

Brand Manual



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Innovative,
Smart,
Capable,
Respectful,
Caring,
Welcoming,
Inclusive,
Compassionate,
Friendly

Brand Values

To make sure our brand identity is followed through across all media we follow these very important brand principles



Brand Guidelines (also commonly referred to as '*brand standards*', '*style guide*' or '*brand book*') are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as:

Design layouts and grids/Social media profile page applications/Brochure/flyer layout options/Website layout/Signage specifications/Advertising treatments/
Merchandising applications/Copywriting style (a.k.a. '*tone of voice*')/Editorial guidelines

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.



1.01

Logo & Marque

HELP

When sending this brand manual, the document should be accompanied by the logo in a range of formats including .EPS, .AI and .PNG.

DESCRIPTION

Latest Version of the JVS Brand Identity Lock-up

LOGO MARQUE COL 1

A



A.
Primary Background Color Usage White.
Primary Logo Font & Icon Color JVS Blue.



1.02 Clearspace

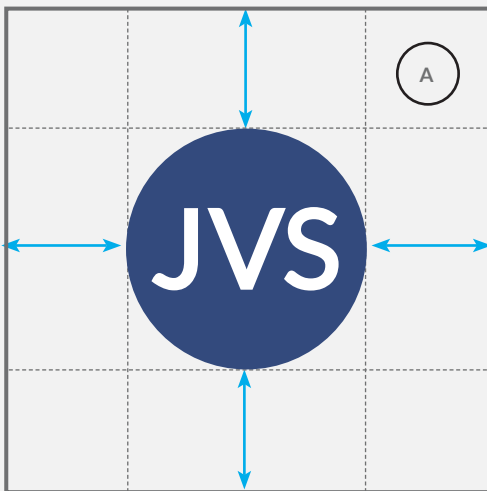
HELP

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2)

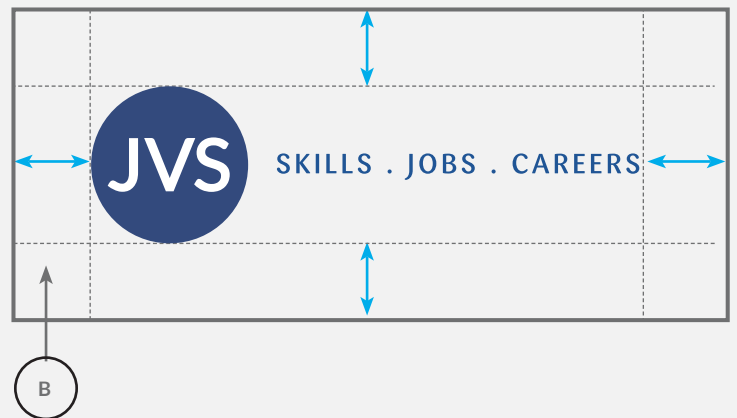
DESCRIPTION

Clearspace is the minimum amount of space around the logo into which no other object should infringe.

MINIMUM CLEARANCE



A.
The clearspace is 50% the height of the logo.



B.
The clearspace is 50% the height of the logo.



1.03 Logo Variations

LOGO MARQUE COL 1



Primary Brand Identity with two colors Primary Grey and Blue On a white background.

LOGO MARQUE COL 2



Primary Blue Single Color Lock-up on white Background.

SPECIALIZED LOGO COL 3



PARENT ID + SUBBRAND





LOGO MARQUEE - HORIZONTAL LOCK-UP 3



Secondary Brand ID Primary Blue on White
Horizontal Lock-up

BLACK & WHITE OPTIONS



Primary Grey On white background & Primary White
on Primary Grey Background.

INVERTED WHITE LOCK-UPS ON ALL COLOR BACKGROUND OPTIONS



Primary Blue Single Color Lock-up on white
Background.

Primary Grey On white background & Primary White
on Primary Grey Background.



SUB BRAND COLOR - LOCK-UPS



CareerSolution

Career Solution Lock-up with Light Cyan



Refugee Employment Dept.

