



Brand Guidelines

Jeff Simone

Contents

These principles and guidelines in this manual are designed to create a flexible, yet cohesive, brand identity system for Jeff Simone.

These guidelines apply to all of Jeff Simone's communications. No guidelines can anticipate every possible need. Guidelines like these are always a work in progress.

Version 1.0 (August 2025)



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Ensures all logo applications are consistent

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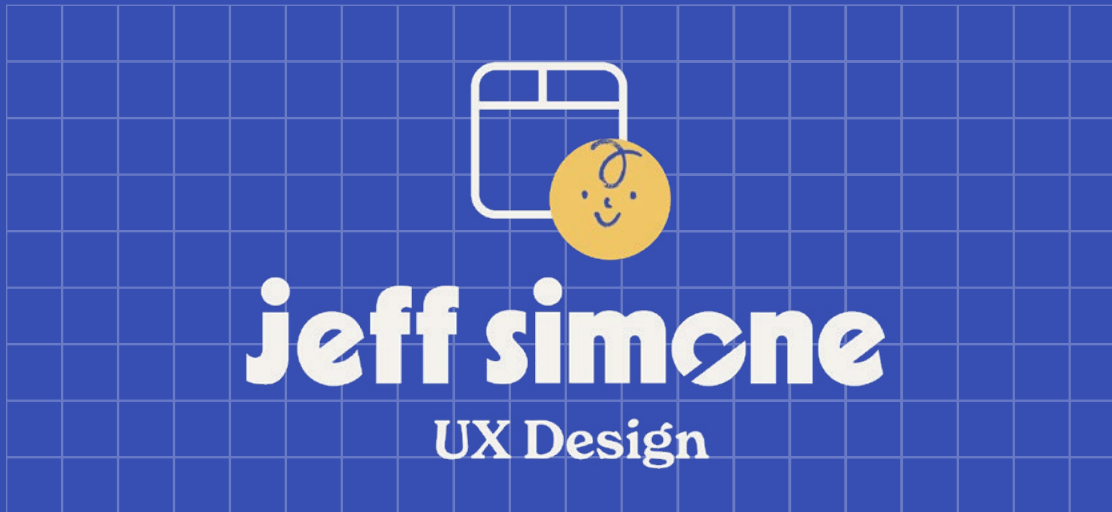


Logo Guidelines

These guidelines ensure all applications of Jeff Simone's logos are **consistent** and **respectful**.

UI/UX Logo

The UI/UX logo represents the professional at the very highest level. It acts as a signature, and identifier. The logo should always be the most consistent component in all forms of communication; however, it's available in 6 user personas. The mark is set in Swell and New Spirit.



