JS

JS GROUP

DESIGN AND BRAND GUIDELINES

WE LOVE YOUR BRAND.

JS

THE
INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **JS Group's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **JS Group's** commitment to quality, consitency and style.

The **JS Group** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **JS Group** name and marks.

JS GROUP

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01 THE LOGO

Logo is the key building block of brand identity, the primary visual element that identifies the brand. The signature is a combination of the the symbol itself and the company name – they have a fixed relationship that should never be changed in any way.

Brand consistency is always about following the rules.

THE LOGO
PRIMARY LOCK-UP

THE LOGO

The JS Group english Logo comprises two elements, the logo lettermark and logo wordmark. The Logo lettermark is a powerful image evoking the culture of JS Group - the four subsidiaries: JS Capital, JS Investment, JS Project and JS Real Estate.

It has a particular relationship with the JS Group name.
The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lowercase letters. The typeface is Century Gothic and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Cold Black and Light Silver. It is an appealing blend of colours chosen for their strong combination - emotional safety - morden - quality.
The Colours have been selected according to Pantone standards as shown below and are easily implemented.

1) Primary Lock-Up
The main logo is the dark logo used on white or coloured backround. For darker backrounds you will find an alternative below.

1) The Logo Lettermark
Consists of a powerful element evoking the culture of commercial property services. Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the chosen corporate colour.

2) The Logo Wordmark
The font of the group that is used here is Century Gothic.

THE LOGO
OTHER LOCK-UPS

OTHER LOCK-UPS

Establishing brand consistency throughout JS Group is based on just setting the standards. Keeping JS Group logo presentation consistent, means designer must uniformly present the logo to customers.

Logo presentation inconsistency can have a significant impact on brand recognition.

The JS Group logo should be used in primary lock-up or one of the styles illustrated here for all published work.

The vertical and horizontal proportions of the logo must always be maintained. The logo may not be tilted or deformed.

The logo also may not be created freehand or typeset using one's own set of fonts.
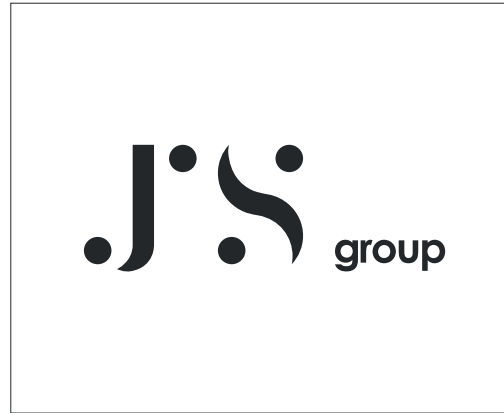
1

2

1) Primary Lock-Up
will be used when the horizontal layout of logo is required and the backround colour is light coloured.
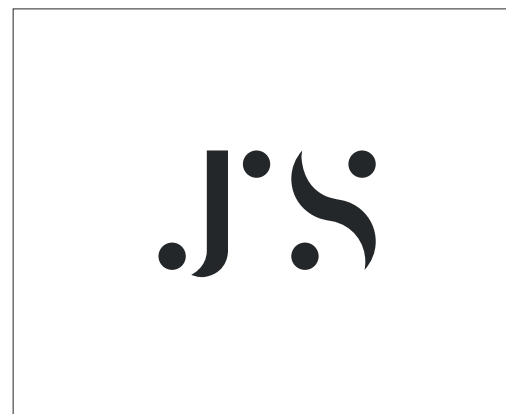
2) Primary Lock-Up (Reversed)
will be used when the horizontal layout of logo is required and the backround colour is dark coloured.

3) Lettermark
will be used when the English lettermark of logo is required and the backround colour is light coloured.

4) Lettermark (Reversed)
will be used when the English lettermark of logo is required and the backround colour is dark coloured.

3

4

5) Vertical Lock-Up
will be used when the vertical layout of logo
is required and the backround colour is light
coloured.

6) Vertical Lock-Up (Reversed)
will be used when the vertical layout of logo
is required and the backround colour is dark
coloured.

