



# Style Guide

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# Welcome.

If you are reading this, we've invited you to be part of our brand.

Whether you are a new employee, independent contractor, or vendor, you will play an important role in helping us communicate our values and vision. This is something we care deeply about.

Inside this brand style guide you will find clear guidelines and rules that will help you best communicate our values, realize our vision, and reinforce our brand. It is impossible to predict every situation or implementation, but this guide will help refine your approach.

Welcome to Joint Media Marketing.

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# The Intent Of This Guide

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the Joint Media Marketing brand. The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized—like business cards, letterhead, and envelopes—these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easier to update, follow and implement in today's digital environment.

Instead, the focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Joint Media Marketing brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will. If you have any questions concerning the content of this guide, please don't hesitate to reach out to us.

# Usage

When it comes to our brand and reputation, we hold ourselves to incredibly high standards. We expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized Joint Media Marketing representative with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

For legal, copyright, or usage questions relating to our brand visuals, please contact Jason McSweeney at [jason@jointmediamarketing.com](mailto:jason@jointmediamarketing.com)

# About The Brand

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Joint Media Marketing is more than a marketing agency.

In this section you will learn who we are, where we come from, and what we stand for.

PAGE 9

**How It Started**

PAGE 10

**Our Values**

PAGE 11

**Personality**

# We help brands become who they aspire to be.

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## What Is A Brand?

A brand is an identity. A perception. A feeling.

A brand is a collection of experiences, expectations, and values. It is the name, the symbol, the promise.

Great branding solves complex business challenges. It differentiates. It establishes trust.

It builds loyalty and fosters deep, meaningful, rewarding relationships that align with the brand mission.

Great branding changes how people feel about the brand. And it doesn't happen on accident.

Great branding is the result of an informed strategy, remarkable design, and effective advertising.

Great branding starts here.

# How It Started

- 2003 We started by selling graphic design to friends and family
- 2008 It's official-we're a design agency!
- 2010 Open office in Downers Grove, Illinois
- 2017 Rebrand to Joint Media Marketing

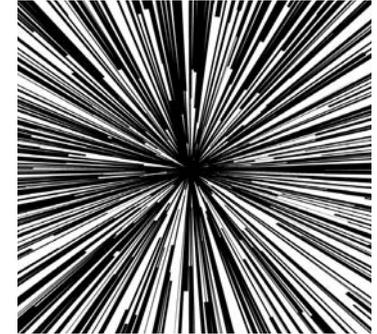


# Our Values



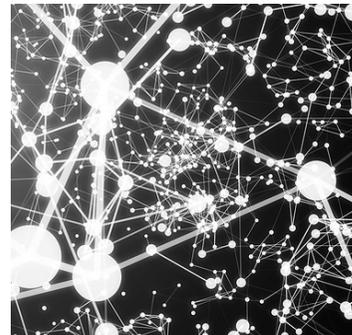
## INTEGRITY

We earn the trust of our clients by delivering on our promise.



## IMAGINATION

We value creativity, exploration, and experimentation.



## INNOVATION

We embrace change and evolving technologies.



## INDIVIDUALITY

We champion the spirit of independent thinkers.

# Personality

Language and design communicate our brand personality. If someone were to describe us to a friend, we would like them to describe us as:



Creative.  
Wise.  
Authentic.  
Empowering.  
Rebellious.  
Thoughtful.  
Bold.  
Inspiring.  
Transformative.

# Voice & Style

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The words that define us.

How we communicate with our audience determines how they will perceive our brand.

In this section, you will find guidance on how to communicate in our brand voice and style.

PAGE 13

**Tone & Voice**

PAGE 14

**Taglines**

PAGE 15

**Style List**



# Our Writing Tone & Voice

We speak with authority, confidence, and enthusiasm.

We aim for our message to be relatable, refined, and rewarding to the reader.

Our marketing and advertising language should be ambitious and purposeful. Use short, impactful statements. Be as clear and concise as possible.

# Be Different Great Branding Starts Here Strategy, Design & Advertising

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The purpose of our brand tagline(s) is to capture and summarize our brand promise, brand values, and experience.

Taglines may be used in any marketing materials, advertising, or brand execution where we see to communicate our personality, mission, or brand values.

Taglines may be used in combination with the brand logo and brand images as a standalone brand marketing campaign.

Do not combine taglines with campaign-specific taglines or phrases. Do not rewrite, reword, or edit the taglines in any way.

# Master Style List

## Headlines

- Headlines should be short, clear, and “hook” the user into reading more
- Use “&” instead of “and”
- Use Title Case, not sentence case

## Punctuation

- Use consistent punctuation
- Use en-dash when referring to time ranges instead of words like ‘through’
- Do not use spaces around em-dash
- Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences
- Do not hyphenate paragraphs
- Never format a paragraph with one word on the last line

## Contact Information

- Phone numbers should be written with periods. Do not use hyphens or parentheses. For example: 630.481.6359
- Only the state should be abbreviated in addresses:

Joint Media Marketing  
650 Ogden Avenue  
Downers Grove, IL 60515

# Brand Logo

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The heart, soul, and center  
of our brand identity.

Our logo differentiates us in a crowded industry.  
It is a promise of quality, consistency, and reliability.

It is vital that our logo is presented correctly  
in every execution. This section covers these  
guidelines in detail. Any use of our brand logo  
outside of or conflicting with the contents of this  
section will be considered unauthorized.

