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### **Foreword**

This brand manual concludes JobStudio's extensive branding journey.

It stems from the brand audit phase that cuts through all levels and digs deep into what matters.

It interprets the brand strategy into very applicable and tangible deliverables. It is a document that should be referred to frequently and regularly in order to understand, measure and apply.

It must be made readily available to all stakeholders; simple in language and easy to use.

It encapsulates the entire brand essence by transforming it into executables and artefacts to be used in real-life applications and environments.

In its entirety, the brand manual is the culmination of the branding journey.

## The **JobStudio Brand**

The JobStudio brand is about genuine help for each individual towards his or her success in life.

Visually, this is captured by the infinite loop (forming the letters, "o" and "b"), symbolising the constant interaction between JobStudio which results in the success of the individual as captured by the ascending letter "b".

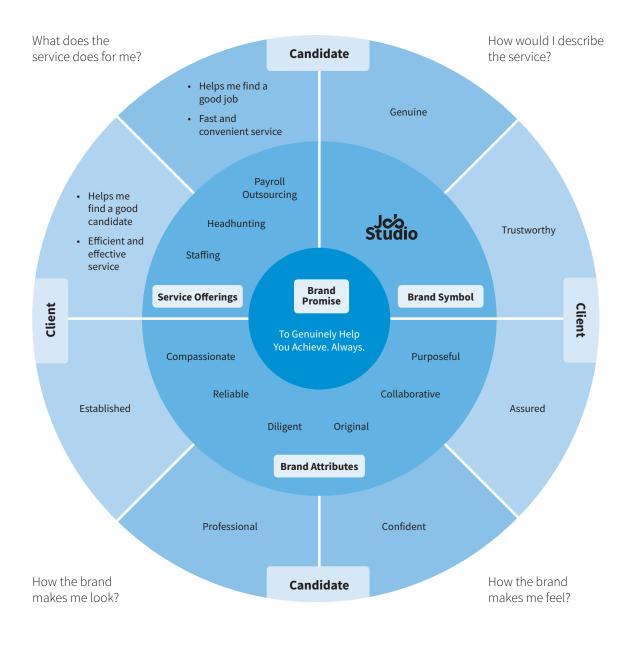
The infinite loop symbol also represents the endless opportunities and possibilities for growth in each career and company, capturing JobStudio's penultimate vision of "Building Careers & Growing Companies".











▲ Figure A: JobStudio's Brand Essence Diagram

# **Brand** Identity

Logo Clearspace



### Corporate Colours

#### **Corporate Colour**

 ${\it Sea Blue-Main colours for accents, highlights, background, etc.}$ 



Pantone S 221-3 Pantone 3005 C / U **CMYK** 95 25 0 0 **RGB** 0 144 212 **HEX** #0090d4

#### **Logo Colour**

Sky Blue — Strictly for JobStudio Logo or "Blue on Blue" Elements

Pantone S 232-2 Pantone 801 C / U **CMYK** 85 0 0 0 **RGB** 0 181 240 **HEX** #00b5f0



### Logo Variations



#### ▲ 1. Full Colour Logo

The main logo. This logo is to be used primarily as much as possible.

#### 2. Blue on Blue Logo

For special application of logo on our corporate blue background.

#### 3. Black & White / Reversed Logo

For scenarios whereby a reversed application is required, such as dark background or monochrome printing.

#### 4. 1 Colour (1C) Logo

For single colour applications or special effects printing.