Refugee Employment Department Raspberry



Education

Education Purple



Skills Orange



Disability Services Green



Bridges to College Grey

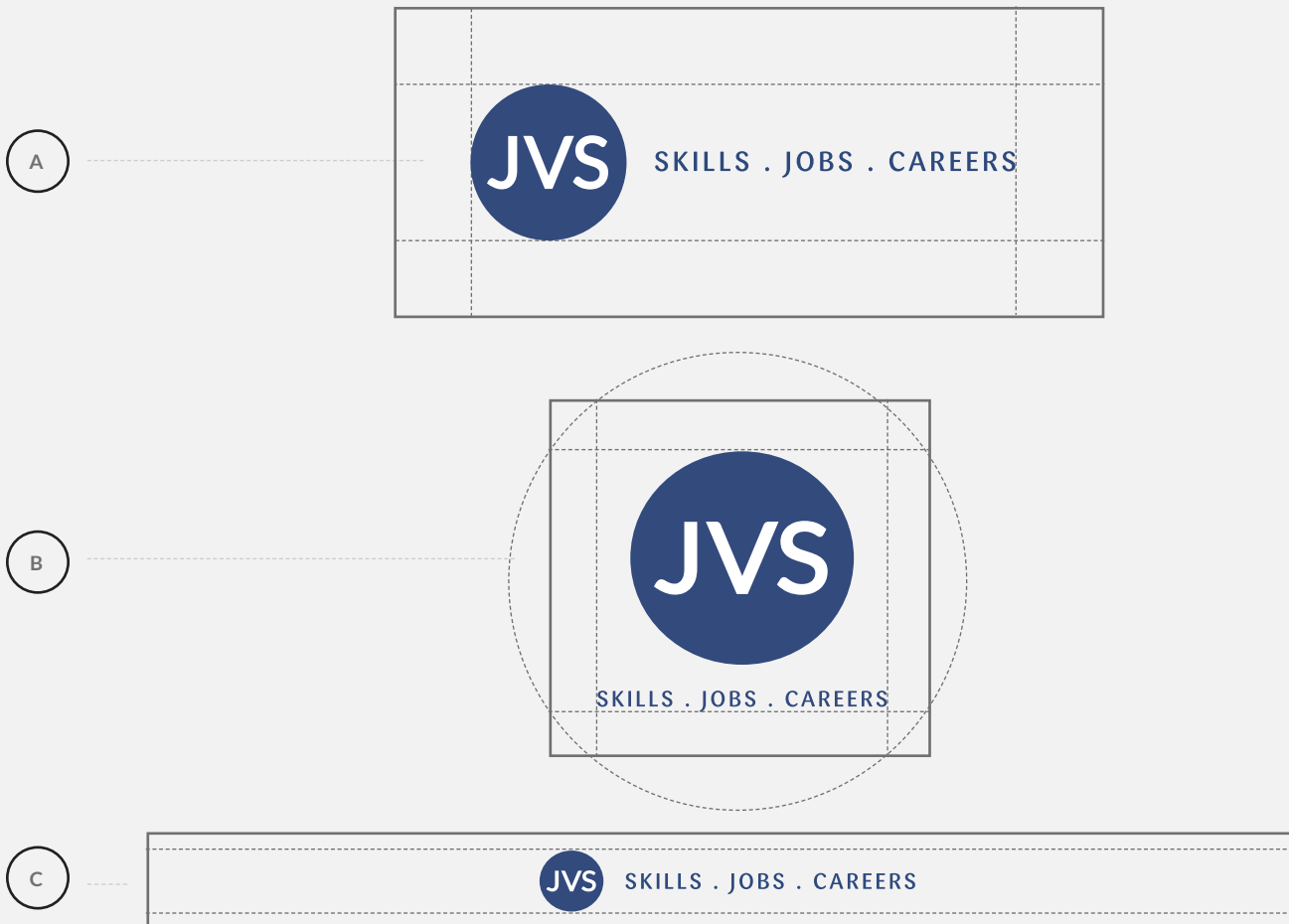


1.04 Logo Lock-ups

HELP

The logo can be locked-up in two different ways. Horizontally, (ideal for web) and vertically.

LOGO LOCK-UP OPTIONS



A Lock-up 1
Primary Usage for Web & Print Collateral.
Horizontal in nature, this lock-up system
works well emphasizing the JVS Identity.