**Horizontal Logo,
Secondary Color**



**Vertical Logo,
Secondary Color**

User Personas



Age



Education



Gender



Income



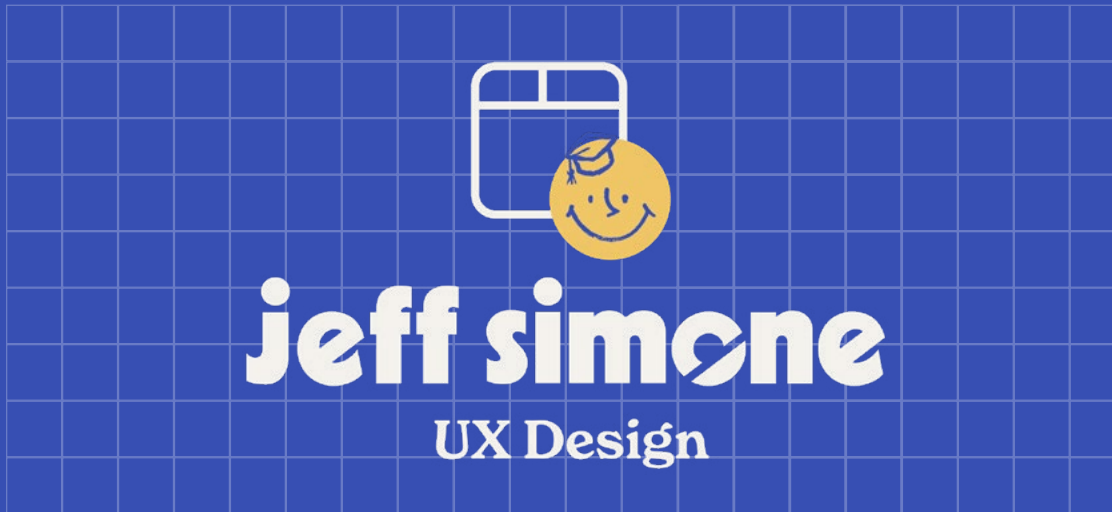
Location



Occupation

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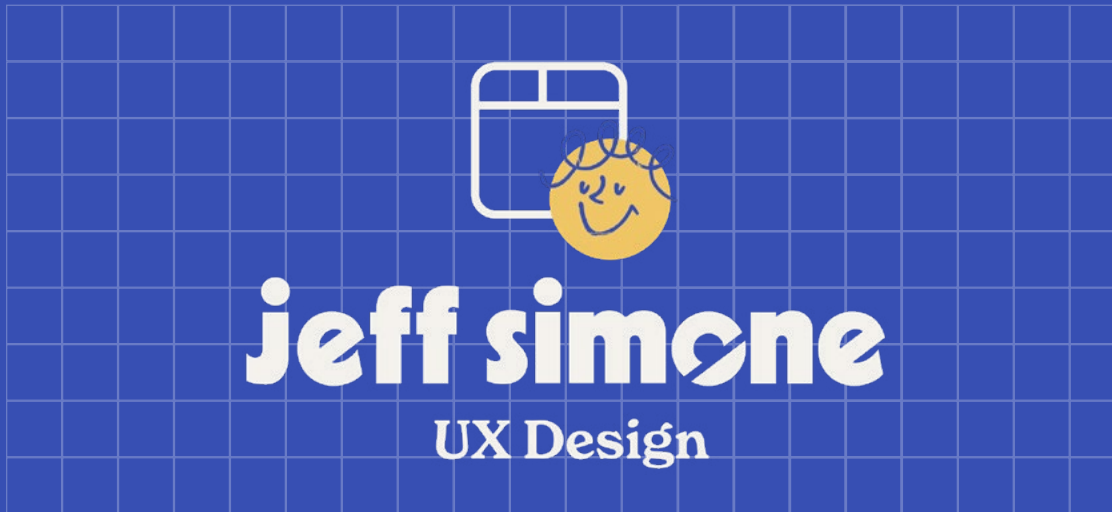