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**Primary Lockup**

PAGE 24

**Icon-Only Lockup**

PAGE 25

**Wordmark Lockup**





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# What Our Icon Stands For

Our icon represents strength, motion, progress, collaboration, and order. It is a symbol of trust, dependability, creativity, and innovation.

Designed by Jason M. McSweeney, founder of Joint Media Marketing, the symbol serves as a bold geometrically-patterned foundation for a sophisticated and powerful brand identity.

# Primary Lockup

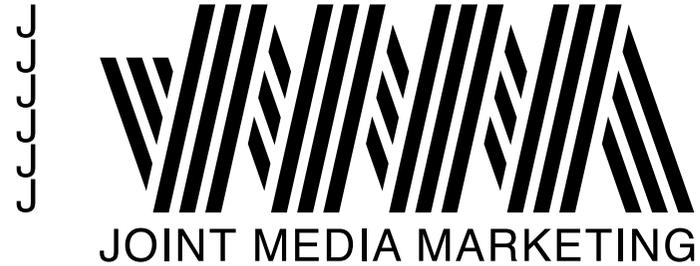


The brand logo identifies the Joint Media Marketing brand as a whole. Use this logo in all brand executions unless otherwise indicated in this guide.

This logo is a carefully designed piece of locked artwork that should not be altered in any way.

# Lockup Assembly

When our icon and workmark are assembled together, the height of our wordmark is used to determine the ratio and relationship between the two elements.



## ICON HEIGHT

The height of the icon is exactly six times that of the wordmark, to scale.

## SEPARATION

The space between the icon and wordmark is equal to half the height of the wordmark.

## ALIGNMENT

The icon is aligned exactly with the horizontal center of the wordmark.

## MINIMUM SIZE

The minimum height for icon and workmark lockup is .75" for print applications and 50 pixels for digital applications.



.75" or 50 pixels

# Service Marks

Each lockup of the brand logo has two versions, depending on where and how the logo is used.

Our service marks provide notice of registered ownership within certain countries.

Each lockup of the brand logo has a Trademark Service Mark version for use: find these exports in the accompanying files.

When in doubt, simply use the version without a service mark. The standard logo is acceptable for normal, day-to-day use, and a secondary iteration in a longer document when the registered mark is used first.



## TRADEMARK SERVICE MARK

Our brand has applied for a registered trademark in the United States. Implementations within this country may use the Trademark Service Mark above.

# Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.



SINGLE COLOR, BLACK

Icon: Black  
Wordmark: Black



SINGLE COLOR, WHITE

Icon: White  
Wordmark: White



SINGLE COLOR, GREY

Icon: Grey  
Wordmark: Grey



PRIMARY LOCKUP



ICON-ONLY LOCKUP

JOINT MEDIA MARKETING

WORDMARK LOCKUP

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# A Scalable Identity System

Trying to fit the same mark simultaneously on a wide range of objects and applications is a challenge.

Our identity system is designed for simplicity, consistency, and brand recognition.

Do not try to fit our logo into a space that is too small or crowded.

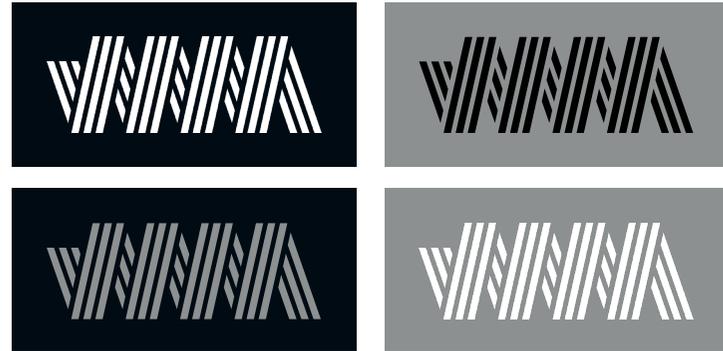
The icon-only mark is used primarily when a logo smaller than .75" is required, and on promotional gifts for clients.

There is no horizontal lockup. Do not create one.

# Icon-Only Lockup

In specific instances, the Joint Media Marketing icon can be used in place of a full brand logo lockup. This may include, but is not limited to: the website header, embroidered apparel, pens, and other promotional items.

When this mark is used, ensure that our brand name is visible near or in relationship to the icon. For example, a hat bearing the icon-only lockup design should have a tag, card, or other item accompanying it that displays our brand name legibly.



## SPECIAL COLOR USAGE

When the icon-only lockup is used as a standalone element, it will accommodate any acceptable combination of our colors.



## MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .25" for print and 50px for digital applications.

# Wordmark Lockup

When space is at an ultimate premium, the Joint Media Marketing wordmark can be used in place of a full brand logo lockup.

This is the only authorized method of presenting the company name outside of paragraph copy.

JOINT MEDIA MARKETING™

# Negative Space

Negative space is the area that surrounds the logo that is completely free of any other graphical element. Negative space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more negative space around the logo, the better.

At a minimum, there should be a clear space equal to the height of the icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough negative space at any size.



# Background Control

Contrast and legibility are the two most important factors when placing the logo on a background.

Our logo should be legible and make a clear, strong statement when used. Without enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be clearly visible and readable.



# Common Errors

This is not a comprehensive list of errors. These are simply the most common or egregious errors.



## STRETCHING

Do not stretch, squash, skew, or distort the logo in any way.



