



This is our look

BRAND
GUIDELINES

Inspired by the unyielding chill of
Finnish lakes,
where simplicity freezes the moment.

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines

Our Company needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document is created to fulfill this purpose and the guidelines should explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of Jatski's Ice Cream.

This document is available to download at:
<https://www.jatskis.com/media/jatskis-brand-guide.pdf>

OUR LOGO IS VERY IMPORTANT TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be retro yet timeless and future-proof, updating our public persona. It is a distinctive mark and brand that seeks to present Our Company as a forward-thinking, organization.

Construction

The typographic element is designed to complement the brand story: flowing cursive for "Jatski's" (connected as if scripted without lifting the pen, nodding to jet-ski waves on a lake), paired with sturdy Open Sans for "ICE CREAM" to emphasize the "no gimmicks" rule. The underline acts as a subtle horizon line, like a frozen lake edge. No gradients, -solid fills with thick outlines for monochrome scalability on black-and-white checkerboard floors or etched chrome.

Color Treatment

There is one preferred full-color option shown here, using Pantone® 294C for the text. This logo should be used whenever possible on white or neutral backgrounds. Monochrome variants (black or white) for low-cost printing on paper cups or vinyl decals.

THE LOGO: *Pure. Precise.*



01

This is the icon version of the logo and is to be used where space is at a premium.

02

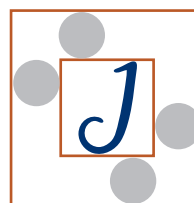
This is the landscape version of the logo and is the preferred version when space is not at a premium in a layout, for example, website graphics and banners.

EXCLUSION ZONE, *clear space to maintain visibility and impact.*

The minimum exclusion zone margin for all our company logos is based on the dimensions of the height of the "J" in the cursive script. With all logos, a clear space of one half the height of the "J" must be maintained on all sides. When our corporate blue is used behind the logo, it must extend to a minimum of the same dimensions as the height of the "J" on all sides.



The exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



MINIMUM SIZE,
bigger is better.

Stacked logos must not be reproduced at a size smaller than 19mm in height.

Icon logos must not be reproduced at a size smaller than 12mm in height.



19mm min.



12mm min.

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



03



02



04



05



06



SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our Company logo exists in both a icon and a landscape version.

While the landscape option is the preferred logo, use of either the icon or landscape logos should be determined according to their suitability for the layout.

The use of the cursive "J" icon graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the J graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo for each of the icon and landscape logos. There is also an option available for single color for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the J icon graphic, for when a square icon is needed for online applications.

Icon Version



Landscape Version



OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a dark orange and green theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.

	pantone cmyk rgb hex #	294C 100 : 85 : 22 : 12 0 : 47 : 108 002F6C
	pantone cmyk rgb hex #	165C 0 : 56 : 100 : 0 255 : 111 : 0 FF6F00
	pantone cmyk rgb hex #	877C 0 : 0 : 0 : 50 148 : 149 : 153 949599
	pantone cmyk rgb hex #	N/A 0 : 0 : 0 : 0 255 : 255 : 255 FFFFFF

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.

	pantone cmyk rgb hex #	2935C 92 : 71 : 0 : 0 0 : 87 : 184 0057B8
	pantone cmyk rgb hex #	290UP 28 : 7 : 0 : 0 183 : 215 : 232 B7D7E8
	pantone cmyk rgb hex #	108U 0 : 10 : 88 : 0 251 : 226 : 30 FBE21E
	pantone cmyk rgb hex #	236UP 0 : 46 : 4 : 0 243 : 162 : 194 F3A2C2

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS IMPORTANT.

Typefaces. Print.

Our corporate typeface is Open Sans. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. Online.

When technology allows for it, Open Sans should be used in any web applications. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when Open Sans is unavailable.

Typography. Style.

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Extrabold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Bold

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Regular

THAT'S JUST FOR STARTERS... HERE ARE A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

Taking a direction from Modern Scandinavian design (functional minimalism with subtle retro warmth) allows us to emphasize and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans-serif typefaces (Open Sans), and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images-mirroring the sparse elegance of Finnish saunas and lakeside cabins.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

Store Decor & Signage

Parlor and wholesale applications should echo the palette: Solid Epoxy floors, chrome accents in primary blue, wall finishes in primary and secondary colors. Jukebox with Finnish folk mixes; "Jatski's Law" sign in bold Open Sans. For wholesale, use cream backgrounds on pint labels for a subtle scoop nod.

Website

It is suggested that the Jatski's website use a white background, with deep blue supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across the Jatski's brand online-from flavor explorers to "Zoom to Jatski's" pun ads.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower Our Company logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers should be here.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

Give it your best shot...

**THIS DOCUMENT MAY BE MADE AVAILABLE
IN ALTERNATIVE FORMATS ON REQUEST.
PLEASE CONTACT OUR MARKETING & PR
DEPARTMENT FOR FURTHER DETAILS.**

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ICE CREAM