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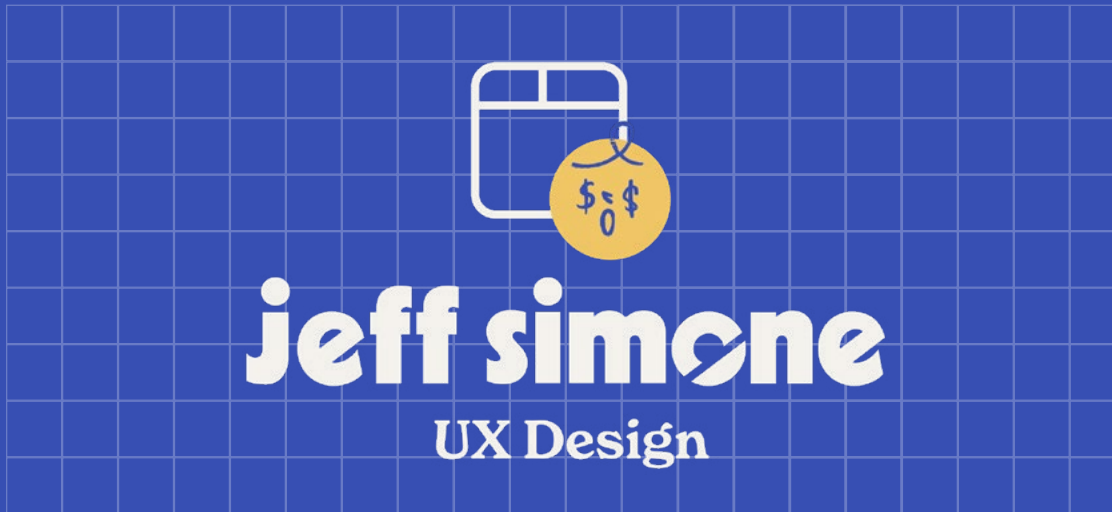
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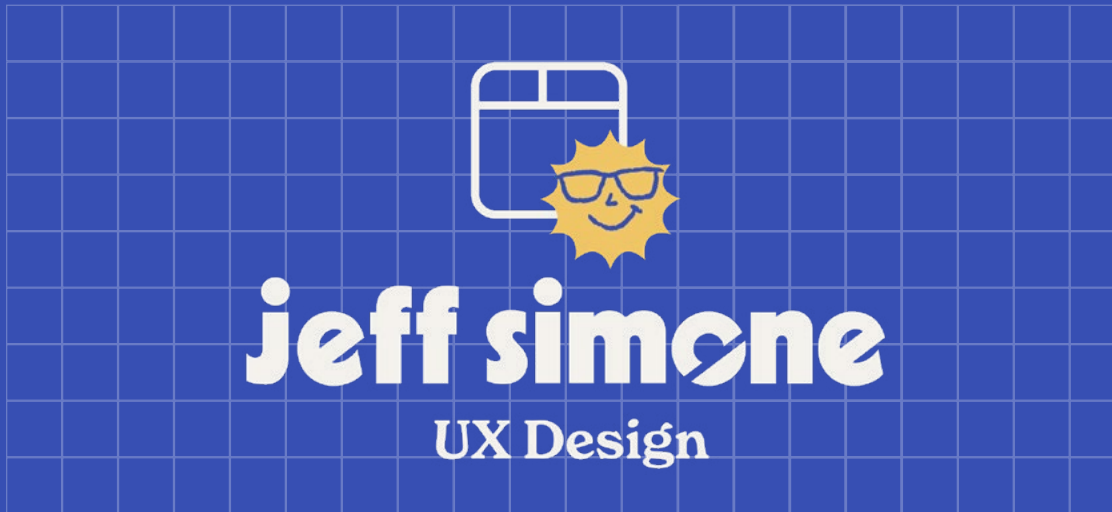
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Income



