



Job
Studio

BRAND MANUAL



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Contents

Foreword	05
The JobStudio Brand	06
Brand Identity	10
Marketing Collaterals	14
Digital Applications	27
Environmental Graphics	30





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.

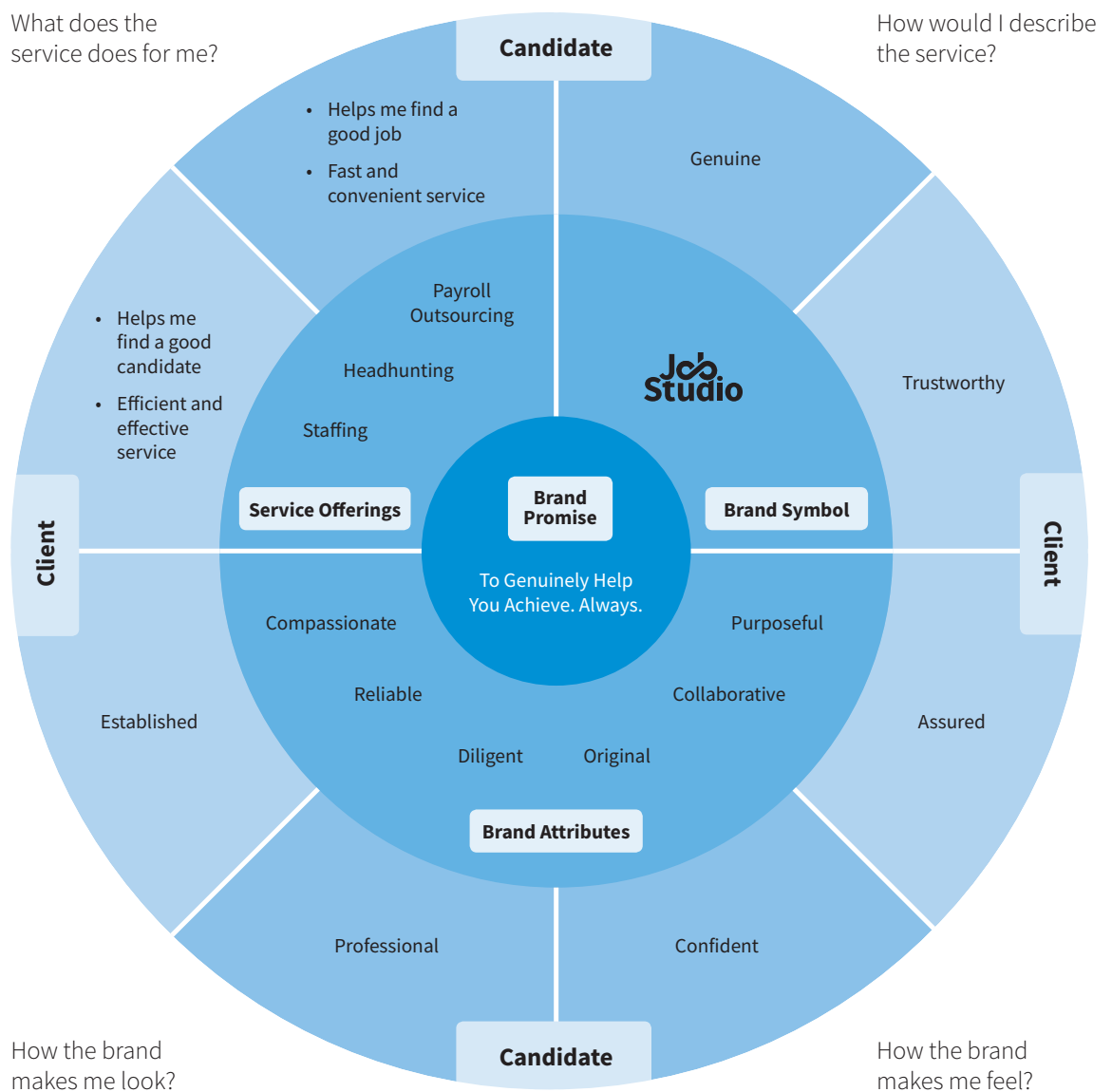
Visually, this is captured by the infinite loop (forming the letters, “o” and “b”), symbolising the constant interaction between JobStudio which results in the success of the individual as captured by the ascending letter “b”.