B Lock-up 2
Facebook Square Lock-up Only.
In any forced scenario where a square
or circular lock-up is required.

C Lock-up 3
Secondary Usage for Web & Print Collateral.
Horizontal in nature, this lock-up system
works well both emphasizing the JVS Identity
& The JVS Descriptor.



2.01 Color Palette

HELP

When sending this brand manual, the document should be accompanied a color palette file.ase (Adobe Swatch Exchange) file.

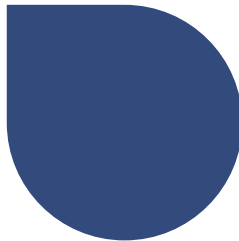
DESCRIPTION

* Web Safe, or Browser Safe palettes as they are also referred to, consist of 216 colors that display solid, non-dithered, and consistent on any computer monitor, or web browser.

The primary Color is Blue.

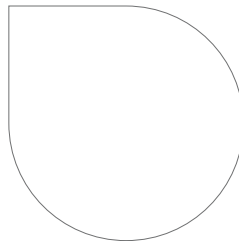
PRIMARY BLUE

CMYK 93% 73% 12% 3%
RGB 51 74 125
Pantone 7685



PRIMARY WHITE

CMYK 0% 0% 0% 0%
RGB 255 255 255
Pantone White



PRIMARY GREY

CMYK 53% 44% 43% 21%
RGB 105 105 105
Pantone 424



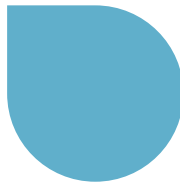
SECONDARY NAVY BLUE

CMYK 91% 78% 25% 9%
RGB 56 65 106
Pantone 280



SECONDARY TEAL

CMYK 60% 15% 13% 0%
RGB 109 168 193
Pantone 7709



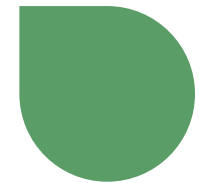
SEC. PALE BLUE

CMYK 40% 14% 18% 0%
RGB 158 185 190
Pantone 7542



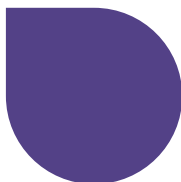
SEC. PALE GREEN

CMYK 68% 19% 75% 3%
RGB 92 145 95
Pantone 7730



SECONDARY PURPLE

CMYK 81% 88% 15% 3%
RGB 84 58 110
Pantone Medium Purple



SECONDARY BURGUNDY

CMYK 57% 16% 77% 4%
RGB 118 154 92
Pantone 675



SECONDARY ORANGE