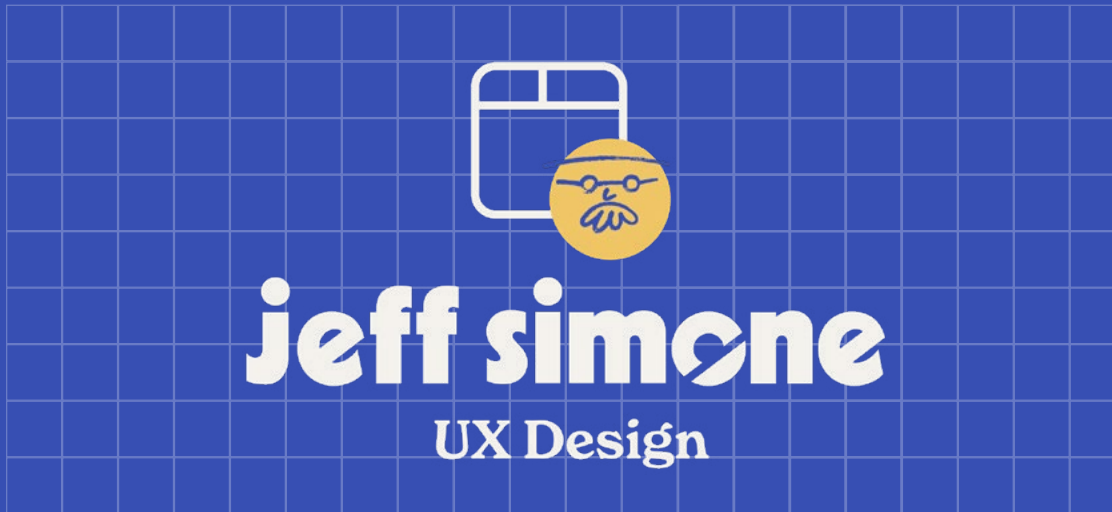
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Secondary Color**