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

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



◀ **Front**
Spot UV effect on JobStudio logo



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

Letterhead

A4 Letterhead



Envelopes

DL Window Envelope



▲ Front



▲ Back

Envelopes

C5 Window Envelope



▲ Front



▲ Back

Job Studio

Fast Lane
120 East
The Star
Singapore

Job Studio

Back

JobStudio Pte Ltd ROC: 2019262860 | GPR Licence No: 2019718

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Folder





▲ Front & Back Cover



▲ Inside & Flap

Tote Bag



Other Stationery

Post-it Pad



Ball Pen



Corporate Uniform

Main Polo (White)



◀ Front (Logo Embroidered)



Back ▶

Alternate Polo (Blue)



◀ Front (Logo Embroidered)



Back ▶

Digital Applications



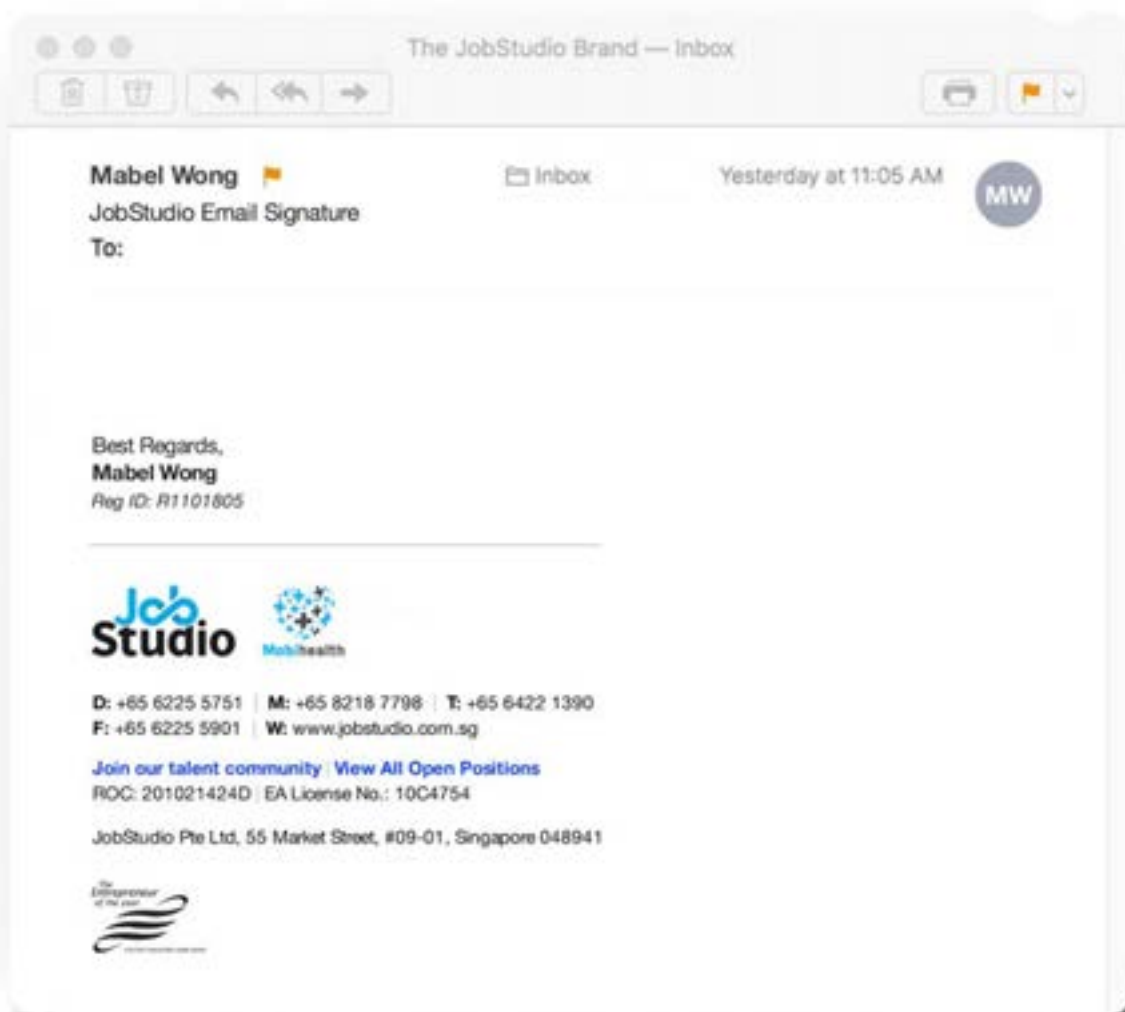
Facebook



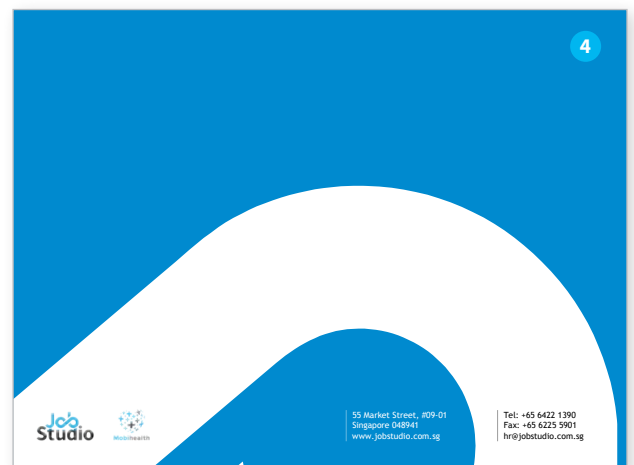
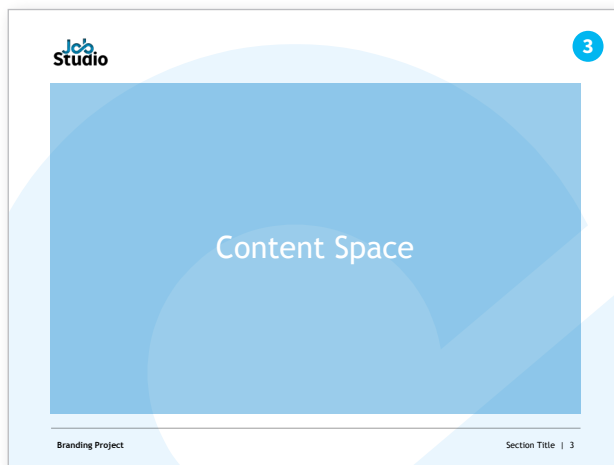
▲ On Desktop

