

The image shows the exterior of a Janina's Diamonds and Time store at dusk. The building has a dark facade with large glass windows and doors. The store's name is prominently displayed on the upper part of the building. In the foreground, there is a wet parking lot with some puddles reflecting the sky. The overall atmosphere is dark and moody.

JANINA'S

DIAMONDS and TIME

VISUAL IDENTITY GUIDE

UNDERSTANDING OUR BRAND AND VISUAL IDENTITY

These guidelines were design to help maintain a consistent brand identity and visual style across all of the various materials and applications that may be created in support of Janina's, please follow them closely when creating assets for our brand.

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LOGO VISUALS

PRIMARY LOGO

Include a description about the logo here. Symbolism, design choices, etc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus nec lacus orci. Proin eleifend lorem at magna semper euismod. Etiam viverra orci ac dui auctor, sed volutpat risus sagittis. In ultricies, erat non interdum iaculis, turpis arcu ultrices tortor.



JANINA'S
DIAMONDS and TIME



JANINA'S
DIAMONDS and TIME



JANINA'S
DIAMONDS and TIME

MINIMUM SIZE

The smallest the logo should be represented at is 0.75" high

COLOUR USAGE

The colour usage for Janina's is fairly simple. The primary logo will be the main colour logo.

The black and white versions are to be used against neutral backgrounds where there is enough contrast for the logo to be visible.

CLEAR SPACE

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark

The minimum clear space is defined by the height of the A.



BLACK LOGO VERSION



WHITE LOGO VERSION



BRAND COLOURS

COLOUR PALETTE

Colours play an important role in our brand. The colours to the right are the only colours that can be used to represent the Janina's brand.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media.

ELEGANT NAVY

CMYK: 100-64-500-43
RGB: 0-59-77
HEX: #003B4D
PANTONE: 548 C

PREMIERE BLUE

CMYK: 54-23-29-0
RGB: 124-167-173
HEX: #7CA7AD
PANTONE: 5493 C

CLASSIC CRYSTAL

CMYK: 38-4-22-0
RGB: 159-207-202
HEX: #9FCFCA
PANTONE: 7464 C

DIAMOND GRAY

CMYK: 7-5-5-0
RGB: 235-235-234
HEX: #EBEBEA
PANTONE: Cool Gray 1 C (50%)

LOVE IS IN THE AIR

CMYK: 6-20-11-0
RGB: 234-204-206
HEX: #EACCCE
PANTONE: 691 C

TYPOGRAPHY

HEADING FONT

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The primary typeface is used for headings and is usually displayed in a larger font size in comparison to sub-headings or body text

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!*#\$%&/:;?@

RALEWAY

BOLD

DECORATIVE FONT

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The secondary typeface is used for sub-headings, decoration, or to bring attention to a line of information, special, or date. It is usually displayed in a smaller font than headings, but in a larger font than the body text.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!*#\$%&/:;?@

Dancing Script

Regular

Aa Bb Cc

BODY FONT

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The tertiary typeface is used for body text and is usually displayed in a smaller font than headings and sub-headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!*#\$%&/:;?@

PT Sans

Regular

HEADING FONT EXAMPLE

Sub-Heading Font

Body font example. Andipit escipicient eossedis ute simoditatur rerem vel ea ipis as et ratusam lique lab iunt, verum quiam quaest eos atem. Iquatiis dolupta por ad magnitisquae vollor maio quatis maiossitatem harchilliquo quatat es volest expeliam illa dus as ate sae sunt pore porit quatur mollaut magnihi llorro maximintem vollat quia suntur?