**Vertical Logo,
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User Personas



Age



Education



Gender



Income



Location



Occupation

Horizontal Logo



Dimensions & Placement

Our logo must be surrounded by a generous field of clearance space in every application. This protects the artwork from competing visual elements, while ensuring the logo does not fall in any trims, edges, or folds. The minimum amount of space that surrounds the logo is equal to the size of the 'o' x-height on all four sides. A greater amount of clearance space is always recommended.



Primary Color



Secondary Color



Mono White



Mono Black

Color Variants

The Horizontal logo can be rendered in four color variations shown above. The primary color logo should be used on light or white backgrounds to maximize contrast. The secondary color logo should be used on backgrounds that are dark. For backgrounds that are busy like dark photographs or patterns, the white logo is recommended. Use of the black logo is discouraged; however, it may be used if necessary.

Vertical Logo



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Color Variants

The Vertical logo can be rendered in four color variations shown above. The primary color logo should be used on light or white backgrounds to maximize contrast. The secondary color logo should be used on backgrounds that are dark. For backgrounds that are busy like dark photographs or patterns, the white logo is recommended. Use of the black logo is discouraged; however, it may be used if necessary.

Explore Logo

The Explore logo represents the social presence at the very highest level. It acts as a signature, and identifier. The logo should always be the most consistent component in all forms of communication; however, it's available in 6 adventures. The mark is set in Swell and New Spirit.



**Horizontal Logo,
Secondary Color**



**Vertical Logo,
Secondary Color**

User Personas



Bibimbap



Dumpling



Kimbap



Camera



Passport



Airplane

Explore Logo

The Explore logo represents the social presence at the very highest level. It acts as a signature, and identifier. The logo should always be the most consistent component in all forms of communication; however, it's available in 6 adventures. The mark is set in Swell and New Spirit.



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**Vertical Logo,
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**Vertical Logo,
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**Vertical Logo,
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User Personas



