



JACKTRADE BRAND BOOK

v.1 | 07.01.16

“Everything should be made as simple
as possible, but not simpler.”

ALBERT EINSTEIN

BRAND STORY

The JackTrade brand was constructed to be human, versatile, and memorable. The refined design attempts to evoke a tone of sophistication and relevance - attributes that promote a climate of credibility and engagement that help a new brand excel.

Our goal was to marry personality and poise into the identity, in order to nurture the message of originality and balance, in the hearts and minds of the audience. The brand voice is aspirational, instructive, and clever; conveying the JackTrade charm, posture, and style.

EARLY SKETCHES

Every design journey begins with some sketches to get the creative juices flowing - here we get to experiment with some early rough ideas.

We get to play and uncover the notions that have some legs and move quickly away from the ones that don't quite hit the spot.

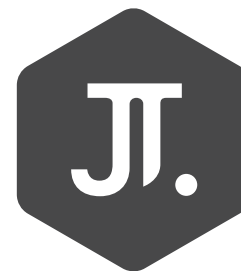
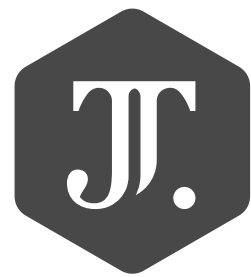
Even during the sketching process, the creative approach we explore is thoughtful and full of intention.



01

BRAND MARK

EARLY IDEAS



From the very beginning, it was important to explore ideas that would expertly frame key attributes of the brand; attributes like value, freedom, and sophistication. These early iterations also play with representing the customer-centric position of the brand. Something that would prove quite meaningful.

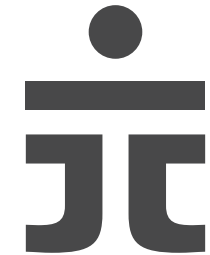
CONCEPT DIRECTION



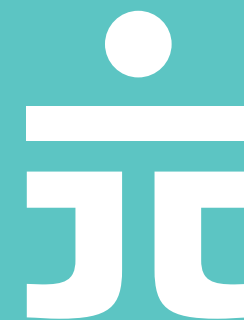
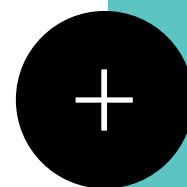
Regal



Abstract



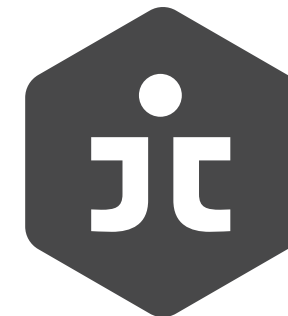
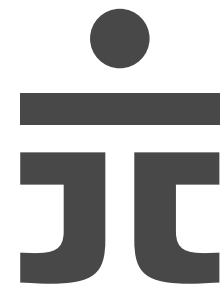
Human



