

# Jeremy Johnson

## Logo Brand Guide



### CLEARSPACE

This gray area dictates the clearspace that is required around the logo so that the logo remains uncluttered and recognizable. A clearance of the height of the logo, as depicted by "x," should be maintained on all sides of the mark.

Do not place text, clutter or images within this space for a professional distinction in any applied collateral.

### THE MARK OF DISTINCTION

This logo signature was built with care and within specific relationship between each element. Please do not attempt to re-create these elements.

### FILE USAGE AND APPLICATION

You will receive a variety of file variations in the final delivery of your brand. Please use this guide for correct file use:

- EPS** Vector file scalable to any size. Use for print and apparel items.
- PNG** Logo with no background (WEB USE)
- JPG** Logo with white background (WEB USE)
- PDF** High quality universal format (PRINT/SHARE)
- TIFF** Reliable high quality (PRINT USE)

## LOGO: COLOR PALETTE



**WEB** #fcb000  
**CMYK** 0/34/100/0  
**RGB** 252/176/0



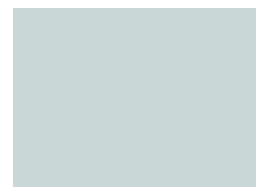
**WEB** #255952  
**CMYK** 84/45/63/32  
**RGB** 37/89/82



**WEB** #579788  
**CMYK** 68/24/51/3  
**RGB** 87/151/136



**WEB** #9fc0bf  
**CMYK** 38/13/23/0  
**RGB** 159/192/191



**WEB** #cad7d7  
**CMYK** 20/8/13/0  
**RGB** 202/215/215

## LOGO: TYPEFACES USED

### HEADER COPY

#### SIX CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&

You can download this font for free at [fonts.google.com/specimen/Six+Caps](https://fonts.google.com/specimen/Six+Caps)

### BODY COPY

#### Work Sans Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
z  
1234567890!@#%&

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## ALTERNATIVE LOGO

