JS-PT

BRAND GUIDELINES V1.0

THE JS-PT BRAND GUIDELINES

This document been created to give JS-PT a unified brand voice for all internal and external communication.

It is designed to be expanded on, as the JS-PT brand itself grows. What's included in this intial version constitutes a core direction to adhere to.

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1.0 LOGO

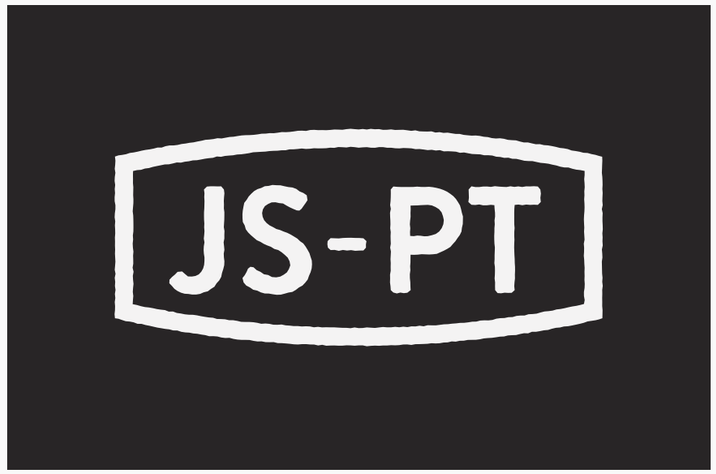
The complete lockup of the logo with the tagline included, in the full colour execution.

Logotype

Tagline (Optional)

1.1 LOGO VARIATIONS

To ensure the logo can work in all required applications, a series of variations have been defined for all usage situations.



1.2 LOGO USE

To further ensure the integrity of the brand, the logo must only be used in its intended format.

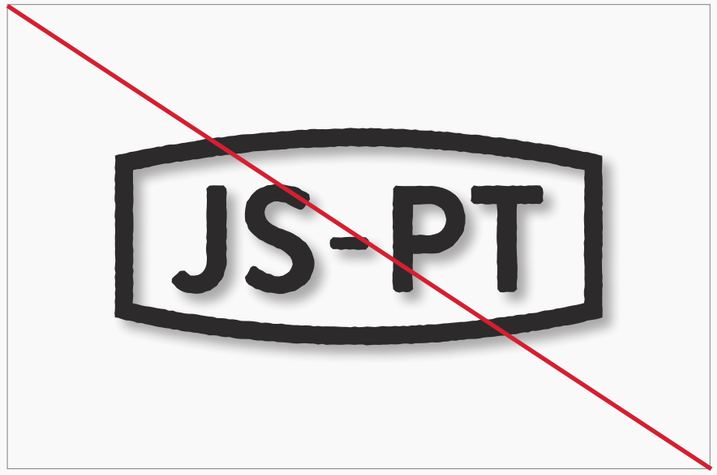
This page outlines key incorrect usage and breaching of intended use is punishable by squats and pushups.

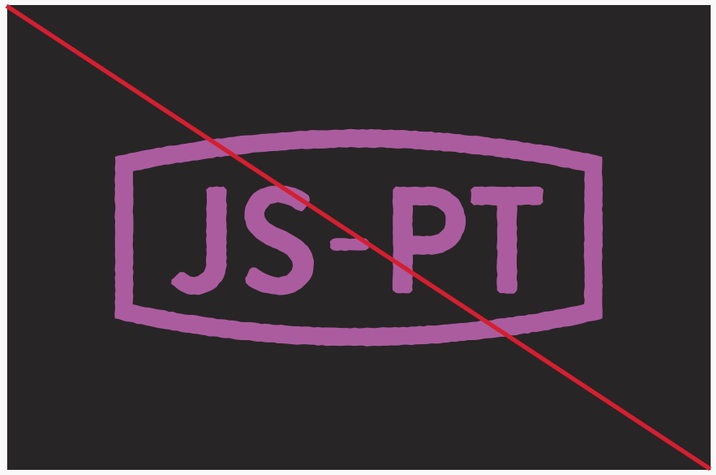
1. Using a dropshadow on the logo

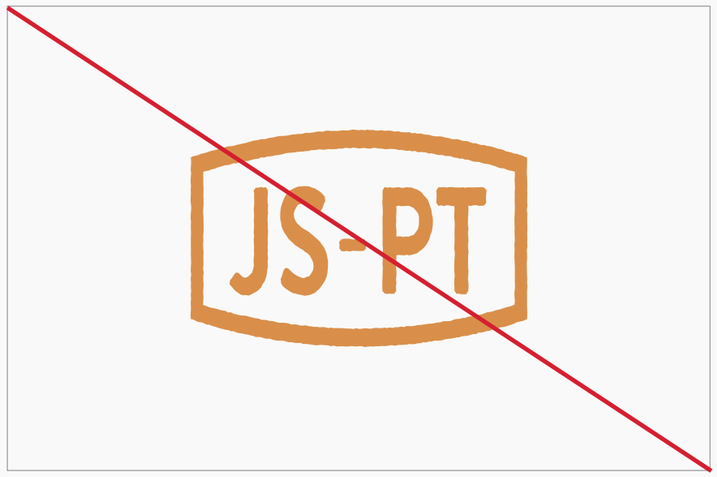
2. Presenting the logo in a non core brand colour