“Modern” “Regal” pairing

“Abstract” “Human” pairing

EVOLUTION

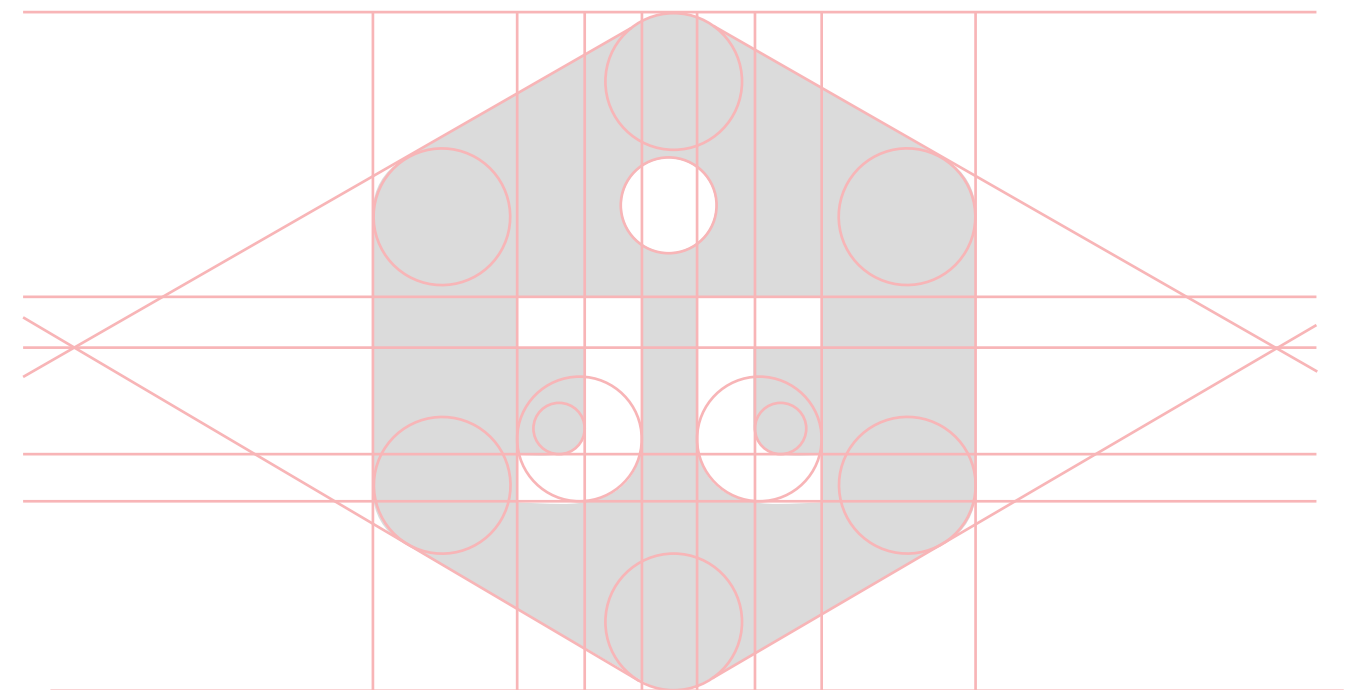


As the design evolved, it grew more and more important to focus on clarity, simplicity and readability. Success arrived when embracing the delicate balance between the humanity of the mark and the strength of the enclosed “J” and “T”.

THE MARK ANATOMY

Designed to be clear, clever, and approachable. The icon serves as a distilled, memorable graphic element that visually articulates the JackTrade focus on customer and excellence.

The clean lines and precise balance honor the superior engineering that makes all JackTrade solutions world class.





The icon offers JackTrade a recognizable, stand-alone element. For application where an icon is desired or required.



COLLATERAL



DEV CHAM President / Co-founder

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02

LOGOTYPE &
TAGLINE

ABOUT THE LOGOTYPE

The JackTrade logo is the cornerstone of the JackTrade identity. Presenting the logo without overlapping or intruding elements is essential to maintaining its integrity. Avoid creating new configurations, or any additional lines of text or other graphic elements to the logo.

Two configurations of the logo have been created and can be use interchangeably based on the layout and space.

The JackTrade logo must always be legible when used. All elements must always be scaled in proportion. If the logo is not legible when resized, then it must be increased to a size that is readable.

The image displays the word "JACK" in a large, bold, dark gray, sans-serif typeface. The letters are widely spaced and centered horizontally. The 'J' has a thick vertical stem and a curved bottom. The 'A' is composed of two thick strokes meeting at a point. The 'C' is a simple, thick, open circle. The 'K' has a thick vertical stem and a diagonal stroke that meets it at the middle.

FULL LOCKUP

PRIMARY LOGO

Whether with or without the tagline, this stacked composition of the logo is ideal for use in space with vertical clearance.

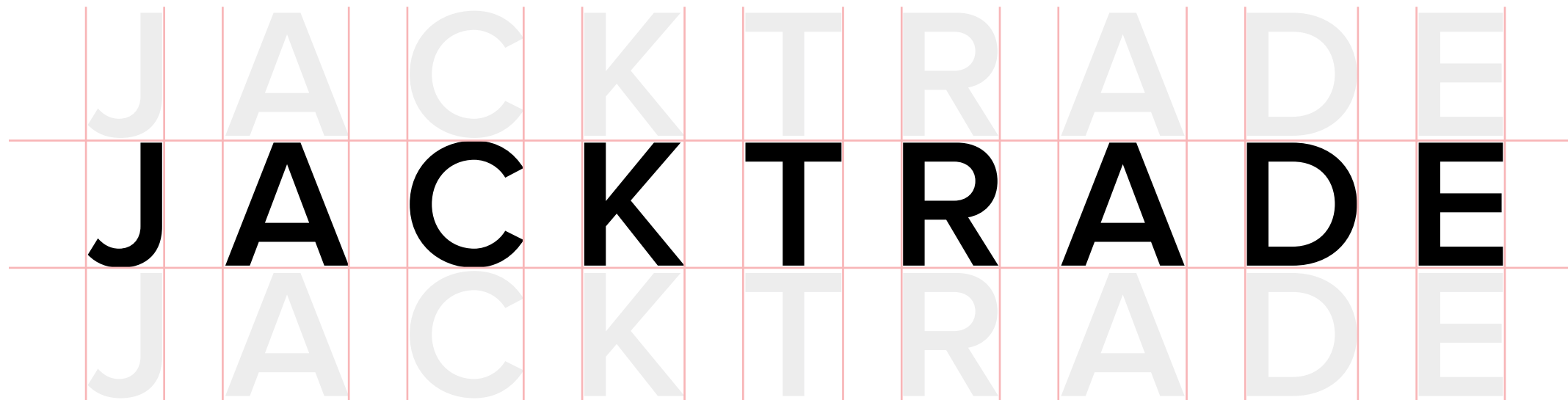


SECONDARY LOGO

Whether with or without the tagline, this in-line composition of the logo is ideal for use in space with horizontal clearance.



