



Brand Style Guide

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The Brand

1.1 Brand Language

JDouglas provides the design prowess and in-depth product knowledge that clients depend on to create environments of stunning elegance. The way we speak must convey our leadership in the industry, as well as the quality of the exclusive brands we represent. Our inspiring Brand Ambassadors are crucial to client projects by adding value beyond the highest levels of service. The way we communicate helps achieve their artistic vision and leads to even greater success.

Our Brand Voice Is

| | |
|------------|---|
| EXPERT | providing unique, hands-on expertise and industry experience |
| VISIONARY | lending insights across design categories to fulfill projects |
| SUPPORTIVE | through consultation and advisement, helping build |

1.2 Brand Tone

Our Brand Tone Is

APPROCHABLE

always engaging with a friendly spirit and warm hospitality

ENTHUSIASTIC

celebrating our brands and championing client projects

POLISHED

presenting refinement in every relationship, stage, and touchpoints

1.3 Mission Statement

Gracious collaboration with creative partners to serve living as an artform.

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Logo

2.1 Brand Wordmark

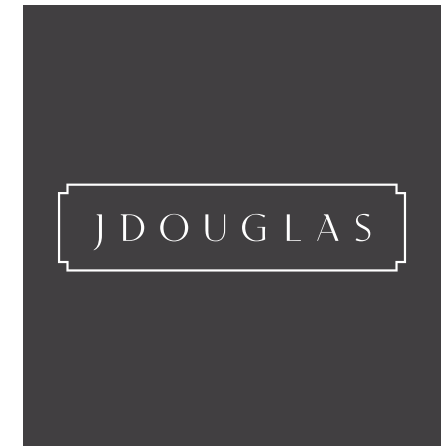
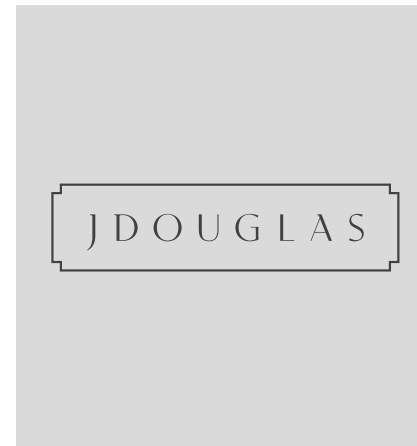
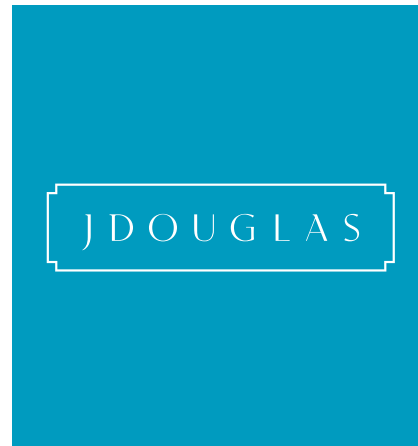
Our logo is an important asset to our organization and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image, it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its color, position and size are all specified within this document.

Keep contrast in mind when using colors. The Logo can be used in dark grey on light backgrounds, or white on dark backgrounds and our blue primary color.

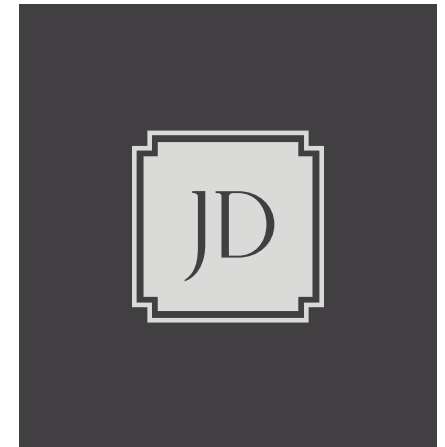
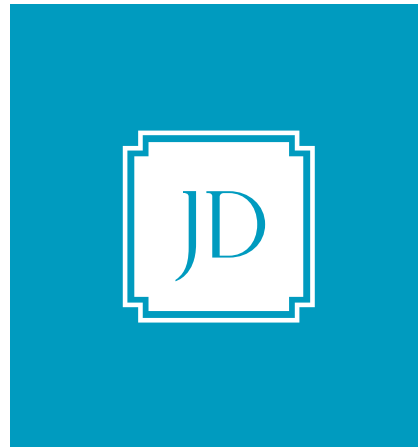
NOTE: The logo should never appear in blue on a dark grey background or vice-versa.



2.2 Brand Lettermark

The lettermark is best suited as a standalone representation of the brand in circumstances where the full wordmark would be redundant, too small, or in layouts for advanced users who already are well-familiar with the brand.

NOTE: The logo should never appear in blue on a dark grey background or vice-versa.