## EDITING

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



## EFFECTS

Do not add graphic effects such as drop shadows to the logo.



## BACKGROUND

Do not place the logo on a high-contrast pattern or busy photograph.



## LAYOUT

Do not change the layout or relationship between logo elements.



## SPACING

Do not encroach on the required negative space surround the logo.

# Placement

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## Where our logo looks best.

The placement of our logo is vital to communicating a consistent visual style.

In this section, you will find guidance on how the logo should be positioned on a variety of touchpoints and media.

PAGE 30  
**On The Page**

PAGE 31  
**On The Web**

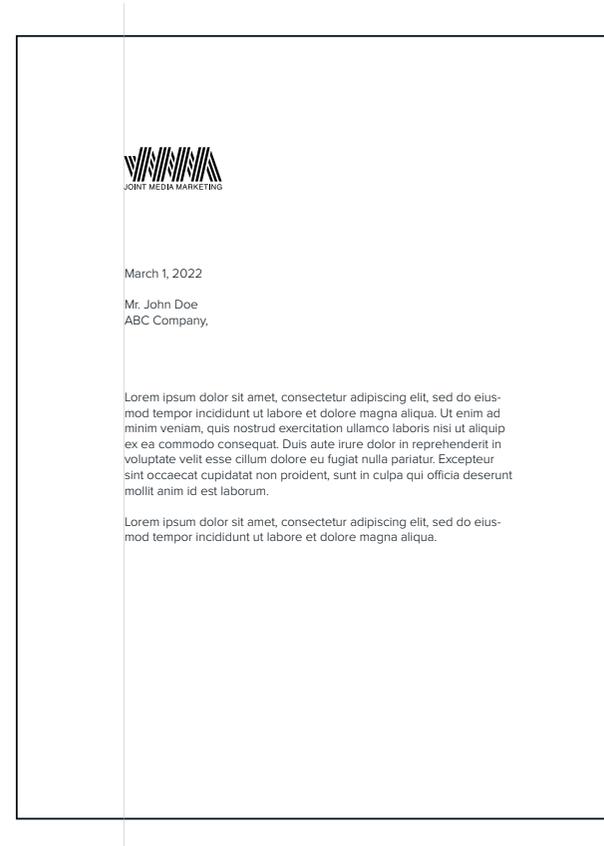
PAGE 35  
**Signage**

# Placement

## On The Page

Place the logo left-aligned on the primary grid line. If this space is not available, place the logo in the top or bottom left page corners.

Specific stationery layouts are provided in the Brand Collateral section of this document.



## PREFERRED

Always align the logo to the primary grid line.

# Placement

## On The Web

On the website, the icon-only lockup will be used in the upper left hand corner and as a favicon. The primary lockup will be used in the hero image area.



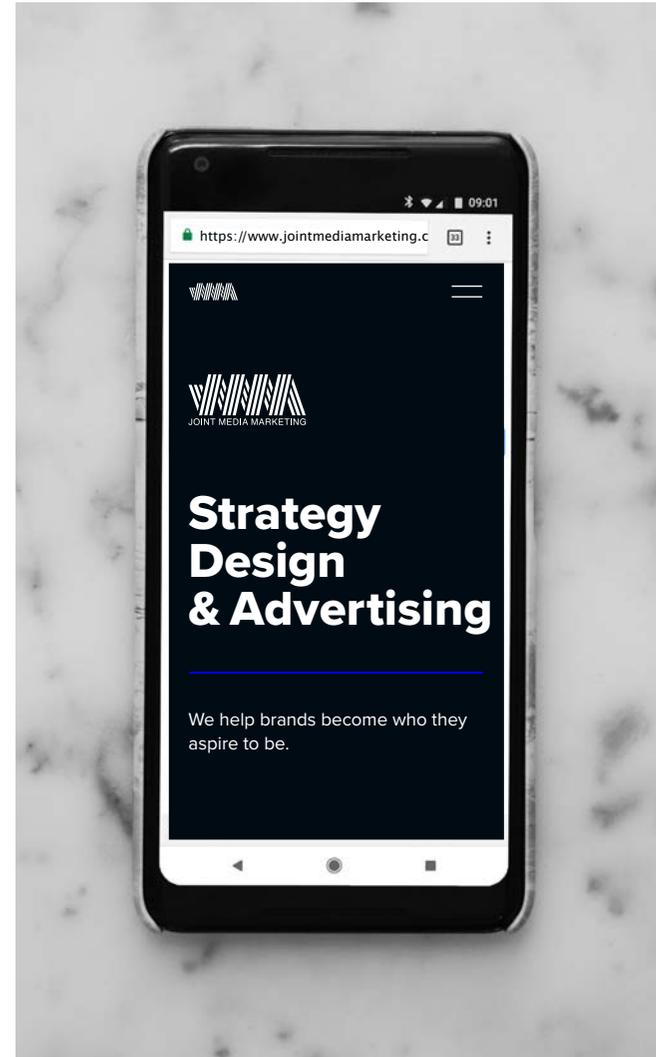
### FAVICON

The favicon is a 32px x 32px icon that is displayed in the browser next to the url.



### DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size 192px x 192px.





# Strategy Design & Advertising

We help brands become who they aspire to be.

# Placement

## Apparel

Branded apparel such as shirts, hats, and scarves will be embroidered with the icon-only lockup version of the logo.