3. Breaking the proportionate ratio of the artwork in anyway

4. Placing the logo over an image with a lack of clear negative space







2.0 BRAND COLOURS

The brand colours follow a stripped-back, near-monochromatic direction with 'Modest Goal' as the feature colour.

For printed materials, the brand features K.W.Doggett Fine Paper's Buffalo Stock throughout.

The black fabric is also used sparingly as a feature graphic for both printed and digital executions.

CORE COLOURS

Midnight Charcoal

Natural White

Modest Gold

Buffalo Stock

Black Fabric

3.0 TYPOGRAPHY

Aperçu plays hero in JS-PT's typographic armoury. Broken up by Futura's Lt Condensed Regular for major headings.

Futura Lt Condensed Regular

META AND SECONDARY HEADINGS

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
0 1 2 3 4 5 6 7 8 9 0

Aperçu Medium

SECONDARY & THIRD HEADINGS

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
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
0 1 2 3 4 5 6 7 8 9 0

Aperçu Regular

General & Long-form Content

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
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
0 1 2 3 4 5 6 7 8 9 0

Aperçu Mono

ALTERNATIVE & META INFO

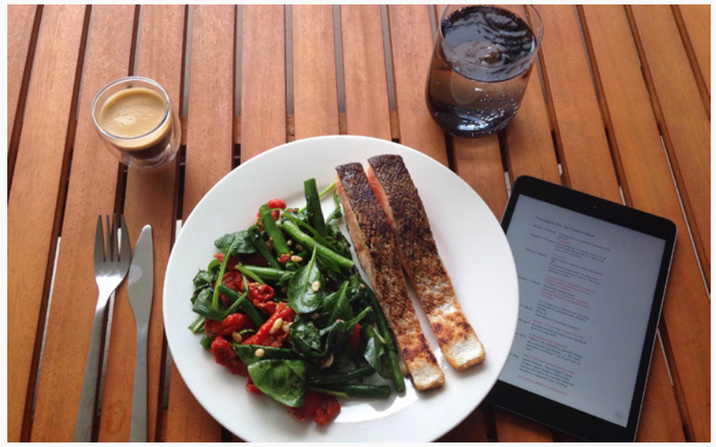
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0

4.0 PHOTOGRAPHY

4.1 PHOTOGRAPHIC STYLE

The photographic direction of the JS-PT brand should follow a clean, tasteful direction as its core.

An added treatment of warmth and boosted blacks (Toning absolute black down to more of a dark grey) are an added characteristic for the brand's photographic style. This can be achieved easily with editing software such as VSCO.