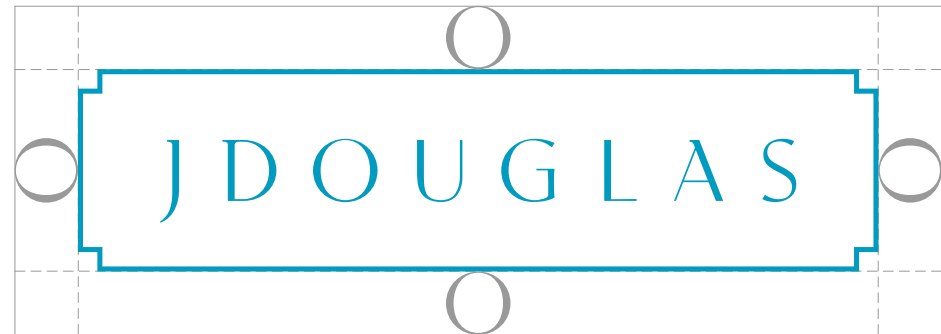


2.3 Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is the height of 'O' in J Douglas.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep it in proportion, and ensure the text is legible.

Minimum size: It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep it in proportion, and ensure the text is legible.



Width: 1.25in



Width: 0.33in

2.4 Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "don't's".



Do not alter the logo's colors



Do not : Set the wordmark in a different color than the container.



LOREM IPSUM DOLOR SIT AMET

Do not lock-up text to the logo



Do not alter the logo's shape



Do not add elements or shadows



Do not outline the logo



Do not rotate the logo



Do not change the relationship of the logo's components

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Color

3.1 Brand Colors

To help achieve greater brand recognition, it is important that our color palette is applied consistently.

Different combinations of color can change the tone and appearance of a document so it is important to consider how they work together.

Our brand should always be represented in one of the colors on the following pages.

Use of Pantone colors is highly recommended. However if not available please take care to match the colors precisely.

Blue

| | |
|------|------------------|
| PMS | 7703 C |
| CMYK | 69 / 15 / 16 / 0 |
| RGB | 63 / 170 / 200 |
| HEX | #3FAAC8 |

3.2 Secondary Colors

Cinder Block

Slate

CMYK 14 / 10 / 11 / 0
RGB 217 / 217 / 217
HEX #D9D9D9

CMYK 68 / 62 / 58 / 46
RGB 65 / 64 / 66
HEX #414042

3.3 Accent Colors

Deep Sand

Rocky Slope

| | | |
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Typography

4.1 Headline Typeface

Orpheus is the display typeface of our brand. We primarily use the Regular for display messaging.

Our typography is as unique and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

01 ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@N°\$%^&*()+
ÆÇÈÉØ×ßåæç

Orpheus Pro

4.2 Sub Headline Typeface

ITC Avant Garde, our sub-headline typeface, is a contemporary humanist sans-serif chosen for its functionality, timeless appearance.

**ITC Avant
Garde
Medium**

01 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*() +
ÆÇÈÉØ×ßàæç

4.2 Text Typeface

ITC Avant Garde was also our choice for body copy as it reads comfortably in both long-form print use and short-form digital applications with a contemporary and timeless feel.

01 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*() +
ÆÇÈÉØƒ×ßàæç

ITC Avant
Garde Book

4.4 Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy.

Heading One

AaBbCcDdEeFf

- Usage: Headings
- Font: Orpheus
- Weight: Regular

Heading Two

AaBbCcDdEeFf

- Usage: Headings
- Font: Orpheus
- Weight: Regular

Heading Three

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Orpheus
- Weight: Regular

Heading Four

AaBbCcDdEeFf

- Usage: Headings
- Font: Orpheus
- Weight: Regular

Heading Five

AaBbCcDdEeFf

- Usage: Headings
- Font: Orpheus
- Weight: Regular

Sub Heading

AaBbCcDdEeFf

- Subheadings
- Font: ITC Avant Garde
- Weight: Medium

Body Copy

AaBbCcDdEeFf

- Font: ITC Avant Garde
- Weight: Book

Captions

AABBCCDDEEFF

- Font: ITC Avant Garde
- Weight: Book or Medium

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4.5 Sample

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, while enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

Headline Style

SUB HEADLINE STYLING

Body copy styling. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa nisl, lobortis eu tristique sed, accumsan sit amet odio. Nullam ornare sed enim vel vulputate. Fusce ornare dictum velit a sodales. Nunc malesuada ut est nec pretium. Mauris volutpat ut tellus sit amet iaculis. Vivamus ornare augue eget nibh sodales bibendum. Suspendisse finibus consectetur metus. Proin quis justo ex.