### SHIRT

Nike Dri-Fit Classic Polo  
Centered logo, right chest  
White thread



### CAP

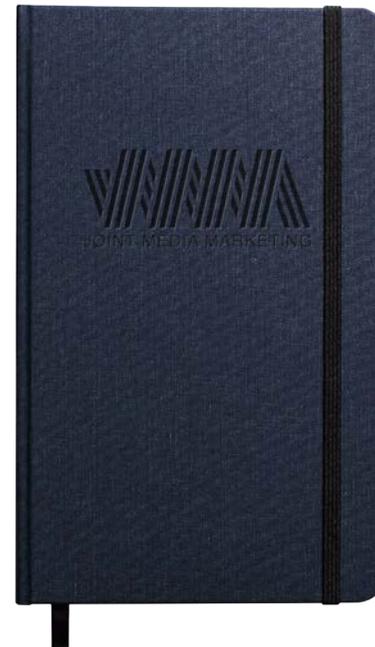
Port & Company Beanie Cap  
Centered logo, front  
White thread

# Placement

## Promotional Items

Custom products to promote the brand will use the primary lockup when imprint size and method allow for minimum size requirements.

The icon-only lockup is used only when the custom product is intended as a gift to an existing client, vendor, or brand advocate.



## NOTEBOOK

Vienna Journal from Journalbooks  
Debossed logo, centered near top

# Placement

## Signage

When used on the exterior of the building, signage should align with a significant building feature such as a door or a window. Always incorporate polished materials that communicate strength and stability.

Signage will always feature the primary lockup centered both horizontally and vertically.



## EXTERIOR

Polished Black Aluminum  
Centered logo in white

# Brand Colors

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## The colors that define us.

The colors we've chosen for our brand are a key factor in differentiation and brand recognition.

In this section we will provide instructions on how to reproduce these colors accurately. Any colors outside of those outlined within this section will be considered unauthorized.

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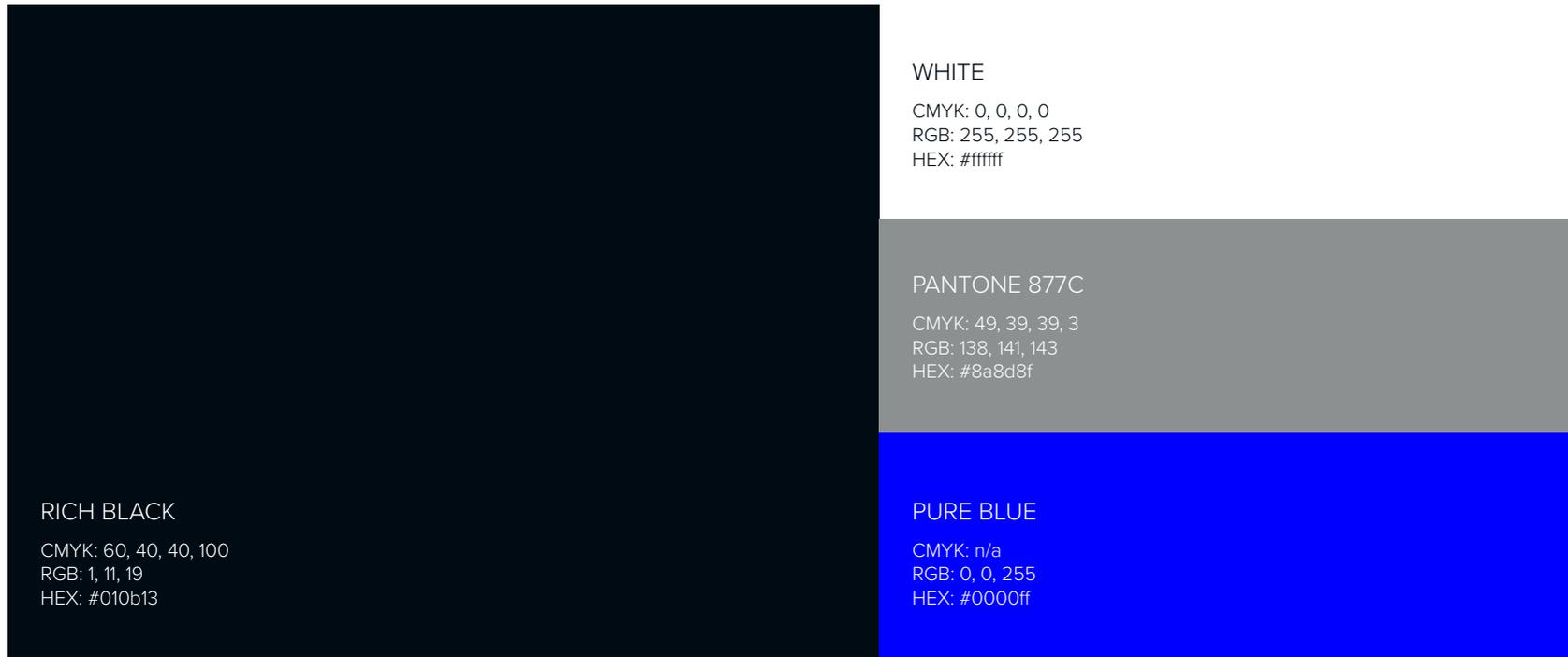
**Primary Color Palette**

PAGE 38

**Using Black & White**

PAGE 39

**Common Errors**



# Primary Color Palette

Brand recognition relies heavily on the consistent use of color.

Our brand should always be represented in one of the colors on this page.

