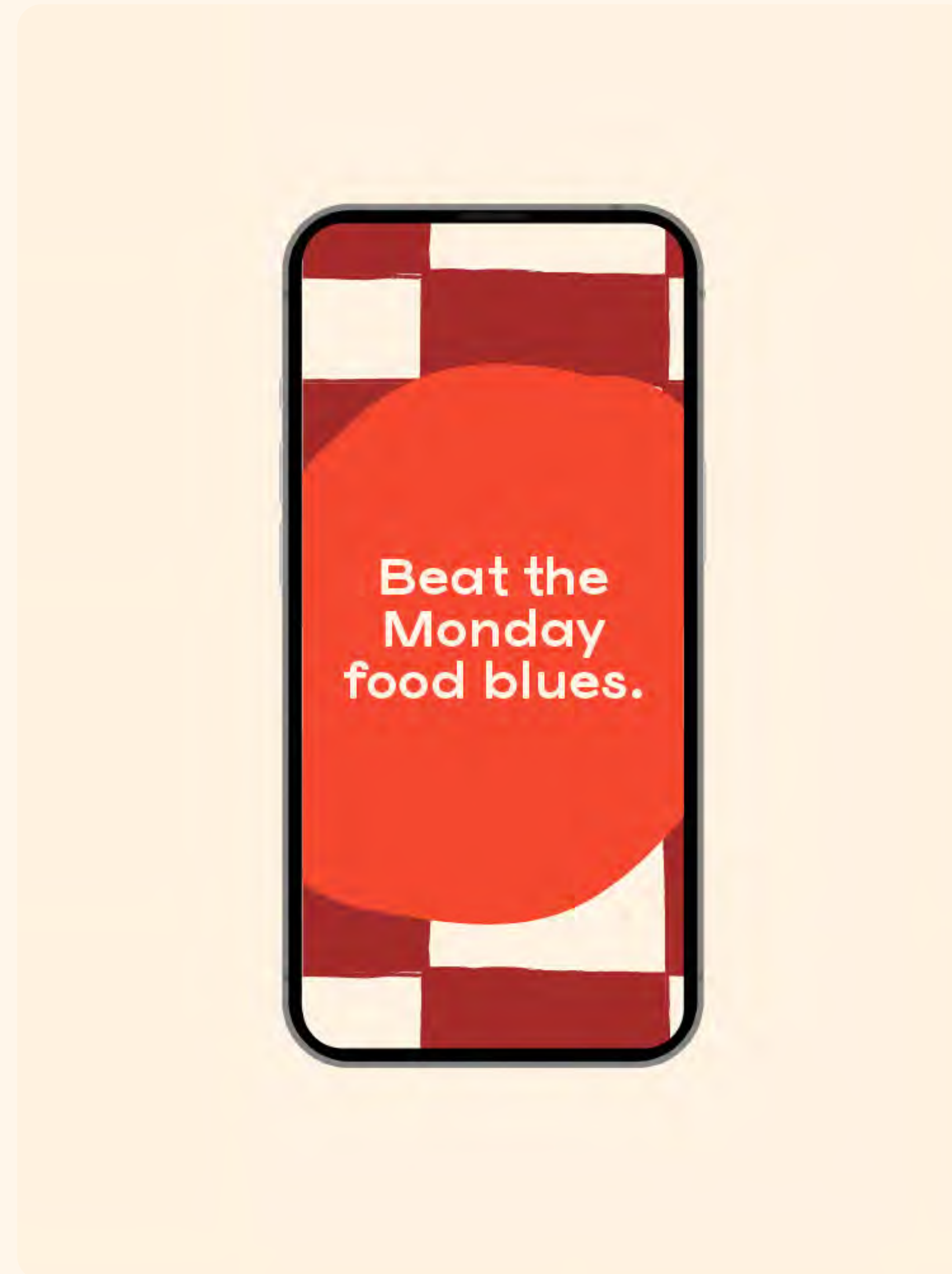


Typography Usage

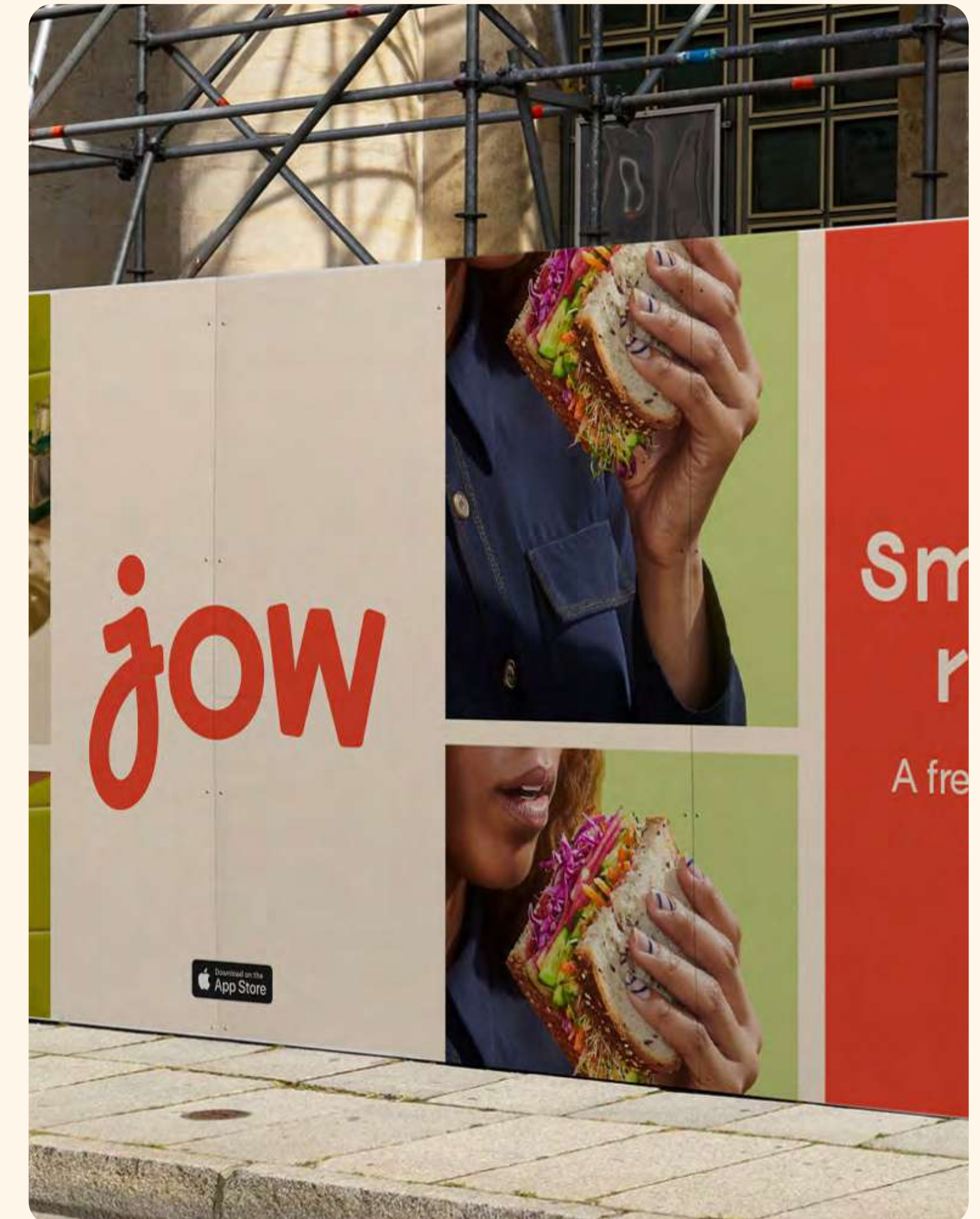
For brand consistency of typography, please consider the following examples of layouts and use them as references for the creation of new brand collateral.