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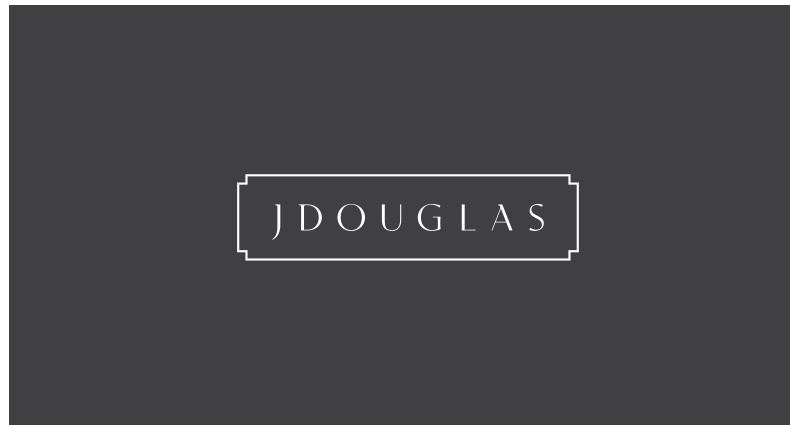
Brand Collateral

5.1 Business Cards

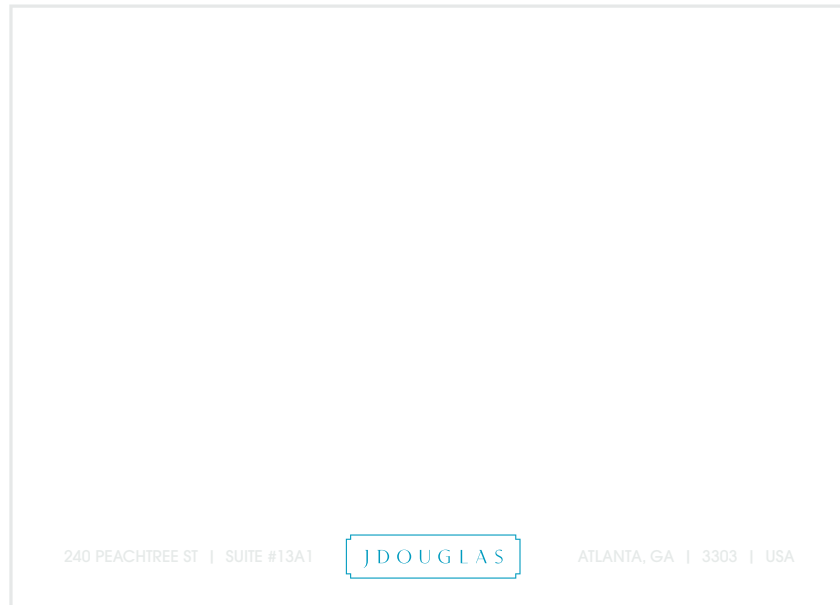


Standard U.S. Business Card
3.5"(w) x 2"(h)
Front: 2-Color Print
Paper: Minimum weight of 110lb, white, no gloss

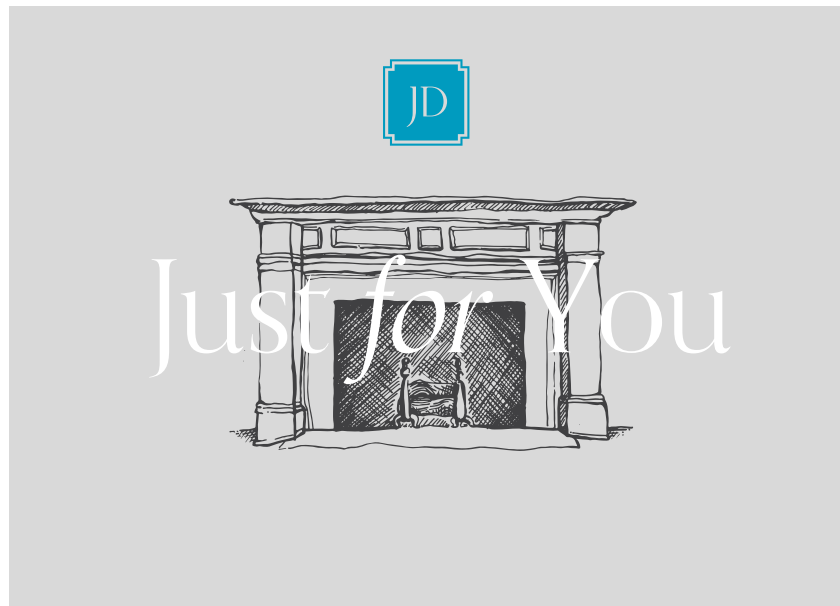
Back: Charcoal background, with Gold Foil stamped logo lockup.
NOTE: While a flat gold color is NEVER approved as a brand color, it is acceptable in print as a foil stamp.



