

J&G 2013



*Jäger & Gejagte*

**BRANDING GUIDELINES**



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## 1.1 Why Guidelines?

Included in this document are a set of brand guidelines that should aid in the implementation of the design assets provided.

These guidelines are to be used in-house and are equally applicable for both web & print based media. It is important that this is followed as closely as possible in order to ensure clear brand communication. After these references are settled, one's imagination can run wild to achieve creative results, while staying truthful to the brand's tone.

If you have any questions regarding the content of this document, please do not hesitate to contact me at

[info@luanav.com](mailto:info@luanav.com)



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## 1.2

### Jäger & Gejagte: A portrait

1. The brand crosses the traditional aesthetic of the culture it is based in (the Swiss Rheintal) with the ever flowing internet language.
2. The logo is not meant to be always the same, but its tone is. The real-life background pictures, the color palette and the logo's typographic family should be the base for adaptation.
3. Modern, rustic sophisticated and reliable are keywords.

In summary, the brand identity do not relies solely in its logo, but in a set of characteristics that together shape J&G's personality.

From our meetings and based on the market research it's clear that it is the whole set of standard elements what will assure the brand a top of mind.





Below are the main forms of logo application for Jäger und Gejagte:

## 2.1 The Logo

### Logo Standards

This version uses the original logo of the company as a starting point.

Here we've shown the logo on both the basic application and wood application.

The logo format is flexible. Depending on the display size available, one can opt for a fullshield, the name of the company in full or with a ribbon. All possible formats are included in the file pack.

1.



**Jäger & Gejagte**

ONLINE MARKETING AGENTUR

2.



1. Main Logo formats

2. Example of logo application







## 2.2 Logo Housing

### 1. White Background

The primary housing option will be a left aligned logo on white. The centered version is always an alternative.

#### For web

implementation the designer will need to use the png versions of the logo as these have transparent backgrounds.

### 2. Primary Color Background

Depending on the form of logo application, a photo can replace the white background option.

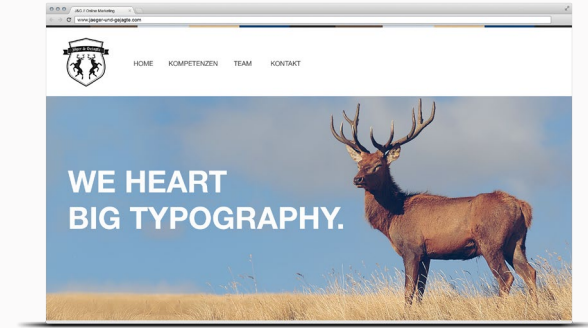
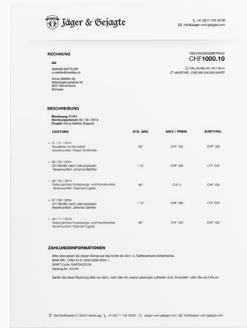
#### For print

implementation the designer will have to use the .eps files.

3. a. App icon
- b. Web Icon
- c. Web favicon

Logo housing refers to the ways in which different versions of the logos should be implemented across multiple media.

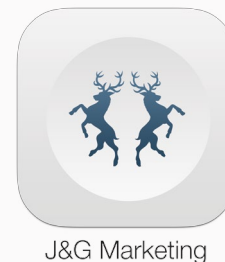
1.



2.



3a.



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b.



c.



