



# Brand Guidelines

May 2020



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# Introduction

This document provides resources, guidance and information on using Just Gold's brand mark. These brand guidelines are the essential reference point, ensuring we always represent a cohesive and compelling message.



# Brand Mark

# Brand Mark

The preferred version of the brand mark is the colour version. Where possible and in general, the colour version of the brand mark should be used as a first choice.



**just.Gold**

# Black & White Reproduction

The black and white brand mark may only be used when size or printing methods restrict the use of the full colour.

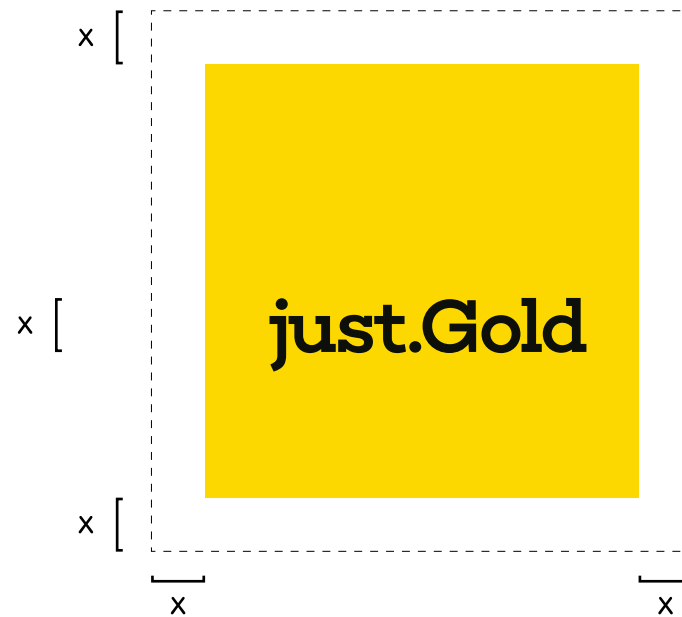


# Brand Mark Clear Space



# Brand Mark Clear Space

A minimum clear space equal to X (the height of the G) must be maintained around the logo. No other text or graphic should appear in this area.



# Brand Mark Minimum Size

The logo must meet the minimum sizes specified below.

The logo may only be reduced below the specified minimum in consultation with the Marketing/Communications Manager.



# Corporate Colours

# Corporate Colours

Just Gold's colour palette consists of two main colours: yellow and black. For consistency, only use the exact colour specifications outlined here.



## **Yellow**

CMYK: 2 12 100 0

RGB: 252 215 0

HEX: #fcd700

## **Black**

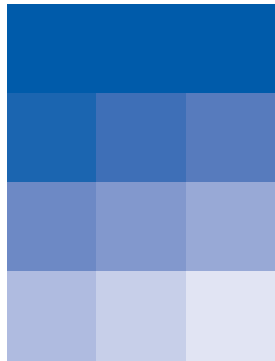
CMYK: 0 0 0 100

RGB: 0 0 0

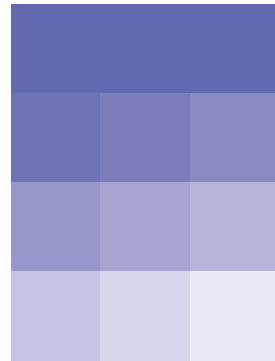
HEX: #000000

# Secondary Colour Palette

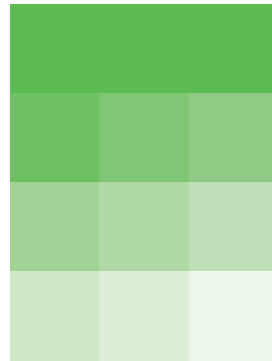
These are the secondary colours. They can be used to complement any design requirements. Careful consideration and selection of colour must be taken when applying colour to text or to backgrounds with text sitting in the foreground.



