



JONATHAN
Adamshaspert

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Graphics Standards Guide

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Our Focus...

Jonathan Adamshaspert Platinum and Palladium Photography is one of the premier Platinum and Palladium photography companies in the region.

The company was founded on November 6th in 2015 with one goal in mind: to provide the best photography for your needs in a established print form. Today, Jonathan Adamshaspert Platinum and Palladium Photography remains a performance oriented company by philosophy and design.

The use of type represents a modern feel while also visually representing the photography emphasis of tradition.

Our logo design constitutes the image of our brand and appears on all items that are seen by our market audience including our advertising and marketing materials, signage, packaging and employee apparel. Consistent application of our brand image is a key part of communicating the quality of our brand to our audience.

Use the standards in this guide to ensure that logo placement, colors, sizing and staging are used with company approved consistent application.

Logo Components

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Our Logo and Brand Image...

The information contained in the Brand Guidelines is meant to ensure proper use of the Jonathan Adamshaspert Platinum and Palladium Photography logo for print, web, t-shirts, mugs, and other uses.

Use the standards in this guide to ensure that the logo placement, colors, sizing and staging are used with company approved consistent application.

The Jonathan Adamshaspert Platinum and Palladium Photography brand is a valuable asset, requiring proper care and management.

Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and increase brand awareness over time. Additional instructions are provided for consistent brand standards in voice when used in communications such as social media and press.

Logo Arrangement

For this logo/branding image solution, there are two conceived arrangements. The logo, in addition to its primary arrangement, offers the following alternatives: one with the specialization of Platinum and Palladium printing, and the other with just photography for occasions where pT and pD printing is not used.

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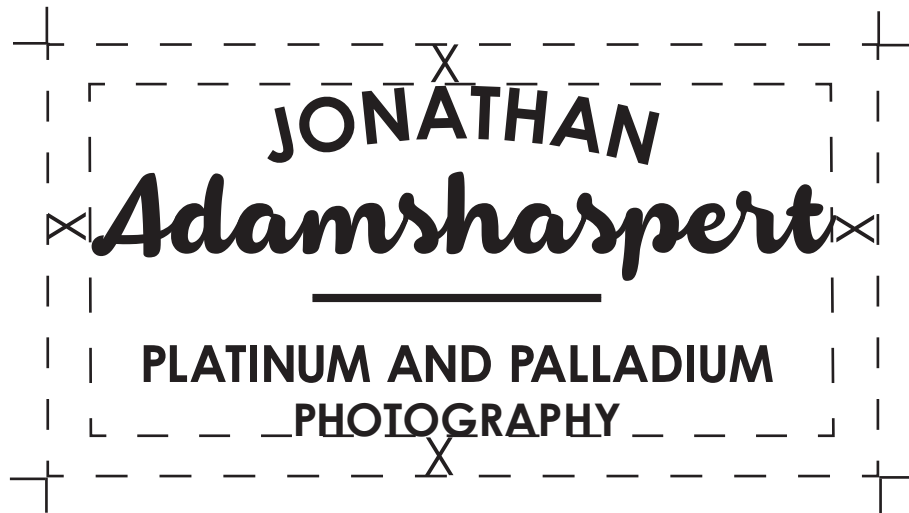
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Logo Staging

Margins...



When staging the logo, such as in an article or any other situation in which text or other objects will be coming in close contact with the logo, refer to these boundaries. The boundaries ensure that the logo doesn't become cluttered. As a general estimation for a 8x10 document the space around the type's edges should be around 30px, and for the minimum size 10px.

Minimum Size...

The minimum size of the logo should be used only when layout space is extremely limited. Scaling below the minimum size may cause the typographic portion of the logo to be unreadable; scaling below the minimum size is not recommended. When scaling down to the desired height, be sure to maintain the original proportions of the logo.

W: 1 1/8in.
H: 5/8in.



W: 1 3/4in.
H: 1in.



Color Values

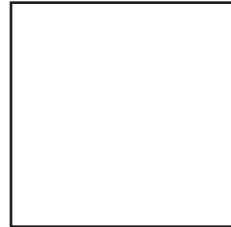
In an effort to keep the Jonthan Adamshaspt Platinum and Palladium Photography brand consistent it is important to use the proper color scheme across all media.