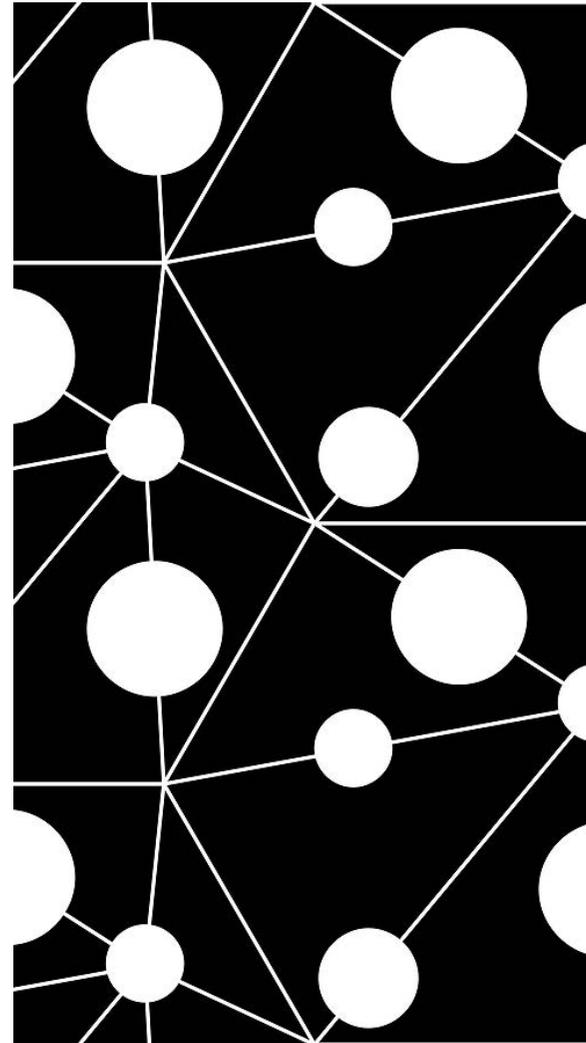
Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touchpoints.

# Using White & Black

Black and white are vital components to our brand palette.

Create high contrast by combining both, ideal for bold typography. Whenever possible, use Rich Black instead of true black for print and web applications.

We recommend an expansive use of negative space in brand executions. This guide serves as an excellent example of using black and white effectively.



# Common Errors



## BACKGROUND

Do not combine the black logo with a dark colored background.



## EDITING

Do not edit the logo to two brand colors.



## BACKGROUND

Do not combine the white logo with a light colored background.



## EDITING

Do not alter the logo color or use an off-brand color.



## BACKGROUND

Do not combine the grey logo with a grey background.



## EDITING

Do not use effects such as tints or transparency.

This is not a comprehensive list of errors. These are simply the most common or egregious errors.

# Typography

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The fonts that communicate our message.

Great typography establishes a strong visual hierarchy and builds brand recognition.

This section covers approved typefaces and how we use typography to communicate clearly and confidently. Any typeface not referenced in this section is not authorized for use.

PAGE 41

**Helvetica**

PAGE 43

**Proxima Nova**

PAGE 44

**Using Type**

# Helvetica

The classic typeface we chose for our logo and collateral.

Designed in 1957 by Max Miediner, Helvetica is a sans-serif typeface based on the Akzidenz-Grotesk typeface created in 1896.

We chose Helvetica for its timeless and iconic reputation, tight spacing, and tall x-height. The usage in our wordmark acts as a bridge from classic to modern design.

We use the Helvetica typeface in our logo, print collateral, and when custom fonts are not available.

# Hierarchy & Weight

The Helvetica typeface was designed with an emphasis on simplicity and contains thirty four different font weights. We restrict our use to these four.

## Helvetica Bold

aåbcçdðeéf fghii jklmñ oøp qoerstuüvwxyz  
AĀÂBCÇDEF GHIÍJKLMNOØÓÔÒPQRSTU VWXYZ  
0123456789°(.,''-;:)?&©° πⓂ†≈∆™£ϕ∞§•<sup>ao</sup>

---

## Helvetica Regular

aåbcçdðeéf fghii jklmñ oøp qoerstuüvwxyz  
AĀÂBCÇDEF GHIÍJKLMNOØÓÔÒPQRSTU VWXYZ  
0123456789°(.,''-;:)?&©° πⓂ†≈∆™£ϕ∞§•<sup>ao</sup>

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## Helvetica Oblique

*aåbcçdðeéf fghii jklmñ oøp qoerstuüvwxyz*  
*AĀÂBCÇDEF GHIÍJKLMNOØÓÔÒPQRSTU VWXYZ*  
*0123456789°(.,''-;:)?&©° πⓂ†≈∆™£ϕ∞§•<sup>ao</sup>*

---

## Helvetica Light

aåbcçdðeéf fghii jklmñ oøp qoerstuüvwxyz  
AĀÂBCÇDEF GHIÍJKLMNOØÓÔÒPQRSTU VWXYZ  
0123456789°(.,''-;:)?&©° πⓂ†≈∆™£ϕ∞§•<sup>ao</sup>

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# Proxima Nova

The modern typeface we chose for all (other) brand executions.

Proxima Nova, designed by Mark Simonson, is a sans-serif typeface that combines modern proportions with a geometric appearance. It is versatile, balanced, and brings an elevated clarity to our brand communications.