On Mobile ►

Email Signature



Powerpoint



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

Environmental Graphics



Reception Area



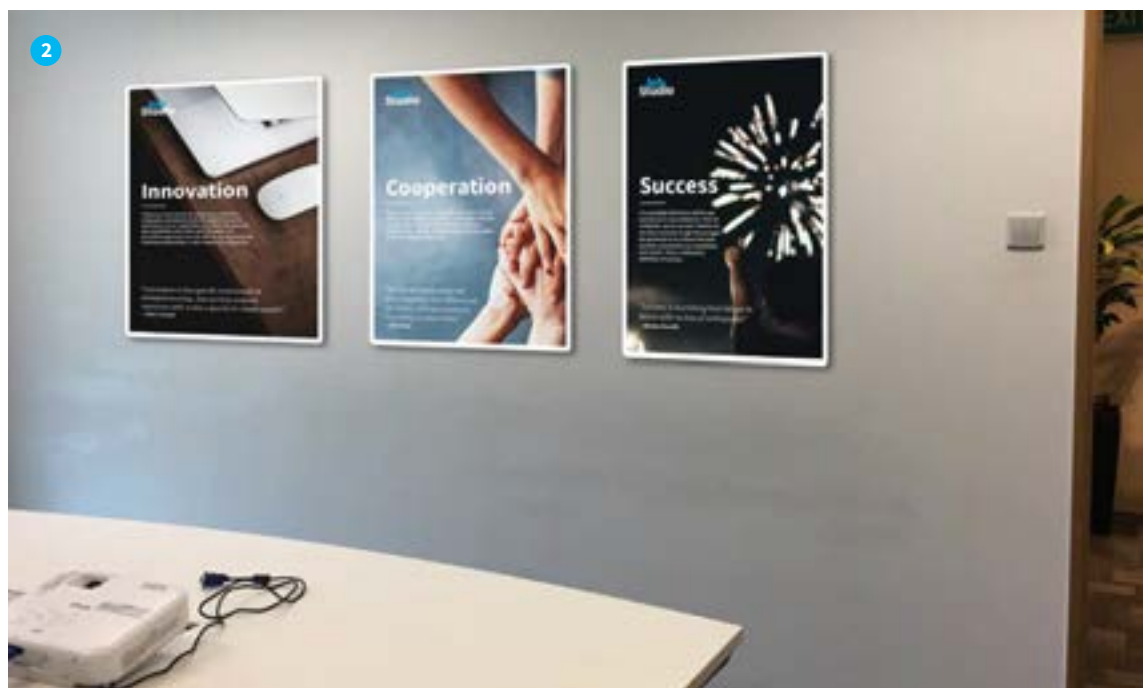
- ▲ **Rounded Side Wall**
Wall sticker with MobiHealth's logo and write up
- ◀ **Adjacent Side Walls**
JobStudio's logo, tag line and mission statement

Passage Way



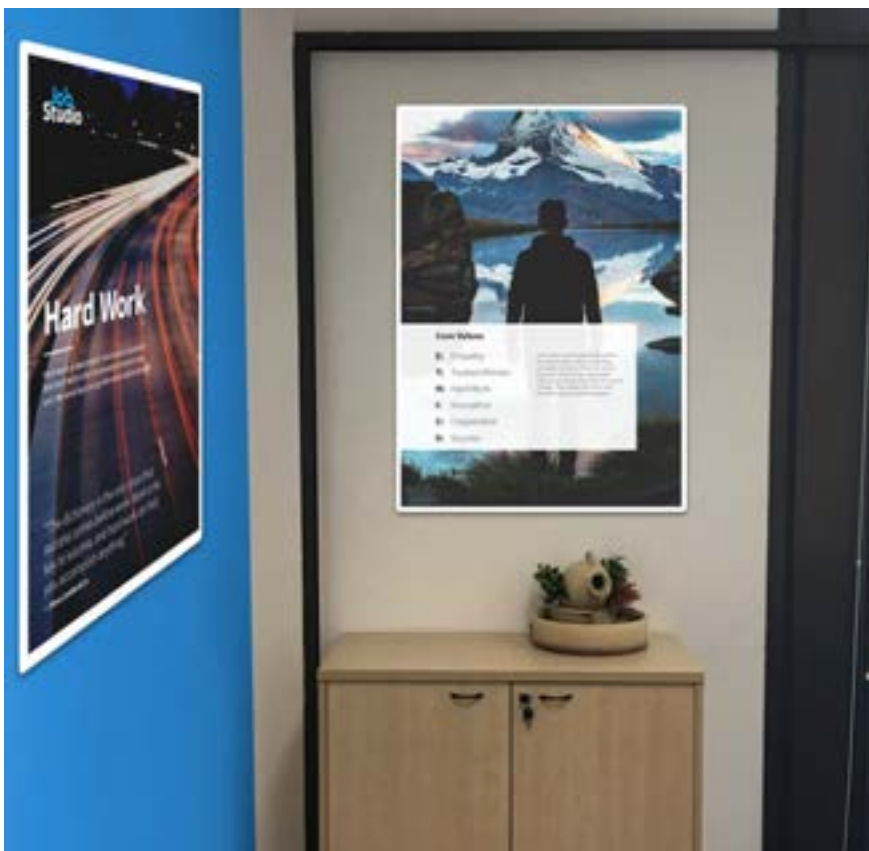
▲ **Left Side Wall Along Passage Way**
Wall sticker with emphasis on JobStudio's core values

