

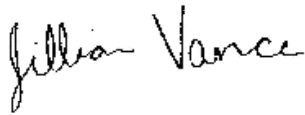
Table of Contents

Design Evolution	3
Color Profiles	4
Typography	5
Logo Variations	7
Additional Elements	8
Restrictions	9
Improper Usage	10
Usage	11

Design Evolution

Initial Sketch

This is the first sketch of the chosen logo concept. It was only one of over 20 concepts, but was chosen by a group of designers and Jillian as the most successful representation of her brand. The handwritten type brings a personal feel to the brand while still remain cohesive and high quality.

A handwritten sketch of the name "Jillian Vance" in a cursive, flowing script.

Digital Sketch

This is the first on-screen draft. The organic shapes of the letterforms were kept to create the warm, personal element of the brand. Client/designer communication and relationship is key to the brand, so the organic forms are representative of that importance.

A digital version of the handwritten logo, with the word "Jillian Vance" in a cursive script and the word "design" in a smaller, lowercase, sans-serif font below it.

Final Design

The finalized design keeps the same organic shapes for the warm and personal feel that is at the core of the Jillian Vance brand.

The word "design" is removed so as to not limit the brand and its future.

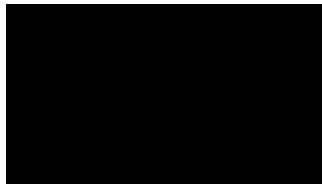
The final design of the logo, featuring the name "Jillian Vance" in a clean, cursive script.

Color Profiles



RGB: 147 39 44
CMYK: 0 97 89 45
Hexadecimal: 93272C
Pantone: 7622 C

Cherry conveys the intensity of passion, maturity, confidence, and ambition. This is the main color of the brand and should be used as the color of the logotype.



RGB: 0 0 0
CMYK: 60 40 40 100
Hexadecimal: 000000

Midnight is a classic, mature color that exudes quality. It represents a timeless elegance matched by no other color. The Jillian Vance brand strives to create timeless, elegant design, so midnight was the perfect choice. Black is also a main color and should be used with the logotype and vintage floral pattern element for headers and other materials for the brand. It should also be the primary color of the body text.



RGB: 255 255 255
CMYK: 0 0 0 0
Hexadecimal: ffffff

Marshmallow is another timeless color that represents cleanliness, perfection, and clarity, all elements incorporated into the Jillian Vance brand. This is an accent color.

Typography

Avenir Book

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 0

Avenir Book Oblique

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 0

Avenir Black

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 0

Avenir is a timeless, versatile typeface that represents elegance without compromising legibility, thus being the choice of typeface to be paired with this brand identity. Its large family also makes *Avenir* a typeface that can be used for many different purposes for a clean and simple feel.

Avenir Book & Book Oblique should be standard for body text. **Avenir Black** should be used for headings, and **Avenir Medium** and **Medium Oblique** are acceptable for subheads.

Body copy should be set in *midnight* text, while headings and subheadings can be either *midnight* or *cherry*.

Please note: Acceptable alternatives for *Avenir* are *Nunito* and *Avenir Next*. However, these should only be used if absolutely necessary.

Typography Substitutes

Nunito 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 0

Nunito Medium

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 0

Nunito Black

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 0

Avenir Next 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 0

Avenir Next Medium

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 0

Avenir Next 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 0

Logo Variations

Primary Logo

The primary logo consists of the full signature. Acceptable color for the logotype is *cherry* and acceptable base color is *midnight* with the vintage floral pattern.



Alternate Options

This logo contains either *marshmallow* or *cherry* text with a *marshmallow* or *cherry* background. This should be used sparingly. Creating a black & white version of the logo is also acceptable when necessary, but should not be used commonly.



Social Media Icon

This icon is comprised of the initials JV. This variation should *only* be used for square or circle icons on social media that the full logo does not fit into. This is the only case in which additional elements can and should be added. The icon can be converted to marshmallow if necessary.



Additional Elements



Vintage Floral Pattern

The vintage floral pattern is a decorative element that is subtly placed on branding materials for the Jillian Vance brand. It appears on midnight backgrounds toned down to 90% opacity, with the pattern at 100% opacity to remain subtle yet still add texture.



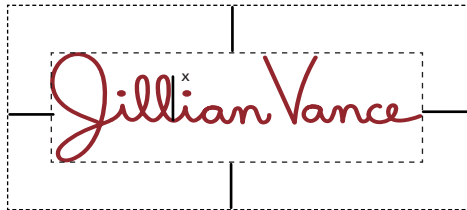
Restrictions

Minimum size



A minimum size is required to keep the logo legible. This size is 1 inch by .36 inches. The correct proportions must be kept. Logo cannot be stretched or distorted in any way, no matter what.

