

**Graphic
Identity
Manual**
(1.2)



Graphic Identity Manual



This document describes the basic parameters that govern the graphic image of Jary's Collection; a series of formal constants and variables that aim to visually unify the products and services that are related to the project to achieve a greater impact on the public.



Logo

The Jary's Collection logo is born from a fusion of styles, geek aesthetics, video games, minimalism, pop art, pixel art and retro wave. It grew out of an investigation into the visual syntax of a series of cartoon villains from the 1980s. The logo simultaneously fulfills the function of logo and mascot representing the founders of the company. The Jarys are the “chocarrero” spirits that are born every time someone makes fun of marginal geeks.



Composition Reticule

The composition grid is a visual structure that holds the elements of the logo together through lines of tension and proportions. The adequate use of this structure class facilitates the memorization of the icon by the user.

Protection Area

The protection area is the minimum space that must exist between the logo and the closest visual element to achieve a balance between the components.



Typographic Study

To provide unity to the Jary's Collection texts, the “Futura” font family has been selected in its different variations; it was chosen for its simplicity and readability at a distance, as well as its historical connotation.

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
 abcdefghijklmñopqrstuvwxyz
 1234567890

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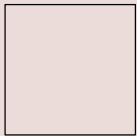
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M: 98
Y: 33
K: 27

R: 56
G: 35
B: 90

H: 263
S: 44
L: 25

Hex: #38235A

Pantone: 669 C



C: 5
M: 13
Y: 11
K: 0

R: 235
G: 220
B: 217

H: 10
S: 31
L: 89

Hex: #EBDCD9

Pantone: 7604 C



C: 0
M: 87
Y: 56
K: 0

R: 254
G: 71
B: 91

H: 353
S: 99
L: 64

Hex: #FE475B

Pantone: 1785 C



C: 0
M: 97
Y: 16
K: 0

R: 237
G: 32
B: 126

H: 332
S: 85
L: 53

Hex: #ED207E

Pantone: 213 C



C: 69
M: 66
Y: 65
K: 73

R: 34
G: 34
B: 34

H: 0
S: 0
L: 13

Hex: #222222

Pantone: 419 C



C: 4
M: 98
Y: 31
K: 0

R: 228
G: 36
B: 111

H: 337
S: 78
L: 52

Hex: #E4246F

Pantone: 213 C



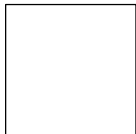
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M: 23
Y: 0
K: 0

R: 0
G: 159
B: 227

H: 198
S: 100
L: 45

Hex: #009FE3

Pantone: 2925 C



C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

H: 263
S: 0
L: 100

Hex: #FFFFFF

Pantone:



Color Palettes

Sometimes it is necessary to generate additional variations of the color palettes, here are some examples that do not compromise the effectiveness of the identity.



High-contrast

High-contrast versions of the logo are meant to be applied to surfaces that only allow one ink, such as rubber stamps and stencils.



Minimalism

Minimalism is an art form that emerged in the United States as a response to 1960s pop art; It consisted of the production of basic forms that represented abstractions, the concepts explored by minimalism were adopted by designers and architects from all over the world, generating the design as we know it today. Its philosophy has roots in oriental aesthetics, where the value of an object is given by its elegance and functionality; At the design level, it translates into a reduction of elements until reaching the essence. In the area of design, minimalism is fundamental since any decoration distracts from the message, reducing its power.

The design of Jary's Collection arises from a fusion between minimalism and retro wave. For these two contradictory trends to coexist in harmony, it is necessary to balance experience and advertising through minimalism. This, above all, due to the saturation of visual stimuli that exist inside a collectible store. Employing a simple design will set Jary's Collection apart from the competition.

Editorial Design

To provide seriousness to the design without sacrificing dynamism, it is recommended to generate composition grids based on prime numbers, all graphic elements, such as photographs, diagrams and text blocks will have to be stressed with the established structure. If necessary, two or three grids can be overlapped.

For texts in Spanish, it is recommended that there be an average of ten words per line, with a minimum of five and a maximum of fifteen; a lower number of words will lead to choppy reading and a higher number will make it difficult to find paragraphs.

It is recommended that the texts be aligned to the left or right, since the justification on both sides makes reading difficult due to the irregularity in the spaces between the letters. For special cases such as quotes, poetry or song lyrics, the text may be centered.



Empty space in a layout helps focus the user's attention on important details, inviting them to calmly read the information presented.

Friki

Tension
lines



This resource is useful for titles and short texts. Tension lines are perceptual forces that give continuity to separate figures and can interact with other formal elements such as the composition grid to improve the information order.

Collectibles

To make dynamic typographical arrangements, it is recommended to use the tension lines generated by the letters themselves; this is achieved by virtually extending the straight lines of a visual element to tension it with another.

