

GRAPHIC STANDARDS GUIDE



JACOB PARENT
PHOTOGRAPHY

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INTRODUCTION

Our Company...Our Brand

Jacob Parent Photography is one of the most dependable photographers in the local area.

The company was founded in 2013 in Spokane WA with one goal in mind: Product Photography. Today, Jacob Parent Photography remains a performance-oriented company by philosophy and design.

The design symbol represents him while also visually representing the photography emphasis of being friendly.

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.



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HOW TO USE THIS GUIDE

The information contained in the Brand Guidelines is meant to ensure proper use of his personal 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.

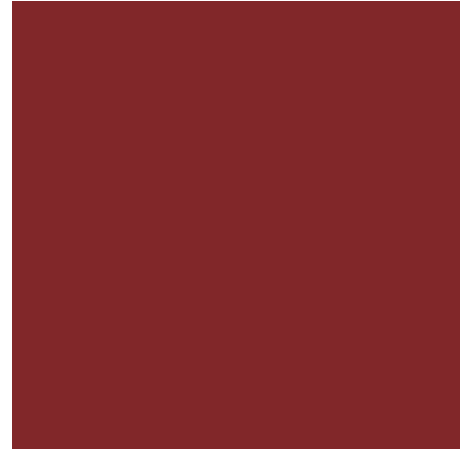
The Jacob Parent brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and increase brand awareness over time. Additional instructions are provided for consistent brand standards in voice when used in communications such as social media and press.

COLOR VALUES

Print

Red=Pantone 1815 C

Red=CMYK 31% 92% 82% 35%



Web

Red=RGB 128 37 40

Red=Hex #802528

A PANTONE color is not specified for the black in the logo. For printing along with the PANTONE 1815C, just use the default black for whatever printer you are using.

Fonts Used

Helvetica Neue Condensed Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Helvetica Neue Thin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

LOGO ARRANGEMENTS

For this logo/branding image solution, there are 2 conceived arrangements. The logo, in addition to its primary arrangement, offers a horizontal alternative.



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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.

1.4 in by 1.7in



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PROPER USAGE



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Use this version of the logo on standard white or brightly colored backgrounds.

When possible, only use the logo on white, black colored backgrounds.



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Use this version of the logo when printing in Black and White.



Use this logo if you are going to use the logo on a black or dark background.

IMPROPER USAGE

Do not rearrange the type in relationship to the logo in any way.

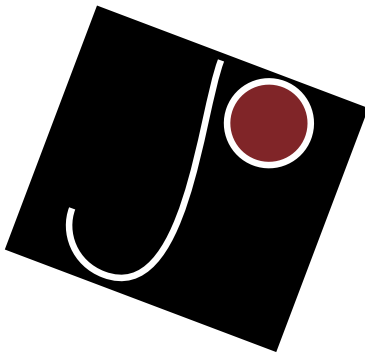
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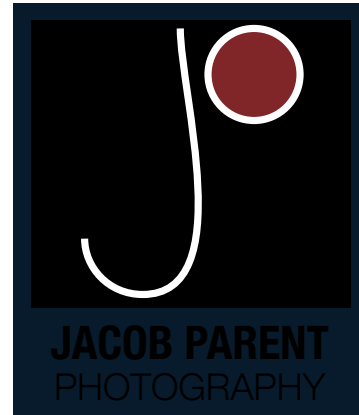
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Do not stretch or distort the logo's proportions in any way.

Do not rotate the symbol independent of the type in any way.



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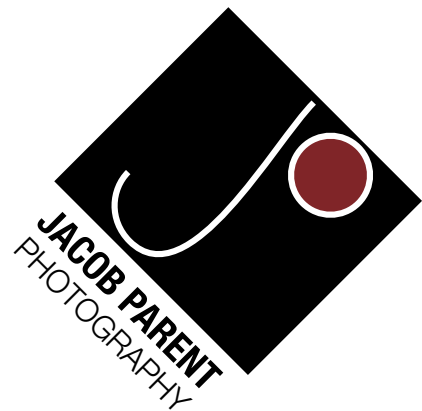


Do not place the logo on top of any dark or black background. Use the "outlined" version of the logo for color and contrast conflicts.

Do not remove any portion of the type including both the "logo type" and "logo symbol" portion.