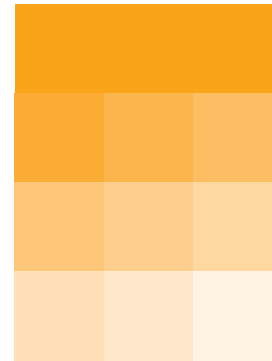
CMYK: 100 70 0 0  
RBG: 0 91 170  
HEX: #005baa



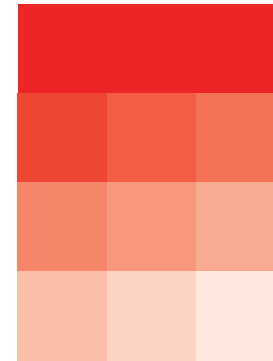
CMYK: 69 64 0 0  
RBG: 99 104 176  
HEX: #6368b0



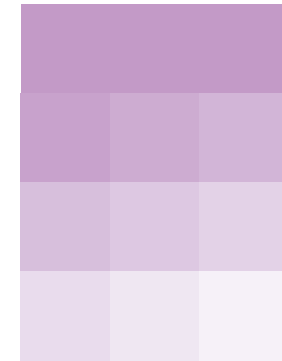
CMYK: 66 0 91 0  
RBG: 93 187 84  
HEX: #5dbb54



CMYK: 0 41 100 0  
RBG: 250 164 26  
HEX: #faa41a



CMYK: 0 98 97 0  
RBG: 238 37 39  
HEX: #ee2527



CMYK: 22 43 0 0  
RBG: 195 154 199  
HEX: #c39ac7

# Brand Mark Dos and Don'ts

# Brand Mark Dos and Don'ts

There are many pitfalls to avoid when applying the brand mark. Here are just a few examples of what to do and what not to do:

## Do

1. Use the colour version whenever possible on a white background ✓
2. Use the solid black version when printing in greyscale ✓
3. When using the logo on a photo background, make sure the position and overall colour combination are pleasing to the eye ✓
4. Allow the correct amount of clear space ✓

## Don't

1. Change the colours of the logo ✗
2. Distort or stretch the logo horizontally or vertically ✗
3. Place the logo too close to other text or images ✗
4. Change the typography ✗

# Corporate Typefaces



# Corporate Typefaces

The font family used for the brand mark is Choplin Bold. All signage, publications, stationery and professionally designed pieces of marketing collateral should be set using a combination of two font families: **Choplin** and **DIN Round OT**. Case and weight can be chosen at the designer's discretion.

## Primary Fonts

**Primary heading font - Choplin 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**  
**! @ # \$ % ^ & \* ( ) , ; : / ? = + - < > { }**

---

**Primary body copy font - DIN Round OT**

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  
! @ # \$ % ^ & \* ( ) , ; : / ? = + - < > { }

## Example

**Lorem ipsum dolor sit amet sum id quo illest**

Ri tamerfe rfecon vit; elicio, simodione cris oc, se cae, us inatiusum cotis simus, quis involiisse quosterum silne porum diceper riorei ponsum no. Miliu cons nequium mendamp ortarib uscivit Catus mernitium sa culicieris consulu deponsus, ut auteris nos ertis ses hoc ventierfex mula dea rerestiis evellecum.

**Nulla ullamcorper augue nec congue?**

Vivamus magna ante, iaculis nec nulla blandit, efficitur suscipit nunc. Mauris facilisis maximus ante, sit amet laoreet odio suscipit a. Donec a imperdiet arcu. Nulla ut porta lectus eque neriterureo upplis nonectem restrum latem.

# Alternative fonts

Where **DIN Round OT** isn't available, for example on-screen presentations or internal Microsoft Office templates, then **Nunito Sans** or **Helvetica** should be used as a replacement.

## Secondary Fonts

### Secondary font - Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(),;:/? = + - < > { }

---

### Secondary font - Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*(),;:/? = + - < > { }

## Example

### Lorem ipsum dolor sit amet sum id quo illest

Ri tamerfe rfecon vit; elicio,  
simodione cris oc, se cae, us  
inatusum cotis simus, quis  
involiisse quosterum silne  
porum diceper riorei ponsum no.  
Miliu cons nequium mendamp  
ortarib uscivit Catus mernitium  
sa culicieris consulu deponsus,  
ut auteris nos ertis ses hoc  
ventierfex mula dea.