GRAPHIC ASSETS

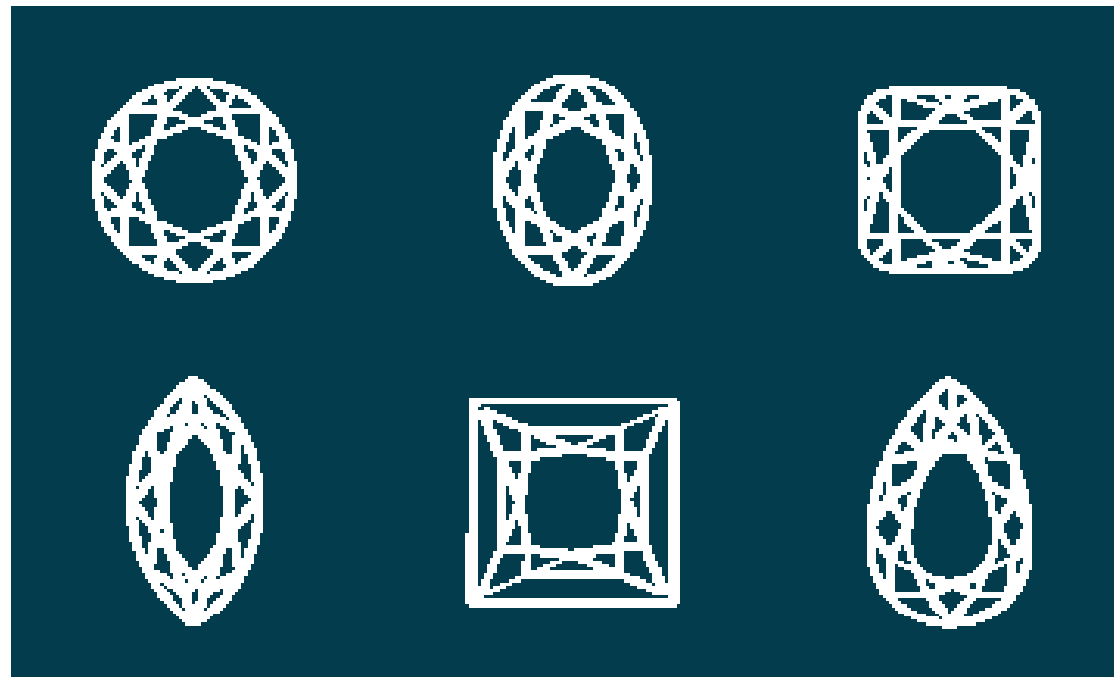
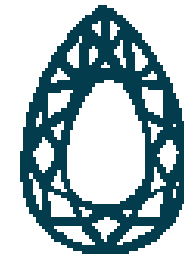
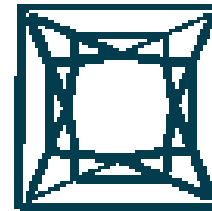
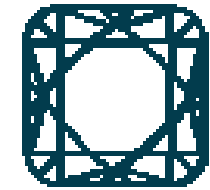
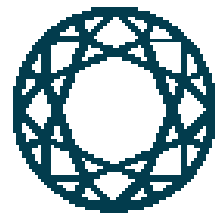
PATTERNS & TEXTURES

These are the various patterns and textures to be used for the main Janina's brand. The marble texture represents the elegance of the brand and the Janina's building. The geometric diamond pattern represents the classic jewellery that Janina's sells & adds to the modern feel of the brand.



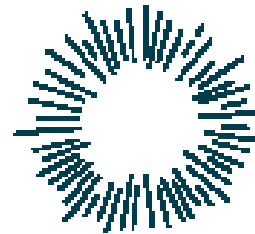
ICONOGRAPHY

Janina's has various diamond shape icons to be used throughout social media when showcasing different jewellery styles and rings. These icons represent the various diamond cuts: round, oval, pear, princess, etc. There are two different colour versions for use on light and dark backgrounds.



GRAPHIC ELEMENTS

The graphic elements are meant to be used as embellishments on social media posts & ads or in store signage when necessary. The circle element can be cut in half to be used above and below text. An example of this is the Ever Wondered ads & graphics.



PHOTOGRAPHY

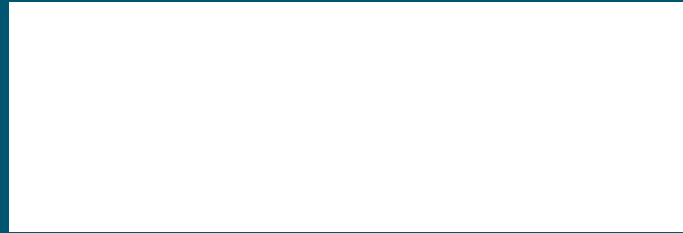
Coloured overlays may be used to add filters to the photos or visual interest to a layout. If a logo is used over an overlay the colour must be dark enough to allow the logo to be visible.



SUB-BRANDS

DIAMOND DAYS

This is the logo for Janina's annual event: Diamond Days. Generally this event begins in November and often has a Black Friday special in the middle.



MINIMUM SIZE

The smallest the logo should be represented at is 0.75" high

COLOUR PALETTE

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DIAMOND DAYS BLUE

CMYK: 100-59-40-20
RGB: 0-84-112
HEX: #005470
PANTONE: 7708 C

CERULEAN BLUE

CMYK: 69-43-30-4
RGB: 91-126-150
HEX: #5B7E96
PANTONE: 5415 C

DIAMOND GRAY

CMYK: 7-5-5-0
RGB: 235-235-234
HEX: #EBEBEA
PANTONE: Cool Gray 1 C (50%)

ONYX

CMYK: 75-75-75-100
RGB: 0-0-0
HEX: #000000
PANTONE: Black 6 C

PATTERNS & TEXTURES

These are the set patterns for Diamond Days. This diamond pattern is different than the Janina's pattern as it is more asymmetrical.