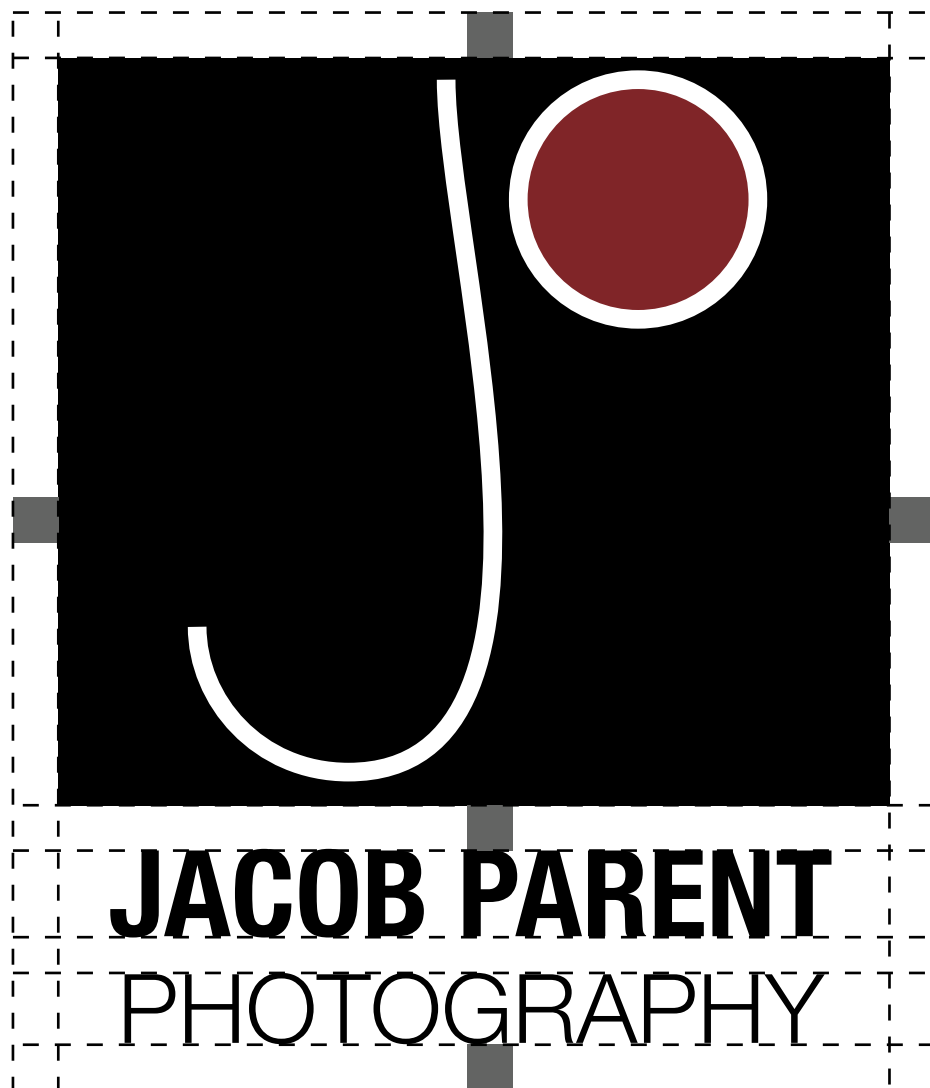
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Do not rotate both the logo and the type together in any way.

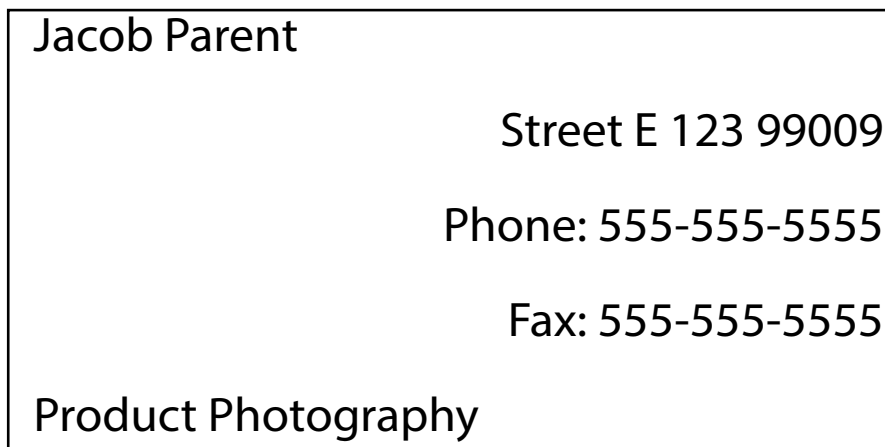
STAGING

When staging the logo, such as in an article or any other situation in which text or other objects will be coming close to contact with the logo, refer to these boundaries. The boundaries ensure that the logo doesn't become cluttered. When spacing the logo use the size of one square as a guide, each square is 17 Pixels.



BUSINESS CARD

The business card is designed to be clean and simple. A template for the design is available in both CMYK and spot color.



APPAREL



LINKS TO FILES

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