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Dumpling



Kimbap



Camera



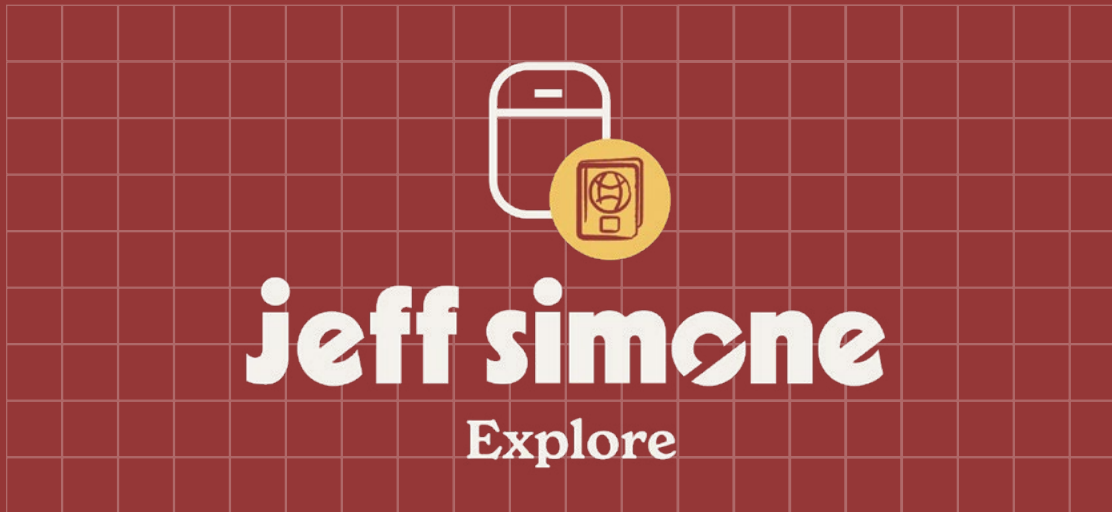
Passport



Airplane

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Kimbap



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Horizontal Logo



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Brand Typography

The art of type has the innate ability to convey a feeling
beyond the written word.

Type Family

Jeff Simone's Proprietary Typeface

The custom typeface for the Jeff Simone brand is Swell. As a fixed element of the Brand System, the description, sans-serif font was designed to visually express a fresh take on Kabel Black.

Please use only Swell on all activations to maintain brand consistency and recognition. Do not leverage any other type families (unless a designated dupe is available).


Swell, Regular 

VINTAGE

COASTAL

GEOMETRIC

ABUNDANT

Type Families

Swell

All brand touch points should use [Swell](#) for moments of voice and emphasis. Swell should be used for large title copy and brand expression.

Swell, Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

New Spirit

All brand touch points should use [New Spirit](#) for informational hierarchy. New Spirit (SemiBold) should be used for eye-catching headings.

New Spirit, SemiBold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Approved Dupes

Commissioner

[Commissioner](#) is a low-contrast humanist sans-serif with almost classical proportions. When Swell is unavailable, please use this approved dupe available on Google Fonts.

Besley

[Besley](#) is a antique slab serif inspired by Robert Besley's Clarendon. When New Spirit is unavailable, please use this approved dupe available on Google Fonts.

Type Families

Open Sans

All brand touch points should use [Open Sans](#) for subheads, long-form body copy, and captioning. Please feel free to explore different weights for contrast and emphasis.

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. The full typeface is available on Google Fonts—no dupes needed!

Open Sans, Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Open Sans, SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Open Sans, Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Type Samples

This is a UI/UX Heading

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.

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DUIS AUTE IRURE DOLOR

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

This is an Explore Heading

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Color Palette

Color silently conveys **impactful brand messaging** that instills a lasting reaction with the community.

Color Story

Color is one of the most essential components of Jeff Simone's brand identity. The design system is a marriage of **two individual palettes: UI/UX Design and Explore**. The UI/UX Design palette consists of Blueprint, Journey, Paper, Slate, and Blank. The Explore palette consists of Fusion, Journey, Paper, Slate, and Blank.

Please reference the color values shown below to ensure that the brand colors are properly reproduced in every application.



Blueprint

PMS 7455 C
C87 M77 Y00 K00 R55 G79 B179
#374FB3



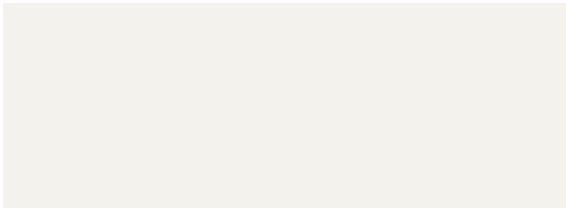
Journey

PMS 141 C
C6 M22 Y00 K71 R240 G198 B102
#F0C666



Fusion

PMS 492 C
C28 M88 Y76 K24 R149 G55 B55
#953737



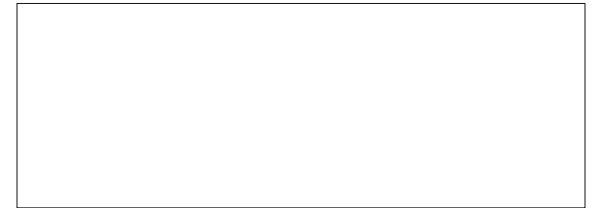
Paper

PMS COOL GRAY 1 C
C3 M2 Y5 K00 R244 G242 B237
#F4F2ED



Slate

PMS BLACK C
C73 M67 Y65 K81 R20 G20 B20
#141414



Blank (White)

R255 G255 B255
#FFFFFF

Brand Identity



Sample Styling

The brand's look and feel is a collection of design elements that form a system that can **bridge any medium**.

