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Personality

Our Traits

We have adopted a combination of two archetypes (“The Sage” and “The Creator”) to help guide our brand into a meaningful personality and position us in the market place. To demonstrate our Sage / Creator personality we will consciously demonstrate the following:

Curious

We have a thirst for understanding how the world works. We are therefore curious.

Knowledgable

With our proven track record and deep understanding of digital systems and code we will not shy away from demonstrating our wisdom.

Artisan

We are master craftspeople. We love to build and create. We're sometimes messy - we test, learn and go again - and we're always striving for better.

Honest

We are honest. We'll say it how it is.

Our Values

Brand values are a set of guiding principles that shape every aspect of Jump24’s business & culture. They are there as guardrails - things we will not compromise on as we look to achieve our vision.

Our ident is made up of 4 elements each representing one of these values. *See page xx for ident usages.*



Making a difference

We love to improve lives, understand the impact of our work and do good.



The power of truth

We take our integrity seriously. Because it takes years to build and only moments to lose. Being truthful and authentic is how we build trust and create deep relationships with our community and customers.



Ideas of the future

We’re solutions orientated. We appreciate innovation. Step changes. Revolutionary ideas.



Freedom to choose

We believe to be fulfilled humans need to be free. Free to make their own decisions. Free from unnecessary tasks. Free to forge their own paths.

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The Logo

The Ident

The ident should be used on its own sparingly. On web applications the ident can be used on mobile, or for favicons. For external marketing the ident should always be used in it's combined format.



// Ident bleed should be half the size of the ident around all sides.

Logo Type

The logo type should only be used in instances when the logo is required at any size smaller than 150px, with bleed.



// Logo type bleed should be equal to the height of the ‘u’ letter form around all sides

Combined Logo

The combined logo will be used for the majority of digital and print marketing, and should be the main branding used on all external communications.



// Combined logo bleed should be equal to the height of the ‘u’ letter form around all sides, with a spacing equal to the width of the ‘j’ letter form between the ident and logo type.

THE LOGO

Colours

Primary

The main feature colour that should be used is “My Sin”. The ident and “u” type colour should always match, but there is also an option to have the “u” type without the feature colour.



Colourways

The colourway versions of the logo represent a process within Jump24. These can be used in digital formats on the marketing site and logo animation. They can also be used when visualising particular areas of the business.



01 Discover



02 Ideate



03 Design



04 Develop



05 Support



Monochrome

The monochrome version should only be used in specific instances where the logo is required on coloured backgrounds and photography or where a greyscale version is required for external purposes.



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Colours

Palette

These are the main brand colours which can be used across all digital and print comms. Also included are tints and shades to add depth/highlights to any assets.

Tuatura

hex: #242423
rgb: 36,36,35
cmyk: 0,0,3,86

Cosmic Latte

hex: #E8EDDF
rgb: 232,237,223
cmyk: 2,0,6,7

My Sin

hex: #FFB715
rgb: 255,183,21
cmyk: 0,28,92,0

Portage

hex: #FFB715
rgb: 255,183,21
cmyk: 0,28,92,0

Vivid Sky

hex: #5BC1E1
rgb: 91,193,225
cmyk: 60,14,0,12

Puerto Rico

hex: #38C1AD
rgb: 56,193,173)
cmyk: 71,0,10,24

Neon Carrot

hex: #FF8A3B
rgb: 255,138,59
cmyk: 0,46,77,0

Outrageous Orange

hex: #FF5F40
rgb: 255,95,64
cmyk: 0,63,75,0

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Typography

Typography

Jump24 uses 3 main fonts for digital assets and marketing. There may be instances where these fonts cannot be used, in which case we have provided Google Fonts alternatives.



Gilroy

Gilroy is the main font used, and should be used for main headers. Font weights that should be used for this are Medium, Bold and ExtraBold.

Alternative: Poppins



Plantin MT Pro

Plantin is used as a sub header and to highlight secondary information. Font weights that should be used for this are Light, Regular and SemiBold.

Alternative: Source Serif Pro



Mr Eaves XL Mod OT

The final type should be used for paragraph copy across all assets. Font weights that can be used for this are Light, Book, Regular and Bold.

Alternative: Urbanist