

Jaydes Brand Identity

Company Voice

Calm
Easy
Soft
Peaceful
Nurturing
Professional

Client to think of brand/me

Easy going
Authentic
Friendly
Honest
Patient
Vintage
Calm
Cool

Ideal Client

Funny
Friendly
Talkative
Easy going
Comfortable (in finance area).

Jaydes Brand Identity

The Spring personality (Client)

Spring people light up the room with their expressiveness, creativity and inspirational ideas. Enthusiastic, people focused, very big on fun, excellent communicators, brimming with ideas. Multi-task well and love working with people. Very social and love to entertain. Bounce from one idea to another leaving a lot of unfinished projects. Optimism and energy coming after winter. Think about plants awakening from dormancy, filling us with hope and optimism for the year ahead.

Clarity, simplicity, forward
thinking, bubbly, contemporary,
quick thinking, friendly, optimistic,
fun joyful, inspirational, expressive,
excellent communicators,
approachable

Jaydes Brand Identity

The Summer Personality (Me)

Colours fade and take a more delicate, muted tone. Think hazy, lazy summer days on the beach, lake and long evenings sharing supper outside with friends and family. More considered, measured even. Summer personalities are less inclined to jump up and down and tell the world about their every move. Often graceful, elegant and stylish, quality is the key to the summer personality. Observe rather than share. Efficient, productive and well organized. Can sometimes seem to lack spontaneity, sometimes too formal as they do not show their emotions that much.

Elegant, romantic, graceful,
reserved, efficient, balance,
proportion, harmony, abstract,
misty, dreamy, luxurious, quality,
aspirational, organised,
intuitive, empathetic, creative,
strong sense of responsibility.

Jaydes Brand Identity

The Spring Personality

Colours

Light, bright warmth of the spring blossoms. Think primrose yellow or verdant lime green.

Font, Textures & Shapes

Circles, polka dots, ditsy, busy patterns. Fonts with clarity and rounded shapes. Clean and glossy textures. Fine lines, anything with appearance of movement

The Summer Personality

Colours

Cool, delicate and muted. Think lavender and English roses.

Font, Textures & Shapes

Flowing, elegant lines, delicate florals, beautiful script fonts and traditional serif fonts with grace. Watercolours, faded florals, soft vintage styling. Quality is essential to the summer personality, so beautifully textured paper or fabric.

Jaydes Brand Identity

Colour meaning seperate from season

Jade

Calm, communicative, growth, balance and uplift.

Nude

grounded, stable, reliable, balanced, aspirational, reassured, practical, honest, sincere, warm, sensual, wholesome, orderly, rganised, confident, modest, earthy

Black

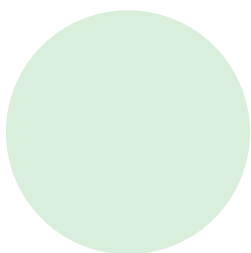
Safe, secure, uncompromising, luxurious, efficient, & in control. It can also come across as draining, menacing, oppressive, heavy

White

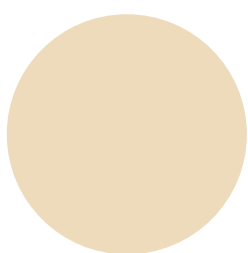
clear, pure, simple, efficient, uncompromising, clean, hygienic,

Jaydes Brand Identity

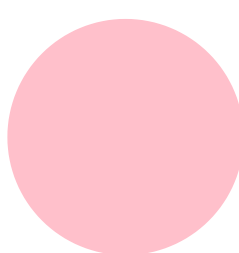
Brand colors



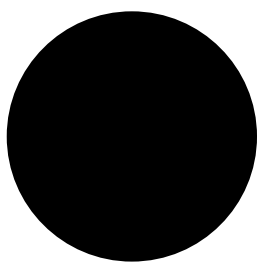
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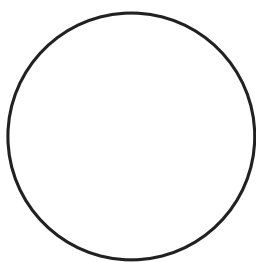
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#ffc0cb



#000000



#ffffff

Brand Fonts

Joanne Marie (Heading 1)

Sue Ellen Francisco (Subheading)

Life Savers (body text)

Give you Glory (p.s)

True Typewriter (numbers)

Jaydes Brand Identity

Mood