## 2.3 Minimum Size

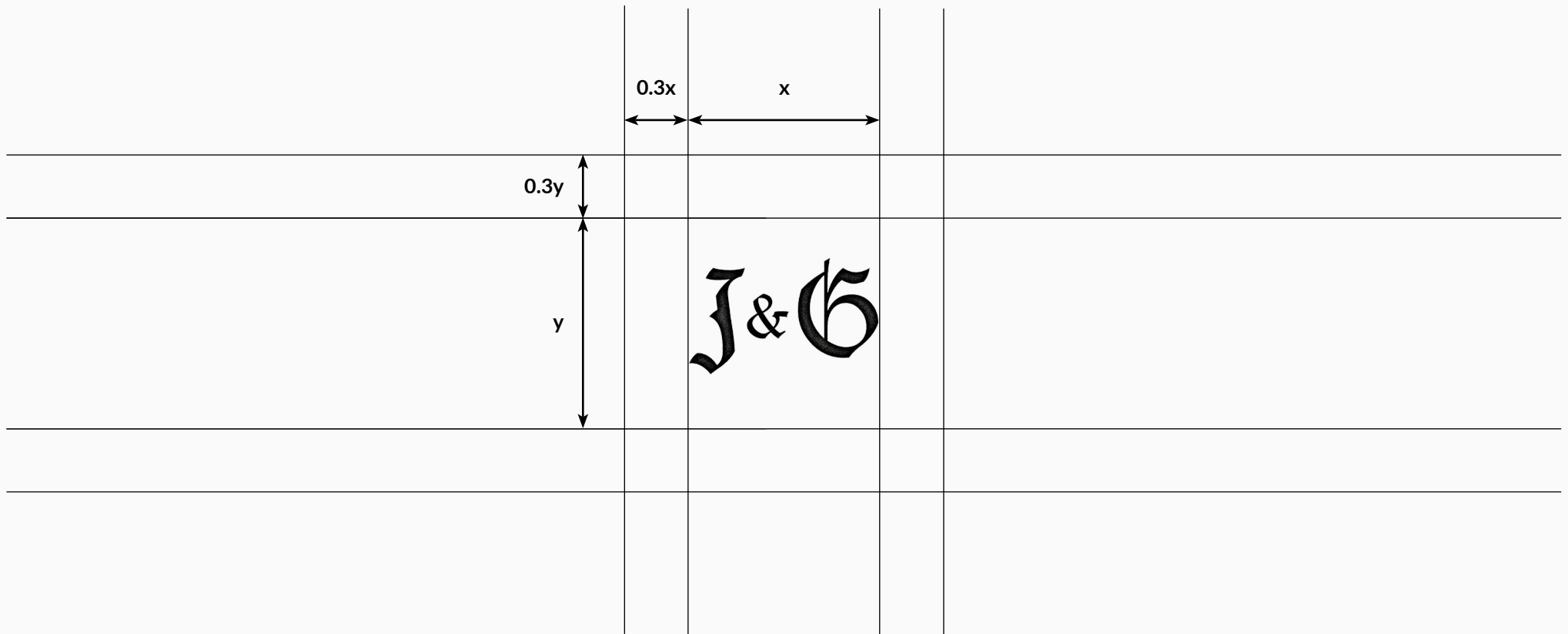
The logo has been designed to reproduce at a minimum height of 10 mm. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo.





## 2.4 Isolation area

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that drawing, text or other visual elements do not encroach on the logo. The area is defined by using a third of the width of the logo which is referred to as  $x$ .







## 3.1 Colors

We have kept the color palette within the jewel spectrum with a focus on Blue & Brown.

Please notice that Black & White are also strong colors in this brand identity.

1. **Air Force Blue (Pantone 287)** is the primary brand color. It should be used wherever the background is white or 20% air force or marine blue.

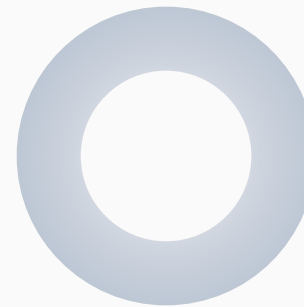
1. **Air Force Blue 20%**  
This color is secondary to Air force blue

1. **Tan (38% Saturated Brown)**  
This color is used for highlighting or in environments where AFB is not appropriate.



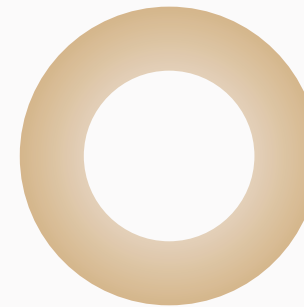
**Air Force  
Blue**

—  
**Pantone:**  
654 C  
**Web:**  
#00386F  
**RGB:**  
R=0 G=48 B=143  
**CMYK:**  
C=100 M=66 Y=0 K=44



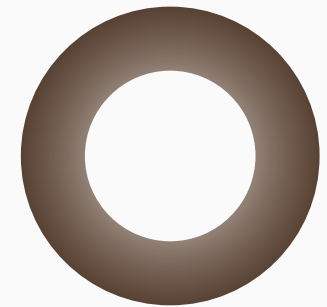
**Air Force B  
Desaturated**

—  
**Pantone:**  
650 C  
**Web:**  
#ccd7e2  
**RGB:**  
R=204 G=215 B=226  
**CMYK:**  
C=24 M=12 Y=7 K=6



**Tan**

—  
**Pantone:**  
467 C  
**Web:**  
# d9ba8d  
**RGB:**  
R=217 G=186 B=141  
**CMYK:**  
C=18 M=28 Y=48 K=0



**Brown**

—  
**Pantone:**  
7589 C  
**Web:**  
#594436  
**RGB:**  
R=89 G=68 B=54  
**CMYK:**  
C=55 M=62 Y=69 K=47

The Main Font of this logo is Lucida Blackletter, a font meant to be use exclusively into the logo itself.