We recognize it is not possible to use custom fonts in every brand execution. When this occurs, the only acceptable alternative is Helvetica.

# Hierarchy & Weight

Proxima Nova is a variable-weight typeface. This means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these five weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

## Proxima Nova Extrabold

aābcçdðeéffghiiijklmñoøpqrstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789°(.,'";:!)?&©°π®†≈∇™£¢∞§.ªº

---

## Proxima Nova Bold

aābcçdðeéffghiiijklmñoøpqrstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789°(.,'";:!)?&©°π®†≈∇™£¢∞§.ªº

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## Proxima Nova Medium

aābcçdðeéffghiiijklmñoøpqrstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789°(.,'";:!)?&©°π®†≈∇™£¢∞§.ªº

---

## Proxima Nova Regular

aābcçdðeéffghiiijklmñoøpqrstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789°(.,'";:!)?&©°π®†≈∇™£¢∞§.ªº

---

## Proxima Nova Light

aābcçdðeéffghiiijklmñoøpqrstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789°(.,'";:!)?&©°π®†≈∇™£¢∞§.ªº

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# Using Type

## 01

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### Stay Left-Aligned, Rag Right

Legibility and clarity are key components of a great typographical layout. Since people read from left to right, we align our type accordingly.

## 03

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### Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x).

## 05

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### Give Things Space, If Needed

Negative space is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely.

## 02

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### Skip Weights & Double Size

Create contrast with the Proxima typeface. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

## 04

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### Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single word lines.

## 06

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### Keep Line Length Reasonable

Try to keep line length between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

# Digital Type

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Exceptions exist, and the h-level of each heading should be set in accordance with search engine and web development best practices.

## Heading One

### USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

### SPECIFICS

Font: Proxima Nova Extrabold  
Size: 80px  
Bottom Margin: 50px

---

## Heading Two

### USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

### SPECIFICS

Font: Proxima Nova Bold  
Size: 52px  
Bottom Margin: 50px

---

## Heading Three

### USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

### SPECIFICS

Font: Proxima Nova Regular  
Size: 34px  
Bottom Margin: 50px

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## HEADING FOUR

### USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

### SPECIFICS

Font: Proxima Nova Light  
Size: 18px  
Bottom Margin: 50px

---

# Digital Type

The body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

## PARAGRAPH

Font: Proxima Nova Light  
Size: 18px  
Line Height: 26px  
Color: Rich Black  
Bottom Margin: 16px  
Max Width: 700px

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 laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## BLOCK QUOTE

Font: Proxima Nova Bold  
Size: 30px  
Line Height: 36px  
Margins: 20px, 0  
Padding: 0, 0, 0, 40px  
Border (Left): 3px

**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 laboris nisi ut aliquip**

## TEXT LINKS

Weight: Proxima Nova Regular  
Color: Rich Black  
Underlined

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 laboris nisi ut aliquip ex ea commodo.

# Common Errors



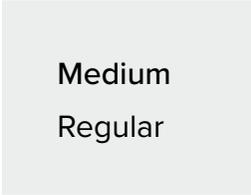
**NOTS**

Do not use unauthorized fonts or typefaces.



**SPACING**

Keep tracking, kerning, and leading reasonable and legible.



**PAIRING**

Do not pair font weights that do not provide enough contrast.



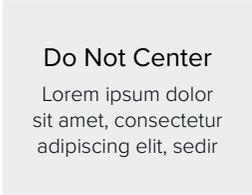
**EFFECTS**

Do not use a stroke, outline, or drop shadow on typography.



**STRETCHING**

Do not stretch, squish, or mangle typography.



**ALIGNMENT**

Do not use centered or completely justified alignment for multi-line text.

This is not a comprehensive list of errors. These are simply the most common or egregious errors.

# Visual Style

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The components for on-brand layouts and composition.

While brand consistency relies heavily on logo usage, color, and typography, we recognize these are not the only elements within a brand identity system.

This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames, and more.

PAGE 50

**Grids**

PAGE 51

**Iconography**

PAGE 52

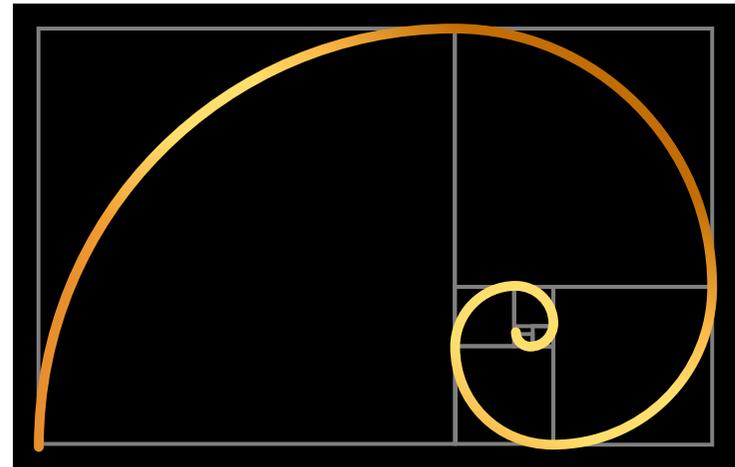
**Elements**

# Grids

Effective grids provide the rhythm and meter of a great design or layout.

We keep the Golden Ratio in mind for all brand executions. In addition, letter, presentation, and web grids are included with the template files.

Use these grids to balance, organize, and align all brand executions.