On posters/OOH and any other display context, the text should be center-aligned. On the website and in contexts with more information, it can be left-aligned.

Social



OOH



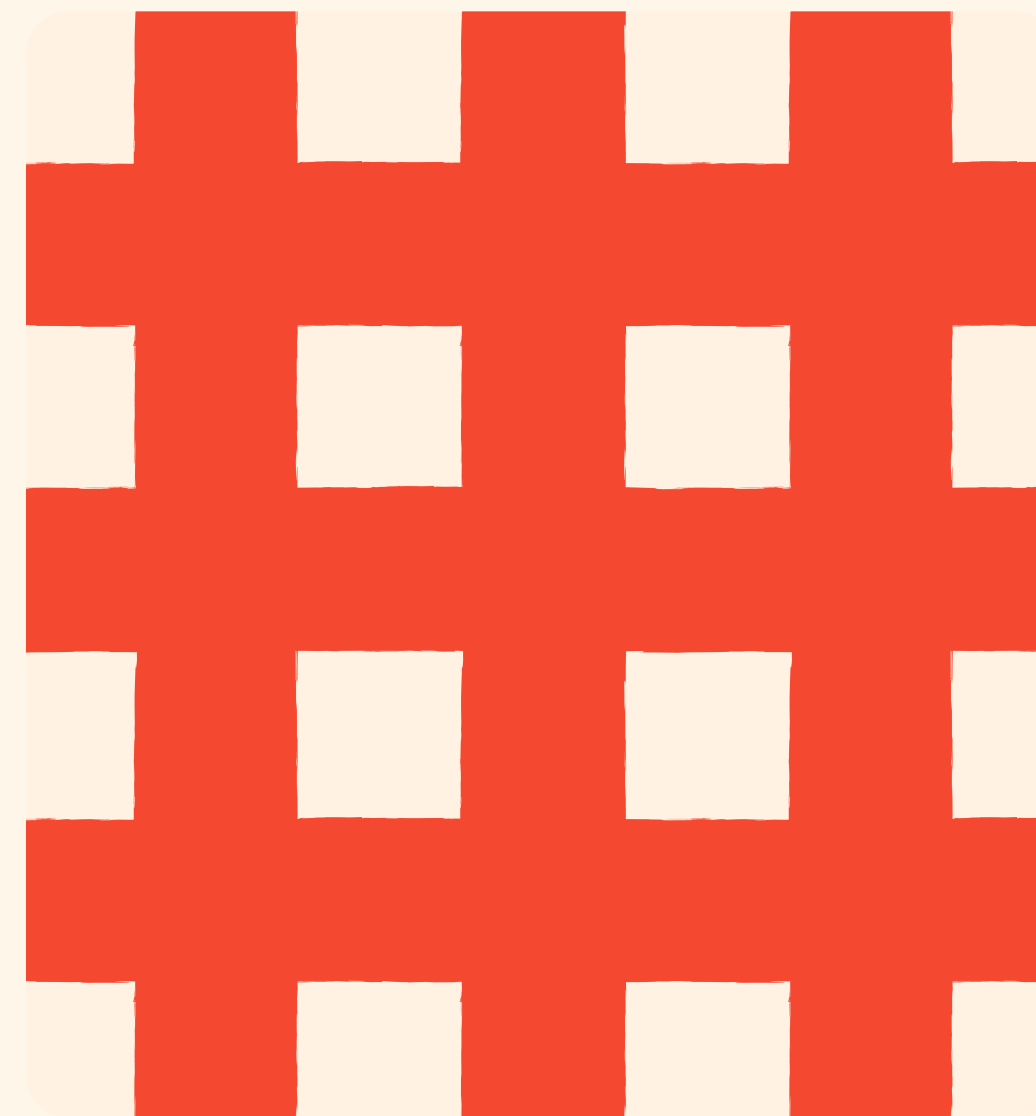
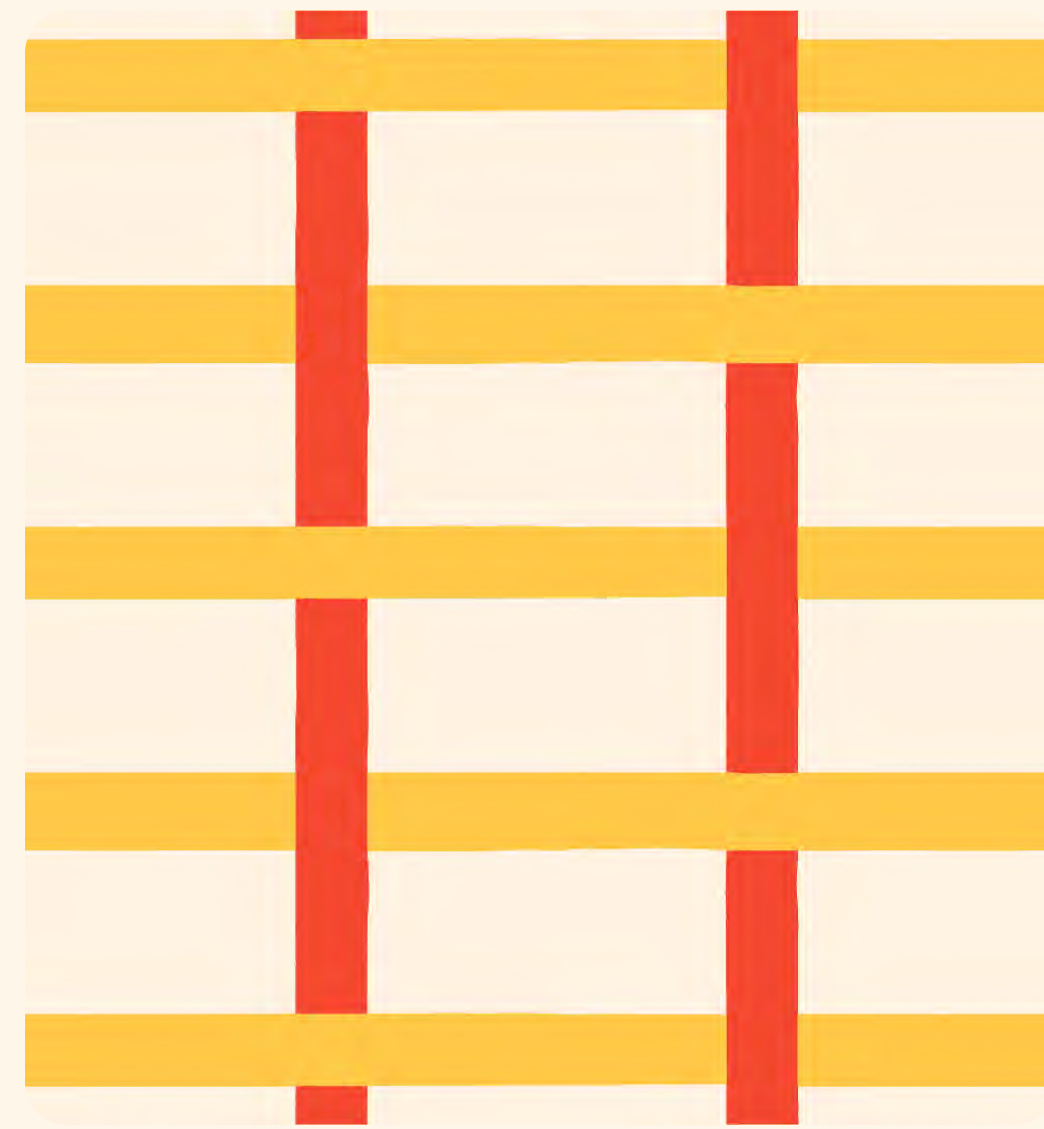
Patterns & Frames