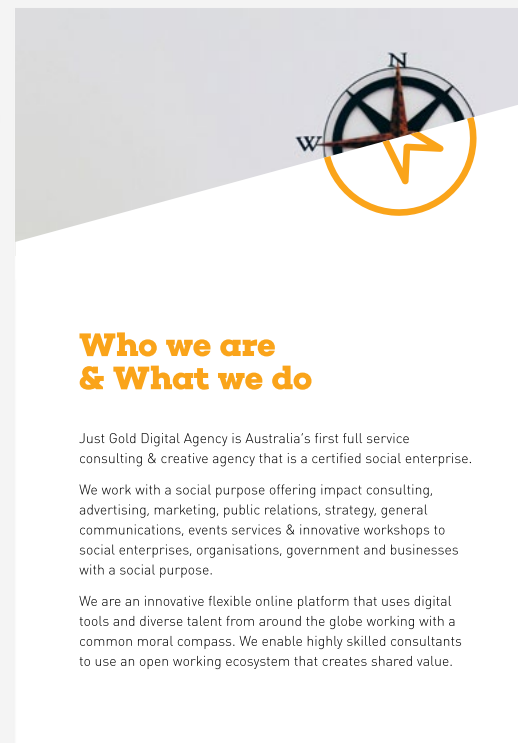
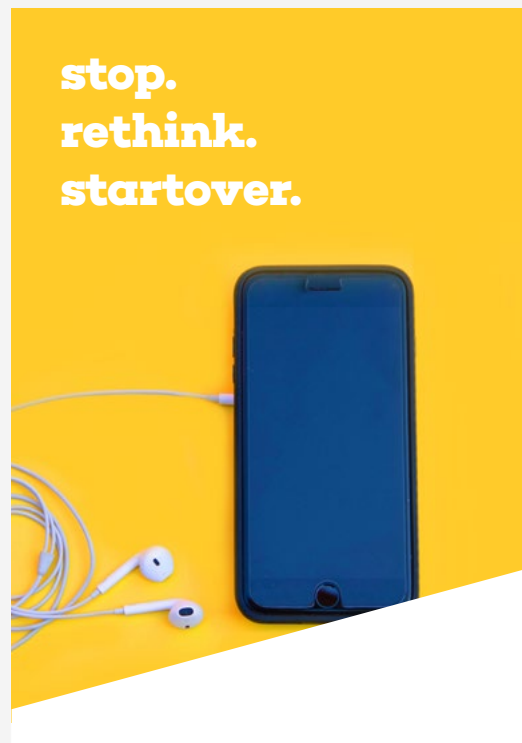
### Nulla ullamcorper augue nec congue?

Vivamus magna ante, iaculis  
nec nulla blandit, efficitur  
suscipit nunc. Mauris facilisis  
maximus ante, sit amet laoreet  
odio suscipit a. Donec a  
imperdiet arcu. Nulla ut porta  
lectus eque neriterureo upplis.

# Graphic Elements

# Graphic Elements

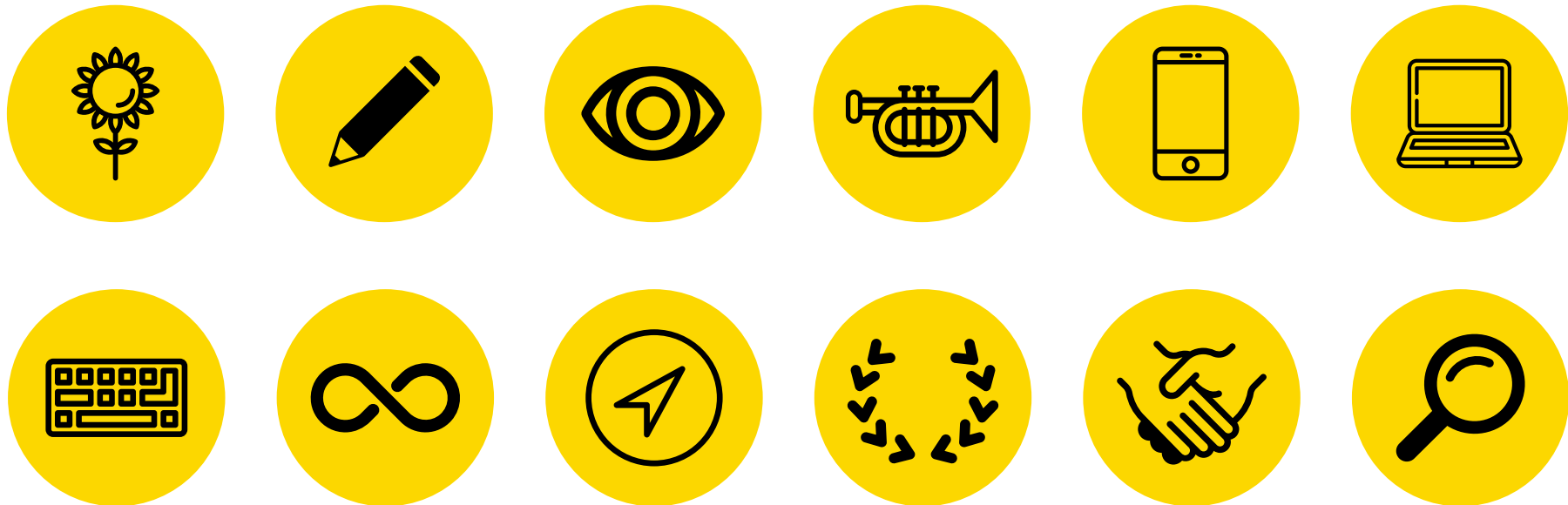
When using images as part of a design product, choose the appropriate style of photograph for the story you want to tell. Images can be use as a single element or in combination with an icon.