CMYK 0% 71% 98% 0%
RGB 223 97 44
Pantone 158



SECONDARY DARK GREY

CMYK 64% 50% 41% 36%
RGB 75 79 86
Pantone 445





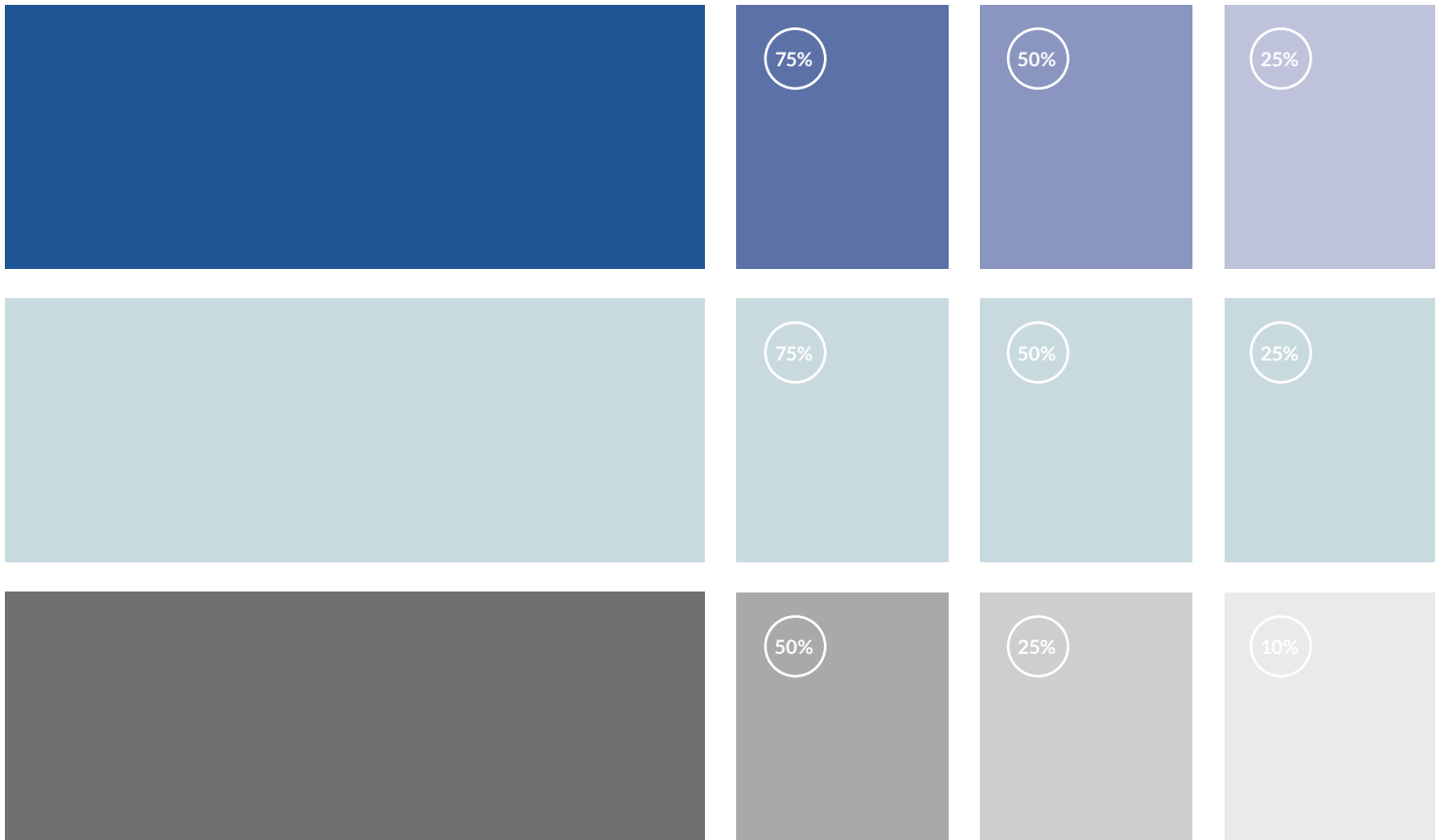
2.02 Color Tints

HELP

In color theory, a tint is the mixture of a color with white, which increases lightness.

DESCRIPTION

Tints are useful in printing as they reduce costs by negating the need for additional Color plates.





3.01

Lato Font

GLYPHS

Font Name

Lato

Download

<https://www.google.com/fonts#UsePlace:use/Collection:Lato>

Classification

Sans Serif

About

Lato is the primary typeface for JVS It is both Modern, and freely usable under the Google Open Source Webfont Library toolkit. We suggest this type family as a modern

LATO REGULAR

Regular

LATO ITALIC

Italic

LATO BOLD

Bold



3.02

Web Font Usages

WEB FONT USAGES

H1 – Headline Web Usage

Lato 32/36pt
Primary Blue

H2 – Headline Web Usage

Lato 20/24pt | -.02 em letterspacing
Primary Grey

Body Copy – Headline Web Usage

Lato 13/20pt | -.01 em letterspacing
Primary Grey

Duis aliquet arcu purus, in rutrum nibh tincidunt at. Vestibulum convallis scelerisque hendrerit.

Duis aliquet arcu purus, in rutrum nibh tincidunt at. Vestibulum convallis scelerisque hendrerit.

Pellentesque ac odio ac diam scelerisque tincidunt sed id augue. Mauris condimentum, ante vel maximus tristique, velit arcu dictum lacus, ut viverra nunc massa a ante. Pellentesque eleifend nulla, quis mollis diam convallis eu. Nam eget ullamcorper purus.