Patterns

Patterns are a key component of Jow's visual language and were inspired by classic tablecloths. They can be used in various avenues such as public advertising, social media, merch, and more.

The primary color combinations of the patterns are to the right and should be used on all first time impressions.

Other colorways are available in the asset library.

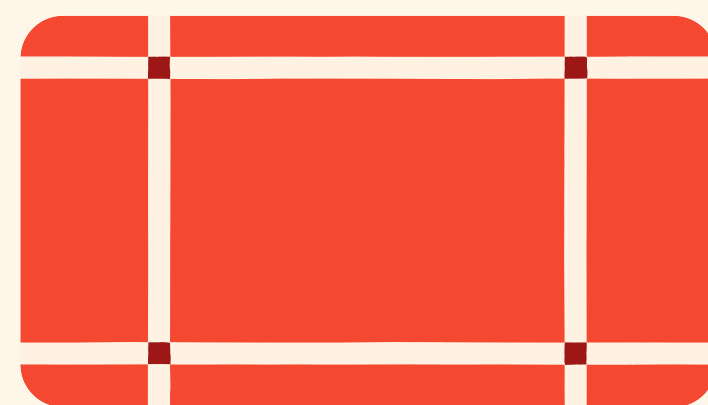
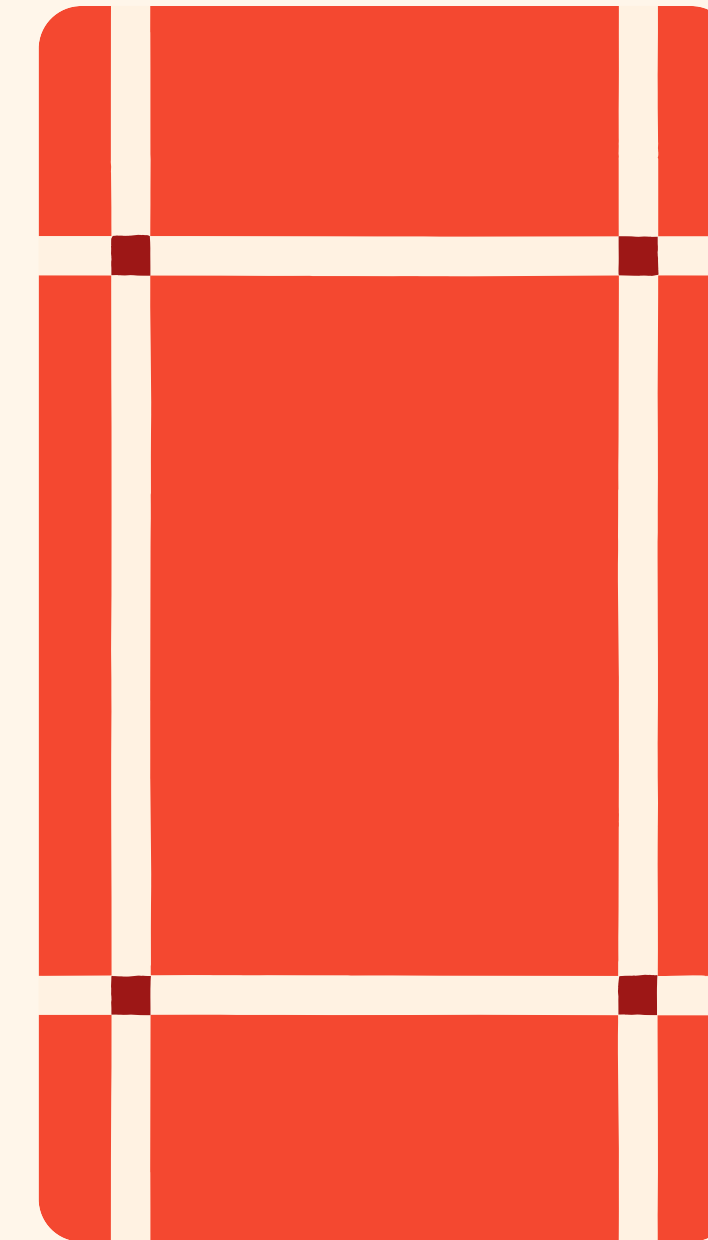
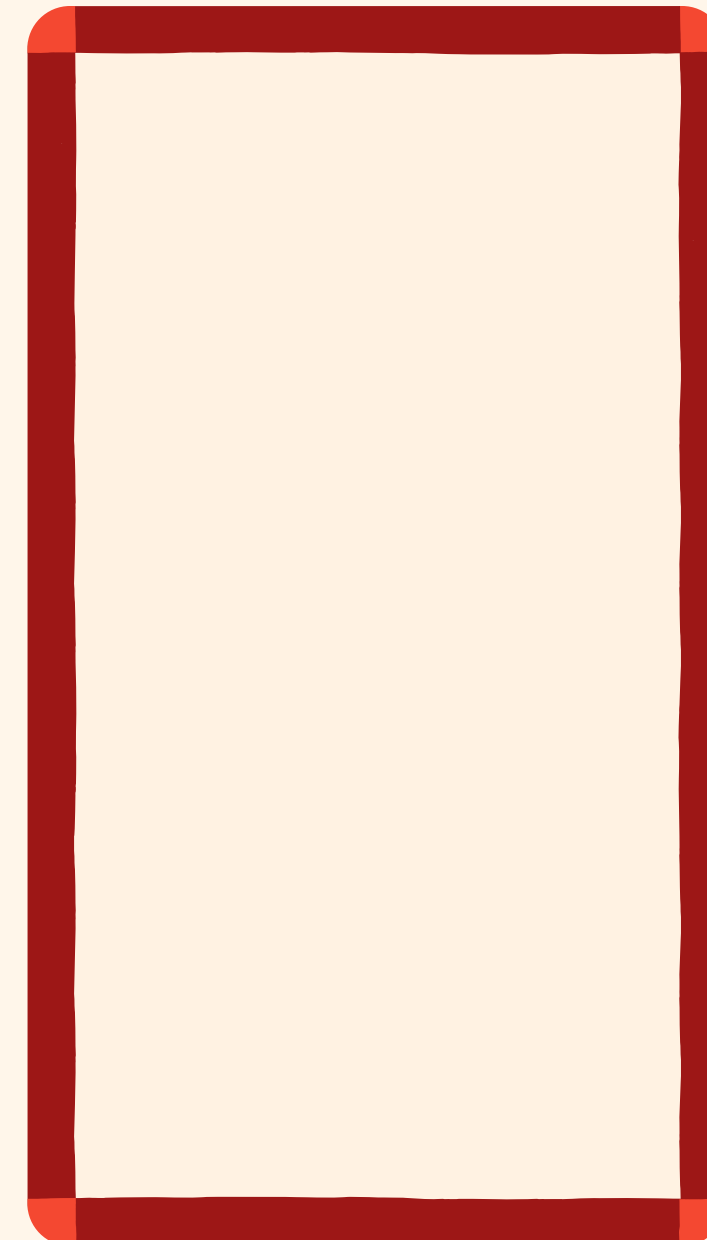


Frame Overview

These are a key component of Jow's language, inspired by classic tablecloths. They can be used in various avenues such as public advertising, social media, merch, and more.