# Icons

# Icons

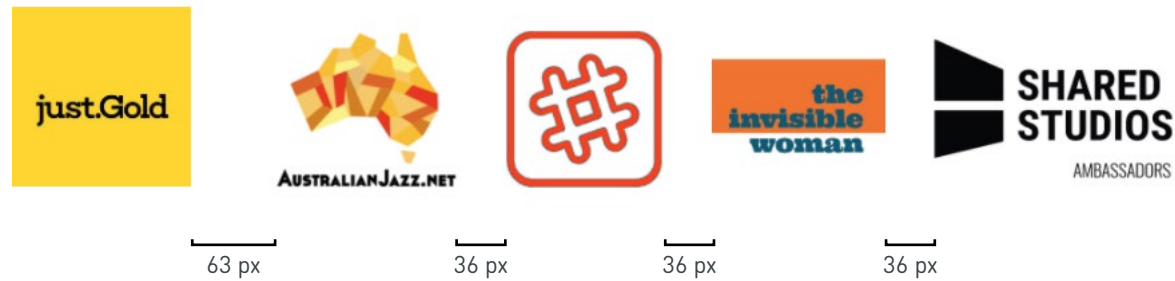
Our icon style is clean and simple. These are best used when you need to communicate complex messages in a direct, engaging way.



# Co-branding

# Programs and Initiatives

When using Just Gold's brand mark with other internal programs and initiatives in the same design, the main brand mark should always appear on the same plane as the other mark(s).





# Partnerships and Sponsorships

When using Just Gold's brand mark in a partnership or sponsorship context, careful consideration must be given to sizing and balance.



# Corporate Products

# Letterhead

Internal letterhead A4 - 1PP

**just.Gold**

09/05/2019

Dear Contact,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec luctus ultricies urna, sit amet scelerisque nibh feugiat nec. Curabitur at ipsum cursus est dignissim aliquam id quis ex. Donec auctor est rutrum, aliquet nisi congue, venenatis arcu. Ut gravida diam ac urna accumsan bibendum. Cras vel dolor eu sapien venenatis ullamcorper. Aliquam erat volutpat. Vivamus fermentum nulla a lorem mollis, ut bibendum urna porttitor. Phasellus arcu lacus, pellentesque vitae laoreet et, eleifend a tellus.

Sed tempus erat velit, vitae auctor lectus ornare a. Ut ipsum justo, ultrices pulvinar nibh eu, iaculis gravida purus. Donec sed gravida elit, feugiat elementum felis. Proin fermentum pulvinar ante, nec facilisis lorem scelerisque sed. Cras quis commodo lacus. Suspendisse pharetra porta nibh, vel auctor velit imperdiet vel. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin tempor, metus eget fringilla egestas, nunc nisl suscipit urna, non auctor libero erat eget nulla. Nam eget pellentesque sem. Ut ex nibh, vestibulum id sapien vel, convallis tristique sem. Phasellus sit amet felis eget velit ultricies aliquam. Praesent vitae pellentesque libero, sed finibus ligula. Fusce pulvinar aliquet urna.