The black background is only to be used on the Black Friday graphics.



SOCIAL MEDIA

Templates have been created in Canva for use on social media. These templates can be adjusted as needed to accommodate content.

An advertisement for Janina's Diamond Days Diamond Stud Earrings. The top section has a dark blue background with the text "JANINA'S DIAMOND DAYS" and "DIAMOND STUD EARRINGS From November 26 to 28". Below this, on a black background, are three rows of pricing information. The first row shows "1/6 CT" with a price of "\$449" crossed out and "\$222" in red. The second row shows "1/4 CT" with a price of "\$849" crossed out and "\$444" in red. The third row shows "1/2 CT" with a price of "\$2,099" crossed out and "\$888" in red. To the right of the pricing is an image of a pair of diamond stud earrings. At the bottom, it says "INCREDIBLE PRICES • IN STORE ONLY".

1/6 CT	\$449	\$222
1/4 CT	\$849	\$444
1/2 CT	\$2,099	\$888



JANINA'S GEMS

This is the logo for Janina's Gems. It is the logo that is the most different from the other sub brands as it is for a special program. The colours are also deep purples to show exclusivity.



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GEMS PURPLE

CMYK: 100-100-25-25
RGB: 38-34-98
HEX: #262262
PANTONE: 273 C

DARK IRIS

CMYK: 75-74-25-8
RGB: 88-81-128
HEX: #585180
PANTONE: 5275 C

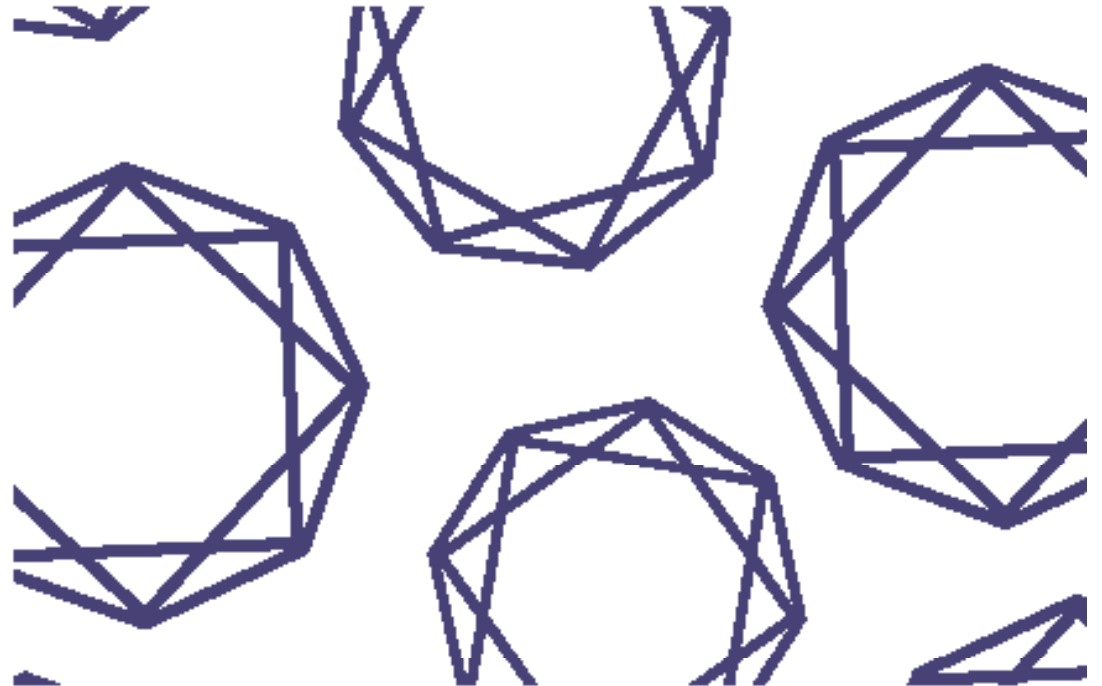
SPARKLE

CMYK: 19-18-7-0
RGB: 204-200-215
HEX: #CCC8D7
PANTONE: 5305 C

PATTERNS & TEXTURES

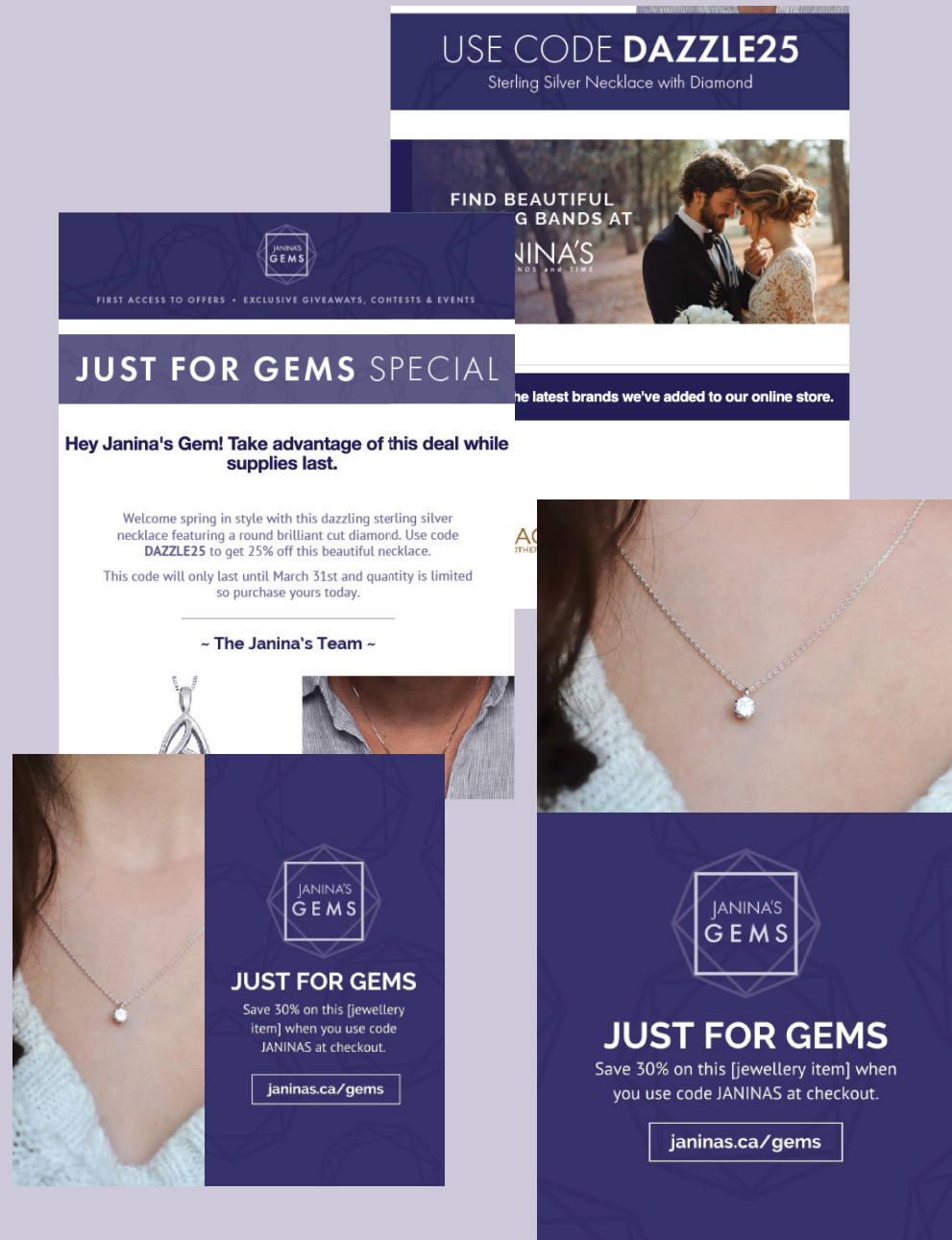
This is the pattern used in Gems emails, social media posts, and in store signage.

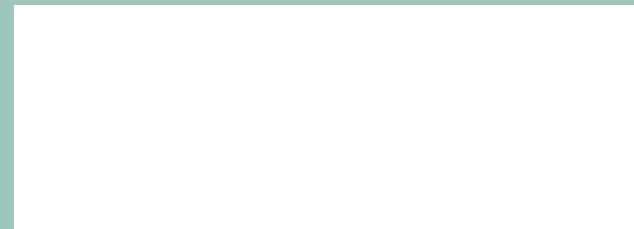
The gem shapes in the pattern can also be used on a white background but should not sit underneath text.



SOCIAL MEDIA & EMAILS

Templates have been created in Canva for use on social media. These templates can be adjusted as needed to accommodate content. Email designs have been created in mail chimp and can be duplicated with the graphic sizes in Canva.