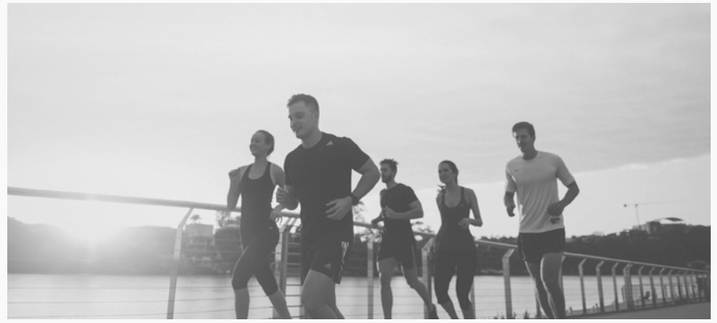


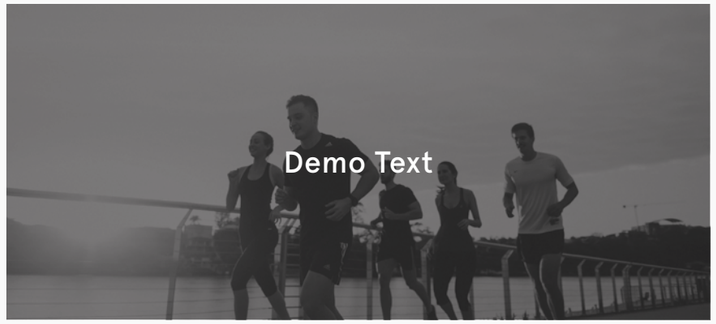
4.2 TREATED PHOTOGRAPHY

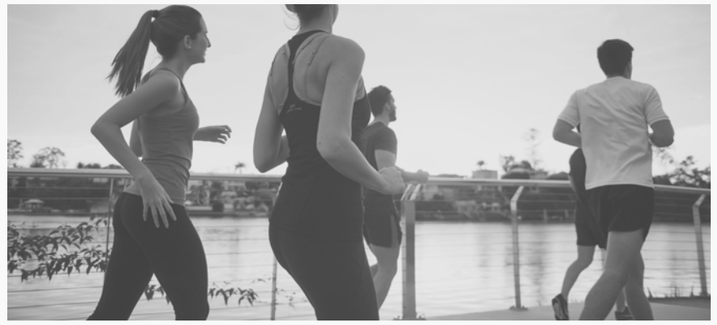
As part of the brand's character, a monochromatic tone should be selectively used where appropriate.

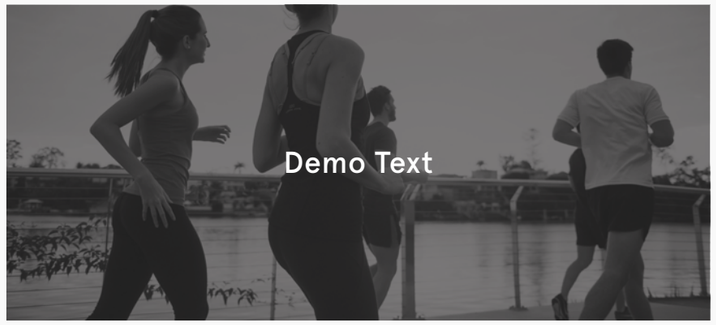
To ensure a consistant look, ensure all black & white treatments of photos have their blacks/shadows pushed up for a slightly faded look. See the images in the left column as example.

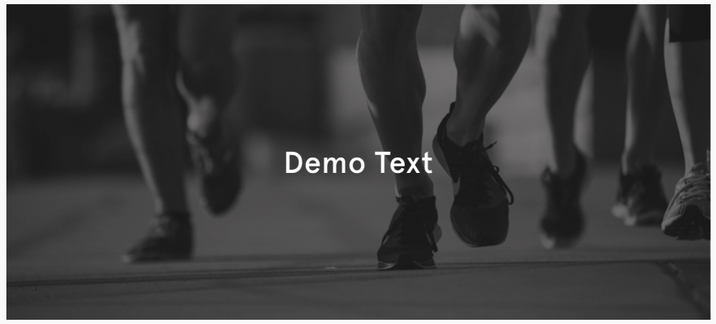
When B&W images are used as backgrounds to content (see website) ensure they are darkened for better contrast to the text sitting above it. The images in the right column have a simple black overlay with 55% opacity.