Sed fermentum pellentesque massa placerat malesuada. Nam vitae tortor pulvinar, dignissim libero vitae, facilisis orci. Pellentesque lobortis purus non ex tincidunt, quis ultrices sapien pulvinar. Fusce vehicula posuere consectetur. Donec faucibus, lectus mollis mollis ornare, sapien lorem rhoncus lacus, a aliquet lorem risus nec turpis. Aliquam erat volutpat. In sit amet ornare lectus. Nunc sed



3.03

Type Hierarchy

PRINT FONT USAGES

The typographic hierarchy is saved as paragraph styles and can be edited/viewed here Window > Style > Paragraph Styles

DESCRIPTION

H1 – Headline

H1 is the largest header font-size. It's great for short lined page headers.

33/34 Black Lato

H2 – Headline 2

The H2 Font Headline in Lato Font is Lato Bold. This is a versatile Headline Size. The H2 Can include a secondary color.

20/24 Bold Lato

H3 - Sub Headline

H3 is a standard sub-title description font, that is. This can include a secondary color.

12/17 Bold Italic Lato

H4 – Main Content & Bullets

This main font is meant to be used in flyers and other locations.

11/18 Lato Regular

BC – Body Copy

The main font-size used in any printed document will be 10pt. This is known as the body-copy. Do not write overly long lines, aim for around 45-90 characters.

Lato Regular 9/15 pt

Lorem Ipsum Donore et festidius.

Donec tempus, justo sed ornare bibendum, ante felis mauris.

Duis aliquet arcu purus, in rutrum nibh tincidunt at. Vestibulum convallis scelerisque hendrerit. Aenean tincidunt iaculis lacus, sed tempus turpis rhoncus non. Sed convallis risus id felis molestie rutrum. rutrum.

“Vestibulum et purus neque. Integer vitae pharetra ipsum, quis tempor justo. Aenean molestie aliquet eros sed facilisis.”

- Prepare to Pass the State Nursing Assistant Exam
- Get Help Finding Full-Time Employment After Graduation

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum tempor ipsum sed metus elementum vulputate. Vivamus fringilla, nisl vel fringilla accumsan, tellus arcu semper sapien, sed malesuada est urna vitae augue. Praesent volutpat viverra rutrum. Ut quis

Visual Communications

Guide for Photographic Usages





5.02 Imagery & Mood

DESCRIPTION

All images were supplied by JVS to Elephantik. We choose a select few imagery that shine a positive light on the JVS Brand initiatives. Images are cropped intentionally to capture the moment. When selecting photography from the current JVS Library for print or web usage choose the imagery that includes the JVS visual key word characteristics.

PHOTOGRAPHIC KEY WORDS

Each Subject Matter, has an engaging action or eye contact that communicates these brand personality characteristics. The rule of thumb is to try include atleast 3-4 of these characteristics in a photograph.

Visual Key Words Include:

Innovative, Smart, Capable, Respectful, Dedicated, Welcoming, Inclusive, & Compassionate

To the left - Photograph 1 on the Cover includes a student, who is both genuine, friendly, and positive.

To the right - Photograph 2 includes a smart, respectful, welcoming classroom environment.

Below - An innovative, capable, smart photograph of a woman in a classroom setting captures a positive moment.

To the right below middle - A team in a work space setting show a friendly, inclusive, innovative perspective of training.

To the far right below - A professional photograph of a worker at a coffee shop setting smiling with a friendly, inclusive, respectful, and welcoming visual.



Mission Statement

Not every photograph in the JVS library will be professionally taken, but by selecting imagery that captures the JVS key word characteristics the visual communications will be in line the brand's mission statement:

"JVS empowers individuals from diverse communities to find employment and build careers, and partners with employers to hire, develop and retain productive workforces."



6.01 Letterhead

HELP

Letterhead files are supplied as Microsoft Word, & Indesign CS 2014 Documents.

