

BRAND GUIDELINES

JAM  FOR DRAVET

THE OVERVIEW

Consistency is the backbone of an authentic, trustworthy, and recognizable brand and customer experience. This means consistency in the way you look, speak to, and service your customers and target audience.

Staying consistent takes effort, and more importantly, it takes rules. That's where brand guidelines come in. Use these guidelines to ensure a cohesive look and feel for the JAM for Dravet brand across all mediums.

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JAM* FOR DRAVET

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LOGO

JAM* FOR DRAVET

PRIMARY LOGO

This is our primary logo and should always be used when circumstances allow.



PRIMARY LOGO

Our primary logo can be presented over
JAM white, blue or purple.



SECONDARY LOGO

This is our secondary logo and should always be used when circumstances allow.



SECONDARY LOGO

Our secondary logo can be presented over JAM white, blue or purple.

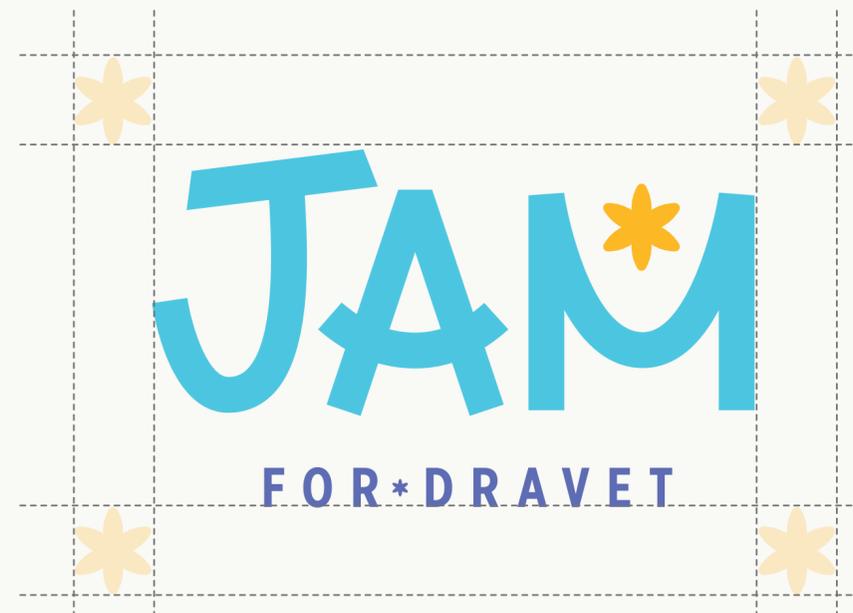


CLEAR SPACE

Always maintain a clearspace equal to the size of the flower in the logo.

MINIMUM SIZE

Logo should never be scaled so small it renders illegible.



ADDITIONAL GRAPHICS

These are a few of our additional graphics. They can be used to supplement our logo and reinforce the JAM brand.

WE ARE
BRIDGING
THE GAP*

WE ARE
BRIDGING
THE GAP*

WE ARE
BRIDGING
THE GAP*



DRAVET → A CURE*



PHOTO SEAL

We also use the circular JAM Seal as a device for cropping brand photography. Adhere to the photography sourcing guidelines on Page 26 when choosing images to crop inside the seal.

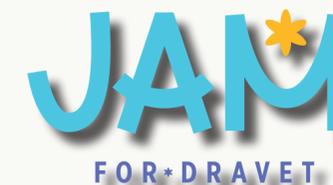


MISUSE

No changes should ever be made to the logo. Here are some ground rules to make sure the logo is always used correctly and consistently. These rules apply to both the primary and secondary logos.



Do not—
Apply Outlines



Do not—
Apply Shadows



Do not—
Change Colors



Do not—
Stretch or Skew



Do not—
Change orientation



Do not—
Adapt the logo



Do not—
Rotate

COLOR PALETTE

JAM* FOR DRAVET

PRIMARY COLORS

Our Primary Colors are JAM Blue and JAM Purple. They should be used more frequently than colors in the secondary palette.