CLEAR SPACE



Clear space ensures the logo's readability by maintaining a certain amount of “breathing room” around it. Always keep the minimum clear space area free of competing visual elements - text and other images and graphics.

MINIMUM SIZE



JACKTRADE™



JACKTRADE™

When resizing the logo, special attention must be paid to legibility and readability.
It is good practice not to reduce the logo to the point when the visual integrity is eroded.

WITH TAGLINE



JACKTRADE™

MASTER OF MORE



JACKTRADE™

MASTER OF MORE



MASTER OF MORE

The JackTrade brand voice is
audacious and aspirational.

A witty, eloquent charge that
honors the leaders who
relentlessly march towards
excellence - a truly inspiring
rallying cry for all members of
the JackTrade family.





JACKTRADE™

MASTER OF MORE

03

TYPOGRAPHY

TYPE PAIRINGS

Heading

PROXIMA NOVA BOLD

Sub Heading

PROXIMA NOVA REGULAR

Body copy

This page is a nice simple way to showcase the brand’s type system. This will help to get a clear vision of how typography will feel in the brand experience. There will obviously be more use cases than covered here but this is good enough to get a vibe across. For the purposes of this guide, we used a combination of Proxima Nova and Source Sans Pro to give you a sense of the type story in use.

Source Sans Pro Light

Action items

JOIN NOW

Proxima Nova Light

MAIN TYPEFACE

PROXIMA NOVA

We chose san-serif font families that embody characteristics that honor a contemporary brand. Our choices are constructed to be open with a hint of personality.

The chosen typography look beautiful in print and on screen - promoting freedom of use in diverse applications.

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Glyphs

ÀáẞbĆcĐđĚěßĞğŢhΩĴϷœ

Tabular Numerals

0123456789%#@#\$%^&*?+

SUPPORTING TYPEFACE
SOURCE SANS PRO

We chose san-serif font families that embody characteristics that honor a contemporary brand. Our choices are constructed to be open with a hint of personality.

The chosen typography look beautiful in print and on screen - promoting freedom of use in diverse applications.

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

Glyphs

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Tabular Numerals

0123456789%!.@#\$%^&*?+

BRAND VALUES



CONFIDENCE

FLEXIBILITY simplicity

FREEDOM

BALANCE ownership

value **TRANSPARENCY**

04

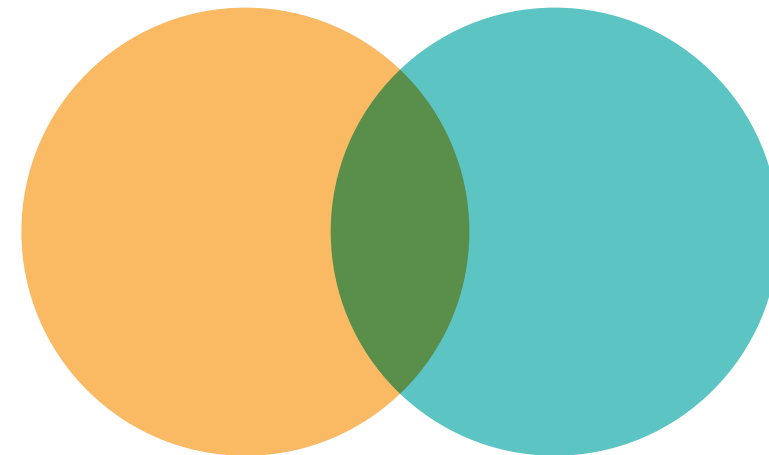
COLOR

COLOR THEORY

Color helps to shape the emotional narrative of the brand by connecting the audience to the values and attributes of JackTrade.

The warmth of the gold is inviting and approachable; celebrating core JackTrade ideals of work and engagement.

Similarly, the optimism and openness of the brand is echoed in the use of teal blue which acts as a chromatic metaphor for possibilities and abundance - attributes that business owners have come to treasure.



INSPIRATION

When building a brand designed to champion business owners around the world; empowering them to work smarter, faster, and more efficiently, it seemed natural that we'd look first to the champions of work...the bees.

We drew a lot from these mighty masters; in both attitude and approach. The evidence is observable in our brand color palette, and the honeycomb shape of our mark.

Hopefully we also honor our bee friends in our focused approach to a beautifully humming ecosystem that our clients find to be sweet!