3

4

# THE LOGO CONSTRUCTION, COMPUTATION AND CLEAR SPACE

It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
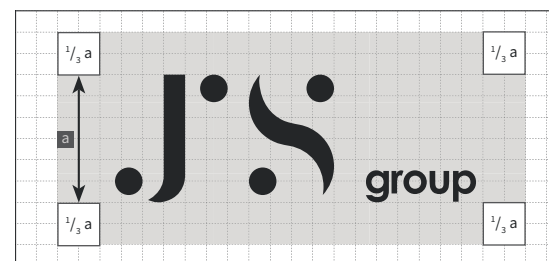
2.8 x

x
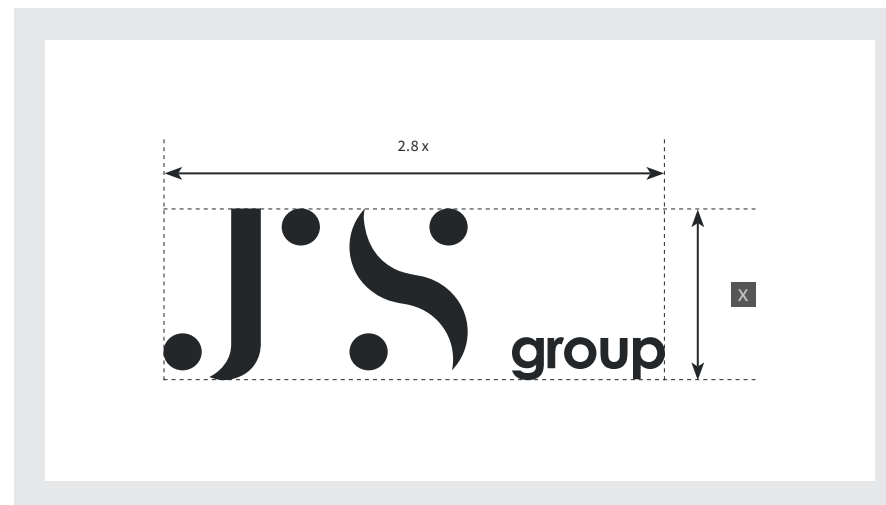
CLEARSPACE

Logo Lettermark

$^1/_3$ a $^1/_3$ a

a

$^1/_3$ a $^1/_3$ a
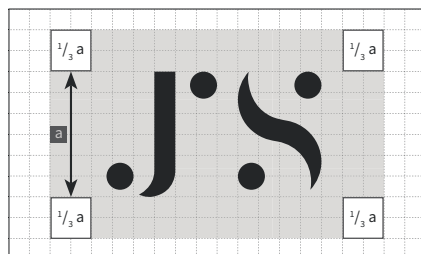
CLEARSPACE

Full Logo

$^1/_3$ a $^1/_3$ a

a

$^1/_3$ a $^1/_3$ a

Definition

-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-
To work out the clearspace take the height of the logo and divide it in half.
(Clearspace = Height / 3).

THE LOGO
MINIMUM SIZING

THE MINIMUM SIZING

When using the JS Group logos, they must not be reduced in size to less than indicated to the right as the text legibility will deteriorate.

Biligual Logo
Minimum Size: 32mm x 90 mm

90 mm

Full Logo
Minimum Size: 10mm x 28 mm

28 mm

Logo Symbol
Minimum Size: 8 mm x 13.7 mm

13.7mm

THE LOGO GREYSCALE
BLACK AND WHITE

THE FULL LOGOTYPE

Wherever possible, the logo should be reproduced in the brand colours. Where colour is not an option, use greyscale or black & white print.

1

LIGHT VERSION

2

DARK VERSION

1) The Logo B & W Light Version
will be used when the backround colour is dark coloured.

2) The Logo B & W Dark Version
will be used when the backround colour is light coloured.

THE LOGO APPLICATION
ON A BACKGROUND

APPLICATION ON BACKGROUND

To ensure that the logo is clearly recognisable, it must never be altered and has to be reproduced using the approved artworks provided. Avoid using the reverse logo on high-contrast photos that impede the logo's legibility. The coloured logo must always appear on white or light-coloured backgrounds.Never reproduce the coloured logo on a dark background that does not offer sufficient contrast against the logo. Similiarly, never reverse the logo on a light background. Do not use the coloured logo over a photo, use the reverse instead. The greyscale logo must only be used on white or light-grey backgrounds. For other light-coloured backgrounds. Never reproduce the logo on textured or patterned backgrounds that may impair legibility.