Conference Room



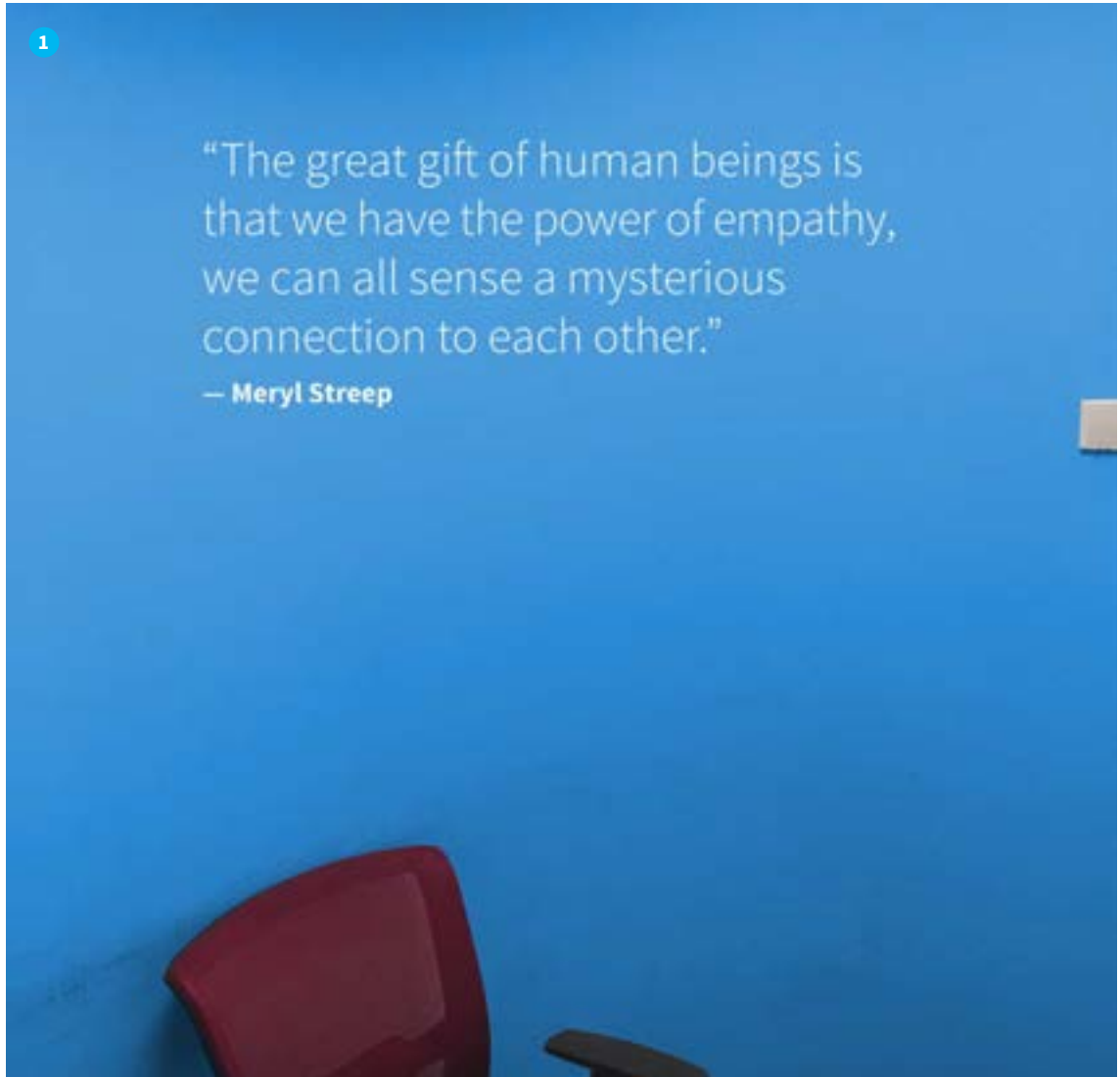
▲ **1. Front of Conference Room**
JobStudio's logo with mission statement