Digital Visuals

Sample visuals that explore brand messaging and the identity's color and system design. Assets that correspond to the UI/UX Design identity are accented with Blueprint, while assets that correspond to the Explore identity are accented with Fusion.



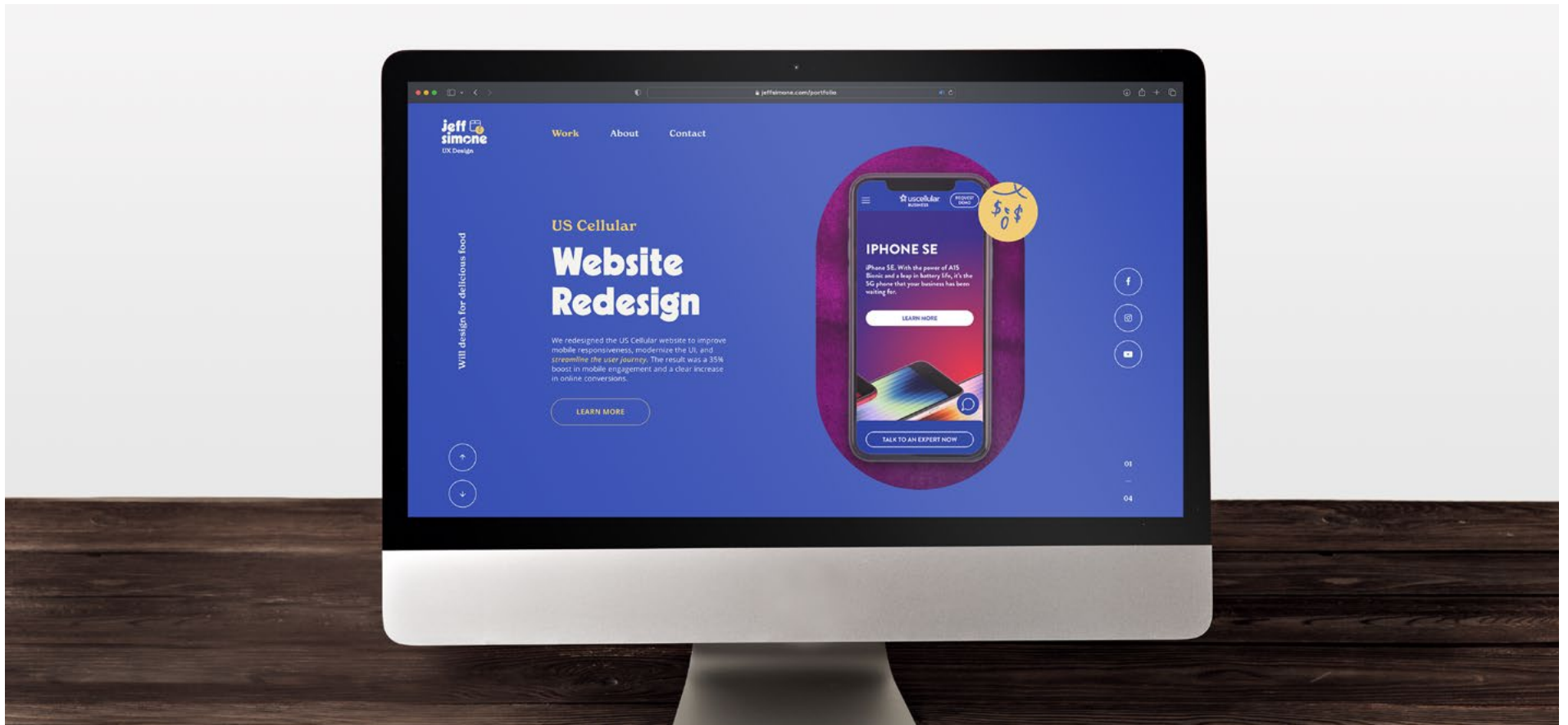
UI/UX Design, Visuals



Explore, Visuals

UI/UX Design

The online portfolio leverages Blueprint as its key design accent. The color is fully flooded in the hero carousel to drive major brand voice and make a statement. Personas float over the visual portal to showcase which personas were targeted in the user experience.



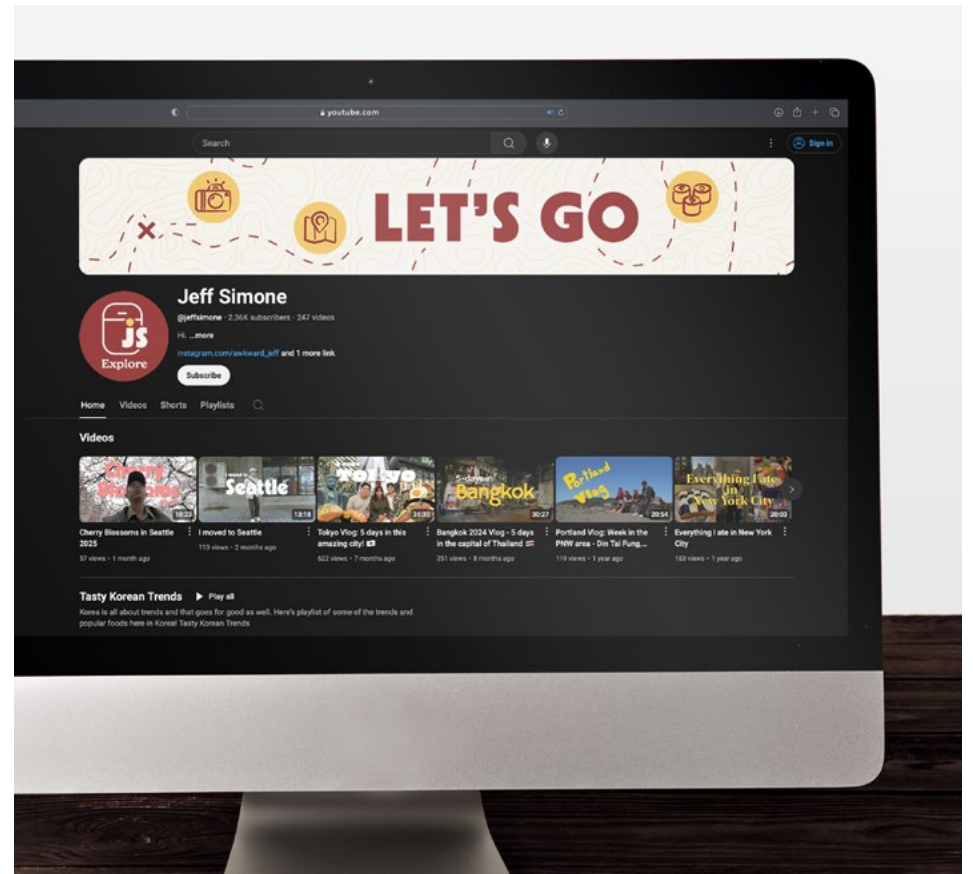
Portfolio Site

Explore

Explore collateral is rooted in lifestyle activities like travel, dining, and adventure. We recommend applying this branding to assets that correspond with these activities. Luggage tags and digital assets to create a cohesive YouTube experience are excellent examples.



Luggage Tag



YouTube Channel