JAUMO

OUR BRAND GUIDELINES

How to apply the brand identity consistently.

Hello 👋

THE LOGO

Jaumo's primary logo is a lockup.

The logo is made up of two elements. The brand logo symbol (The speech bubble and heart) and the logotype that reads 'Jaumo' in uppercase.

CONSTRUCTION

How the logo lockup is made.

Our logo lockup is made up from the brand symbol and the 'Jaumo' logotype.

The stroke of both are equal to one another. The space between the brand symbol and logotype is distanced in accordance with the geometry of the symbol.
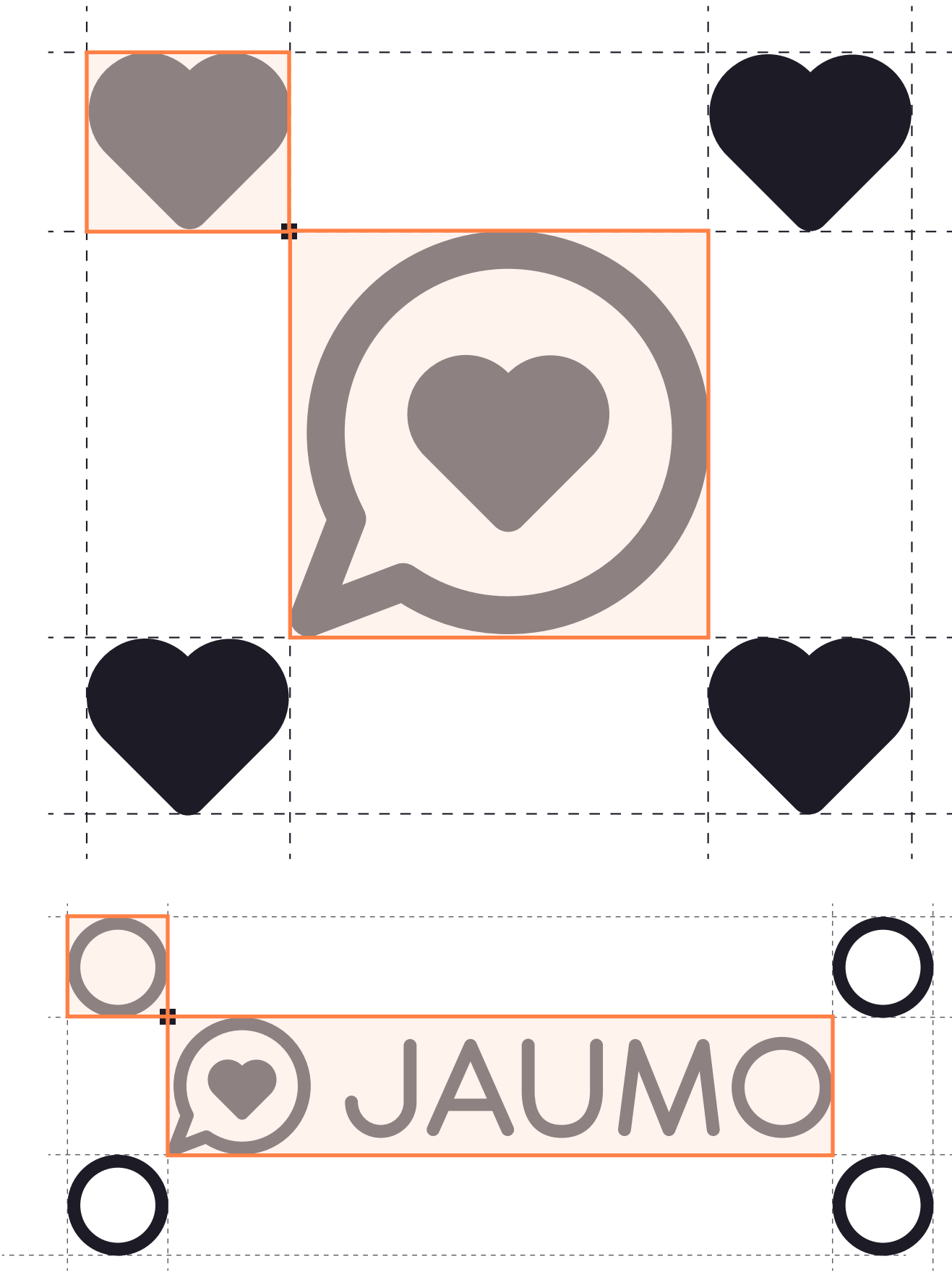

x x x x x

SAFE ZONE

Guidelines for logo safe area.