2. Right Side Wall
Posters of JobStudio's core values (3/6)



◀ **Back of Conference Room**
 Poster of JobStudio's overall core values

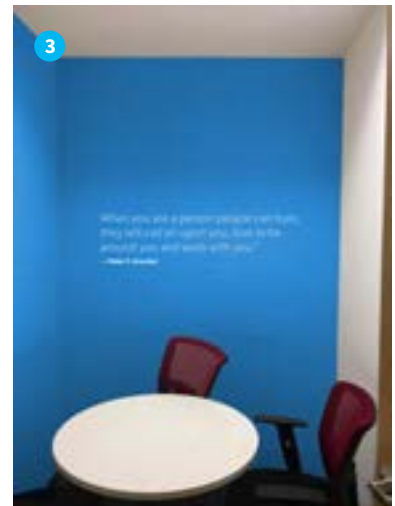
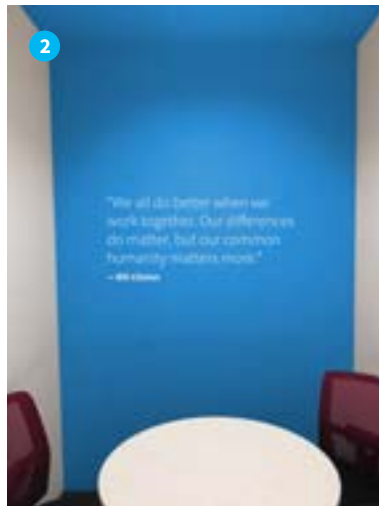
Meeting Rooms



▲ Meeting Rooms Interior

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

1. Tokyo
2. Hong Kong
3. Shanghai



Staff Working Area

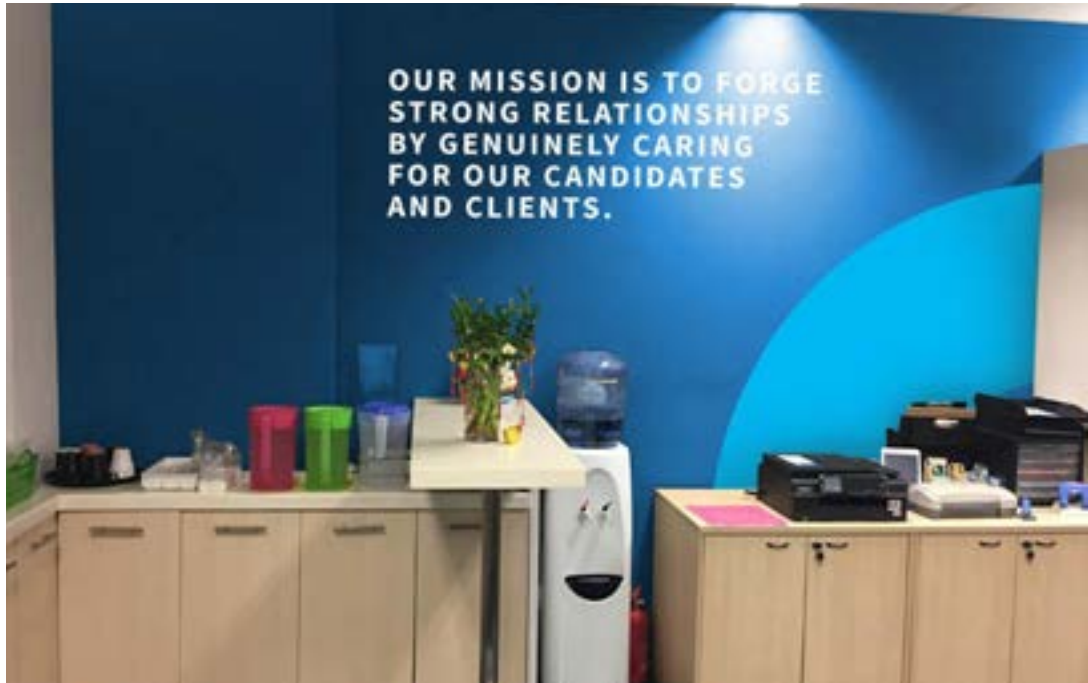


▲ 1. Pantry Area

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



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