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BRAND GUIDELINES

# OUR BRAND

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THIS DOCUMENT IS A GUIDE TO THE BRAND COMMUNICATION STYLE FOR JET SET BID. IT EXPLAINS WHAT OUR BRAND STANDS FOR, HOW IT'S EXPRESSED, AND HOW THE CREATIVE ELEMENTS FIT TOGETHER IN ALL OUR COMMUNICATIONS. THE GUIDE SHOULD BE FOLLOWED WHEN COMMISSIONING, DESIGNING OR DELIVERING ANY KIND OF COMMUNICATIONS.



MASTERBRAND LOGO

# MASTERBRAND LOGO

ONE COLOUR LOGO ON BLACK.



J E T S E T B I D

MASTERBRAND LOGO

FULL COLOUR LOGO ON BLACK LEATHER.



J E T S E T B I D

# MASTERBRAND LOGO

## LOGO VARIATIONS

THESE ARE THE ACCEPTABLE VARIATIONS  
OF THE JET SET BID MASTERBRAND.



J E T S E T B I D



W W W . J E T S E T B I D . C O M



J E T S E T B I D



W W W . J E T S E T B I D . C O M



J E T S E T B I D



W W W . J E T S E T B I D . C O M

# MASTERBRAND LOGO

## LOGO VARIATIONS

THESE ARE THE ACCEPTABLE VARIATIONS  
OF THE JET SET BID MASTERBRAND.



## MASTERBRAND LOGO

### HUMMINGBIRD ICON

THESE ARE THE ACCEPTABLE VARIATIONS  
OF THE HUMMINGBIRD ICON.

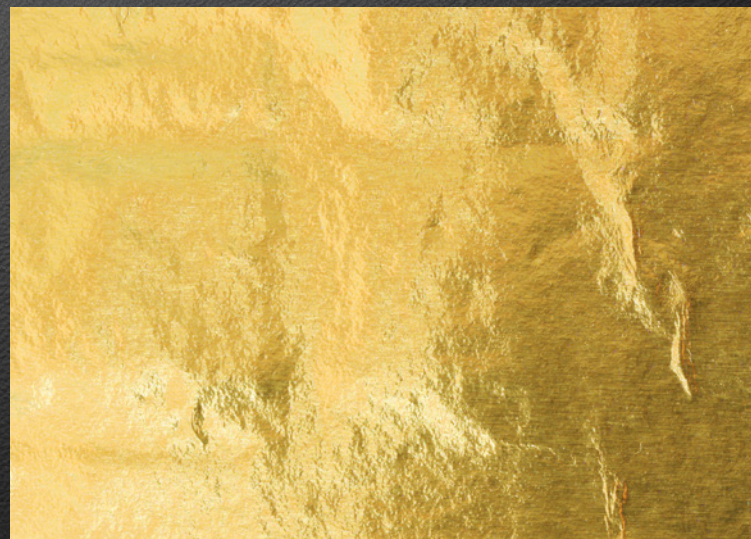




## MASTERBRAND LOGO

### LOGO REQUIREMENTS

THE JET SET BID MASTERBRAND MUST AT ALL TIMES BE PLACED ON THE DARK LEATHER BACKGROUND OR A SOLID K95 BACKGROUND. WHEN A FOILING EFFECT IS DESIRED THE GOLD FOIL IMAGE MUST BE PLACED INSIDE THE HUMMINGBIRD ICON AND THE WORDS JETSETBID.



## MASTERBRAND LOGO

### LOGO DO NOT'S

PLEASE ENSURE YOU DO NOT PORTRAY THE JET SET BID BRAND IN THESE EXAMPLES.

X DO NOT PLACE THE JET SET BID LOGO IN ANY KIND OF BOX OR OTHER SHAPE.



X DO NOT PLACE THE JET SET BID LOGO IN OVER ANY PHOTOGRAPHY OR IMAGERY. IT MUST STAND ALONE.



X DO NOT ALTER THE RELATIONSHIP OF THE JET SET BID HUMMINGBIRD ICON FROM THE TEXT IN THE LOGO.



X DO NOT USE THE MASTERBRAND LOGO IN OTHER COLOURS (THAT HAVE NOT BEEN SPECIFIED IN THESE GUIDELINES).



X DO NOT SQUASH THE LOGO.



X DO NOT EXTEND THE LOGO.