Below are an demonstration using the primary logo lock-up:
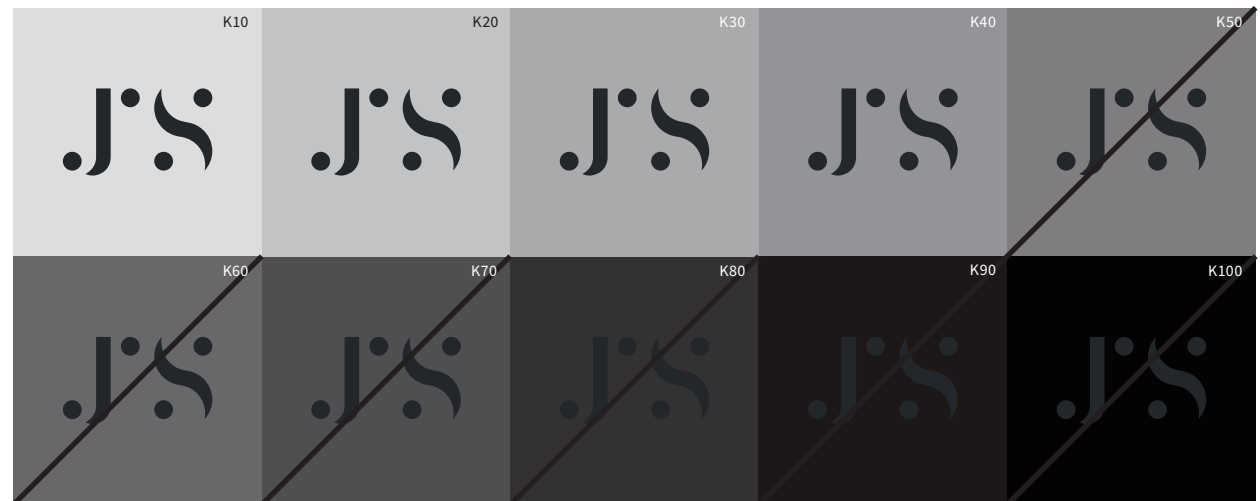
THE LOGO
INCORRECT USES

THE INCORRECT USES

To ensure the logo is clearly recognisable and consistent, all parts of logo, from the logomark (symbol) to the logotype must never be altered and have to be reproduced using the approved master artworks provided.

The integrity of the logo must not be compromised. Below are examples of inappropriate uses of the logo.
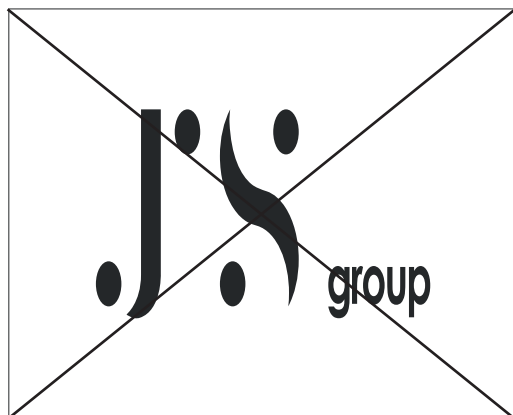
1) DO NOT distort the logo in any way
please ensure that you maintain the aspect ratio when enlarging the logo
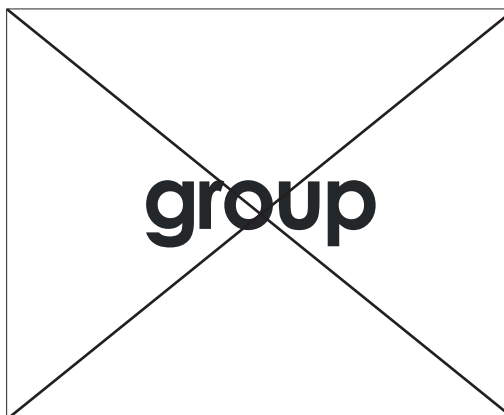
2) DO NOT use the components of the logo separately
only use the logo lock-ups are available in this guideline

3) DO NOT manually alter typeset of the workmark
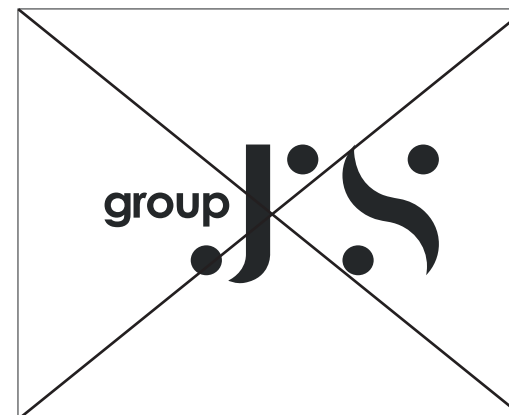only use the logo wordmarks are indicated in this guideline