JAM BLUE

#00D5E9

CMYK: 60, 0, 10, 0

RGB: 74, 188, 218

JAM PURPLE

#4D60AB

CMYK: 70, 60, 0, 0

RGB: 76, 88, 166

FULL COLOR PALETTE

Our color palette consists of bright, tech-inspired hues. JAM Blue and Purple should be used the most regularly but our extensive palette can be incorporated into designs to add fun pops of color.

#FEAA02
CMYK: 0, 30, 95, 0
RGB: 247, 170, 7

#F9D749
CMYK: 2, 9, 90, 0
RGB: 249, 215, 73

#00BE77
CMYK: 76, 0, 65, 0
RGB: 0, 90, 119

#00D5E9
CMYK: 60, 0, 10, 0
RGB: 74, 188, 218

#005FB0
CMYK: 90, 45, 0, 0
RGB: 0, 95, 176

#4D60AB
CMYK: 70, 60, 0, 0
RGB: 76, 88, 166

#0C1830
CMYK: 95, 85, 45, 55
RGB: 12, 24, 48

#F9F9F5
CMYK: 2, 1, 3, 0
RGB: 249, 249, 245

PRIMARY PATTERN

The JAM pattern can be used over JAM Blue, Purple, Green, Orange and Cream. To achieve a consistent look, the opacities over different colors vary. Use the guide on this page to determine the opacity level for different brand colors. When using the pattern over the JAM Cream the opacity remains at 100%.