When placing the logo ensure to respect the safe zone area.

For the brand symbol, the safe zone is the width and height of the heart.

For the logo lockup, the safe zone is the width and height of the 'O' from the logotype.

Jaumo 2023

LOGO LOCKUP

A combination between two elements.

The logo lockup is the primary way to display the logo. It consists of two elements; the brand symbol and 'Jaumo' logotype.

THE SYMBOL

Jaumo's brand symbol.

The brand symbol is the speech bubble with a heart centred inside.
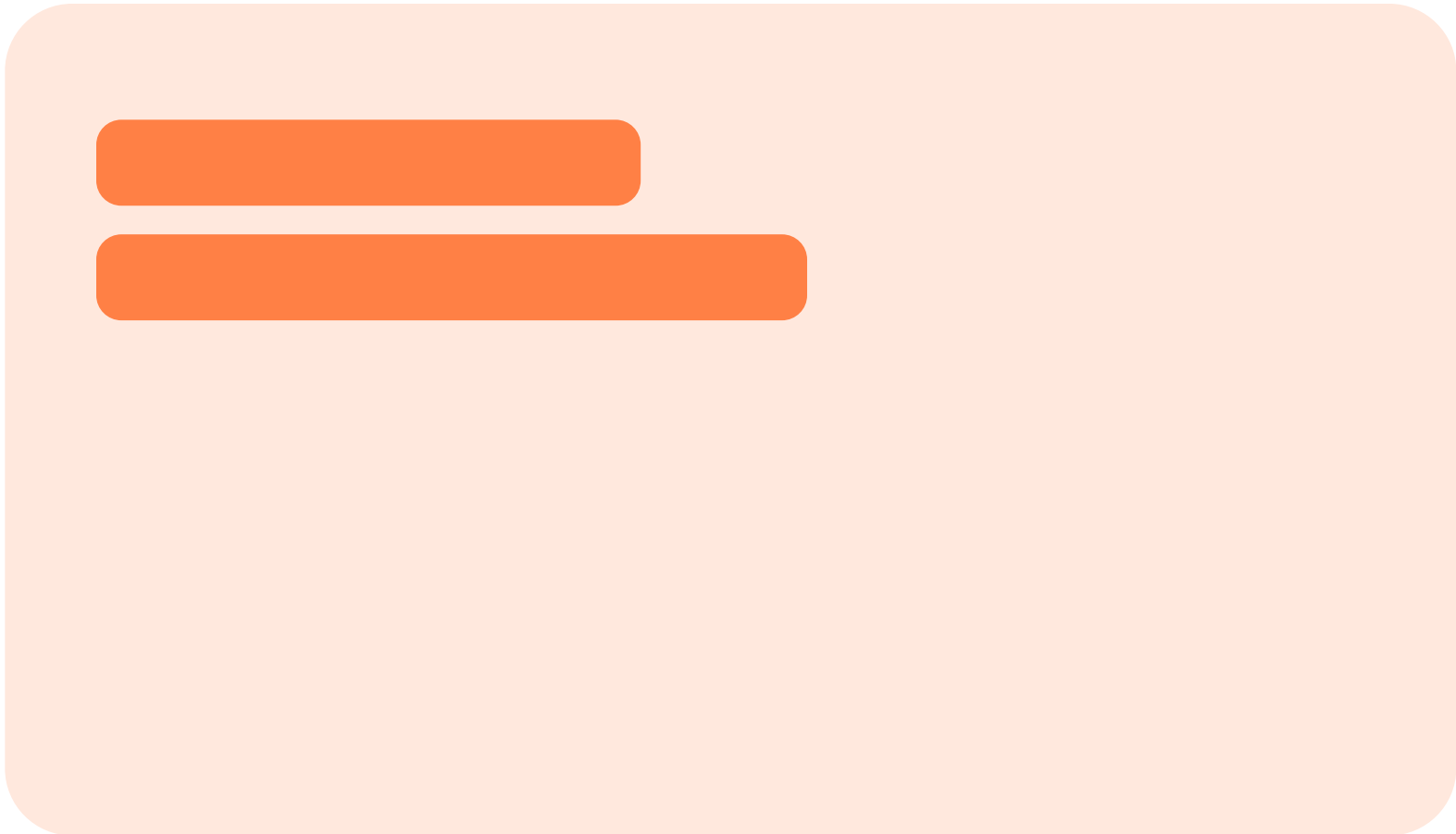
PLACEMENTS

