JOY MAKER

LOGO MANUAL

Boudica

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CONTENTS

OVERVIEW

The **Joy Maker** Logo consists of two major concepts – *joy* and *making*. It's necessary to clarify the qualities of *joy* and *making* involved.

The type of *joy* expressed in the logo is not an excited outburst of chaotic emotion but a measured, cozy, contented inner peace. This *joy* is not a brief moment but a refuge – a home.

The concept of *making* here refers to the hand-crafted, the bespoke. This *making* is thoughtfully considered and customized. **Joy Maker** is a boutique style business.

Variations of the **Joy Maker** Logo represent separate divisions of the brand – breads, meditations, communications.

MANDALA

A mandala was chosen to represent the *joy* aspect of the logo. It may be used as a design motif on its own.
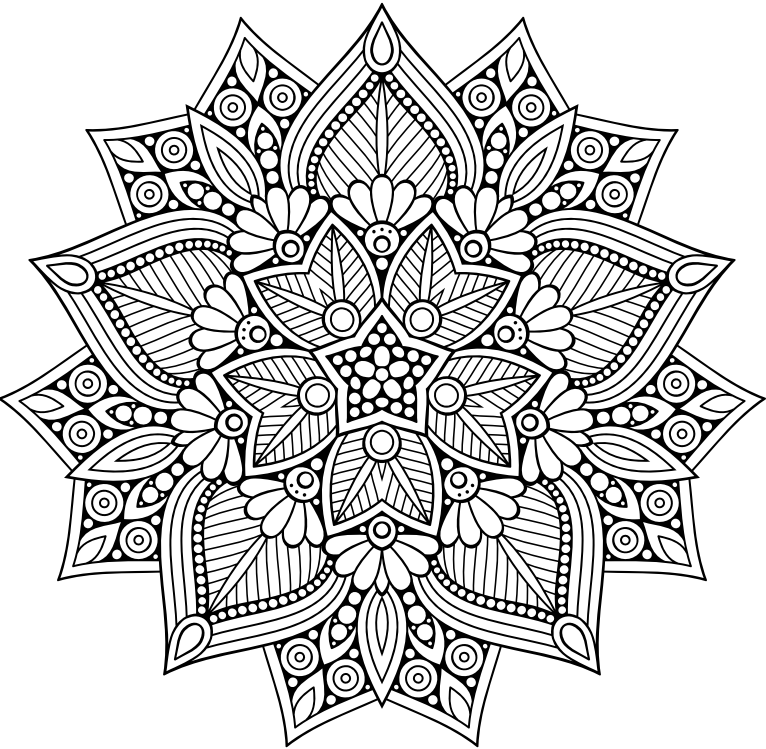
TYPOGRAPHY

The **Joy Maker** lettering showcases the *making* aspect with its slightly quirky boutique style. The typeface is Karin.

JOY MAKER

Breads, Meditations, and Communications are set in the Karin typeface.

JOY MAKER
BREADS

JOY MAKER
MEDITATIONS

JOY MAKER
COMMUNICATIONS

Karin should be used sparingly throughout **Joy Maker** identity and marketing materials. Use the typeface Avenir for headlines, subheads, and body copy.

COLOR

The **Joy Maker** Logo's primary color is Pantone 7690 C.

PANTONE 7690 C
C 93 **M** 47 **Y** 15 **K** 1
R 0 **G** 117 **B** 168
HEX #0075A8

There are four secondary colors that make up the **Joy Maker** color system. Each division of **Joy Maker** is associated with one of these colors. The CMYK and RGB color builds are derived from Adobe Illustrator color conversion and rounded to the nearest whole number. Using the primary and secondary colors together creates an ombre effect. This should be used almost exclusively on the mandala. The ombre effect should never be used on letterforms.

PANTONE 486 C	PANTONE 1905 C	PANTONE 7446 C	PANTONE 297 C
C 3 **M** 53 **Y** 47 **K** 0	**C** 0 **M** 50 **Y** 4 **K** 0	**C** 48 **M** 48 **Y** 0 **K** 0	**C** 52 **M** 5 **Y** 3 **K** 0
R 237 **G** 143 **B** 124	**R** 243 **G** 152 **B** 185	**R** 139 **G** 132 **B** 191	**R** 109 **G** 195 **B** 231
HEX #ED8F7C	**HEX** #F398B9	**HEX** #8B84BF	**HEX** #6DC3E7

BASE LOGO

Within the **Joy Maker** color system, the Base Logo is associated with Pantone 486 C. When using the primary color or the associated color behind the logo, the background color is screened to 15%. If the logo appears on a darker background, use the white logo. See below for Base Logo variations.

BREADS

Within the **Joy Maker** color system, the Breads Logo is associated with Pantone 1905 C. When using the primary color or the associated color behind the logo, the background color is screened to 15%. If the logo appears on a darker background, use the white logo. See below for Breads Logo variations.

MEDITATIONS

Within the **Joy Maker** color system, the Meditations Logo is associated with Pantone 7446 C. When using the primary color or the associated color behind the logo, the background color is screened to 15%. If the logo appears on a darker background, use the white logo. See below for Meditations Logo variations.

COMMUNICATIONS

Within the **Joy Maker** color system, the Communications Logo is associated with Pantone 297 C. When using the primary color or the associated color behind the logo, the background color is screened to 15%. If the logo appears on a darker background, use the white logo. See below for Communications Logo variations.