

myjane.™

BRAND GUIDELINES

Feminine and sophisticated is the essence of the MyJane brand. It is composed of key components that will help us communicate the brand systematically across all applications.

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- 5 GRAPHIC DEVICES
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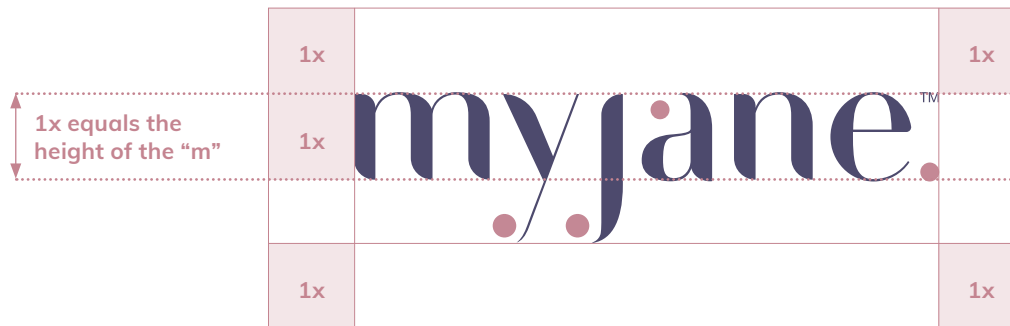
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SECTION 1: LOGO SIGNATURE

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Our Logo Was Created to Celebrate the Spirit of the Fun, Sophisticated, Feminine Woman

Our Logo is the root of our identity and the center of our brand visual system. Its blend of letterforms and geometric shapes form a collective celebration with a spirit of warmth and openness.



Minimum Size for Print



.5 inches

The minimum size for printed materials should never be smaller than .5 inches wide.

Minimum Size for Web



72 px

The minimum size for digital displays should never be smaller than 72 pixels wide.

Minimum Clear Space and Minimum Size

In order for our logo to maintain a unique presence in a layout, it is critical that a minimum clear space as well as a minimum size is maintained.

Minimum Clear Space

The height of the “m” equals the minimum clear space for our logo.

Minimum Size for Print

To maintain readability, never use our logo smaller than .5 inches wide.

Minimum Size for Web

To maintain readability, never use our logo smaller than 72 pixels wide.

1 Color Variation on approved background color



2 Color Variation on approved background color



3 Color Variation on approved background color



4 Color Variation on approved background color



5 Color Variation on approved background color



Logo Color Variations and Background Color

There are five color variations of the MyJane Logo. Each variation is meant to be used on suggested background colors. Use this page to identify the acceptable colored backgrounds for each variation.

Color Variations and Associated Background Colors

- 1 Relaxing Purple and Natural Rose variation can be used on White Healthy Blush and Cool Gray backgrounds
- 2 Natural Rose and Healthy Blush variation can be used on White and the Relaxing Purple backgrounds
- 3 White and Natural Rose variation can be used on the Relaxing Purple background only
- 4 White variation can be used on all brand colors, including a Black background and photography
- 5 Black variation can be used on a White background only

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Unacceptable Usage of Our Logo

This page demonstrates some of the ways not to use our logo. Please review the Acceptable Logo Usage page if there is any doubt about how to apply our logo correctly.

- 1 Do not stylize our logo
- 2 Do not distort our logo in any way
- 3 Do not scale disproportionately
- 4 Do not create additional logos or lock up additional words with our logo
- 5 Do not alter our logo by changing its relationship of the letterforms
- 6 Do not recolor our logo
- 7 Do not use our logo over backgrounds that are too busy
- 8 Do not use our logo over photography that is too busy or interferes with readability
- 9 Do not use our logo on unacceptable brand colors or off-brand colors

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SECTION 2: MONOGRAM

Monogram

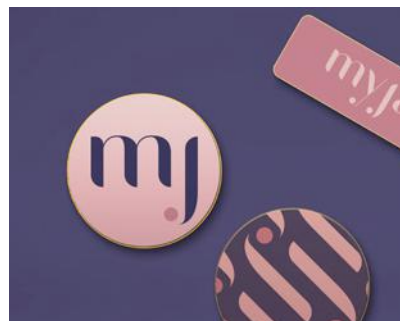


Our Monogram

The MyJane Monogram can be used to add visual impact to touchpoint applications. Use when you need to make a bold design statement or a small, branded nuance.

When using our Monogram as a super graphic, the "TM" becomes distracting and should be cropped out.