10% OPACITY

5% OPACITY

10% OPACITY

15% OPACITY

100% OPACITY



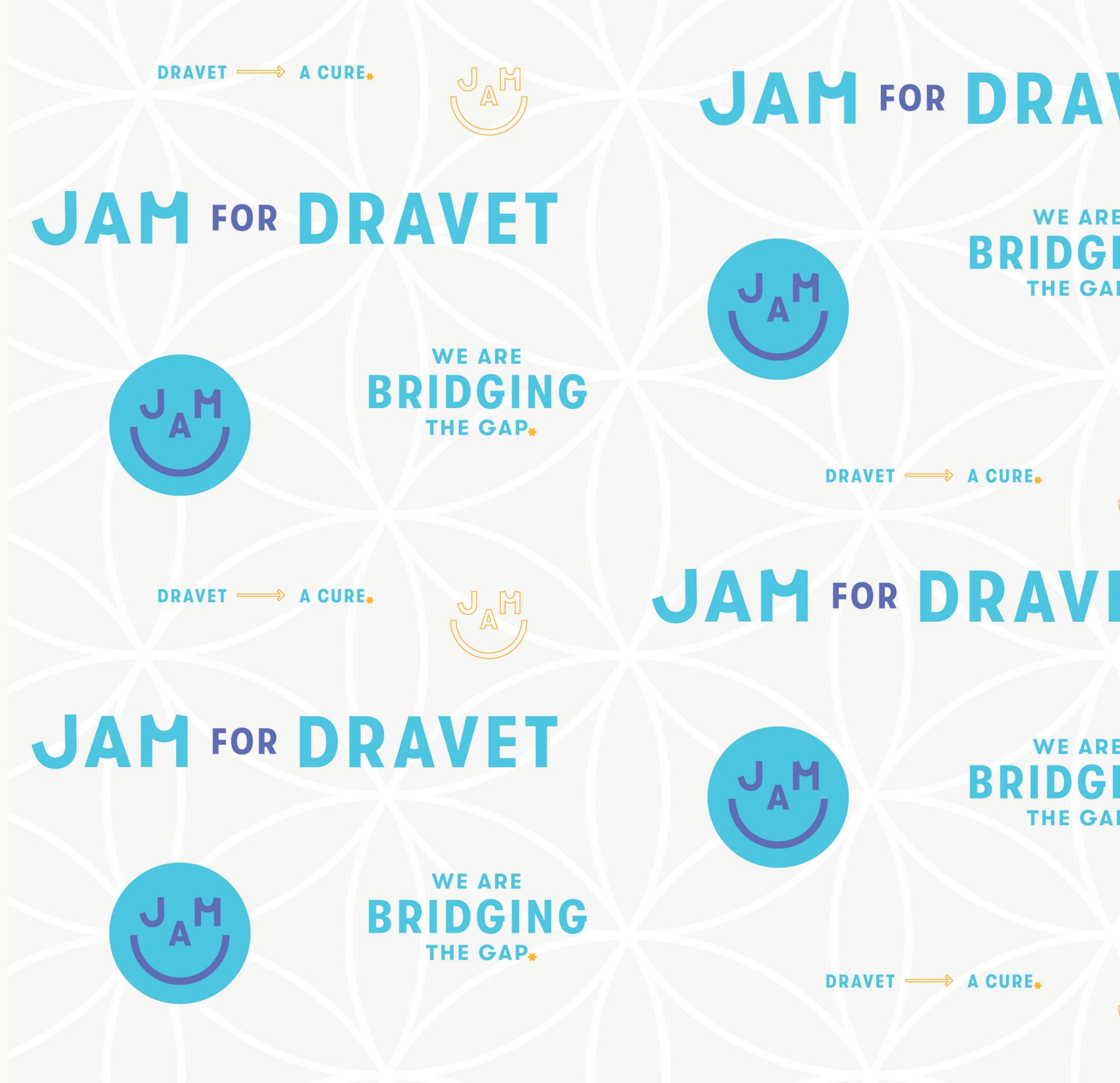
OTHER PATTERNS

Additional JAM patterns can be created out of our brand graphics to further reinforce the JAM identity.



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TYPOGRAPHY

JAM* FOR DRAVET

PRIMARY TYPOGRAPHY

Roboto Family

Our primary typeface is Roboto. Roboto can be downloaded for free by visiting [Google Fonts](#). Use Roboto Bold Condensed in all caps for headlines and Roboto regular for body copy.

ROBOTO CONDENSED

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

Roboto

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

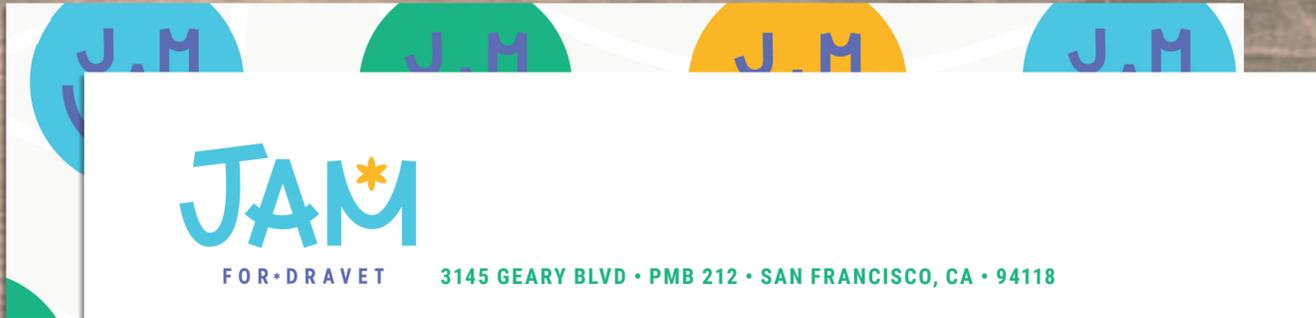
APPLICATION

JAM* FOR DRAVET

BRAND APPLICATION

It is important to apply all the components of our brand in a consistent way. A cohesive look and feel reinforces our brand identity and creating a better experience for our customers. Use the examples in these guidelines as a starting point when applying the identity to any piece of collateral.





JAM
FOR+DRAVET

3145 GEARY BLVD • PMB 212 • SAN FRANCISCO, CA • 94118

Dear Name:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Volutpat ac tincidunt vitae semper quis lectus nulla at. Non consectetur a erat nam at lectus urna duis. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec pretium. At varius vel pharetra vel. Ullamcorper a lacus vestibulum sed arcu non.