Use the logo as a signature, not self-portrait.

Do not overuse the logo or attempt to over-assert the brands influence through stamping our logo onto everything. The logo should be used tastefully throughout all consumer facing touch points.

GUIDELINES

Don't misuse the logo like this:

When using the logo ensure that it's placement is sophisticated and tasteful. The logo should never appear in a cluttered environment, nor should it be used in various combinations.

The primary usage of the logo is the lockup. Secondary is the brand symbol alone.

DO NOT use the logomark without the brand symbol. The logomark should never be used by itself, for any situation.

DO NOT place the brand symbol above the logomark in attempt to create a vertical lockup. This should not be done at any size.

DO NOT replace the 'O' in 'Jaumo' with the brand symbol. The logo lockup should always be respected and elements never moved.

DO NOT place the logo lockup on top of busy images. Of course there are some exceptions, but be mindful of legibility.

Part Two 📸

VISUAL LANGUAGE

Colour 🎨

OUR **VISUAL** LANGUAGE

COLOUR
Three distinct colours in a harmonious combination with one signature colour.

TYPOGRAPHY
An all caps stylised headline with colour highlights and a sharp, sleek body font.

LOGO ICONS
Flexible icons that replace the heart in the main logo for various applications.

LOGO WRAP
A simplified speech bubble that connects photography with the brand.

LOGO TEXT
Message speech bubbles that creates story and keeps the brand conversational.

PROFILE PICS
Profile photos from the app that create a bridge to the people in the digital world.

PRIMARY COLOURS.

Primary brand colours, explained:

Orange is the main brand colour and was strategically chosen to differentiate the brand due to the competitive landscape. Orange is the brand's star player, but Orange is not the entire team.

Champagne and Raisin aim to support the primary colour.

ORANGE

Fresh
Vibrant
Energetic

HEX: FF8045
RGB: 255, 128, 69
CMYK: 0, 50, 73, 0

RAISIN

Contrasting
Emphasis
Spotlight

HEX: 1D1B26
RGB: 29, 27, 38
CMYK: 24, 29, 0, 85

CHAMPAGNE

Soft
Balanced
Warm

HEX: FFE8DD
RGB: 255, 232, 221
CMYK: 0, 9, 12, 0

Brand Guidelines

Visual Language: Primary Colour Usage

PRIMARY USAGE

When to use primary colours...

The primary colour system is **how the brand should be presented to prospects 98% of the time.** The three main colours: Orange, Raisin and Champagne are the colours that Jaumo should be known for and recognised by.

Therefore this colour combination should be used for all the primary touch-points of the brand: Screenshots, Website, UAC ads, Social Media Content etc.

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LOGO COLOURS

Rules for how the logo is displayed

These are the system's rules for how the logo should be displayed using the brand's colours.

JAUMO

BACKGROUND: Raisin
SYMBOL: Orange
WORD MARK: White

JAUMO

BACKGROUND: Champagne
SYMBOL: Orange
WORD MARK: Orange

JAUMO

BACKGROUND: Orange
SYMBOL: White
WORD MARK: White

JAUMO

BACKGROUND: White
SYMBOL: Orange
WORD MARK: Raisin

Typography 🎨

COLOUR

Three distinct colours in a harmonious combination with one signature colour.

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Profile photos from the app that create a bridge to the people in the digital world.

A WORLD OF NEW PEOPLE

BODY COPY - SATOSHI

Curabitur bibendum faucibus efficitur. Proin massa ipsum, consectetur at lacus nec, pellentesque lobortis eros.