Nerd

Friki

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Nerd



Corporate applications

The corporate applications of Jary's Collections have the objective of generating an identification with the user, for this reason the colors and shapes must be constant, especially during the positioning of the brand and must be present both in the products and services, as well as in the decoration of the premises. This identity can only vary in 10% of the applications during specific commemorations.

Stationery

Stationery is one of the most traditional aspects to handle in a corporate identity, it can include letterhead, business cards, invoices and folders.



Corporate Cups



The mugs represent a popular merchandise, because additionally to their usual function, they can be collected or used as pens.

Corporate covers



Thanks to innovations in printing techniques, it is possible to personalize cell phone cases with the corporate image. In this way the identity travels with the user.

Corporate Outfit

It is recommended that both associates and employees wear an article or garment that identifies them as members of the company.



Gift bags

A well-designed bag, with a strong material, will be used by the wearer as a status symbol within a community. The Gandhi and Sótano bookstores have the custom of giving away denim bags to customers who buy a book equivalent of more than 1000 pesos.



Other Articles



Accessories such as caps, bandanas, face masks and patches are low-cost applications that, with proper design, can serve to position the brand and as incentives to increase consumption.



Corporate Packing



The packaging and labels must also carry the graphic identity as a distinctive symbol of the brand, this is an important part of the user experience.



“Shy” Applications

When the application of the brand results in a distraction from the user experience, it will be necessary to use a timid application. This has the objective of respecting a work of art or generating perceptual noise in some product for sale.



Logo + Graphic

When the logo is applied to a work of art, only the characters of the identity will be placed in small, discreet manner. Preferably respecting the colors of the piece.



Logo + Product

When the logo is applied on an existing product, it will be placed in a corner without interrupting the graphic; It is not about supplanting or competing with the brand of the product that is distributed, it is simply complemented.





Commemorative Applications

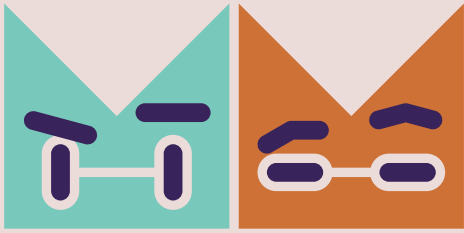
In commemorative applications, the corporate identity can be broken by adopting the spirit of a date or event. It is important that, while the brand is positioned, the identity is only broken on special dates, since many variations will cause a reduction in identification and the value of unique products will decrease.

Examples of Applications





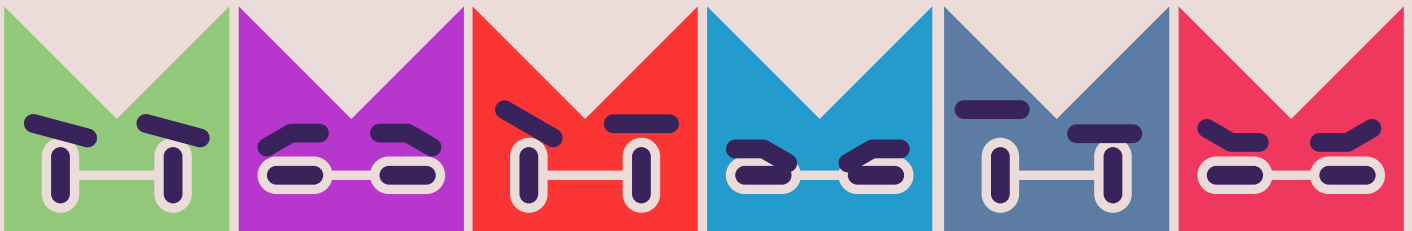
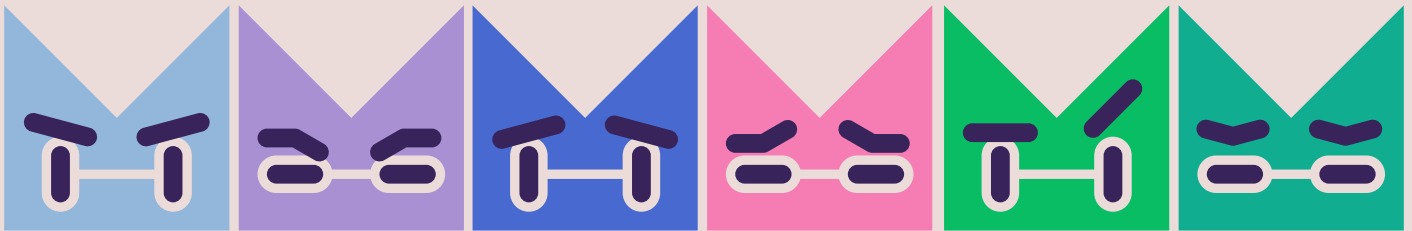
Expanded
Identity



Jary's

in the future

Once the brand is positioned, it will be possible to expand the identity, playing with the colors, gestures, and positions of the Jary's, opening up new possibilities.



Gracias
Thanks

