

BRAND GUIDE

FEBRUARY 2020

TABLE OF CONTENTS

> MAIN LOGO
> MAIN LOGO SPACE
> USAGE LOGO DON'TS
> DARK BACKGROUNDS
> SECONDARY LOGO
> ICON
> COLOR
> DISPLAY TYPEFACE
> PRIMARY TYPEFACE
> MOODBOARDS

MAIN LOGO

Our logo is important to us. As such, we must treat it with the utmost respect when applying it to various design pieces.

The logo is comprised of the J Taylor wordmark, as well as the surrounding elements that make it unique. These elements work together to bring the brand to life and so should appear as a single lock up on print or web.

Alterations to the logo would go against brand guidelines and deem the logo unusable.

PRIMARY LOGO

J TAYLOR

PRIMARY LOGO WITH TAGLINE

J TAYLOR

FINE JEWELRY

MAIN LOGO SPACE

Isolation zone should be 1/2 the height "J" of the rectangle graphic.

PRIMARY LOGO WITH TAGLINE USAGE



USAGE
LOGO DON'TS

Mindfulness of the J Taylor logo is of utmost importance. Here are a few examples of incorrect logo usage

INCORRECT USAGE FOR PRIMARY LOGO



DO NOT STRETCH



DO NOT ROTATE



DO NOT EMBELLISH

DARK BACKGROUNDS

When using the J Taylor logo on dark backgrounds, keep in mind the basic principles concerning the color scheme.

As a reminder, to stay within branding guidelines, darker backgrounds require either white lettering or our signature golden gradient texture.

PRIMARY LOGO WITH TAGLINE
IN WHITE ONLY.

J TAYLOR

FINE JEWELRY

THE GOLDEN TEXTURE IS EXCLUSIVE ONLY
FOR DARK BACKGROUND.

J TAYLOR

FINE JEWELRY

SECUNDARY LOGO

This second version of the J Taylor logo is to be used as needed on extended marketing collateral.

We require this logo only for use in print, screen and for simplified ex-tended applications.

Alterations to this logo are not allowed.

ALTERNATIVE VERSION



J TAYLOR
ICON

For digital use only, preferably social media collateral like avatars, website, favicon, and mobile apps.

ICON VERSIONS



WHITE BACKGROUND



DARK BACKGROUND



GOLDEN BACKGROUND

COLORS

Colors are used to communicate value, image, and voice via a branded scheme.

To us, black represents sophistication, while white represents simplicity and gracefulness.

These colors should appear the same whether created for ink, vinyl, film, paint, fabric, thread, or electronic media.

When reproducing company colors, always be mindful of approved color swatches.

WHITE
HEX: FFFFFF
RGB: 255, 255, 255
CYMK: 0,0,0,0

100% BLACK
HEX: 000000
RGB: 0,0,0
CYMK: 0,0,0,100

HEX: D5AE51
RGB: 213,174,81
CYMK: 18,30,80,0

50% BLACK
HEX: 939598
RGB: 147,149,152
CYMK: 0,0,0,50



SHUTTERSTOCK: 581299387

TYPOGRAPHY

Following branded typography, J Taylor uses two types of fonts with respect to certain design assets. For main logo fonts, we require Alice Regular.

For taglines and slogan banners, Lora Regular must be used. These two typographic combinations should be respected at all times while excluding any new variations not mentioned above.

LOGO TYPOGRAPHY

Aa

Alice Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(., :;?!$&@*)
1234567890

TAGLINE TYPOGRAPHY

Aa

Lora Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(., :;?!$&@*)
1234567890

TYPEFACES

For all design and marketing collateral concerning typefaces, only Futura Medium in normal, bold, and italic variation is acceptable.

Any other variations to these specific typefaces would be inconsistent and out of brand.

Aa

Futura Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(., :;?!$&@*)
1234567890

HEADER	FUTURA MEDIUM
SUBHEADER	FUTURA MEDIUM WEIGHT UTECES MAXIM QUODI A CCABORIO.
REGULAR BODY COPY	Futura Medium Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficituectus vel arcu gravida, vel porta ipsum viverra.
ITALIC BODY COPY	*Futura Medium Italic Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficituectus vel arcu gravida, vel porta ipsum viverra.*

WEB TYPEFACES

Roboto should be used for all digital work concerning website typefaces.

Normal, bold, and italic are the acceptable variables, any other combinations would be out of web typeface guidelines.

Aa

Roboto

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(., :;?!$&@*)
1234567890

HEADER	**ROBOTO BOLD**
SUBHEADER	ROBOTO REGULAR MAXIM QUODI A CCABORIO.
REGULAR BODY COPY	Roboto Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficituectus vel arcu gravida, vel porta ipsum viverra.
ITALIC BODY COPY	Roboto Italic Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficituectus vel arcu gravida, vel porta ipsum viverra.

MOODBOARDS

Our visual design mood takes on black and white elements for graphic work.

The use of gold to nes and textures are to be used in contrast to logo work, organic elements, statement pieces, and lines



J TAYLOR

FINE JEWELRY

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