DESCRIPTION

Dimensions
Letterhead 8.5x11"

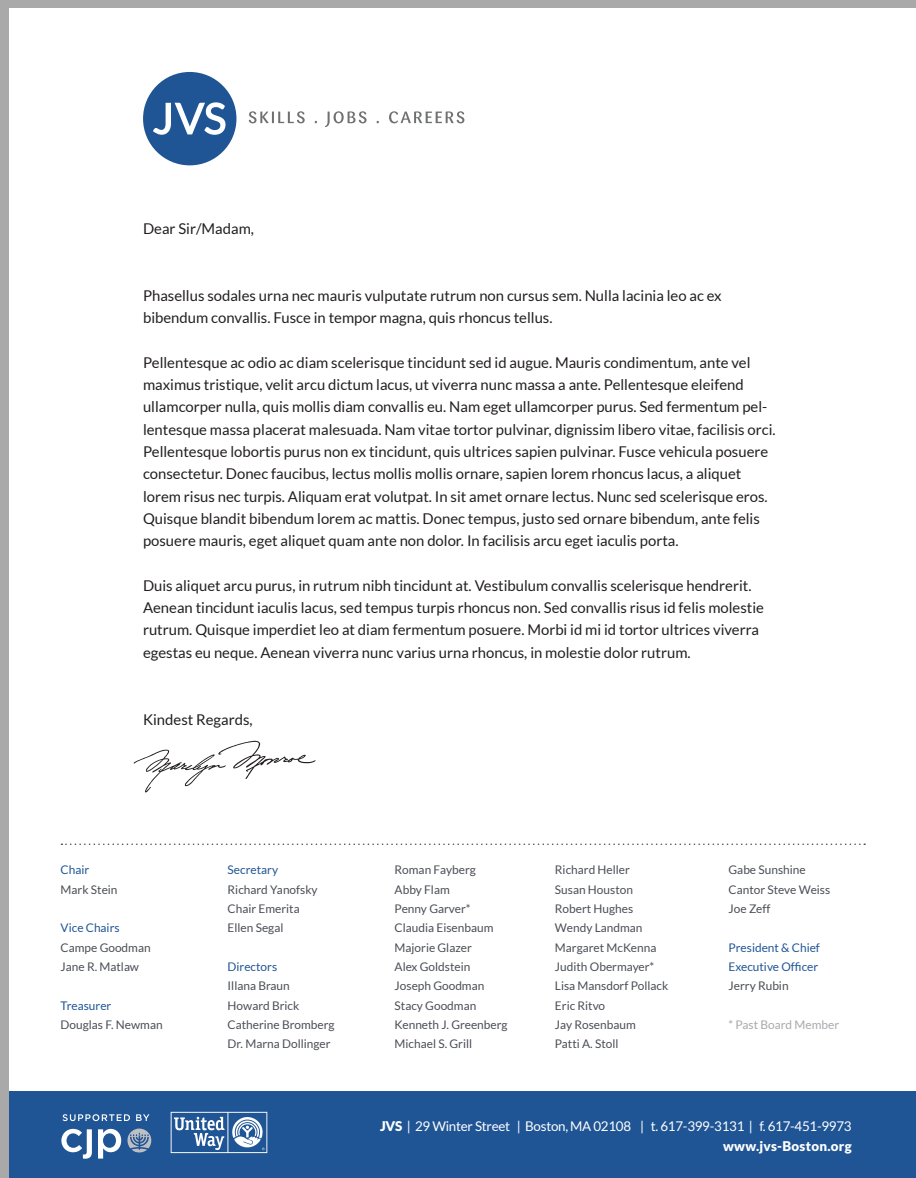
Finish
Logo Header & Footer Printed prior to letterhead being delivered. Microsoft Word template will also be included for this template.

Paper
Mohawk White or 80 lbs. in-house stock.

Weight
80 lbs.

Alternate Letterhead

Simplified, Ready for Microsoft Word Template Usage



Dear Sir/Madam,

Phasellus sodales urna nec mauris vulputate rutrum non cursus sem. Nulla lacinia leo ac ex bibendum convallis. Fusce in tempor magna, quis rhoncus tellus.