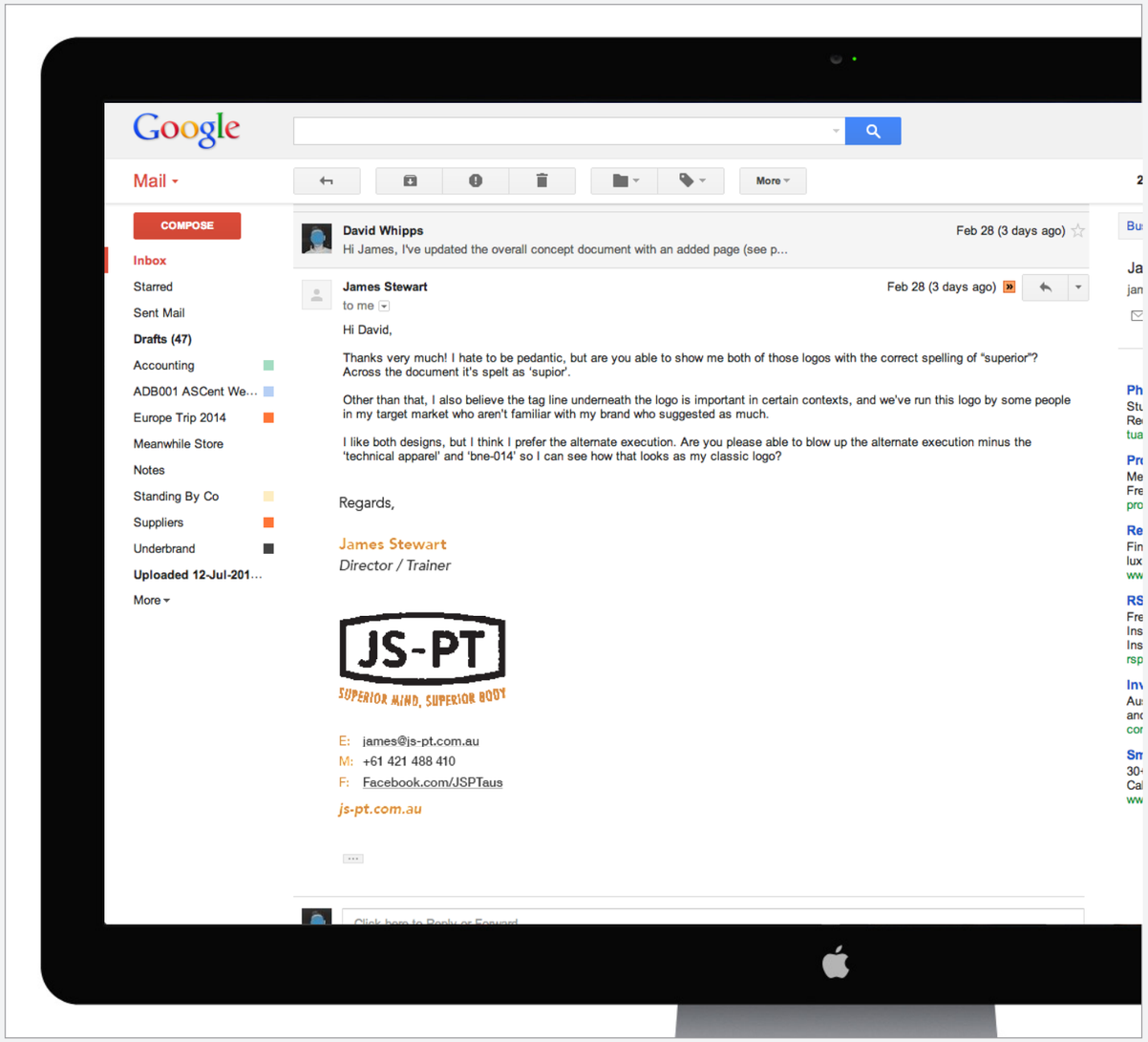








5.0 BRAND IN USE


Google
Mail
More
COMPOSE
Inbox
Starred
Sent Mail
Drafts (47)
Accounting
ADB001 ASCent We...
Europe Trip 2014
Meanwhile Store
Notes
Standing By Co
Suppliers
Underbrand
Uploaded 12-Jul-201...
More
David Whipps
Feb 28 (3 days ago)
Hi James, I've updated the overall concept document with an added page (see p...
James Stewart
Feb 28 (3 days ago)
to me
Hi David,
Thanks very much! I hate to be pedantic, but are you able to show me both of those logos with the correct spelling of "superior"? Across the document it's spelt as 'supior'.
Other than that, I also believe the tag line underneath the logo is important in certain contexts, and we've run this logo by some people in my target market who aren't familiar with my brand who suggested as much.
I like both designs, but I think I prefer the alternate execution. Are you please able to blow up the alternate execution minus the 'technical apparel' and 'bne-014' so I can see how that looks as my classic logo?
Regards,
James Stewart
Director / Trainer
JS-PT
SUPERIOR MIND, SUPERIOR BODY
E: james@js-pt.com.au
M: +61 421 488 410
F: Facebook.com/JSPTaus
js-pt.com.au

facebook
Search for people, places and things
David Whipps
Home
Create Page
Recent
2013
2012
2011
Launched
JS-PT
SUPERIOR MIND, SUPERIOR BODY
James Stewart Personal Training
(83 ratings)
3,397 likes · 16 talking about this · 324 were here
Like
Follow
Message
Physical fitness · Personal trainer · Gym
Personal training, outdoor group training, and corporate fitness services specializing in fat loss, core strength and stability, and sports specific training.
About - Suggest an Edit
Photos
Subscribe to our N...
3,505
Likes
3.8
Reviews
Highlights
Post
Photo / Video
Post something on this Page...
2 Friends
Like James Stewart Personal Training
Sponsored
Create Advert
See Dale Beaumont Live!
newrulesofbusiness.com.au
Learn smarter, faster, more streamlined ways to run your business by attending this event!
Images Of Note
Live music photography exhibition opens on Friday 28 February with live performers.
28 February at 18:30
Join · 126 people are going.
$250 Welcome Bonus
promos.tomwaterhouse.com
Simply place your first bet with Tom Waterhouse & get a $250 Welcome Bonus! Claim now.
Maybe Tonight?
cupid.com
Date a Girl Tonight! Dating with pretty girls on the Cupid app. Click to install.

TECHNICAL APPAREL
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SUPIOR MIND, SUPIOR BODY
BNE-014

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