Demonstrations



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1 Color Variation on approved background color

2 Color Variation on approved background color

3 Color Variation on approved background color

4 Color Variation on approved background color

5 Color Variation on approved background color



Monogram Color Variations and Background Color

There are five color variations of the Monogram. Each variation is meant to be used on suggested background colors. Use this page to identify the acceptable colored backgrounds for each variation.

Color Variations and Associated Background Colors

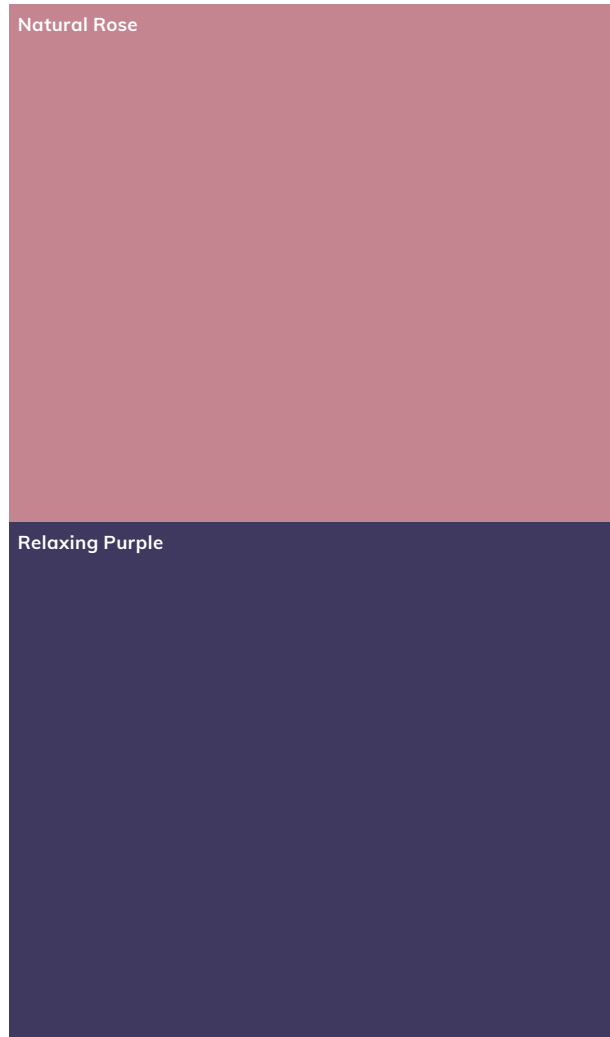
- 1 The Natural Rose, Healthy Blush and Relaxing Purple version can be used on Relaxing Purple, Healthy Blush, Cool Gray and White backgrounds
- 2 The Relaxing Purple, Natural Rose, and Healthy Blush version can be used on Natural Rose, Healthy Blush, Cool Gray and White backgrounds
- 3 The Natural Rose, White, and Relaxing Purple version can be used on Healthy Blush, Cool Gray and White backgrounds
- 4 The White version can be used on all brand colors, Black and photography
- 5 The Black version can be used on a White background only

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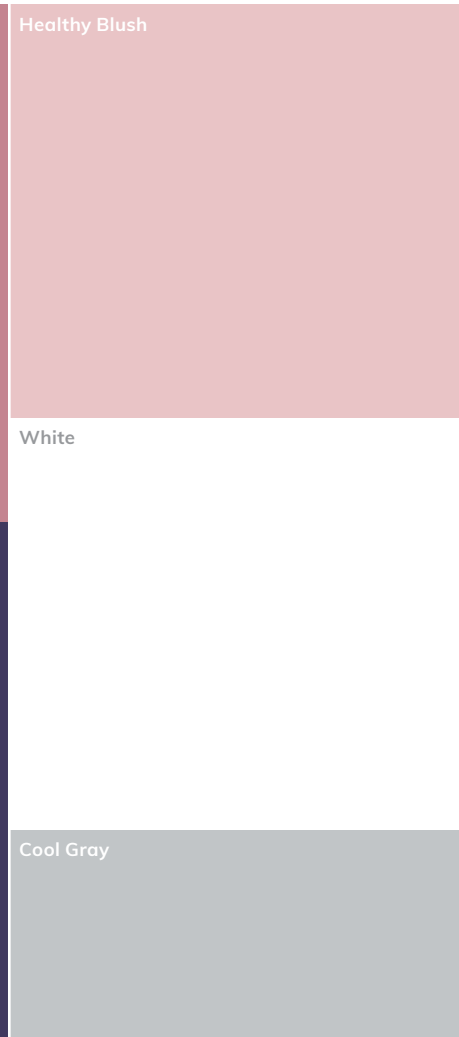
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SECTION 3: COLOR PALETTES