HEADLINES

TT Firs Neue Bold — ALL CAPS.

The main headline for the brand is a Scandinavian sans serif typeface that combines expressive graphic elements with the versatility of use, supporting most modern languages on earth.

Jaumo's headlines should always be in TT Fise Neue, Bold and ALL CAPS.

Headlines should never be lowercase.

TT FIRS NEUE BOLD

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 1 2 3 4
5 6 7 8 9 0 ! ? . , @ # % &

BODY

Satoshi — Variable weights

Satoshi is a modernist sans serif typeface. Its design combines typically grotesk-style letterforms, with some characters that are geometrically-designed.

In every situation, other than headlines, Satoshi should be used. Satoshi can be used at multiple weights depending on the context. These rules are explained in the following pages.

Satoshi
Satoshi
Satoshi
Satoshi

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
1 2 3 4 5 6 7 8 9 0

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 1 2
3 4 5 6 7 8 9 0 ! ? . , @ # % & ß ę č æ

TYPE HIERARCHY

How to structure type.

When designing specific instances (Website, screenshots, ads) using typography, ensure to follow the best practices on the following pages.

HEADLINES & HIGHLIGHTS

TT Firs Neue, Bold
100% Opacity

Subheadlines

Satoshi, Medium
90% Opacity

Phasellus nibh ipsum, bibeinia id, ornare eget metus. Cras eleme.

Satoshi, Regular
80% Opacity

PRIMARY

The primary colour & type combo.

This combination between colour, text, text highlighting and calls-to-actions should be the primary format.

HEADLINES & HIGHLIGHTS

TT Firs Neue, Bold
White, 100% Opacity
Highlight: Orange

Subheadlines

Satoshi, Medium
White, 90% Opacity

Phasellus nibh ipsum, bibeinia id, ornare eget metus. Cras eleme.

Satoshi, Regular
White, 90% Opacity

Calls to Action ▶

Satoshi, Medium
White 100% Opacity
Orange CTA, rounded

SECONDARY

The secondary colour & type combo.

This combination between colour, text, text highlighting and calls-to-actions should be the secondary format.

HEADLINES &
HIGHLIGHTS

Subheadlines

Phasellus nibh ipsum, bibeinia id, ornare eget metus. Cras eleme.

Calls to Action

TT Firs Neue, Bold
Raisin, 100% Opacity
Highlight: Orange

Satoshi, Medium
Raisin, 90% Opacity

Satoshi, Regular
Raisin, 80% Opacity

Satoshi, Medium
Orange, 100% Opacity
Orange Stroke
Orange fill at 10% Opacity
CTA, rounded

TERTIARY

The tertiary colour & type combo.

This combination between colour, text, text highlighting and calls-to-actions should be the tertiary format.

HEADLINES & HIGHLIGHTS

Subheadlines

Phasellus nibh ipsum, bibeinia id, ornare eget metus. Cras eleme.

Calls to Action >

TT Firs Neue, Bold
White, 100% Opacity
Highlight: Raisin

Satoshi, Medium
White, 90% Opacity

Satoshi, Regular
White, 90% Opacity

Satoshi, Medium
White, 100% Opacity
White Stroke

ALTERNATIVE

The alternative colour & type combo.

This combination between colour, text, text highlighting and calls-to-actions should be the alternative format.

HEADLINES & HIGHLIGHTS

TT Firs Neue, Bold
Raisin, 100% Opacity
Highlight: Orange

Subheadlines

Satoshi, Medium
Raisin, 90% Opacity

Phasellus nibh ipsum, bibeinia id, ornare eget metus. Cras eleme.

Satoshi, Regular
Raisin, 80% Opacity

Calls to Action >

Satoshi, Medium
Orange, 100% Opacity
Orange Stroke
Orange fill at 10% Opacity
CTA, rounded

MISUSE

Don't misuse the typography like this:

Ensure the typography follows the rules documented throughout this guide.

Don't use lowercase for headlines.

This system was designed to create a contrast between the bold all caps headline font and the soft, body font.

DON'T OVER HIGHLIGHT EVER

When using text highlighting only highlight the one main word that you want to bring attention to.

DON'T ADJUST TRACKING

Don't change all the tracking for the headline fonts.