These frames can be used vertically or horizontally.

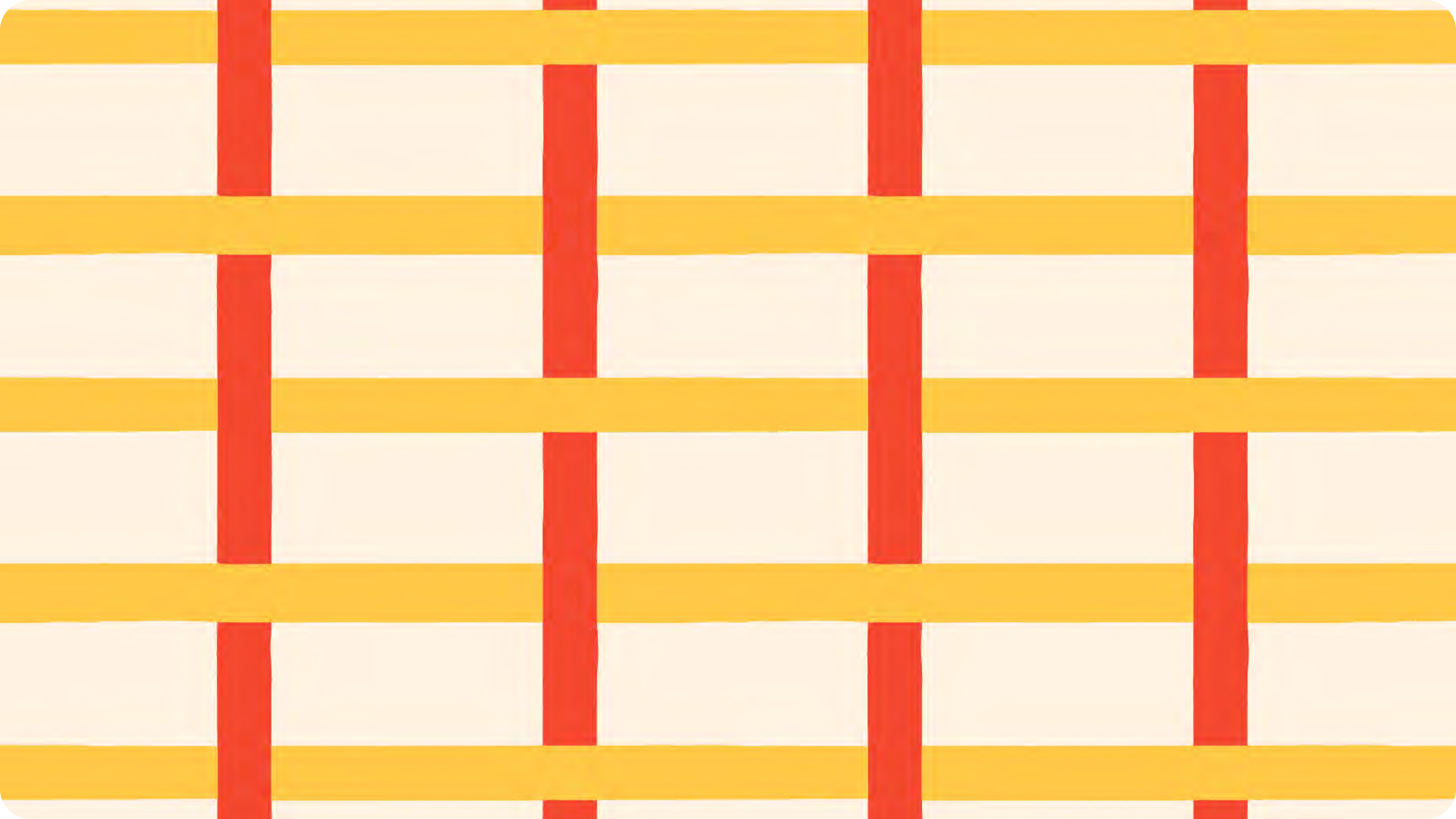
Use the color combinations as specified on p.18 for all first time impressions, though other colorways are also available in the asset library.