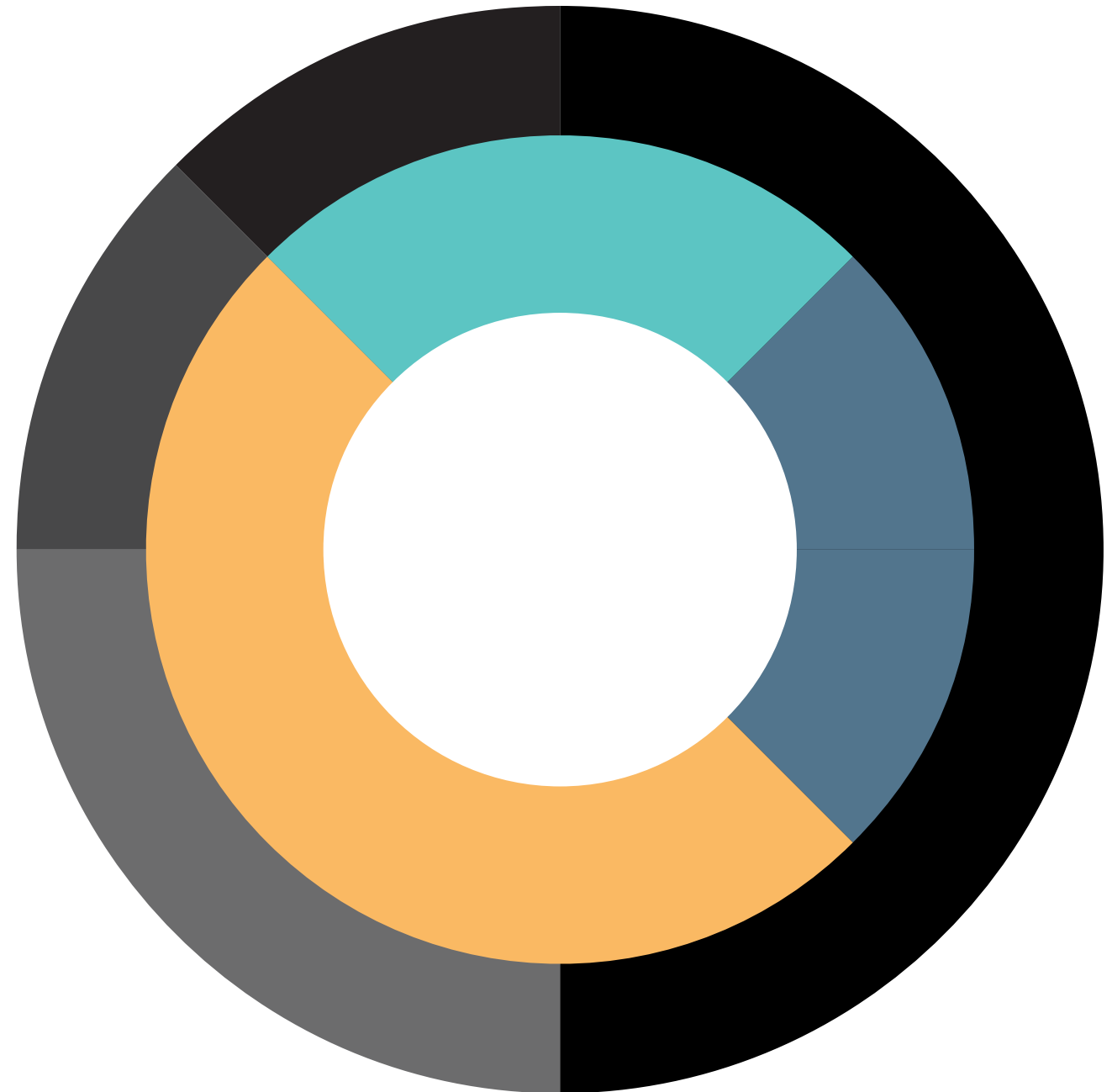
Work • Ecosystem • Reward

COLOR PALETTE

What you'll notice most about the JackTrade color story is the thoughtful cooperation of warm and cool colors that bespeaks the overall spirit of balance that runs core to the brand.

From the lift and energy of the gold tones, to the refreshing, familiar ease that the cool palette fosters - balance is everywhere. The strength of the blacks and greys conspire to ground the brand and provide just enough edge.

Color appearance varies across different types of media, so using the following set of standardized color values help to maintain visual consistency in all expressions.



THE NEW BLACK

#000000

R|0 G|0 B|0



JADE SKY

#5CC5C3

R|72 G|197 B|195

SEA DENIM

#52758D

R|82 G|117 B|141



SWEET GOLD

#FAB963

R|250 G|185 B|99



05

IN EXPRESSION







JACKTRADE™

MASTER OF MORE

The visual integrity and consistent use and reproduction of the JackTrade Brand System is the responsibility of every member of the organization. You are invited to use, reproduce, share, and love this brand system with the same reverence with which it was crafted. Enjoy.