1

2

3
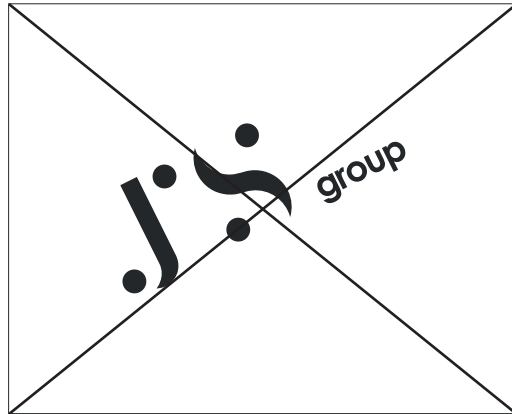
4

5
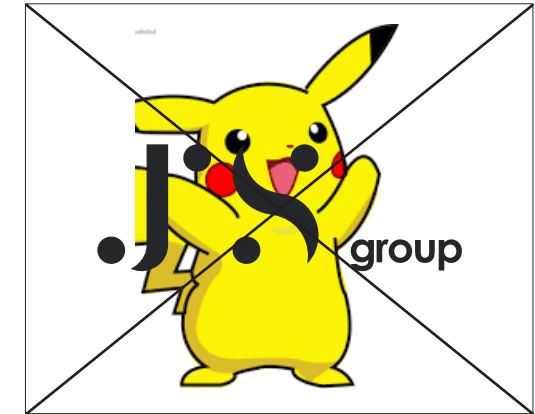
6
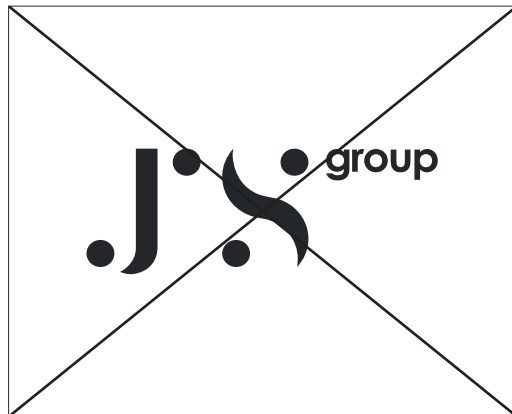
7

4) DO NOT rotate the logo
only use the logo lock-ups are demostrated in this guideline

5) DO NOT use any other colour other than specified
only use the logo colour are listed in this guideline

6) DO NOT use images or texture on backgroud that might cause visual interruption
if an image or texture background is required, please choose an image or texture is not busy

7) DO NOT move the elements of the logo
only use the logo constructions are indicated in this guideline

02 THE LOGO TYPEFACE

Typefaces may vary, but whenever typography plays an important role in a brand identity, we can assume that the brand is appealing to a reader - someone who appreciates prose, or at least a good headline. They might be a comic book reader as much as a

Shakespearean scholar, but, nonetheless, we expect them to read.

Picking the right typeface means picking one that imbues your branding with the right look and feel.

The Logo Subtitle Typeface
The Logo Bilingual Type Face

SELECTING A FONT IS LIKE GETTING DRESSED.

THE LOGO
SUBTITLE TYPEFACE

THE FONT

Century Gothic is a sans-serif typeface in the geometric style, released by Monotype Imaging in 1991. It is a digital typeface that has never been made into actual foundry type.

It delivers the message that JS Group has traditional profession working attitude and creative mindset.

**PRIMARY FONT
CENTURY GOTHIC**

CENTURY   GOTHIC

**DESIGNER :
MONOTYPE**

-

**TYPE EXAMPLES
CENTURY GOTHIC**

Regular	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
	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
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
	« ∑ € ® † Ω ¨ / ø π • ± ' œ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

THE LOGO
SUBTITLE BILINGUAL TYPEFACE

THE FONT

方正兰亭黑是由北大方正电子公司设计开发的一系列中文印刷字体，根据齐立在1990年代初设计的黑体系列样张改进而成，与微软雅黑字体系出同源。

This fonts is elegant and stylish. It is delivering the upmarket brand image of JS Group.