### Typography

#### Source Sans Pro Bold — Headers

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopqrstuvwxyz 123456789 \$%&@#(!?,.;:)

Source Sans Pro Light — Accent & Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 \$%&@#(!?,.;:)

Source Sans Pro Regular — Body (on Dark BG)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 \$%&@#(!?,.;:)

**Source Sans Pro** is an open source webfont under Google that is free for commercial use. You can download the font from: https://www.fontsquirrel.com/fonts/source-sans-pro

# Marketing Collaterals



\*All the following representations are not presented in actual scale

### Namecards



88.9 mm



Front Spot UV effect on JobStudio logo



Back Spot UV effect on JobStudio logo to make the logo stand out against through the blue background

#### Letterhead

#### **A4 Letterhead**



55 Market Street, #09-01 Singapore 048941 sever jobstudio.com.ng

Tel: +65.6422 1390 Fax: +65-6225-5900 for@jobstudio-com.ag

Fast Lane Co. 123 Fast Lane-Avenue The Standtall, #15-12 Singapore 203123

15 July 2017

To whom it may concern,

#### Lorem Ipsum Dolor Sit Amet

Consectetur adipiscing elit. Pellentesque erem orci, mollis quis elellend id, ullamcorper ut ante. Vivemus accumsan posuere uma, vitae pellentesque uma molestie id. Sed ante libero, exismod eget enim nec, multis vehícula risus. Cras pellentesque, ligula quis mollis pharetra, orci tellus ullamcorper metus, ac aliquam diam arcu ac neque. Maecenas placerat igrum quis lectus condimentum rutrum. Donec id luctus tellus. Morbi vestibulum laculis malescada.

Donec id luctus velit. Vivamus ultrices veneratis neque a commodo. Phasellus orci purus, consequat at nisi eu. ultrices sagittis nist. Nulla vulputate quam consequat est ornare dignissim. Donec leo num:, blandit eu feugiat id, semper id risus. Fusce bibendum facus sed diam fringilla, vitae condimentum nisi interdum. Duis nisi mauris, viverna nec accumsan sed, tincidunt sed erat. Vestibulum tincidunt pellentesque sodales. Aenean mellis, eros vitae convallis fincidunt, justo lectus efficitur justo, et sollicitudin velit ligula vel tortor. Cras at mi vulputate, sollicitudin felis ac, imperdiet ligula.