# MASTERBRAND LOGO

## LOGO DO NOT'S

PLEASE ENSURE YOU DO NOT PORTRAY  
THE JET SET BID BRAND IN THESE EXAMPLES.

X DO NOT DISTORT ANY OF THE  
MASTERBRAND LOGOS.



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X DO NOT TRY TO RECREATE THE  
MASTERBRAND LOGO



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X DO NOT ROTATE THE LOGO.



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X DO NOT OUTLINE THE LOGO.



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## MASTERBRAND LOGO

### EXCLUSION ZONE

THE MASTERBRAND LOGO SHOULD ALWAYS HAVE BREATHING SPACE. THIS CAN BE DETERMINED BY THE WIDTH AND HEIGHT OF THE HUMMINGBIRD CIRCLE.



## MASTERBRAND LOGO

### EXCLUSION ZONE - ICON

THE HUMMINGBIRD ICON SHOULD ALWAYS HAVE BREATHING SPACE. THIS CAN BE DETERMINED BY THE WIDTH AND HEIGHT OF THE HUMMINGBIRD CIRCLE.



# MASTERBRAND LOGO

## MINIMUM SIZES

THE RECOMMENDED MINIMUM SIZE FOR THE MASTERBRAND LOGO IS 30MM WIDE (150 PIXELS ONLINE). IN EXCEPTIONAL CIRCUMSTANCES WHEN IT HAS TO BE USED BELOW THIS SIZE PLEASE REMOVE THE 'SECURITY HARDWARE' WORDING. IT SHOULD NEVER BE USED BELOW 20MM WIDE (57 PIXELS ONLINE).