Primary Color Palette



Secondary Color Palette



Primary and Secondary Color Palettes

Primary Color Palette Formulas

- **Natural Rose**
PMS 694 C
CMYK 5, 50, 14, 13
RGB 196, 132, 144
HEX# C48490
- **Relaxing Purple**
PMS 5265 C
CMYK 86, 83, 9, 45
RGB 64, 58, 96
HEX# 403A60

Secondary Color Palette Formulas

- **Healthy Blush**
PMS 503 C
CMYK 0, 20, 6, 1
RGB 233, 196, 199
HEX# E9C4C7
- **White**
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX# ffffff
- **Cool Gray**
PMS 428 C
CMYK 10, 4, 4, 14
RGB 193, 198, 200
HEX# C1C6C8

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SECTION 4: TYPOGRAPHY

Prata Regular

GOOGLE FONT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890!@#\$%^&*()

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud
exercitation ullamco.

Prata Regular is our Headline and Callout Font

Prata is a Google font that can be used for print or web communications. It is free to download and works on both the Mac and PC.

MULI

GOOGLE FONT

LIGHT

abcdefghijklmnop
qrstuvwxyz ABCD
EFGHIJKLMNOPQR
STUVWXYZ 12345
67890!@#\$%^&*()

SEMIBOLD

abcdefghijklmnop
qrstuvwxyz ABCD
EFGHIJKLMNOPQR
STUVWXYZ 12345
67890!@#\$%^&*()

REGULAR

abcdefghijklmnop
qrstuvwxyz ABCD
EFGHIJKLMNOPQR
STUVWXYZ 12345
67890!@#\$%^&*()

BOLD

abcdefghijklmnop
qrstuvwxyz ABCD
EFGHIJKLMNOPQR
STUVWXYZ 12345
67890!@#\$%^&*()

Our Body Copy Font is Muli Regular

Muli is a Google font that can be used for print or web communications. It is free to download and works on both the Mac and PC.

Muli Regular is used for running body copy. There are two subhead styles. Subhead 1 is set in Muli Regular with all caps and tracking set to 120. Subhead 2 is an alternate style set in Muli Bold upper and lower case with no tracking. The other Muli fonts can be used for additional type formatting.

Brand Font Hierarchy

Our brand fonts are Prata Regular and Muli Regular. Both are Google fonts and can be used for print or web communications.

Prata Regular is used for headlines and callouts while Muli Regular is used for running body copy. There are two subhead styles. Subhead 1 is set in Muli Regular with all caps and tracking set to 120. Subhead 2 is an alternate style set in Muli Bold upper and lower case with no tracking. The other Muli fonts can be used for additional type formatting.

HEADLINE → Prata Regular.
The Spectacle Before Us
Was Indeed Sublime.

BODY COPY → Muli Regular I modis dolorem nos voluptas
quis volupta erchili bustius deditatio. Namus
aborundaecum sinulloris derum sunturita et que
conserf ereheni rerem eliqui nim num sitatiis cullit
res aut voluptatis eveles

CALLOUT → Prata Regular GOOGLE FONT

SUBTITLE 1 → MULI REGULAR (TRACK TO 120) GOOGLE FONT

SUBTITLE 2 ALT → Muli Bold GOOGLE FONT

Times New Roman

COMMON OPERATING SYSTEM FONT

REGULAR

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 ! @ # \$ % ^ & * ()

Arial

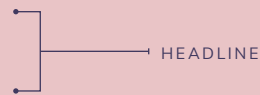
COMMON OPERATING SYSTEM FONT

REGULAR

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 ! @ # \$ % ^ & * ()

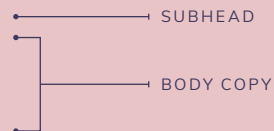
TYPE HIERARCHY

Times New Roman
Headline Font.



ARIAL REGULAR SUBHEAD

Arial Regular Imodis dolorum nos
dol uptas quis dolupta erchili bustius
denditatio. Namus aborundaecum sinul
loris derum sunturit a et que.



Common Operating System Fonts for day-to-day office communications

For day-to-day communications, utilizing Word® and PowerPoint® for example, we use Times New Roman and Arial. These are standard fonts, available on Mac and PC platforms.

Headline Font

Times New Roman is used for all headlines and callouts.

Subhead font

Arial Regular set in all caps is used for subheads.

Body copy font

Arial Regular is used for all body copy. All other weights can be used for text accents.