## Normal sa nostri, non Itatum aur ut vividiem publis

Nullam tincidunt magna vel egestas lobortis. Praesent accumsan sapien eget cursus tincidunt. Donec non pulvinar eros. Mauris id venenatis odio.

- in simihil huius mor porivivis, nostam uscerit um ma, ocatqua que
- um mors halium me aures det C. Sere deorurox mante cla nocre tu
- in simihil huius mor porivivis, nostam simius, quem perum mo halica.

Proin quis lacus a urna molestie tempus. Ut sit amet euismod nulla. Nullam suscipit finibus accumsan. Duis ac egestas nunc. Nullam leo felis, condimentum in iaculis vitae.

**@wearejustgold**

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**Melbourne**

The Commons QV  
3 Albert Coates Lane  
Melbourne VIC 3000

**Sydney**

The Commons Central  
20-40 Meagher Street  
Chippendale NSW 2008

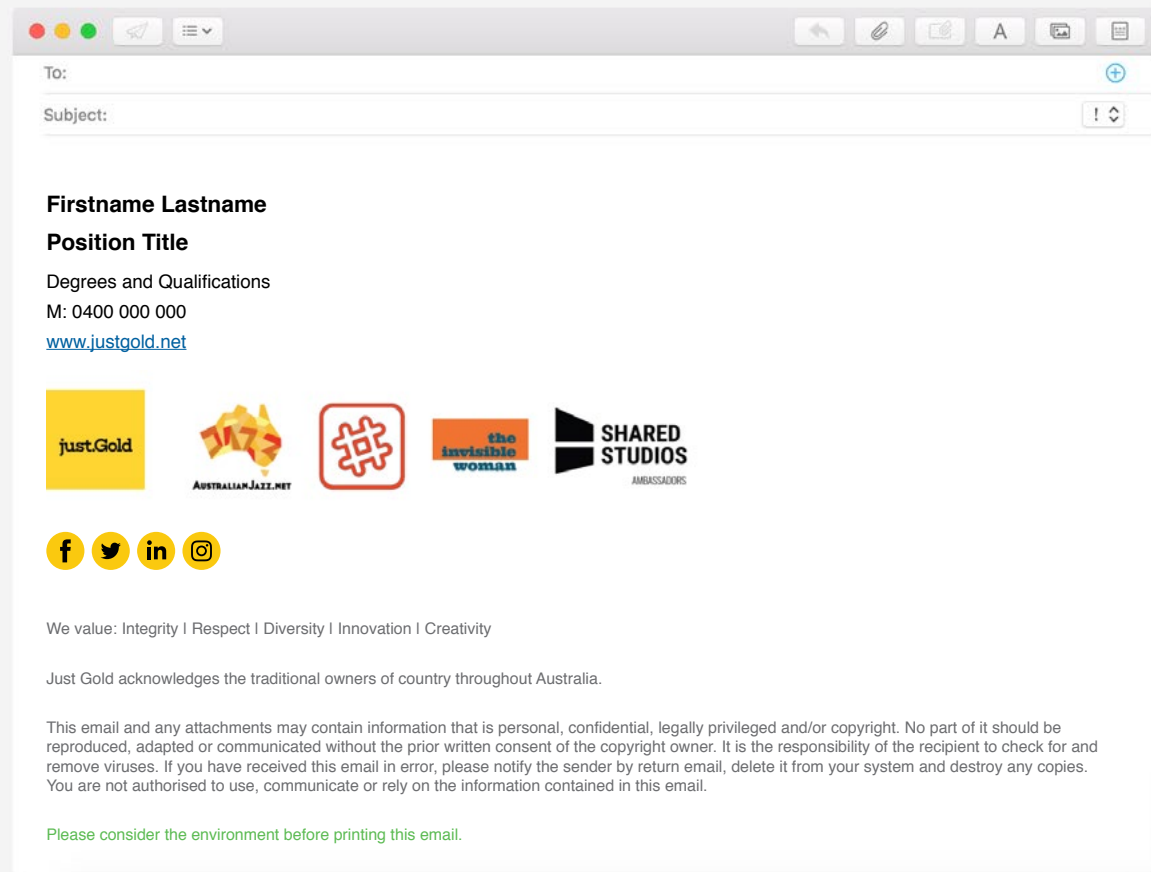
# Report Template

Report template cover with image



# Email signature

Email signature layout



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**THANK YOU**