Pellentesque ac odio ac diam scelerisque tincidunt sed id augue. Mauris condimentum, ante vel maximus tristique, velit arcu dictum lacus, ut viverra nunc massa a ante. Pellentesque eleifend ullamcorper nulla, quis mollis diam convallis eu. Nam eget ullamcorper purus. Sed fermentum pellentesque massa placerat malesuada. Nam vitae tortor pulvinar, dignissim libero vitae, facilisis orci. Pellentesque lobortis purus non ex tincidunt, quis ultrices sapien pulvinar. Fusce vehicula posuere consectetur. Donec faucibus, lectus mollis mollis ornare, sapien lorem rhoncus lacus, a aliquet lorem risus nec turpis. Aliquam erat volutpat. In sit amet ornare lectus. Nunc sed scelerisque eros. Quisque blandit bibendum lorem ac mattis. Donec tempus, justo sed ornare bibendum, ante felis posuere mauris, eget aliquet quam ante non dolor. In facilisis arcu eget iaculis porta.

Duis aliquet arcu purus, in rutrum nibh tincidunt at. Vestibulum convallis scelerisque hendrerit. Aenean tincidunt iaculis lacus, sed tempus turpis rhoncus non. Sed convallis risus id felis molestie rutrum. Quisque imperdiet leo at diam fermentum posuere. Morbi id mi id tortor ultrices viverra egetas eu neque. Aenean viverra nunc varius urna rhoncus, in molestie dolor rutrum.

Kindest Regards,

Chair Mark Stein	Secretary Richard Yanofsky Chair Emerita Ellen Segal	Roman Fayberg Abby Flam Penny Garver* Claudia Eisenbaum Majorie Glazer Alex Goldstein Joseph Goodman Kenneth J. Greenberg Michael S. Grill	Richard Heller Susan Houston Robert Hughes Wendy Landman Margaret McKenna Judith Obermayer* Lisa Mansdorf Pollack Eric Ritvo Jay Rosenbaum Patti A. Stoll	Gabe Sunshine Cantor Steve Weiss Joe Zeff
Vice Chairs Campe Goodman Jane R. Matlaw	Directors Illana Braun Catherine Bromberg Dr. Marna Dollinger			President & Chief Executive Officer Jerry Rubin
Treasurer Douglas F. Newman				* Past Board Member



6.02 Flyer Layout

HELP

When drawing up a letterhead you can place the logo in some of the following positions.

DESCRIPTION

Dimensions
Letterhead 8.5x11"

Options
The primary color of the flyer is selected using one of the Secondary colors within the JVS Brand Guidelines. The concept is to promote divisions with unique color palette styles.

Black & White or Color Versions
This document can be printed in either black and white or in color. This document can also be edited within Indesign and a template will be supplied for microsoft word.

JVS SKILLS . JOBS . CAREERS

Nursing Programs
January 19th, 2015

Become a Certified Nursing Assistant

**Apply Early Classes
Fill up Fast!**

For More Information, Contact:
Capril Bell
617-399-3211

**Wednesdays, 12pm
Starting January 15th, 2015**

JVS
29 Winter Street, 3rd Floor
Boston, MA 021108
(In Downtown Crossing)

Caring For Our Seniors, a CNA Training Program

- Full Time, 14-Week Program Specializing in Long-Term Care
- For Non-Native, Intermediate Level English Speakers

Become a CNA

- Prepare to Pass the State Nursing Assistant Exam
- Get Help Finding Full-Time Employment After Graduation

“Vestibulum et purus neque. Integer vitae pharetra ipsum, quis tempor justo. Aenean molestie aliquet eros sed facilisis. Maecenas pharetra ac sapien eu commodo. Curabitur nec bibendum dolor.”

- Name Here

SUPPORTED BY

JVS | 29 Winter Street | Boston, MA 02108 | t. 617-399-3131 | f. 617-451-9973
www.jvs-Boston.org



6.03 Print & Collateral

HELP

These will be supplied in Indesign, Microsoft Word template, and press ready print template files.

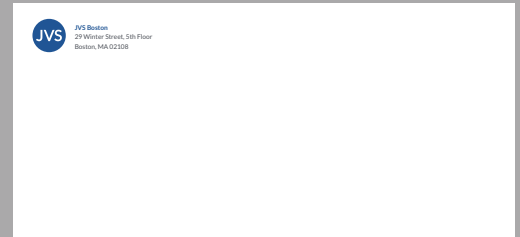
DESCRIPTION

Assorted Collateral
These are a variety of the printed collateral marketing materials.