A1  
LOGO WIDTH: 200MM  
MARGINS: 60MM

A2  
LOGO WIDTH: 132MM  
MARGINS: 20MM

A3  
LOGO WIDTH: 100MM  
MARGINS: 30MM

A4  
LOGO WIDTH: 70MM  
MARGINS: 20MM

A5/DL  
LOGO WIDTH: 70MM  
MARGINS: 20MM



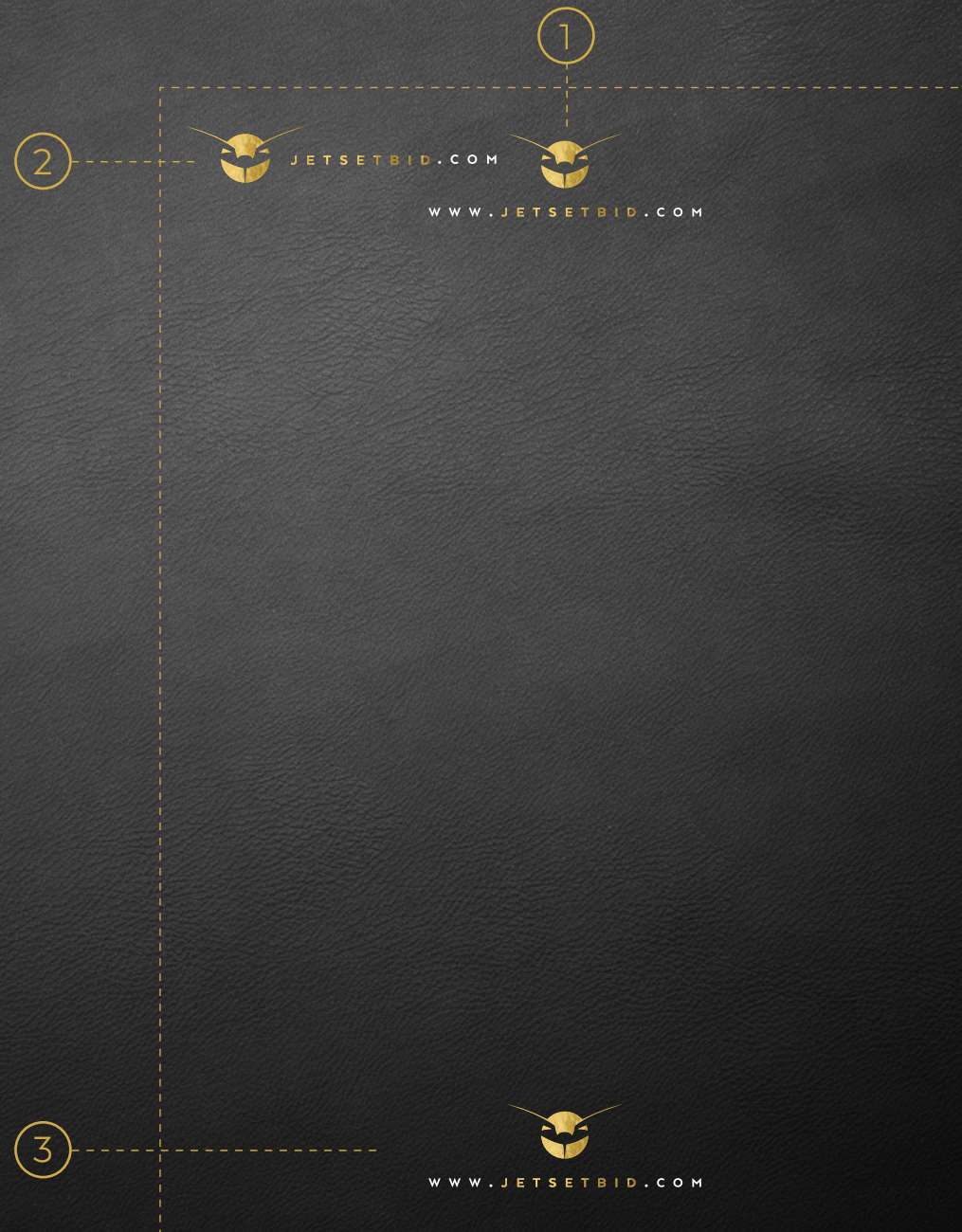
# MASTERBRAND LOGO

## PAGE POSITIONING

THE LOGO WORKS MOST EFFECTIVELY IF IT IS CENTRE ALIGNED. IT CAN BE AT THE TOP, TOP LEFT OR BOTTOM OF THE PAGE.

THE TOP LEFT VERSION NEEDS TO BE THE CORRECT LEFT ALIGNED LOGO (SEE PICTURED).

SEE DIAGRAM (RIGHT) FOR CORRECT PAGE POSITIONING AND THE ORDER OF PREFERENCE.



## MASTERBRAND LOGO

### THIRD PARTY LOGOS

SEE EXAMPLE OF JET SET BID LEADING AND A THIRD PARTY ENDORSING (LEFT). IN THIS CASE, A THIRD PARTY LOGO WILL REPRESENT AN AREA UP TO 60% OF THE JET SET BID LOGO.

SEE EXAMPLE OF A THIRD PARTY LEADING AND JET SET BID ENDORSING (MIDDLE).

SEE EXAMPLE OF BOTH PARTIES ON AN EQUAL LEVEL (RIGHT).





## MASTERBRAND LOGO

### THIRD PARTY LOGOS

WHERE POSSIBLE THE JET SET BID  
MASTERBRAND LOGO SHOULD LEAD AND IT  
SHOULD ALWAYS HAVE THE SAME VISUAL  
PRESENCE AS THE LOGOS AROUND IT.





COLOUR PALETTE

## COLOUR PALETTE

THESE ARE THE PRIMARY COLOURS AND SHOULD BE THE ONLY ONES USED IN ALL APPLICATIONS OF THE JET SET BID BRAND.

ALWAYS MATCH TO THE UNCOATED CMYK REFERENCE WHEN CREATING ARTWORK FOR REGULAR PRINT.

TINTS CAN BE USED FOR INTERNAL LAYOUTS, FOR EXAMPLE, CHARTS AND DIAGRAMS. FOR IMPORTANT DOCUMENTS AND STATIONERY ALWAYS USE THE PANTONE SPOT COLOURS.