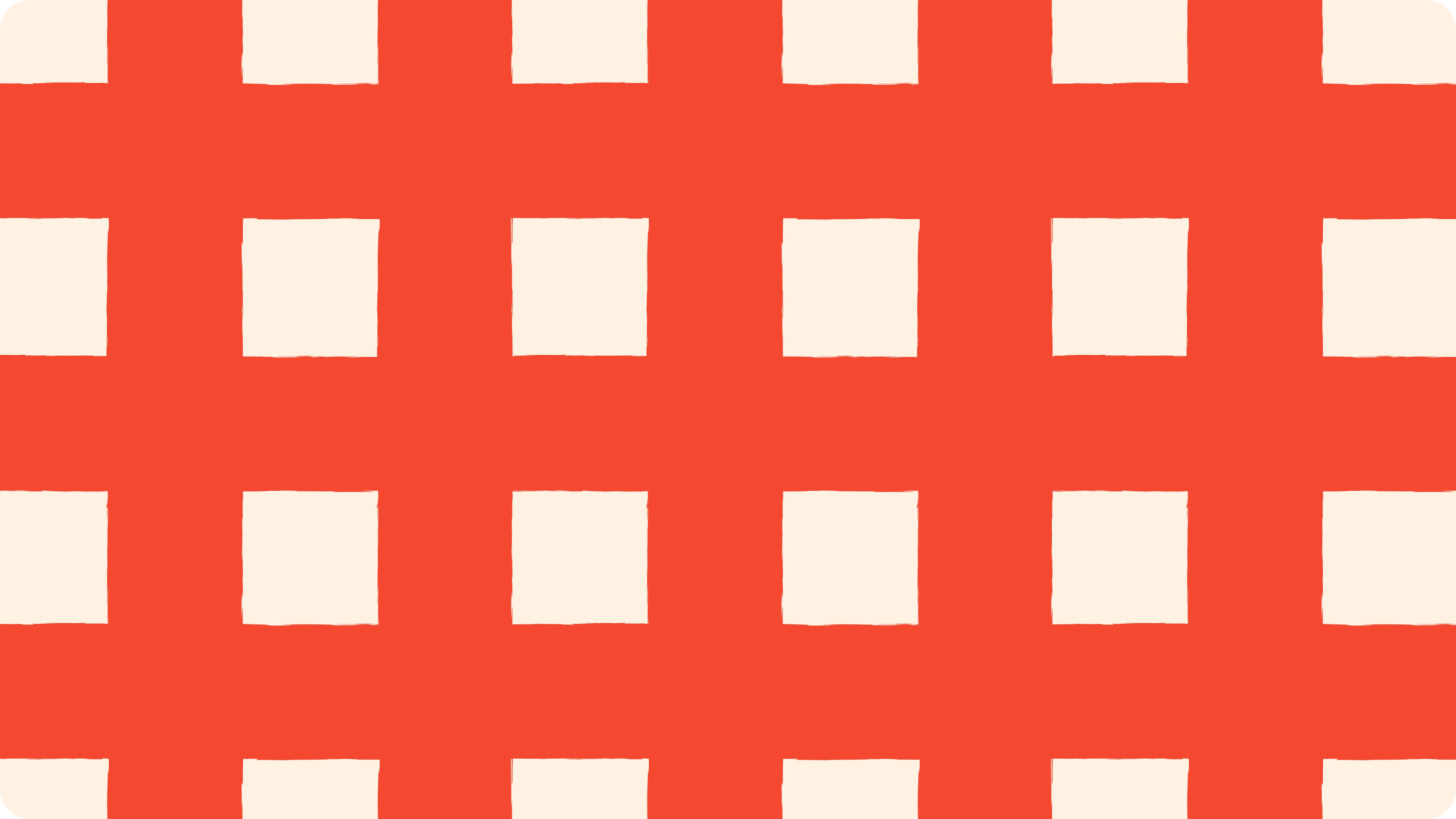
Border Overview

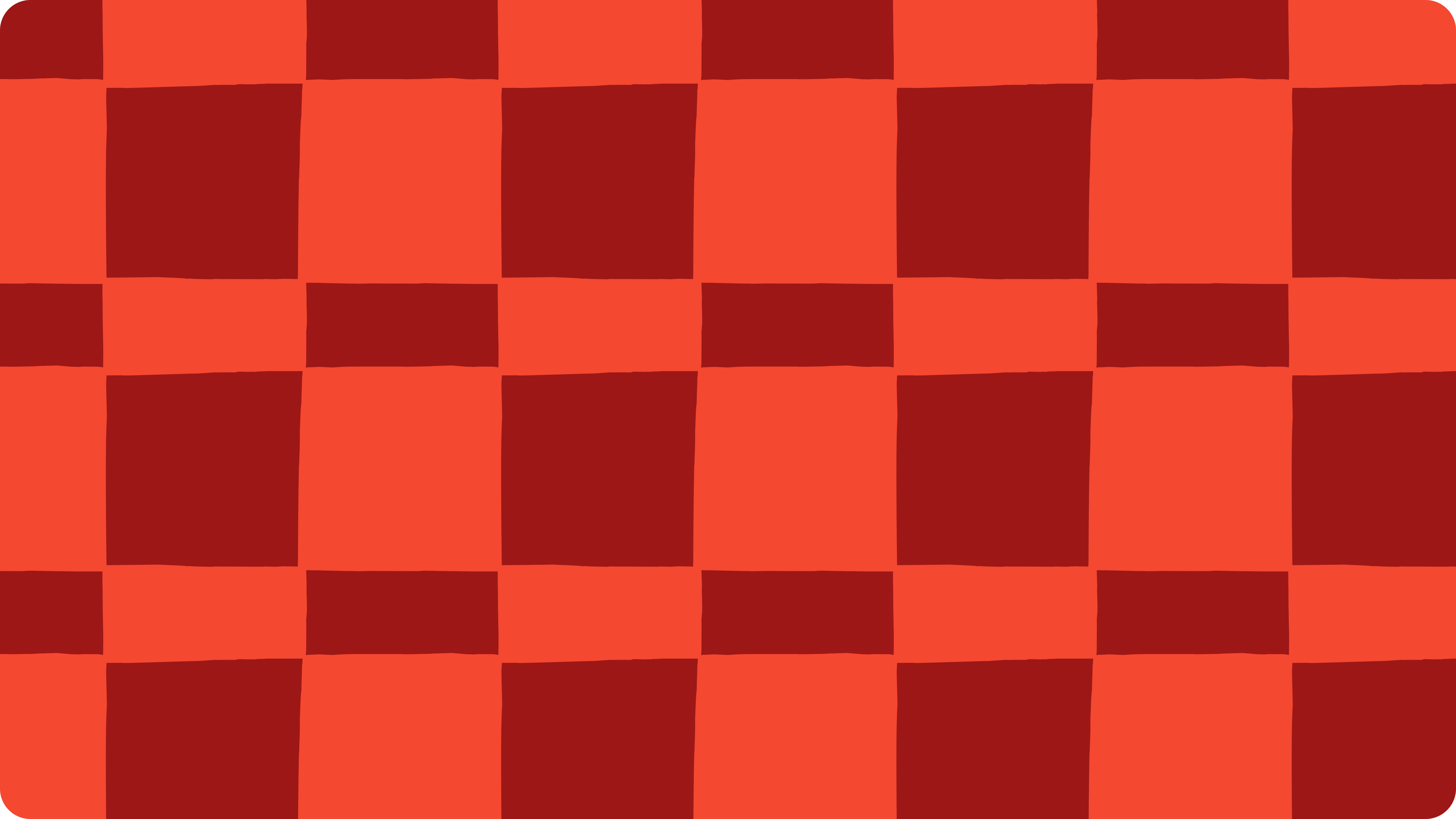
Our checker pattern can also be utilized as a border. Borders can sit horizontally and vertically.





