just10

Brand Guidelines

CONTENT CREATION

Logo Variations

▼ **just10 logo:**
Should not be coloured, separated, slanted, skewed or faded.

just10

▼ **White Colour Way:**
Should not be separated, slanted, skewed or faded.

just10

Logo Variations

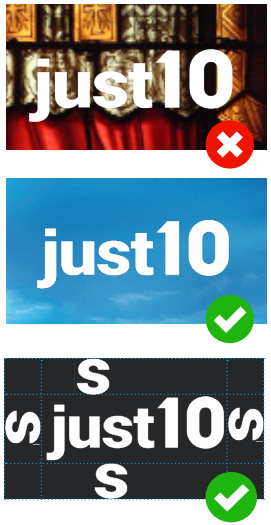
▼ **Conversation Starter Logo:**
Should not be coloured, separated, slanted, skewed or faded.

just10
Conversation Starter

Logo Usage

▼ **Logo Use Guidelines:**

- Only use the white, charcoal grey or black logo on a photography/ videography image background.
- Ensure the logo is readable by placing on uncluttered backgrounds.
- Always maintain a clearzone around the logo, allowing at least an 's' worth of space.



CONTENT CREATION

Typography

▼ **Master Typeface:**
You may use the following weights of the **ITC Avant Garde Gothic Pro** typeface for just10 publicity.

ITC Avant Garde Gothic Pro Book

ITC Avant Garde Gothic Pro Medium

ITC Avant Garde Gothic Pro **Bold**

▼ **Additional Font:**

In addition as a secondary font you may use the following weights of the **Proxima Nova** and Marydale typefaces for **just10 publicity.**

Proxima Nova Light Italic

Proxima Nova Regular Italic

Proxima Nova Medium Italic

Proxima Nova Semibold Italic

Proxima Nova Bold Italic

Proxima Nova Extrabold Italic

Marydale

Colour Palette

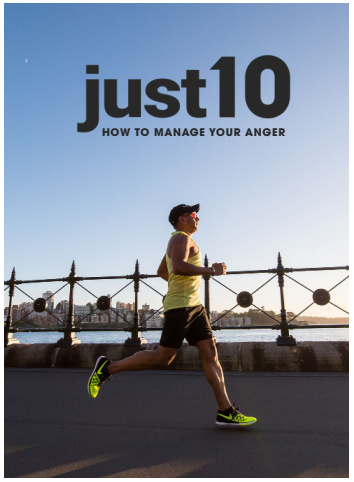
Charcoal	Light grey	Mid grey	Black	White	Blue
CMYK					
C = 72 M= 63 Y = 58 K = 73	C = 10 M= 7 Y = 8 K = 0	C = 60 M= 50 Y = 49 K = 43	C = 0 M= 0 Y = 0 K = 100	C = 0 M= 0 Y = 0 K = 0	C = 82 M= 52 Y = 25 K = 9
RGB					
R = 40 G = 40 B = 40	R = 234 G = 234 B = 234	R = 86 G = 85 B = 85	R = 0 G = 0 B = 0	R = 255 G = 255 B = 255	R = 55 G = 104 B = 143
HEX Codes					
#282828	#EAEAEA	#555555	#00000	#FFFFF	#37688F

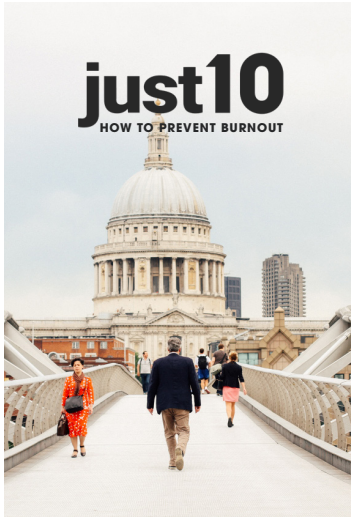
▼ **Colour Use Guidelines:**

- Dominant logo brand colours are the charocal and white creating a monocrome look and feel to the brand.
- Main copy text in charcoal or black if darker colour needed.
- Mid grey and light grey to be used for social to create some flexibility for the content.
- Pops of colour created through the blue and to mainly come from the photography and videography.

Application Examples

Application Examples





Overall Language

Whenever using the following terms, please follow these guidelines.

J.John: Please note that there is a full stop between the two Js and no gaps.

just10: Please keep the brand name just10 written using a lower case ‘j’.

Inclusive Language: We want our content to be appropriate, for both Christians and non-Christians. Avoid language that will only be understood by Christians, e.g. sanctified in the blood.

J. John	**J.John**

just10

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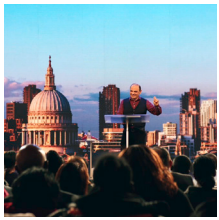

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