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Regards,

Mabel Wong **Managing Director** 

Job Studio Pte SM RDC 2000214240 EA License No.: 10C4754



### Envelopes

#### **DL Window Envelope**



▲ Front



▲ Back

### Envelopes

#### **C5 Window Envelope**



▲ Front



▲ Back



#### **C4 Window Envelope**



### Folder





▲ Front & Back Cover



▲ Inside & Flap

### Tote Bag



### Other Stationery

#### **Post-it Pad**





### Corporate Uniform

#### Main Polo (White)



#### Alternate Polo (Blue)



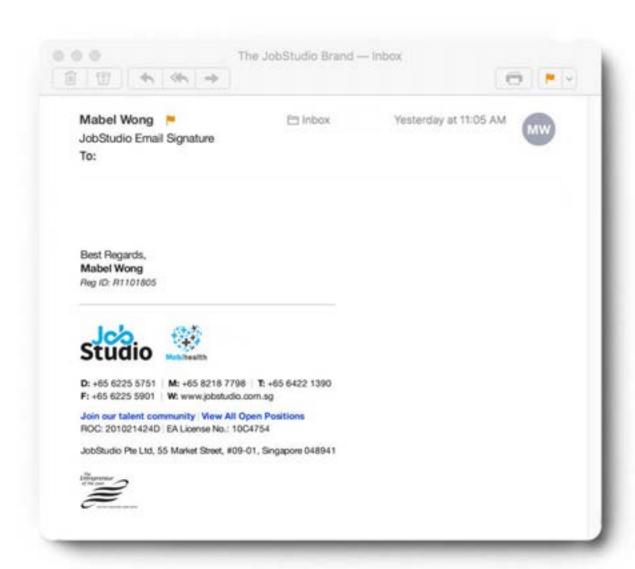
# Digital Applications



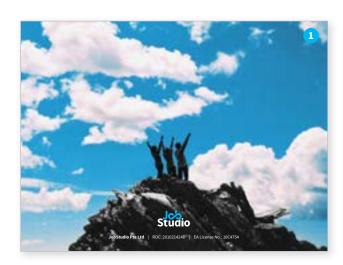
### Facebook



### Email Signature

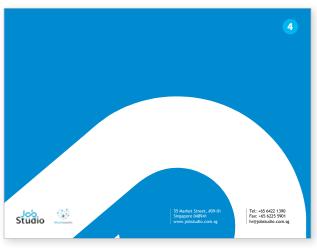


### Powerpoint



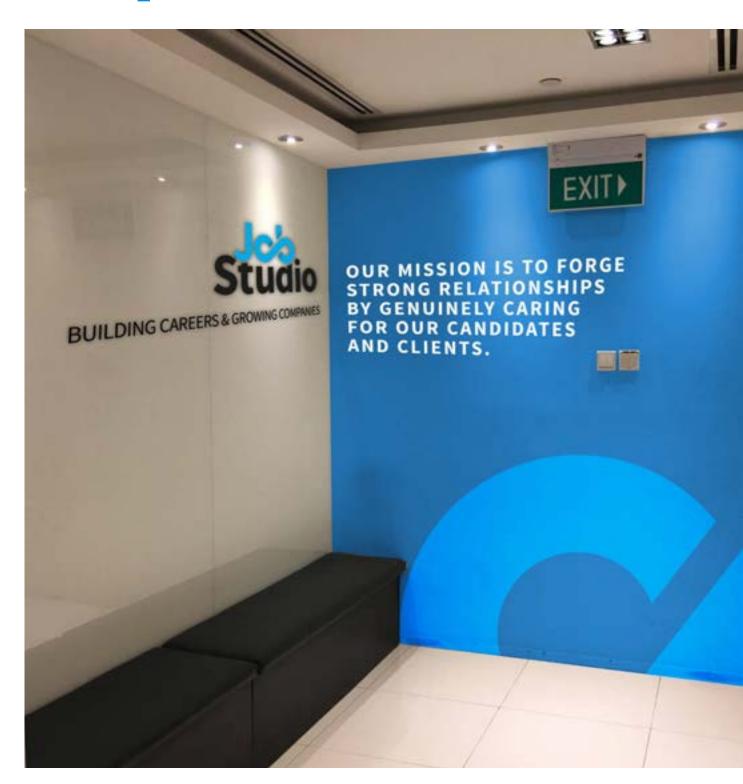




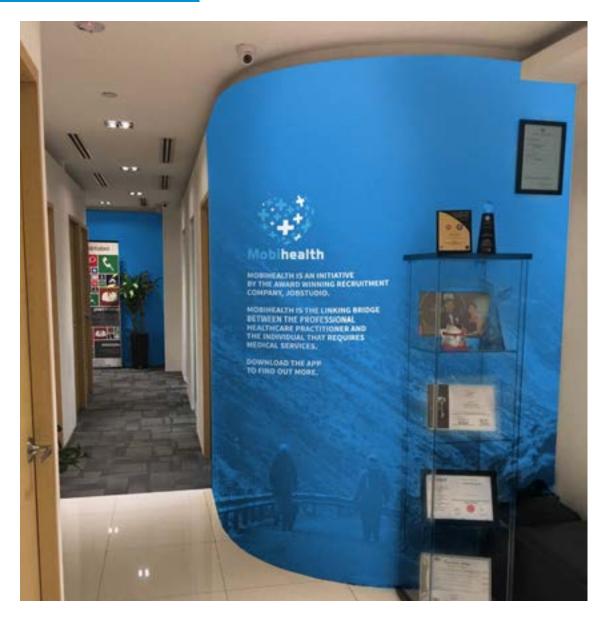


- ▲ 1. Cover Page
  - 2. Title / Transition Page
  - 3. Content
  - 4. Back Page

# **Environmental** Graphics



### Reception Area



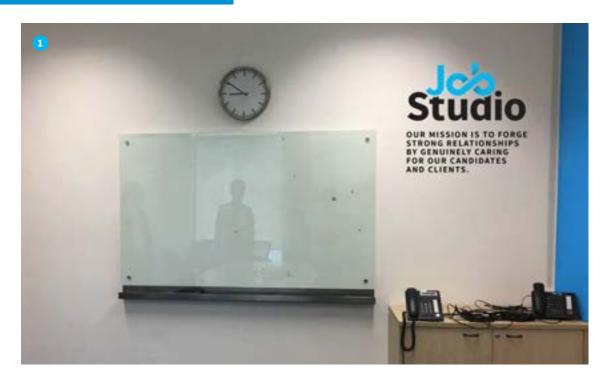
- ▲ Rounded Side Wall Wall sticker with MobiHealth's logo and write up
- ◀ Adjacent Side Walls JobStudio's logo, tag line and mission statement