### PRIMARY

#### **GOLD**

C20 M30 Y85 K0

PMS 306 C

R196 G161 B28

#### **CHARCOAL**

C0 M0 Y0 K95

PMS BLACK 6

R40 G40 B41

#### **WHITE**

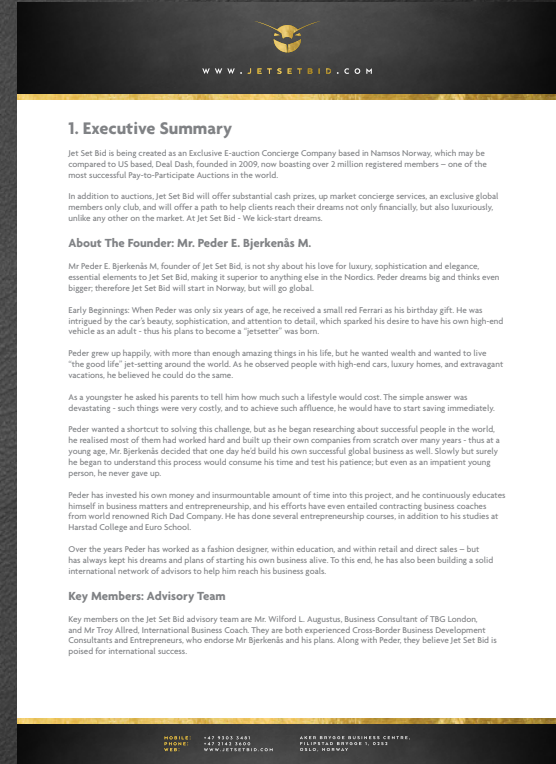
R255 G255 B255

# COLOUR PALETTE

## ELEMENT OF GOLD

ENSURE THAT YOU ALWAYS HAVE AN ELEMENT OF GOLD, EITHER WITHIN THE DOCUMENT, THE TYPE OR THE MASTERBRAND LOGO.

COMMON ACCEPTABLE ELEMENTS OF GOLD CAN INCLUDE A GOLDEN STRIP AT THE TOP AND BOTTOM OF PAGE, GOLD IN THE LOGO, OR GOLD IN THE HEADER TEXT.





TYPOGRAPHY

# TYPOGRAPHY

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OUR BRAND TYPEFACE IS ARQUITECTA.

ARQUITECTA SHOULD BE USED FOR ALL APPLICATIONS, EXCEPT FOR TYPING LETTERS OR ONLINE HTML TEXT. IN THESE CASES, USE TREBUCHET AS THE DEFAULT FONT.

KEEP TYPOGRAPHY SIMPLE. DO NOT OVERCROWD LAYOUTS AND DO NOT USE TOO MANY TYPE SIZES. USE WEIGHT TO DRAW EMPHASIS INSTEAD.

## TYPOGRAPHY

### TYPEFACE FLEXIBILITY

TO ADD FLEXIBILITY, THE FULL ARQUITECTA  
TYPEFACE FAMILY CAN BE USED INCLUDING:

ARQUITECTA REGULAR

*ARQUITECTA ITALIC*

ARQUITECTA BOLD

*ARQUITECTA BOLD ITALIC*

ARQUITECTA HEAVY

*ARQUITECTA HEAVY ITALIC*

ARQUITECTA BLACK

*ARQUITECTA BLACK ITALIC*

# TYPOGRAPHY

## BODY COPY STYLE

FOR BODY COPY ALWAYS USE ARQUITECTA REGULAR.

HIGHLIGHTED OR ACCENTUATED WORDING CAN BE SHOWN WITH ARQUITECTA BOLD.

COPY SHOULD ONLY EVER BE IN CAPITALS.

ARQUITECTA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&\*?!

ARQUITECTA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&\*?!



# TYPOGRAPHY

## HEADER COPY STYLE

FOR HEADER COPY ALWAYS USE ARQUITECTA  
HEAVY OR BLACK.

COPY SHOULD ONLY EVER BE IN CAPITALS.

**ARQUITECTA HEAVY**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890 £&\*?!**

**ARQUITECTA BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890 £&\*?!**

# TYPOGRAPHY

## ITALIC COPY STYLE

ITALICS SHOULD BE RESERVED FOR SPECIAL CIRCUMSTANCES WHEN BRINGING TO ATTENTION A PARTICULAR CALL TO ACTION OR STATEMENT. IT SHOULD NOT BE USED IN GENERAL HEADER OR BODY COPY.

ARQUITECTA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&\*?!

ARQUITECTA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&\*?!

ARQUITECTA HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&\*?!

ARQUITECTA BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 £&\*?!



IMAGERY

# IMAGERY

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FOR ALL CORPORATE EXTERNAL DOCUMENTS AND COLLATERAL, USE SIMPLE, ENGAGING, HIGH QUALITY IMAGERY. A WIDE RANGE OF IMAGERY IS AVAILABLE TO EXPRESS THE VARIETY OF PERSONALITIES FOUND ACROSS THE ORGANISATION. EXAMPLE THEMES WILL BE SHOWN OVER THE FOLLOWING PAGES.