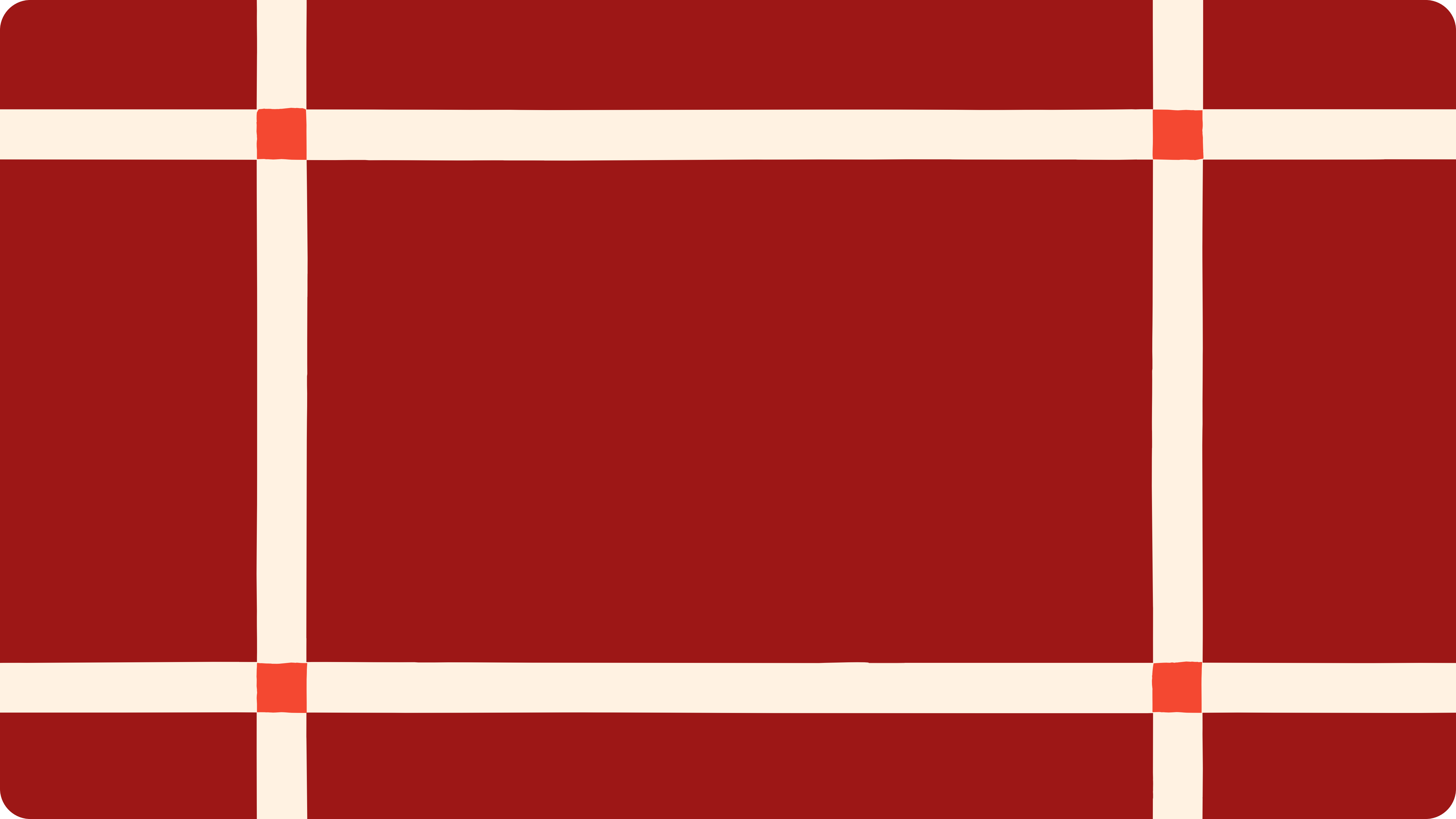








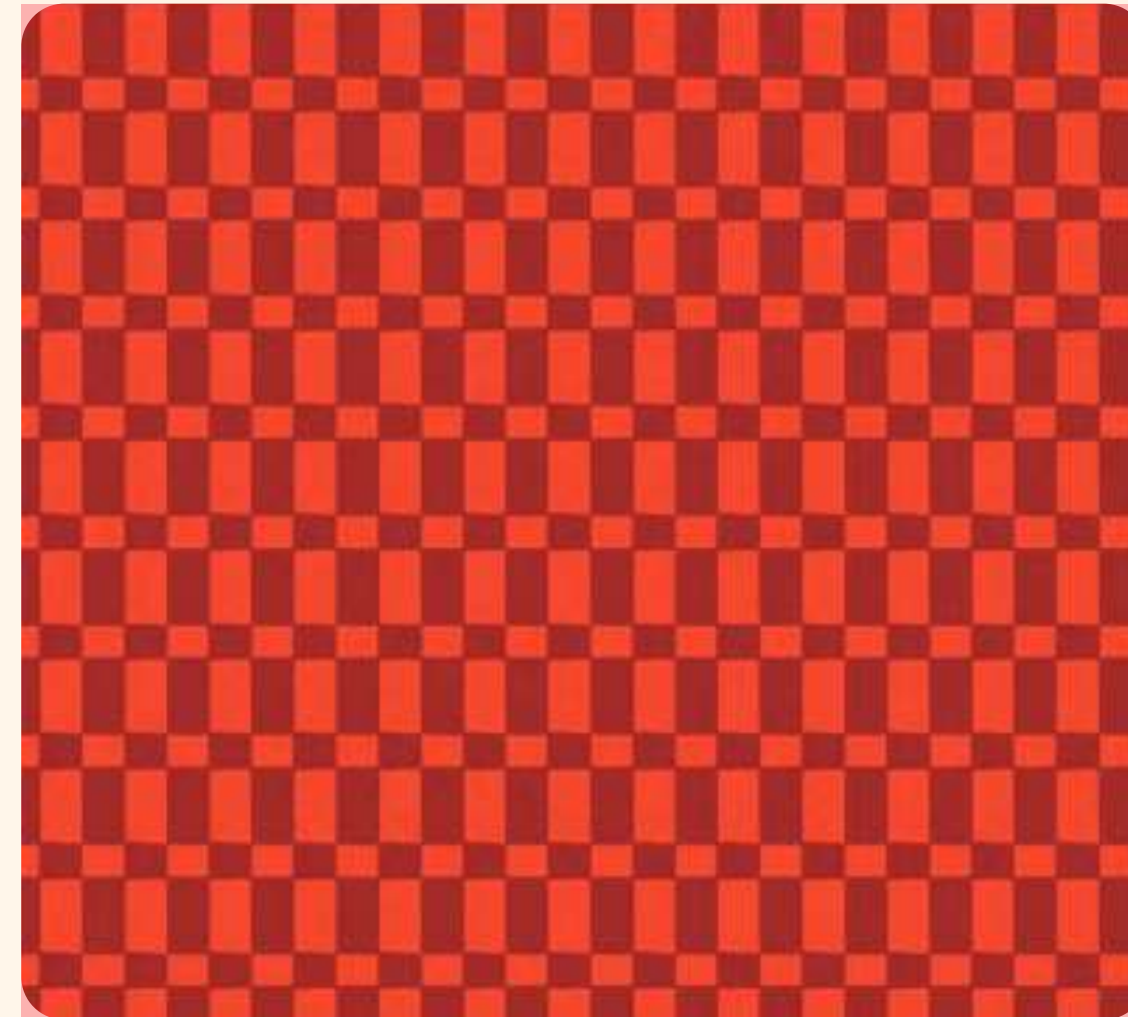




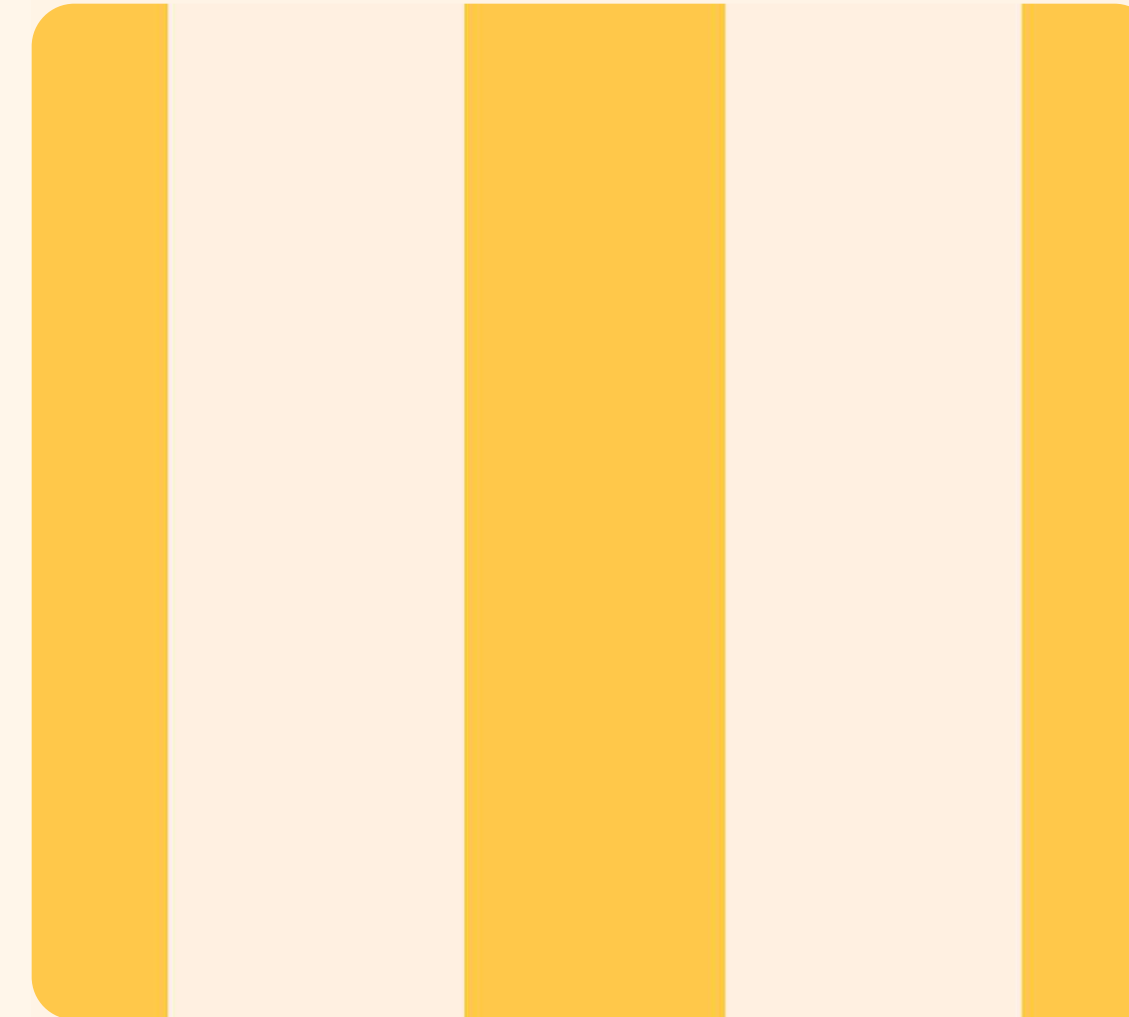