蘭亭黑

特黑

SUBTITLE FONT
蘭亭黑 特黑

DESIGNER：
北大方正电子公司

-

意氣用事 事在人為 為民請命 命在旦夕 夕陽西下 下落不明 明堂正道 道邊苦李 李下瓜田 田父之功

功一美二 二分明月 月下老兒 兒女親家 家至人說 說一不二 二八佳人 人之常情 情至意盡 盡忠報國

Regular

0123456789 0

Figures

TYPE EXAMPLES
蘭亭黑 特黑

! " § $ % & / ( ) = ? ` ; : # ¥ " : ; ¢ [ ] | { } _ 《 '
_ € _ ¨ ~ { } 》 ø _ · 、 | ! ± ' (@

Special Characters

03 THE BRAND TYPEFACE

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for JS Group layouts.

The Brand Typeface
The Brand Typographic Hierachy

THE BRAND TYPEFACE

THE FONT

Montserrat is a new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires. The Montserrat Project has the full support of the Google Web Fonts team, who will review its technical details to ensure it works perfectly as a web font. The font will be hand-hinted by Google too. It is suitable for a multiculture company like JS Group.

BILINGUAL FONT MONTSERRAT

DESIGNER : JULIETA ULANOVSKY

-

TYPE EXAMPLES MONTSERRAT

MONTSERRAT

Bold	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
	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
Regular	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
	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
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
	« ∑ € ® † Ω ¨ / ø π · ± ' æ œ @ ∆ ° ª © ƒ ə , å ¥ ≈ ç

THE BRAND
TYPOGRAPHIC HIERACHY

TYPOGRAPHIC HIERACY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for JS Group layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text	JS GROUP - Montserrat Regular 6 pt Type / 9 pt Leading
Copy Text	JS GROUP - Montserrat Regular 8 pt Type / 11 pt Leading
Headlines Copytext	JS GROUP - Montserrat Semibold 10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines Sections	JS GROUP - Montserrat Semibold 16pt Type / 16pt Leading
Big Headlines and Title	JS - Montserrat Bold 34pt Type / 30 pt Leading
Sequencer and Title for Marketing	JS - Montserrat Extrabold 48pt Type / 48 pt Leading

THE BRAND TYPEFACE

THE FONT

Adobe 與 Google 攜手合作，在 Adobe 25 週年慶之際推出一款名為「思源黑體」的開放原始碼 Pan-CJK 字型，這款字型共分為七種粗細，包括

ExtraLight、Light、Normal、Regular、Medium、Bold 和 Heavy，並可為日文、韓文、繁體中文及簡體中文提供完整支援，這些全部包含在一種字體之中。

BILINGUAL FONT
思源黑體

DESIGNER ：ADOBE&GOOGLE

-

思源黑體

TYPE EXAMPLES
思源黑體

Regular	意氣用事 事在人為 為民請命 命在旦夕 夕陽西下 下落不明 明堂正道 道邊苦李 李下瓜田 田父之功
	功一美二 二分明月 月下老兒 兒女親家 家至人說 說一不二 二八佳人 人之常情 情至意盡 盡忠報國
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
	« Σ € ® † Ω ¨ $ ø π · ± ' æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

THE BRAND TYPOGRAPHIC HIERACHY

TYPOGRAPHIC HIERACY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for JS Group layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text	傑昇集團 - 思源黑體 6点字体大小 / 9点行距 / Thin
Copy Text	傑昇集團 - 思源黑體 8点字体大小 / 11点行距 / Light
Headlines Copytext	傑昇集團 - 思源黑體 10点字体大小 / 14点行距 / DemiLight

HEADLINES AND TYPOBREAKS

Sublines Sections	傑昇集團 - 思源黑體 16点字体大小 / 16点行距 / Regular
Big Headlines and Title	傑昇 - 思源黑體 34点字体大小 / 30点行距 / Medium
Sequencer and Title for Marketing	傑昇 - 思源黑體 48点字体大小 / 48点行距 / Bold

04 THE BRAND COLOUR SYSTEM

THE COLOUR SYSTEM

Colour plays an important role in the JS Group corporate identity program. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the "One Voice" colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the JS Group brand identity across all relevant media. Check with our designer or printer when using the corporate colours that they will be always be consistent.