AS MENTIONED PREVIOUSLY, THE JET SET BID MASTERBRAND LOGO SHOULD NOT AT ANYTIME BE PLACED OVER ANY IMAGERY.

# IMAGERY

## DO USE

THESE ARE GOOD EXAMPLES OF IMAGERY.

THE TRAVELING COUPLE



THE LUXURY SCENE



SIMPLE SOLITUDE



# IMAGERY

## DO USE

THESE ARE GOOD EXAMPLES OF IMAGERY.

THE GLAMOUR



THE BUSINESS



THE SEDUCTIVE



# IMAGERY

## DO USE

THESE ARE GOOD EXAMPLES OF IMAGERY.

THE SOPHISTICATED



THE ELEGANT



THE DESIRABLE



# IMAGERY

## DO USE

THESE ARE GOOD EXAMPLES OF IMAGERY.

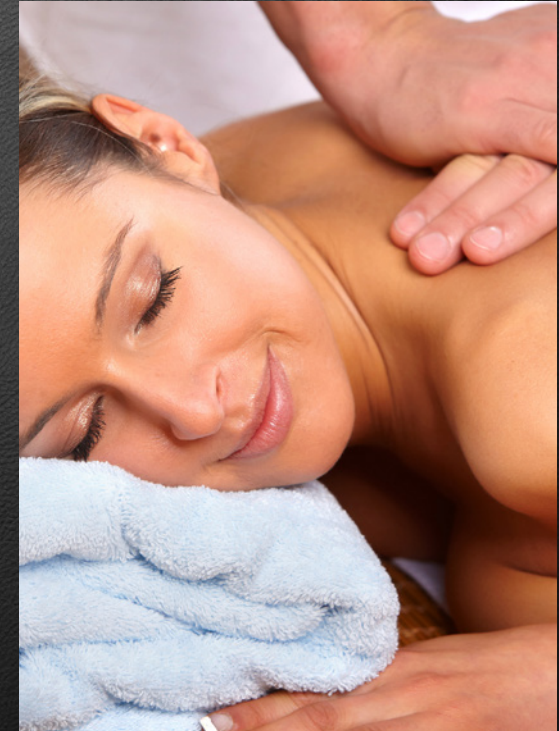
THE HOBBY



THE THRILLSEEKER



THE INDULGENT



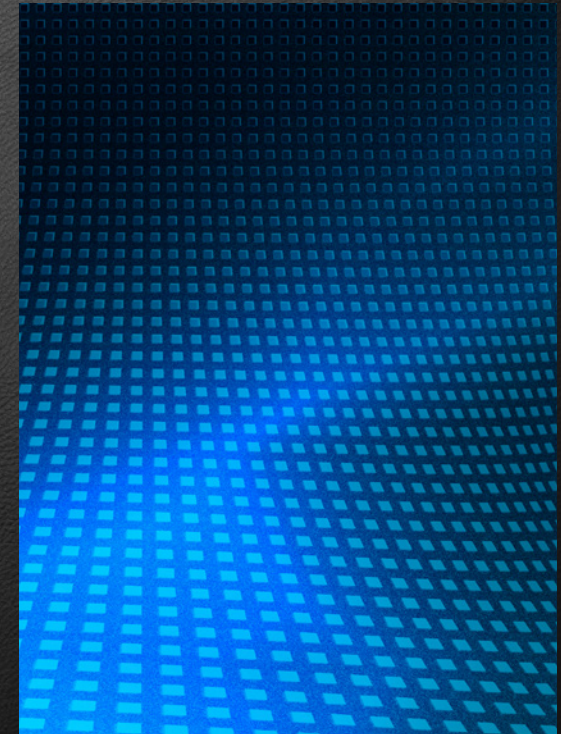


# IMAGERY

## X DO NOT USE

THESE ARE EXAMPLES OF IMAGERY NOT TO USE.