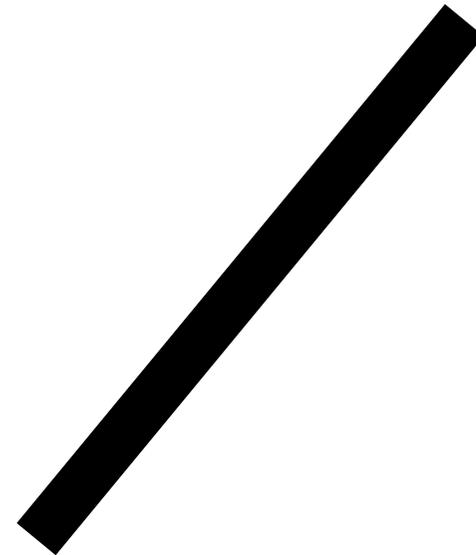
## GOLDEN RATIO

The Golden Ratio creates harmony and proportion that we are all subconsciously aware of and attracted to.

# Iconography

The use of iconography is strictly forbidden in any and all brand executions.

An area that requires iconography to draw attention lacks either negative space or headline strength.



# Elements

## Shapes

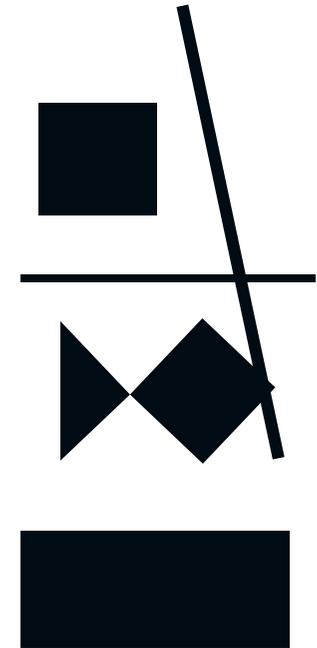
Drawing inspiration from the shape of our logo icon, several standard and abstract geometric shapes can be used in graphic compositions in a variety of ways.

Use the shapes on this page as inspiration to create new elements. Whenever possible, avoid using soft, curved shapes in favor of geometric angles and hard lines.



### ABSTRACT SHAPES

The shapes above are pulled directly from our logo icon. They can be used as pattern elements, frames, and many other graphic elements.



### STANDARD SHAPES

While our logo motif is typically very minimal, the use of some standard shapes as graphic elements or grouped into patterns can enhance a layout.

# Elements

## Textures

When used correctly, textures provide depth to a composition. When used incorrectly, they distract the eye.

Our texture library has been built from the unique physical textures found in nature and/or made from natural elements. They may be used as photographs or backgrounds.



## SOURCES

Top left: Matte black metal

Top right: Nero Marquina marble

Bottom left: African blackwood

Bottom right: Weathered steel

# Imagery

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The photos and illustrations that help tell our story.

The imagery we use is vital to the success of our brand.

In this section you will find guidelines on content, tone, and usage of brand imagery. Standardizing these facets will ensure a consistent look and feel across our entire image library.

PAGE 55

**Tone**

PAGE 56

**Black & White**

PAGE 57

**Color**

# Tone

## Photography

The content of each image should convey our brand values and express our unique qualities.

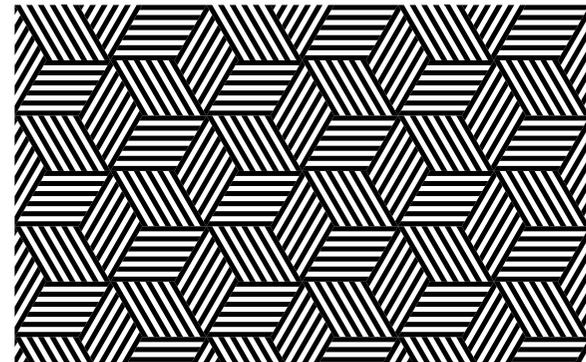
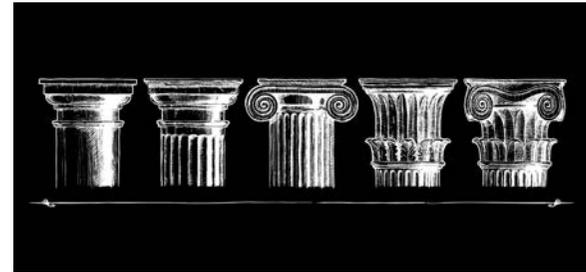
Always seek bold, sophisticated, powerful photos and illustrations that communicate a high-perceived value of the brand.



# Examples

## Black & White

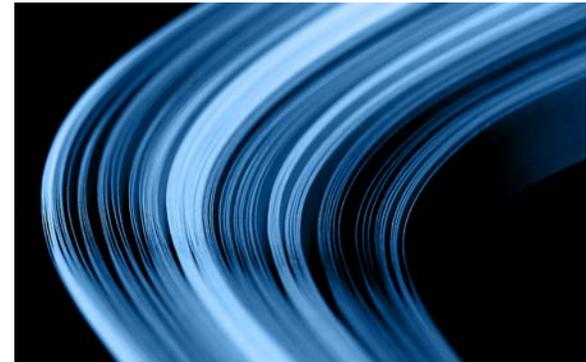
Used together, black and white create a dynamic and harmonious balance of luxury and peace. This is our natural state. Select achromatic designs and illustrations that are powerful and intriguing.