Minimum spatial buffer



A spatial buffer is also required when the logo is being used alongside other elements such as text and other graphics. This buffer is determined by the height of the letter L within the logotype.

Note: Spacing should be the height of the L within the logo.

Improper Usage

The signature "Jillian Vance" is written in a cursive script, but the letters are heavily stretched and distorted, making it difficult to read.

Deliberate Distortion

The signature "Jillian Vance" is written in a cursive script, but the color is changed from the original red to blue.

Altering Color

The signature "Jillian Vance" is written in a cursive script, but a horizontal line is added underneath the word "Vance".

Adding extra elements

The signature "Jillian Vance" is written in a cursive script, but the stroke of the letter "V" is altered, making it look like a different character.

Altering stroke

The signature "Jillian Vance" is written in a cursive script, but the letters are rearranged, with "Jillian" and "Vance" written separately and not connected.

Rearranging Elements

A stylized, abstract logo consisting of a red "JV" monogram enclosed within a black circular arc, resembling a social media icon.

*Using social media icon
as primary logo*

Usage

Jillian Vance

15071 Hyatt Road
Mount Vernon, OH 43050
(740)397-2888
jillianvance.design
jillian@jillianvance.com

December 1, 2018

Jane Doe
15 Denver Road
Tempe, AZ 85281

Dear Ms. Doe,

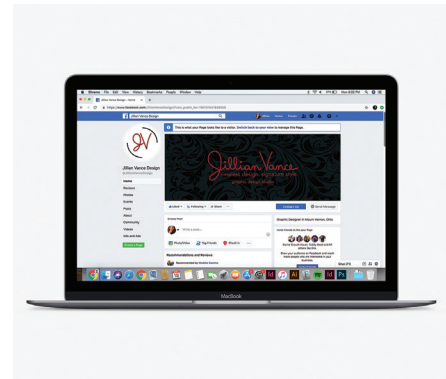
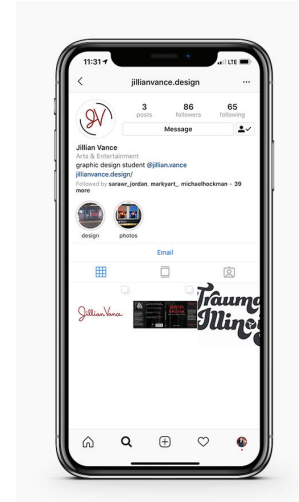
Libusda volestion preruntum corisci meturecupat cus eatem velento
elent officitia is dolorum quo corruptati vollar im reniet lique providu
cientio neceaquo ex eaquas volor aut voluptios sendit, sunt quamus
simil eium fuga. Ut quisimi, ad etusam etur modignam fugit aut
elenimagnam rest ditia quam repe velende ligenis et apis ma ipsam
inienis aborumendae nem faceat.

neceaquo ex eaquas volor aut voluptios sendit, sunt quamus
simil eium fuga. Ut quisimi, ad etusam etur modignam fugit aut
elenimagnam rest ditia quam repe velende ligenis et apis ma ipsam
inienis aborumendae nem

Elitae erro tem autet dolor sedio duntio coribusae plit acipide
sandunt et quoditibus con nonsequam quae. Et pratum liquate
imporio. Et et aut reperum ad et harchil igendenducit aut am, simpore
hentis modi officium que nis dolores ero ilique eos experum eturit la
velia cuptae con non natur, assequatur sunt mos sunt imus at.
At aborestium corempost quos di berum quo et lab imi, sequi
odipsamus sunt eatem et omniend ebitint apiet esequi intempori
nihilit atusam sum ipsam, earume non cone sed quiatate sequo tem
il mi, quibearcius, sendelitatus volorep eroroid quam quam, soluptae.
Inimus, optate est, odiam voluptatur seque corem Demporio erum
haruptate pa simosse quiasimaxim fugitat lis voluptus.
Usaperchil magnihit rectis dereculles seque que molorem quaepele

Sincerely,
Jillian Vance
Jillian Vance

All stationery should follow this template. Standard size is 8.5" x 11". All other rules stated in this manual should also still hold.



Social media icon should be used for profile images on Instagram, Facebook, Twitter, etc. It's also acceptable to use as a favicon on websites or thumbnails, however primary logo or alternate option should always be the header, if one is required for the platform.