### X ABSTRACT UNRELATED

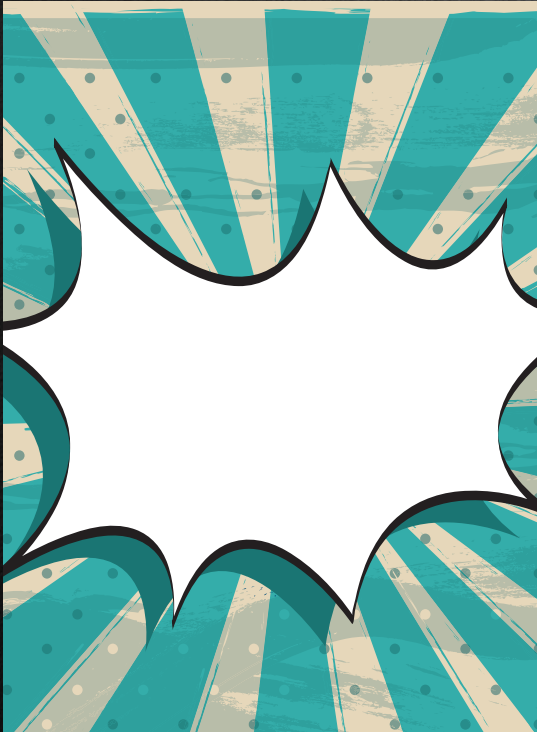


# IMAGERY

## X DO NOT USE

THESE ARE EXAMPLES OF IMAGERY NOT TO USE.

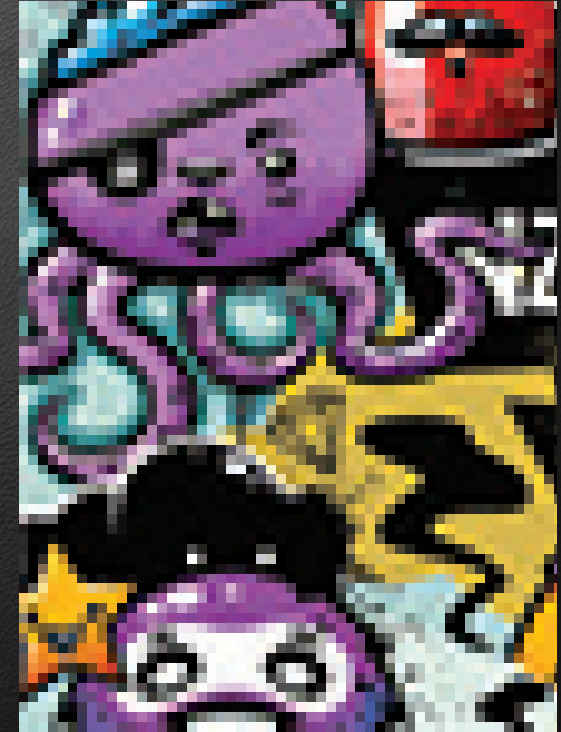
X CARTOON



X CHILDISH



X PIXELATED



## IMAGERY

### X DO NOT USE

THESE ARE EXAMPLES OF IMAGERY NOT TO USE.

#### X UNDESIRABLE



#### X UNSIGHTLY



#### X WATERMARKED

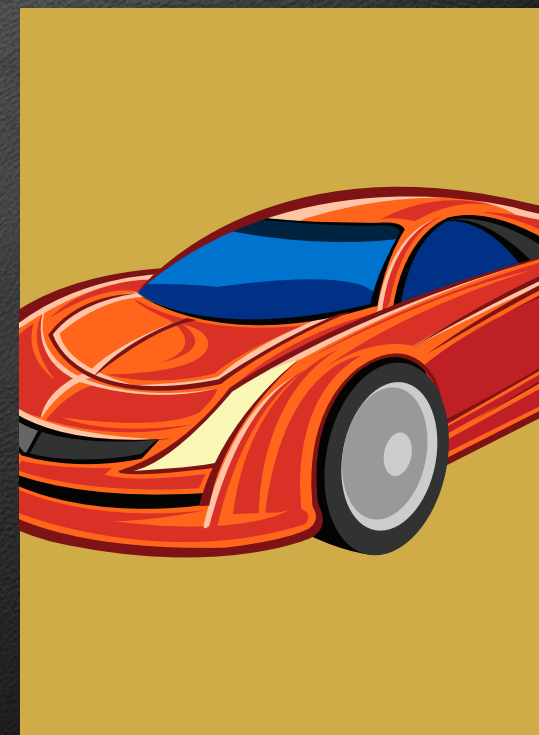
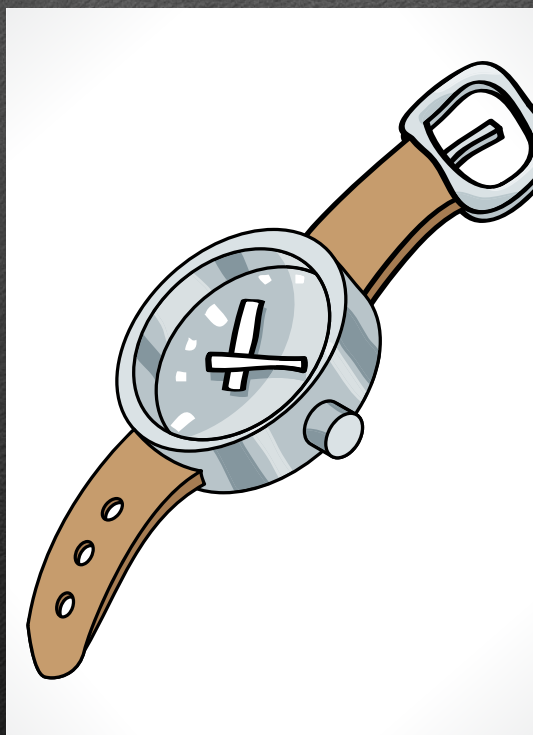