Neque aliquam vestibulum morbi blandit cursus risus. Non diam phasellus vestibulum lorem sed risus ultricies tristique. Phasellus egestas tellus rutrum tellus pellentesque eu tincidunt tortor aliquam. Massa eget egestas purus viverra accumsan in nisl. Vel orci porta non pulvinar neque laoreet suspendisse interdum consectetur. Quis blandit turpis cursus in hac habitasse. Scelerisque viverra mauris in aliquam sem fringilla ut morbi. Tincidunt augue interdum velit euismod in pellentesque massa placerat.

Ut venenatis tellus in metus vulputate eu scelerisque. Nunc id cursus metus aliquam eleifend mi in nulla posuere. Faucibus interdum posuere lorem ipsum dolor. Egestas tellus rutrum tellus pellentesque eu tincidunt tortor aliquam nulla. Ornare quam viverra orci sagittis eu volutpat odio.

Sincerely,

Daniel Chang

DRAVET → **A CURE***

501(c)(3) registered as the Julian Chang Family Foundation for Dravet Syndrome. FEIN# 83-3636528



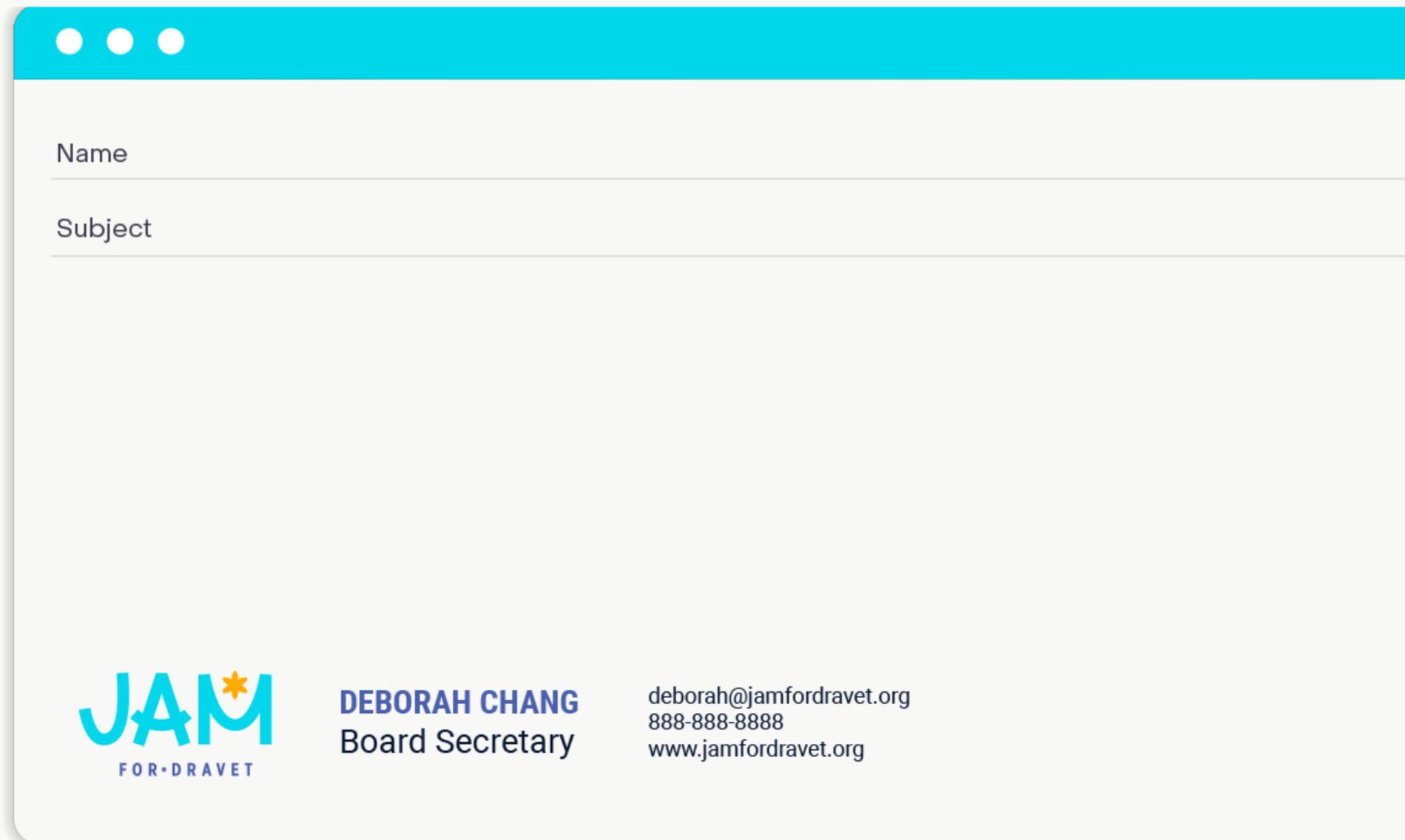
JAM
FOR DRAVET

501(c)(3) registered as the Julian Chang Family Foundation for Dravet Syndrome. FEIN# 83-3636528



EMAIL SIGNATURE

Email signatures can be built in Gmail or Outlook. Use the primary logo mark and center all elements vertically.



SOCIAL MEDIA

Social accounts should also be branded consistently. Use the bridge icon over our JAM Purple for all social icons. Do not use the full primary logo for any use case that scales it beyond legibility. Alternatively, the seal with Julian's photo may be used.