### Passage Way



▲ Left Side Wall Along Passage Way Wall sticker with emphasis on JobStudio's core values

### Conference Room





#### ▲ 1. Front of Conference Room

JobStudio's logo with mission statement

#### 2. Right Side Wall

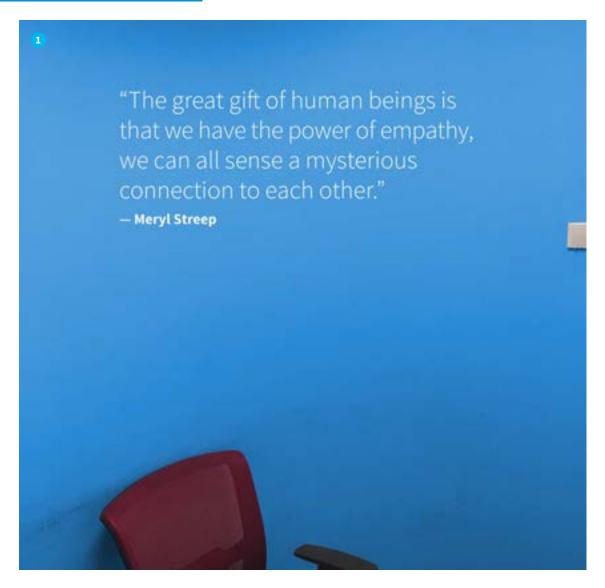
Posters of JobStudio's core values (3/6)





■ Back of Conference Room Poster of JobStudio's overall core values

### Meeting Rooms



▲ Meeting Rooms Interior Paint part of the walls blue

and stick inspirational quotes on the blue wall that reinforce JobStudio's core values.

- Tokyo
   Hong Kong
- 3. Shanghai





### Staff Working Area

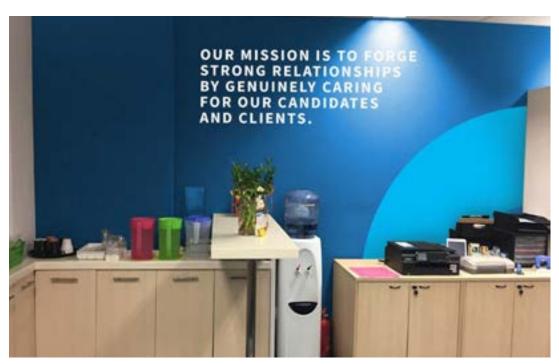




To paint the pantry wall blue and paste wall sticker of JobStudio's mission statement with logo decal

#### 2. Along The Working Area

Incentive chart poster on middle wall and JobStudio's core values on the next blue painted wall



▲ Close Up of Pantry Area



Printing Area >
A poster of JobStudio's Brand Essence diagram

### Wall Notices







- ▲ 1. Door Bell Notice
  - 2. Assistant Bell Notice
  - 3. JobStudio Incentive Chart

◀ PDPA Notice



■ Property of JobStudio Notice