## IMAGERY

### X DO NOT USE

THESE ARE EXAMPLES OF IMAGERY NOT TO USE.

X STOCK LIBRARY ILLUSTRATION WHICH DOESN'T REFLECT THE QUALITY OF THE JET SET BID BRAND



# IMAGERY

## X DO NOT USE

THESE ARE EXAMPLES OF IMAGERY NOT TO USE.

X BAD CROPPING



X BUSY



X FLIPPED





IN APPLICATION

# IN APPLICATION

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WHEN BRINGING ALL THESE ELEMENTS TOGETHER IT IS IMPORTANT TO ENSURE YOUR DESIGN IS SIMPLE, ALLOWS TEXT TO BREATHE AND KEEPS DIFFERENT IMAGES AND TYPE STYLES TO A MINIMUM.

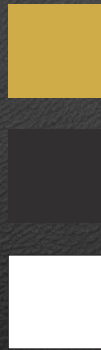
IN APPLICATION

CORE BRANDING ELEMENTS

MASTERBRAND  
LOGO



COLOUR  
PALETTE

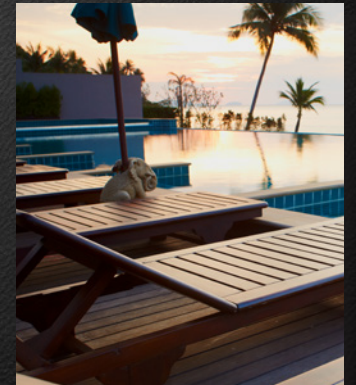


TYPOGRAPHY

ABCDEF  
ABCDEF  
ABCDEF  
ABCDEF



IMAGERY





IN APPLICATION

CORPORATE STATIONERY



IN APPLICATION

CORPORATE STATIONERY



IN APPLICATION

WELCOME PACK



# IN APPLICATION

## PULL-UP BANNER SIGNS



IN APPLICATION

ADVERTISING

HOLIDAYS

JEWELLERY

CARS

**J E T S E T B I D**

SHOPPING  
ENTERTAINMENT  
EXCLUSIVITY  
REWARDS

**J E T S E T B I D**

HOLIDAYS JEWELLERY CARS

SHOPPING ENTERTAINMENT  
EXCLUSIVITY REWARDS

SHOPPING | ENTERTAINMENT | EXCLUSIVITY

HOLIDAYS JEWELLERY CARS

**J E T S E T B I D**

ELEGANCE  
SOPHISTICATION  
LUXURY  
REWARDS

HOLIDAYS  
CLICK HERE

JEWELLERY  
CLICK HERE

CARS  
CLICK HERE

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HOLIDAYS JEWELLERY CARS

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SHOPPING  
ENTERTAINMENT  
EXCLUSIVITY  
REWARDS

IN APPLICATION

POWERPOINT PRESENTATION



IN APPLICATION

WEBSITE



IN APPLICATION

CLOTHING





IN APPLICATION

PROFESSIONAL



IN APPLICATION

ACCESSORIES



IN APPLICATION

LEISURE



IN APPLICATION

EXHIBITION STAND





THANK YOU

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FOR ASSISTANCE AND  
GUIDANCE PLEASE EMAIL:

**POST@JETSETBID.COM**