Listed are the exact color matches which are used universally in an effort to help maintain brand consistency.

Pantone:



Pantone 426 C



Pantone 663 C

CYMK:

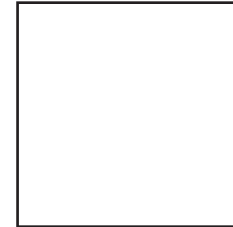


C: 75

M: 68

Y: 67

K: 90



C: 0

M: 0

Y: 0

K: 0

RGB:



R: 0

G: 0

B: 0



R: 225

G: 225

B: 225

Hexidecimal:



#000000



#ffffff

Typography and Fonts

An important factor of brand identity is the consistent use of predetermined typefaces.

Century Gothic and Armonioso are the typefaces used in the logo as well as on the stationery system.

Century Gothic should be used as the primary typeface in all communications. Century Gothic Italic Bold should be used for titles, and Italic for sub-titles, Bold should be used for section titles. Regular should be used for all body text. Century Gothic is a universally formatted font and should be available for almost all media.

Armonioso should only be used in the logo. Armonioso is a free font available online at the following websites:

<http://www.myfontfree.com/armonioso-myfont-freecom126f40871.htm>

<http://www.dafont.com/armonioso.font>

<http://www.1001freefonts.com/armonioso.font>

<http://www.1001fonts.com/armonioso-font.html>

<http://www.fonts2u.com/armonioso.font>

http://all-free-download.com/font/download/armonioso_9344.html

Century Gothic (Regular):

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
1 2 3 4 5 6 7 8 9 10
! @ # \$ % ^ & * () { } [] ; : " ' < > , . ? / - _ ~ ` = + | \

Century Gothic (Bold):

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
1 2 3 4 5 6 7 8 9 10
**! @ # \$ % ^ & * () { } [] ; : " ' < > , . ? / - _ ~ ` = + | **

Century Gothic (Italic):

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
1 2 3 4 5 6 7 8 9 10
*! @ # \$ % ^ & * () { } [] ; : " ' < > , . ? / - _ ~ ` = + | *

Century Gothic (Bold Italic):

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
1 2 3 4 5 6 7 8 9 10
***! @ # \$ % ^ & * () { } [] ; : " ' < > , . ? / - _ ~ ` = + | ***

Armonioso:

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
**! @ # \$ % ^ & * () { } [] ; : " ' < > , . ? / - _ ~ ` = + | **

Business Card Usage

Business Card Recommendation...

Because business cards are a highly creative and personal way to make a first impression and the industry is always changing, it is a good thing to have industry standards that stand the test of time. The impression you are giving with this business card recommendation is one of modern aesthetic with a classic presentation, much like the overall feeling of the Jonthan Adamshaspert Platinum and Palladium Photography brand.

When having business cards designed please refer to the minimum logo size recommendations and always maintain the proper use of font and color as stated in this guide.

It is recommended, however, that in any design, a black on white embossed type be used in order to best tell the Jonthan Adamshaspert Platinum and Palladium Photography story. One sided preferred with an barely off-white, slightly textured cardstock.

(Sample card shown right.)

Dimension: W: 3 1/2 in.
H: 2 in.

Margin: .125"

Bleed: .125"



Apparel



Proper Logo Usage

When using a light/white background, either of the two black logo's below should be used to maintain clarity.

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When using a dark/black background, either of the two white logo's below should be used to maintain clarity.

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Improper Logo Usage

Any variation should be avoided, including but not limited to: re-arrangement, stroke, size, rotation, and color.



Links

Primary Arrangement

Print - Spot Color EPS

Print - CMYK EPS

Print - B&W EPS

Web - Small RGB JPEG

Web - Medium RGB JPEG

Web - Large RGB JPEG

Secondary Arrangement

Print - Spot Color EPS

Print - CMYK EPS

Print - B&W EPS

Web - Small RGB JPEG

Web - Medium RGB JPEG

Web - Large RGB JPEG