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SECTION 5: GRAPHIC DEVICES

The "J" Pattern



Dots



Graphic Patterns Overview

Our Graphic Patterns help to inform the look and feel of our brand across print and digital media. They add a fun, feminine and energetic impact to our visual communications.

Demonstrations



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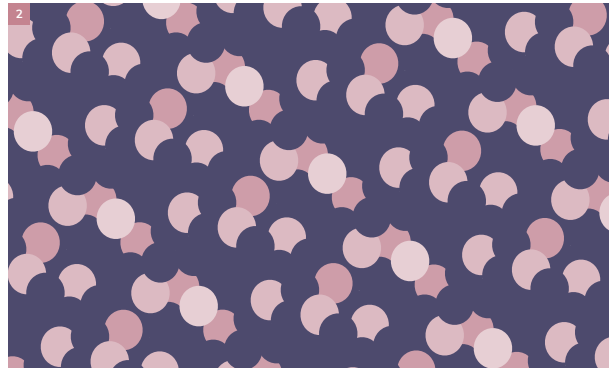


"J" Pattern

Forming a bold, abstract pattern out of the prominent "J" in the logo, this pattern is meant to be a direct correlation to our MyJane word mark. It can be scaled down and used as repeating texture or scaled up to accentuate geometric form.

Color Variations

- 1 Healthy Blush pattern on a Natural Rose background
- 2 Natural Rose and Healthy Blush pattern on a White background
- 3 Relaxing Purple and Healthy Blush pattern on a Natural Rose background
- 4 Relaxing Purple and Healthy Blush pattern on a White background
- 5 Natural Rose and Healthy Blush pattern on a Relaxing Purple background



Dots

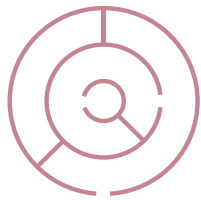
By expanding on the highlighted dots of our MyJane logo, this abstract and meaningful pattern expresses wholeness, unity and fun! It can be scaled down and used as repeating texture or scaled up to accentuate geometric form.

Color Variations

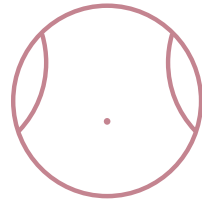
- 1 Natural Rose colored pattern
- 2 Natural Rose colored pattern on a Relaxing Purple background

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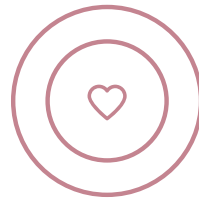
SECTION 6: ICONOGRAPHY



MIND



BODY



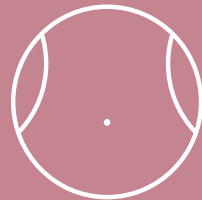
SOUL

Our Iconography is Simple, Clean and Meaningful

The line style of our Iconography is consistent and pure, showcasing meaningful graphics that represent abstract motive, entity or action.



MIND



BODY



SOUL

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SECTION 7: PHOTOGRAPHY

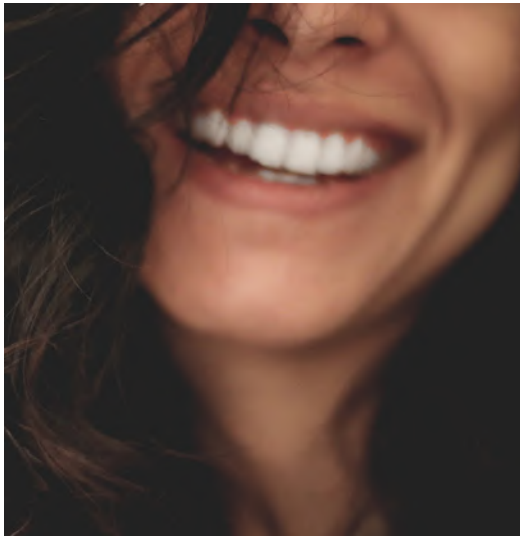


Our Product Photography is Bright, Crisp and Clean

The look of our Product Photography is full of illumination, soft shadows, feminine colors, quality materials, and the occasional objects of nature.



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People Photography

The MyJane woman is depicted as feminine, sophisticated, alive in spirit, full of joy and in touch with herself.



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SECTION 8: LIVING OUR BRAND



We Strive to Maintain the Spirit of Our Brand, Which is Centered Around Women, Wellness, Quality, Fun, and Empowerment

This page should be used as a reference for how to apply the visual components of our brand. Please check your designs against the ones on this page to make sure they reflect our ideation of the MyJane Brand.

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