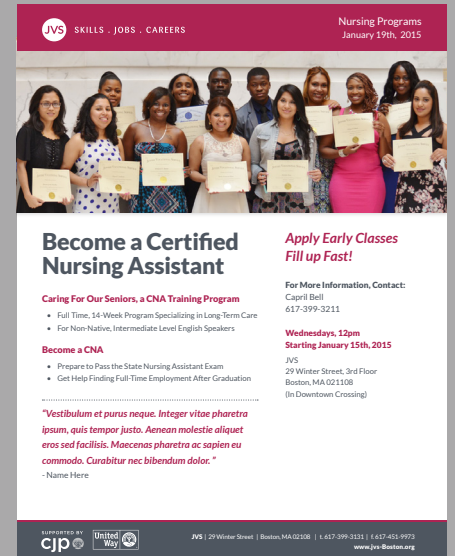
Letterhead

White background version



Envelope

simple using the tertiary lock-up to maintain readability of the address



Flyer

4 Color



6.04 Business Cards

HELP

These documents are included in the .zip file in EPS (CS4+) format
Business Card.eps

DESCRIPTION



2 Color Business Card Front

Primary Orange & Primary Grey



High Gloss Full Color

Business Card Back



Alternate Back

Business Card Back



JVS SKILLS . JOBS . CAREERS



6.05 Folder & Insert

HELP

These will be supplied in Indesign, Microsoft Word template, and press ready print template files.

DESCRIPTION

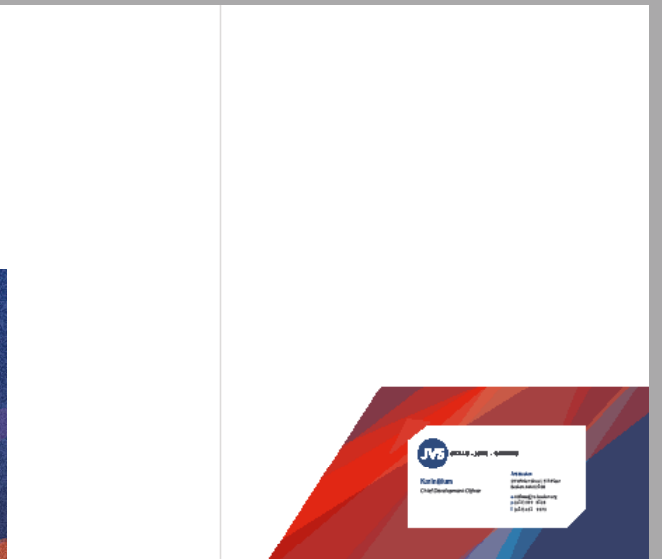
Glossy Folder

Glossy Orange Coated Folder using the color Swashes overlaying the folder on the exterior.



Glossy Folder

The interior will include the color swatches plus hold a businesscard & one sheets/flyers



Glossy Folder Alternate

Alternate cover could include lock-up 3 on the cover instead of the JVS isolated





6.06 Inserts for Folder

HELP

These documents are included in the .zip file in EPS (CS4+) format
Business Card.eps

DESCRIPTION

JVS SKILLS · JOBS · CAREERS Nursing Programs January 19th, 2015

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- Get Help Finding Full-Time Employment After Graduation

"Vestibulum et purus neque. Integer vitae pharetra ipsum, quis tempor justo. Aenean molestie aliquet eros sed facilisis. Maecenas pharetra ac sapien eu commodo. Curabitur nec bibendum dolor."
- Name Here

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Flyer

4 Color
secondary color
Burgundy

JVS SKILLS · JOBS · CAREERS Nursing Programs January 19th, 2015

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"Vestibulum et purus neque. Integer vitae pharetra ipsum, quis tempor justo. Aenean molestie aliquet eros sed facilisis. Maecenas pharetra ac sapien eu commodo. Curabitur nec bibendum dolor."
- Name Here

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Flyer

4 Color
Secondary Color
Green

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"Vestibulum et purus neque. Integer vitae pharetra ipsum, quis tempor justo. Aenean molestie aliquet eros sed facilisis. Maecenas pharetra ac sapien eu commodo. Curabitur nec bibendum dolor."
- Name Here

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Flyer

Black & White

Brand Manual



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For further questions visit us online at:
Elephantik.com or email us at: joe@elephantik.com