5.2 Thank You Cards



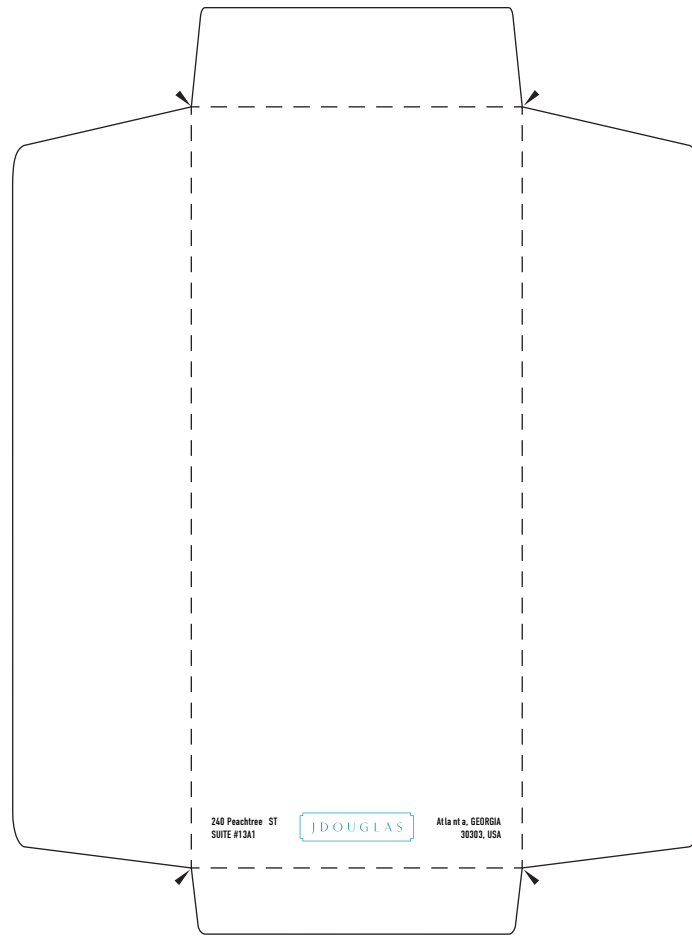
7" (w) x 5" (h)
Front: 2-Color Print
Back: 3-Color Print
Paper: Minimum weight of 110lb, white, no gloss



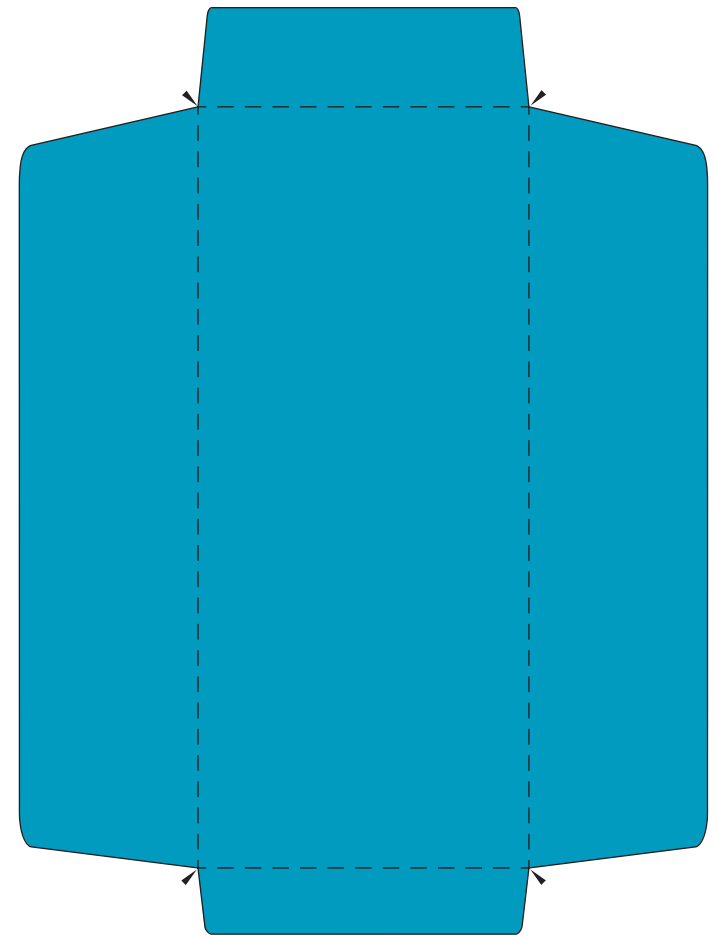
Policy Envelope
Number 14
Outside Envelope Size: W: 5 / H: 11.5
Encloser Size: W: 4.75 / H: 11.25

Outside: 2-Color Print
Inside: Flood Coated with Blue

5.3 Legal Envelope



Outside



Inside

J Douglas Brand Style Guide

J DOUGLAS