Pattern and Frame Misuse

Avoid making the pattern mistakes shown on this page.

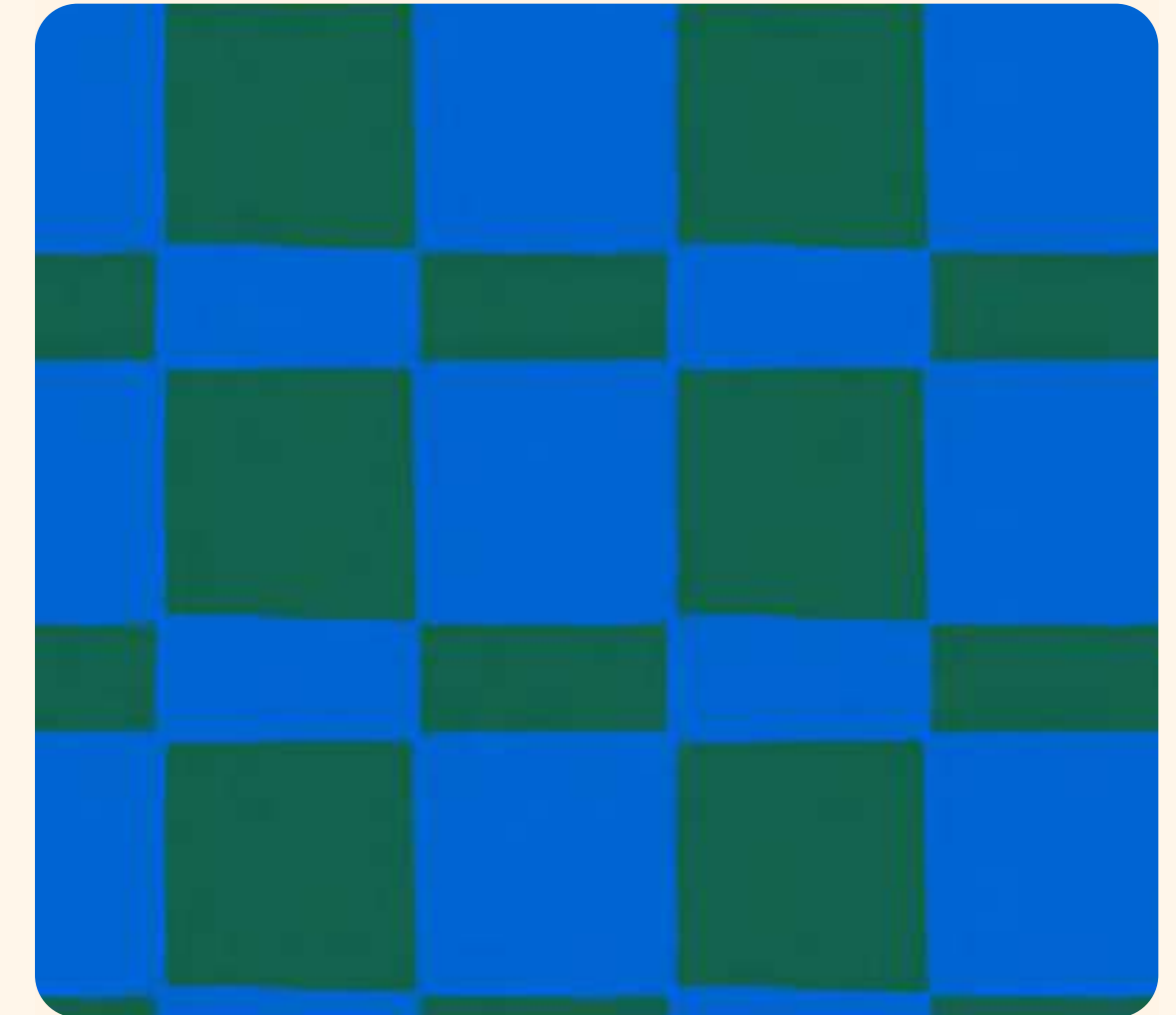
Don't make the pattern too small.