JANINA'S GEMS

This is the logo for Janina's Diamond. It represents the hand-picked diamonds that Janina's has to offer their customers.



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GEMS PURPLE

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HEX: #262262
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DARK IRIS

CMYK: 75-74-25-8
RGB: 88-81-128
HEX: #585180
PANTONE: 5275 C

SPARKLE

CMYK: 19-18-7-0
RGB: 204-200-215
HEX: #CCC8D7
PANTONE: 5305 C

PATTERNS & TEXTURES

This is the pattern used in social media posts, and in store signage. about Janina's Diamond



PRINT

BUSINESS CARDS

When reproducing stationery, please only use the template files that have been created in order to ensure a consistent look. Business cards must match the design shown. All cards should be professionally printed on quality stock.



LETTERHEAD & ENVELOPE

When reproducing stationery, please only use the template files that have been created in order to ensure a consistent look. Ensure you install the correct fonts prior to using the letterhead Word template.

JANINA'S
BY APPOINTMENT

112 — 14153 Wedgwood Drive, Orlando Florida, FL
32827-3002 | info@janinas.com

JANINAS.COM  

JANINA'S
BY APPOINTMENT

**Thank you for
shopping with us.**

Please enjoy 10% off our wedding bands.

112 — 14153 Wedgwood Drive
Orlando, FL 32827
32827-3002

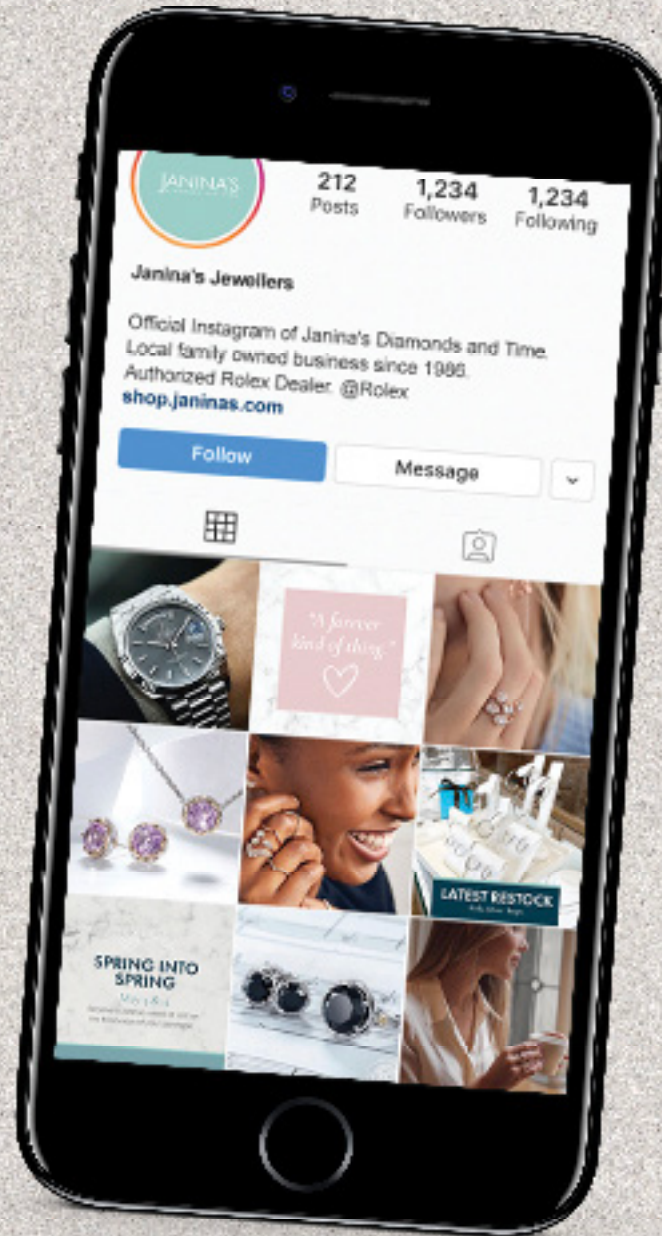
JANINAS.COM



DIGITAL

SOCIAL MEDIA

Templates have been created in Canva for use on social media. These templates can be adjusted as needed to accommodate content.



EMAIL SIGNATURE

Templates have been created in Canva to embed in email signatures. These templates can be adjusted as needed to accommodate content.





FOR SUPPORT RELATED TO THE GUIDE OR THE ACCOMPANYING TEMPLATES,
CONTACT:

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