## 4.1

### Primary and Secondary Fonts

The main font of content is Helvetica.

Lucida Blackletter  
Jäger & Gejagte

Helvetica  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!£\$%^&\* ) \_ — — + = < > ? ” | ]

1. Header  
Font-Size: 69px  
Leading: 69px  
Tracking: 0px

1. Sub-Header  
Font-Size: 18px  
Leading: 21px  
Tracking: 0px

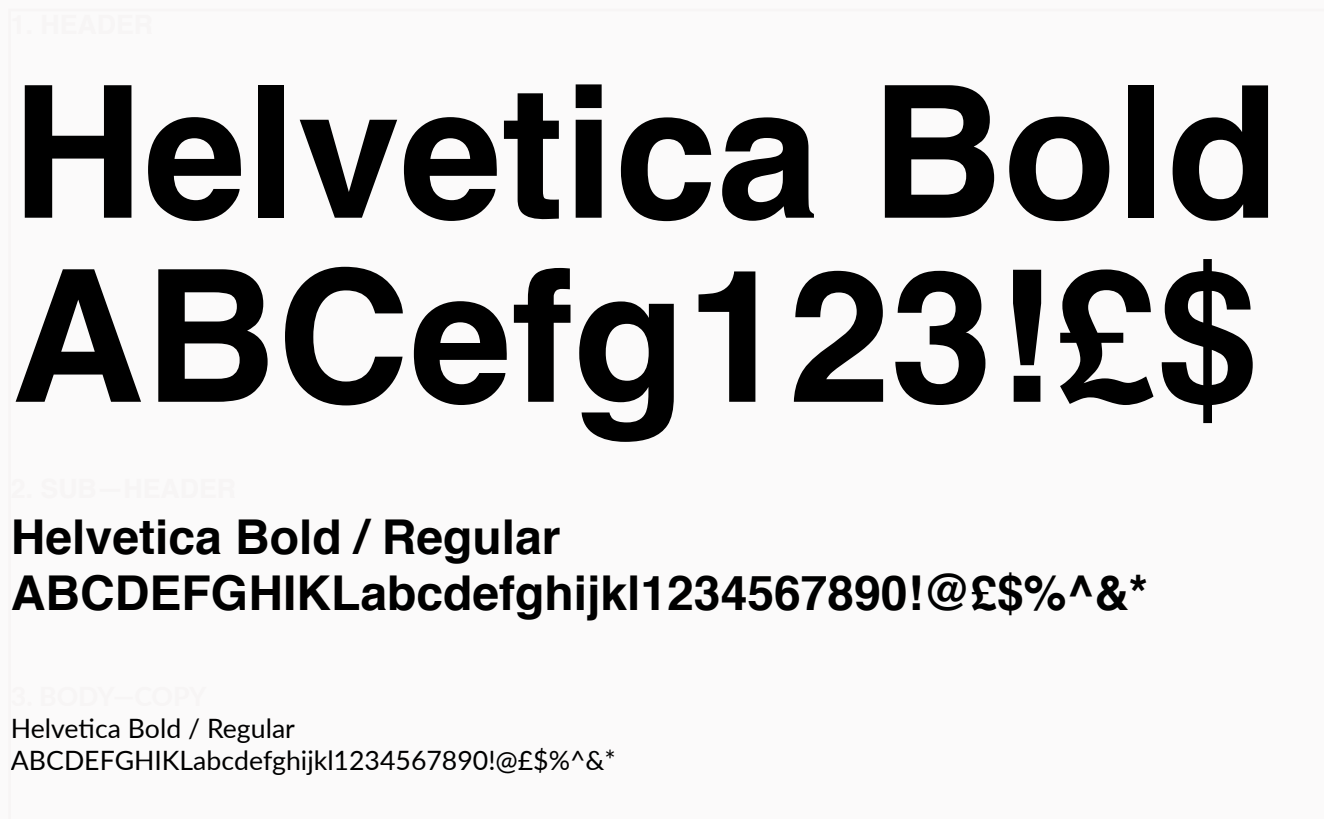
1. Body-Copy  
Font-Size: 10px  
Leading: 12px  
Tracking: 0px



The hierarchy refers to the order of importance of the fonts. This document for example uses the following hierarchy

## 4.2 Font Hierarchy

1. **Header**  
Font-Size: 69px  
Leading: 69px  
Tracking: 0px
1. **Sub-Header**  
Font-Size: 18px  
Leading: 21px  
Tracking: 0px
1. **Body-Copy**  
Font-Size: 10px  
Leading: 12px  
Tracking: 0px



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