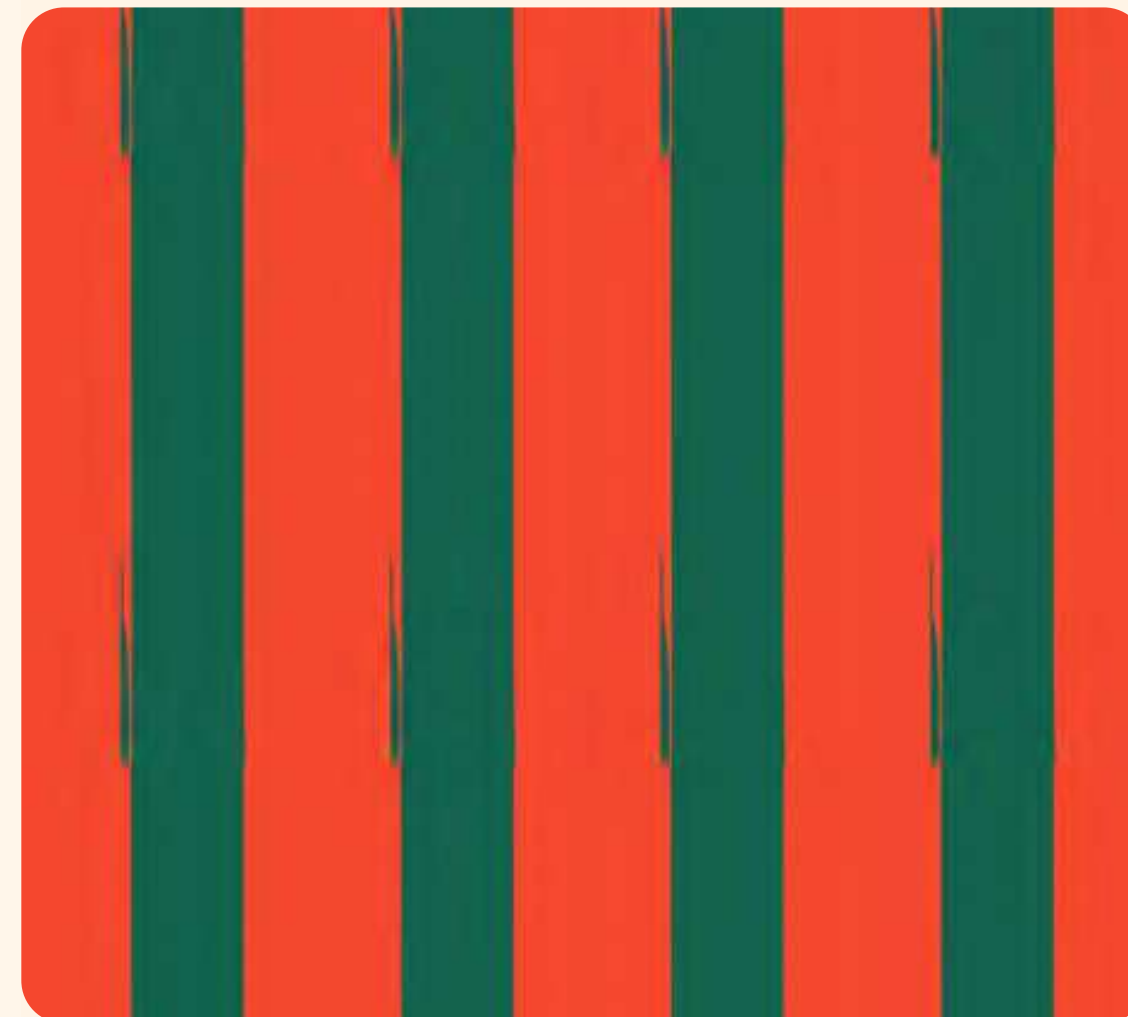
Don't use similar colors for long bodies of text.



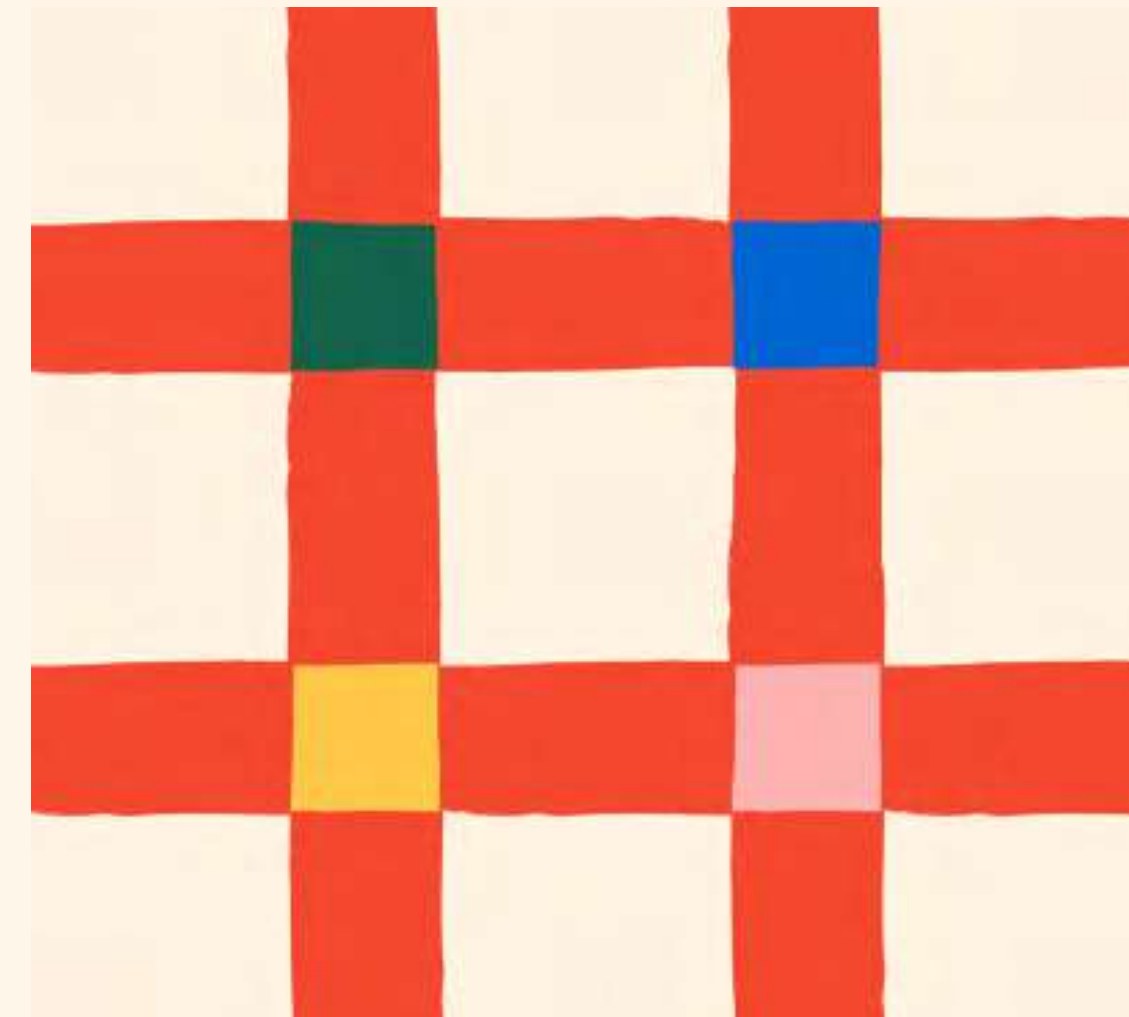
Don't use highlights or tertiary colors for patterns for core branding applications.



Don't use Christmas-like color combinations.



Don't overuse multiple colors. Use a simple color palette.



Don't make the pattern too big.



Pattern Usage

Patterns can be used as backgrounds with type overlaid or on their own.

With Logo



With Imagery



Frame Usage

Frames can be used to house type, photography, or the logo (1). They can also be broken up to create an overlay (2).

They can be applied on social, OOH, digital, and print.

(1) Frame for Photography



(2) Overlay