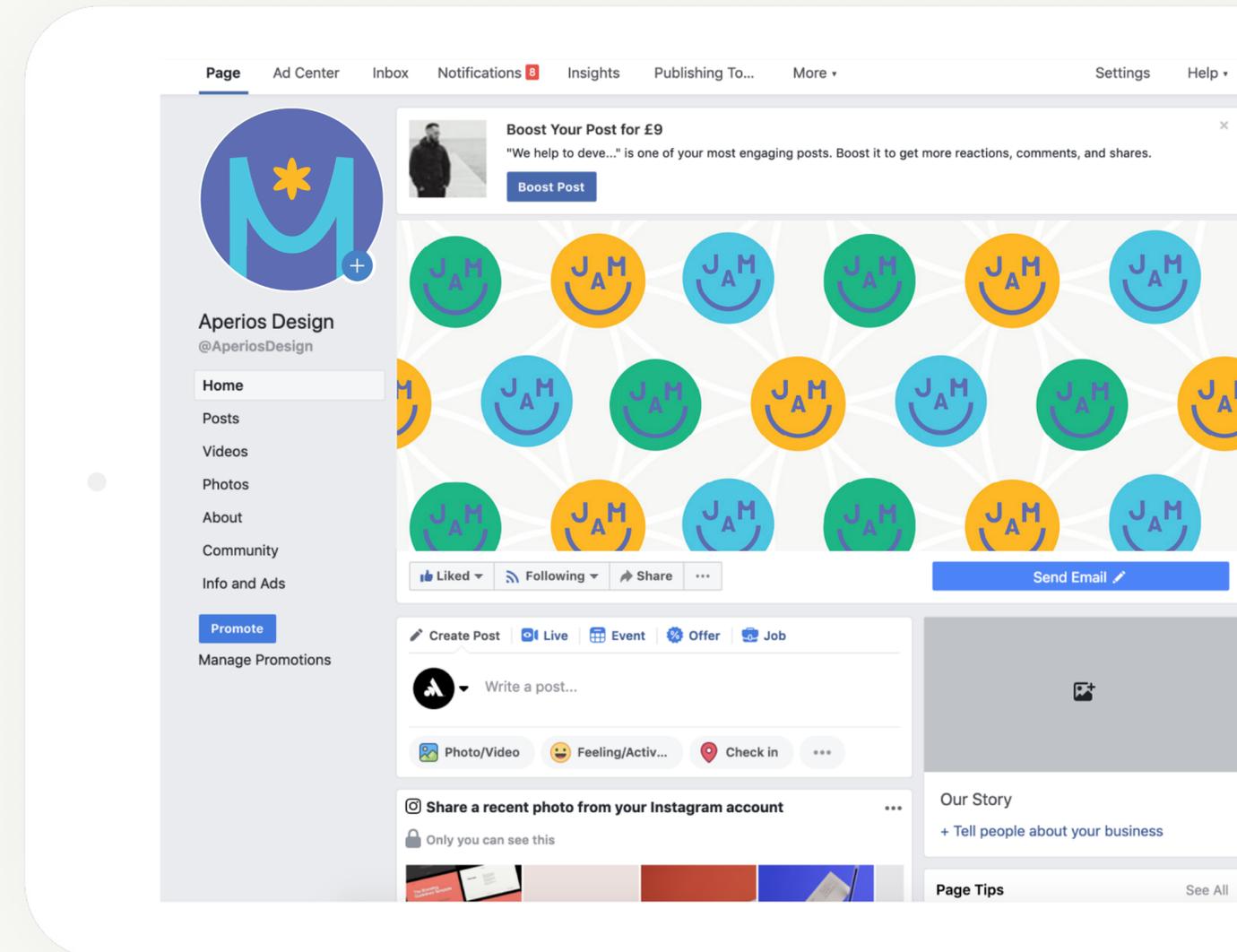
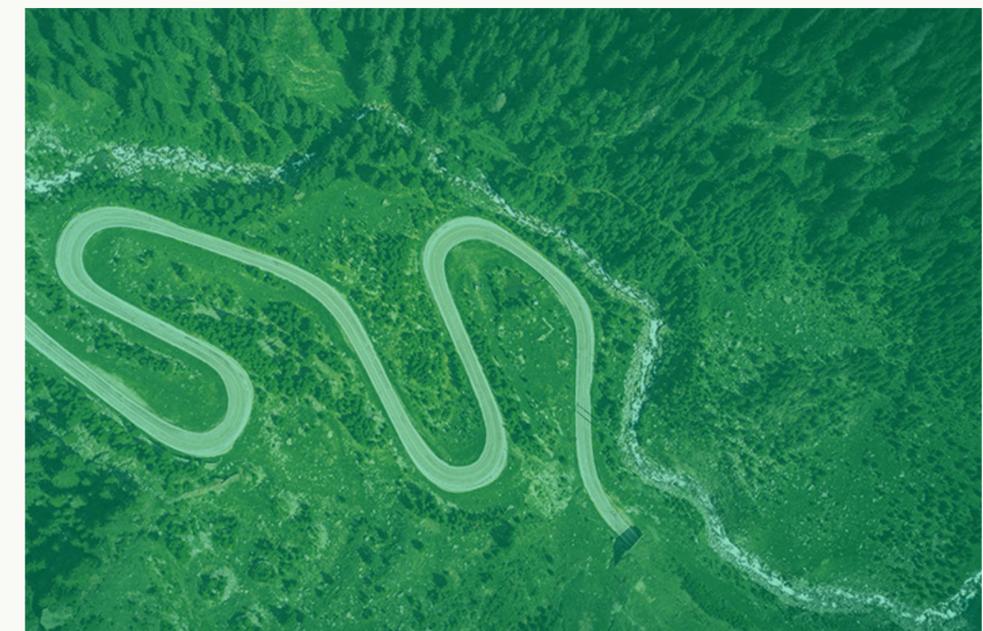


PHOTO TREATMENT

JAN* FOR DRAVET

PHOTOGRAPHY

Our photography should show realistic lifestyle scenarios that are relevant to our audience. Photos can range from thematic (winding roads, sunrises, anything that portrays connection and hope) to literal. Photos should feel “real” and never be stocky or in a studio environment. Make sure photography shows a diverse range. Color overlays may be used but be sure to stick to colors from the brand palette.



PATTERNS IN PHOTOGRAPHY

The JAM Pattern can also be used to brand photography. When using the JAM Pattern, keep the opacity between 5-15% and mask the pattern behind any people or main subjects within the photograph.



THANK YOU!

We appreciate you taking the steps to help us protect the JAM for Dravet brand. If you have any questions, please reach out.