# Examples

## Color

We encourage the artful use of color images for designated brand executions. Choose elegant and vibrant subjects with high impact and preferably rich black backgrounds.



# Brand Collateral

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## Ideal layouts for print media.

From business cards to envelopes, we've designed multiple layouts and template files for print and production.

In this section you will find guidelines on using the accompanying template files for standardized brand collateral. Specific guidelines and details are contained within the template files themselves.

PAGE 59

**Business Cards**

PAGE 60

**Letterhead**

PAGE 61

**Envelopes**

# Business Stationery

Business cards are reserved for management and sales roles, and should follow the included template. Nothing should be added or removed.

Size: Standard 3.5 x 2" (88.9mm x 50.8mm)  
Paper: Classic Crest Epic Black, 130# Cover  
Ink: Pantone 877C, Metallic Ink



**Jason McSweeney**  
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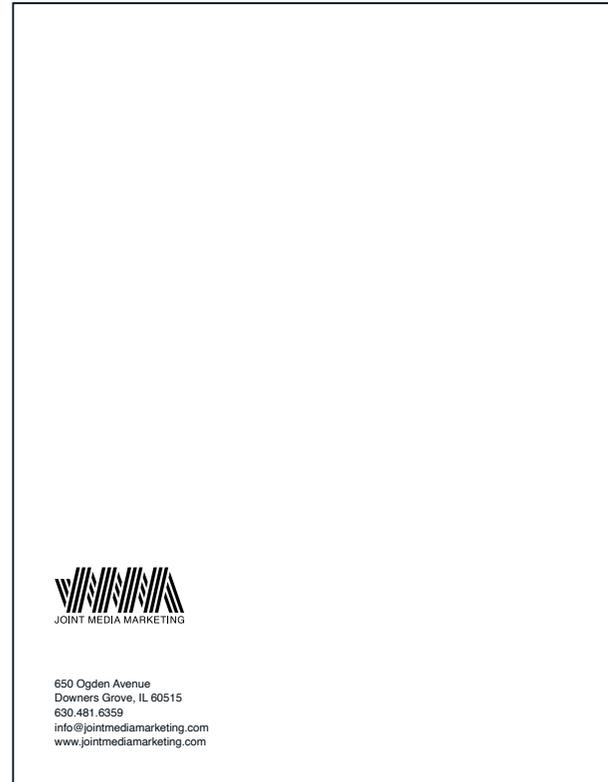
## Business Cards

Left-aligned icon printed on front  
Name typeset in Helvetica Bold  
Details typeset in Helvetica Regular

# Business Stationery

Letterhead is used to deliver important messages  
to our most valued clients and contacts.

Size: Standard 8.5 x 11" (215.9mm x 279.4mm)  
Paper: Classic Crest Solar White, 60# Text  
Ink: Rich Black



## Letterhead

Left-aligned icon printed on front  
Address typeset in Helvetica Regular

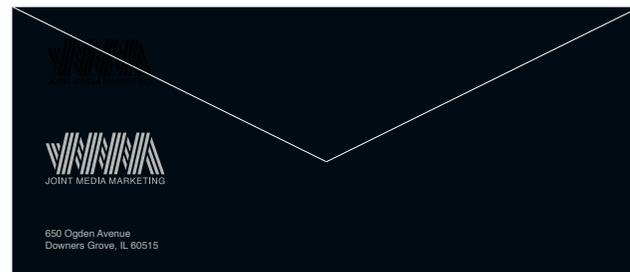
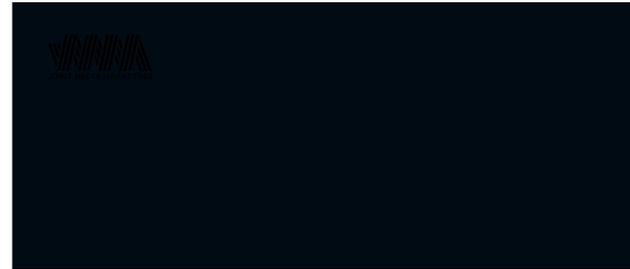
# Business Stationery

Envelopes are used to deliver our communications with style and sophistication.

Size: Standard 9.5 x 4.125" (241.3mm x 104.775mm)

Paper: Classic Crest Epic Black, 24#

Ink: Pantone 877C, Metallic Ink



## Envelopes

Left-aligned icon printed on back  
Address typeset in Helvetica Regular

# In Closing

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This is the beginning.

We've established these guidelines to ensure our brand standards are adhered to consistently from this day forward.

In this section you will find details on our approval process, file types, points of contact, and a note of gratitude.

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**Approvals**

PAGE 64  
**File Types**

PAGE 66  
**Contacts**

# Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follows the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Joint Media Marketing.

Outside approvals may be submitted electronically by emailing the concept

to Jason McSweeney at [jason@jointmediamarketing.com](mailto:jason@jointmediamarketing.com).

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within Joint Media Marketing.

Questions prevent mishaps. If you have a question about the use of our brand materials, please do not hesitate to ask.

# File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

## Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

## Vector Files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, and photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

# Thank You

Joint Media Marketing exists because an amazing group of clients, creatives, vendors, and brand advocates support our mission.

From everyone at Joint Media Marketing, thank you for being part of our journey.

A handwritten signature in black ink, consisting of a stylized initial 'J' followed by a long horizontal stroke.

**Jason McSweeney**  
FOUNDER

# Contacts

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Joint Media Marketing Identity  
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