The Brand Primary Colour System
The Brand Secondary Colour System

PRIMARY COLOUR SYSTEM

-

Explanation:
The JS Group Company has two official colours: Cold black and Light silver. These colours have become a recognisable identifier for the company.
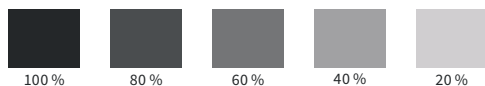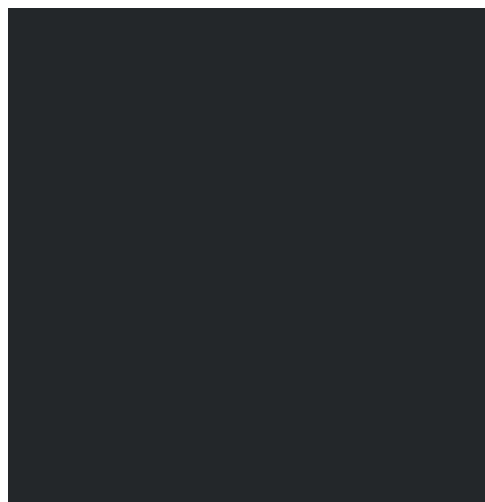
Usage:
Use them as the dominant colour palette for all internal and external visual presentations of the company.

PRIMARY COLOUR 1
PANTONE 426 C

-

COLOUR CODES

CMYK	:	C094 M077 Y053 K094
Pantone	:	426 C
RGB	:	R037 G040 B042
HTML	:	#25282A

PRIMARY COLOUR 2
PANTONE 420 C

-

COLOUR CODES

CMYK	:	C006 M004 Y007 K013
Pantone	:	420 C
RGB	:	R199 G201 B199
HTML	:	#C7C9C7

100 %   80 %   60 %   40 %   20 %

COLOUR TONES

100 %   80 %   60 %   40 %   20 %

COLOUR TONES
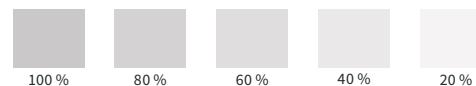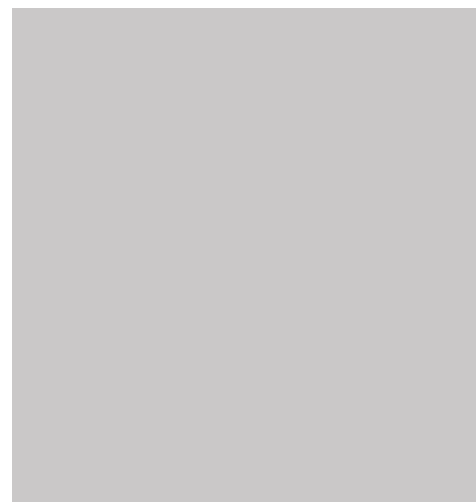
Gradient

THE GRADIENT
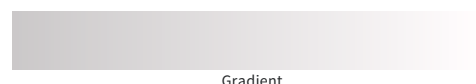
Gradient

THE GRADIENT

SECONDARY COLOUR SYSTEM

-

Explanation:
The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece.)

Usage:
Use them to accent and support the primary colour palette.

PANTONE 7510 C

| CMYK | : C005 M041 Y077 K010 | RGB | : R198 G137 B063 |
| Pantone | : 7510 C | Web | : #C6893F |

Tones

PANTONE 2955 C

| CMYK | : C100 M060 Y010 K053 | RGB | : R000 G056 B101 |
| Pantone | : 2955 C | Web | : #003865 |

Tones

PANTONE 561 C

| CMYK | : C084 M020 Y058 K054 | RGB | : R000 G089 B076 |
| Pantone | : 561 C | Web | : #00594C |

Tones

PANTONE 202 C

| CMYK | : C009 M100 Y064 K048 | RGB | : R134 G038 B051 |
| Pantone | : 202 C | Web | : #862633 |

Tones

PANTONE 2627 C

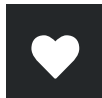| CMYK | : C085 M100 Y006 K038 | RGB | : R060 G016 B083 |
| Pantone | : 2627 C | Web | : #3C1053 |

Tones

05 ABOUT US AND CONTACT

About Us
Contact

CHEEE
Brand Collection

#SAYCHEEE

We are Cheee :)

Cheee is the universal word that describes a beautiful should through love, happiness, creativity, and positive cheee energy.

Our philosophy is happiness, delivering happiness to people around us and spreading to the rest of the world.

Our slogan is "saycheee". When you say cheee, you are smiling. Smiling ia a simply easy way to be happy.

We value, profession, logic, communication, respect and happiness.

CONTACT

For further information please contact:

CHEEE

E: info@CHEEE.com.au
P: +61 3 9028 5599

COMPLETE MANUAL DOWNLOAD LINK

Digital Format Download:

Scan for download the guideline.

THANK YOU FOR CHOOSING CHEEE

WE LOVE YOUR BRAND.

CHEEE
Brand Collection