



J. ADAMS & Co BRAND TOOLKIT

J.ADAMS&Co

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J.ADAMS&Co

01.- LOGO

The logo is a combination of the two previous ones, balancing contemporary feelings with heritage touches that speaks to a wider international audience.

LOGO EDITABLE FILES:

ORIGINAL VERSION:
JAdams_Logo_OriginalVersion.eps

SMALL VERSION:
JAdams_Logo_SmallVersion.eps

7CM J.ADAMS&Co

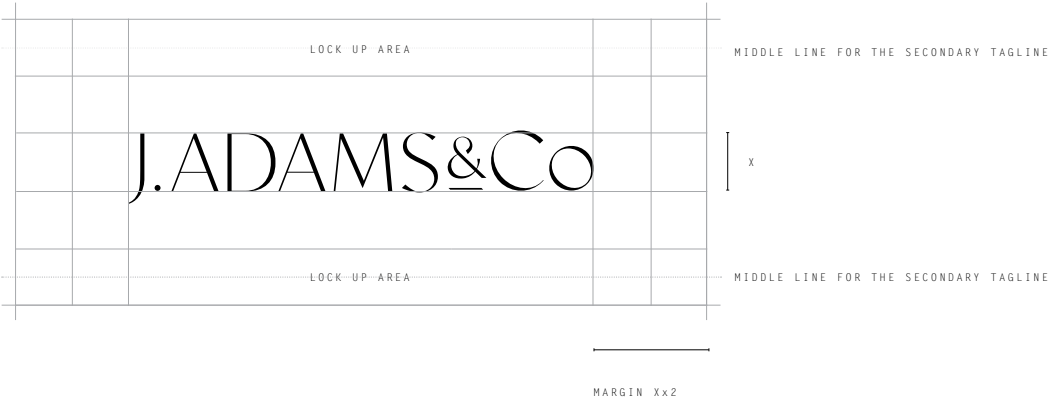
5CM J.ADAMS&Co

3CM J.ADAMS&Co

FROM THIS SIZE THE LOGO HAS AN
EXTRA THICKNESS OF 0.3 CM FOR
BETTER REPRODUCTION

2CM J.ADAMS&Co

2 CM IS THE MINIMUM SIZE
OF REPRODUCTION RECOMMENDED



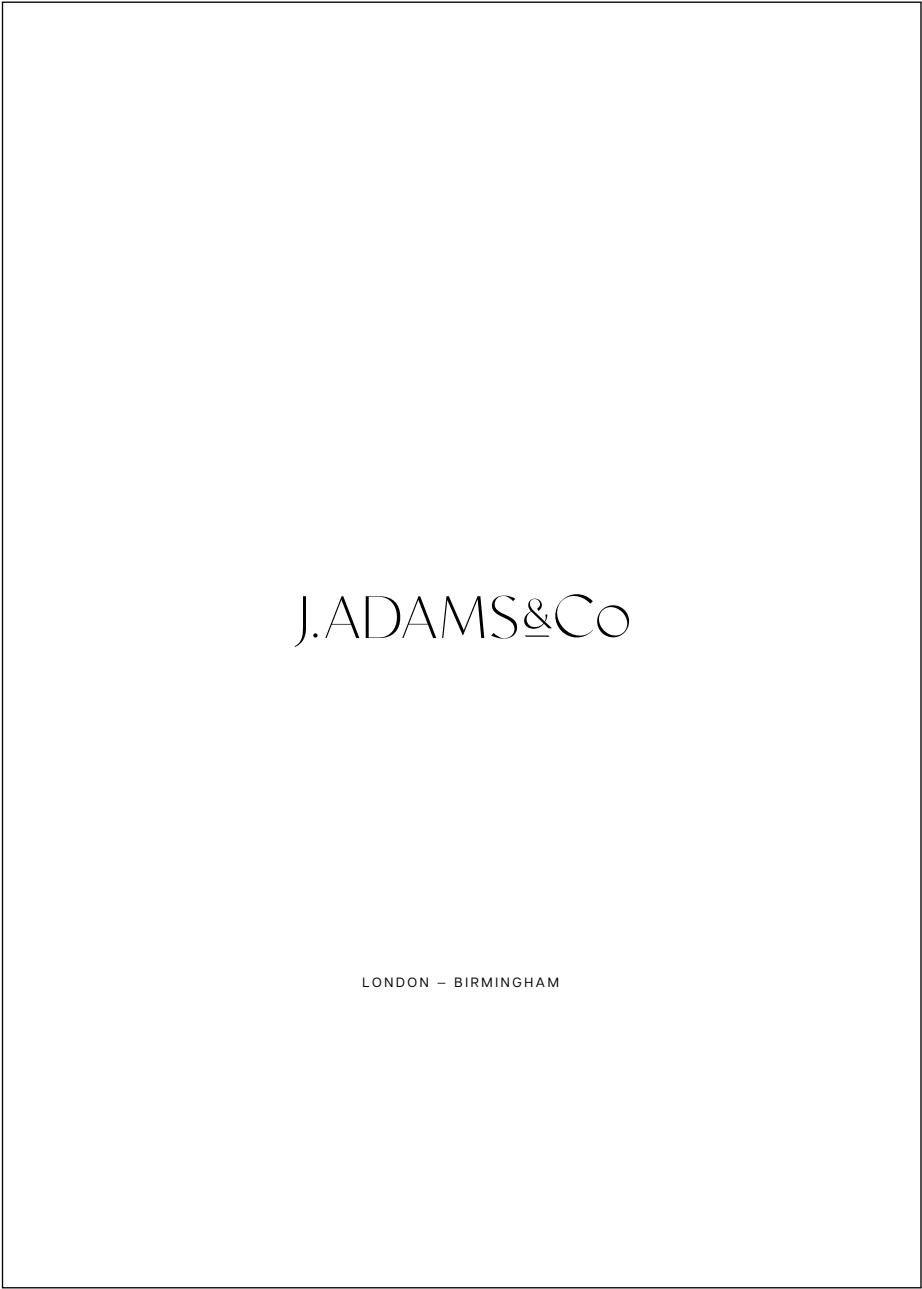
01.- LOGO / LOCK UP

There are 2 different lock ups. One is the simple version, with just London and Birmingham on the bottom, and the other one adds the establishment date on the top.

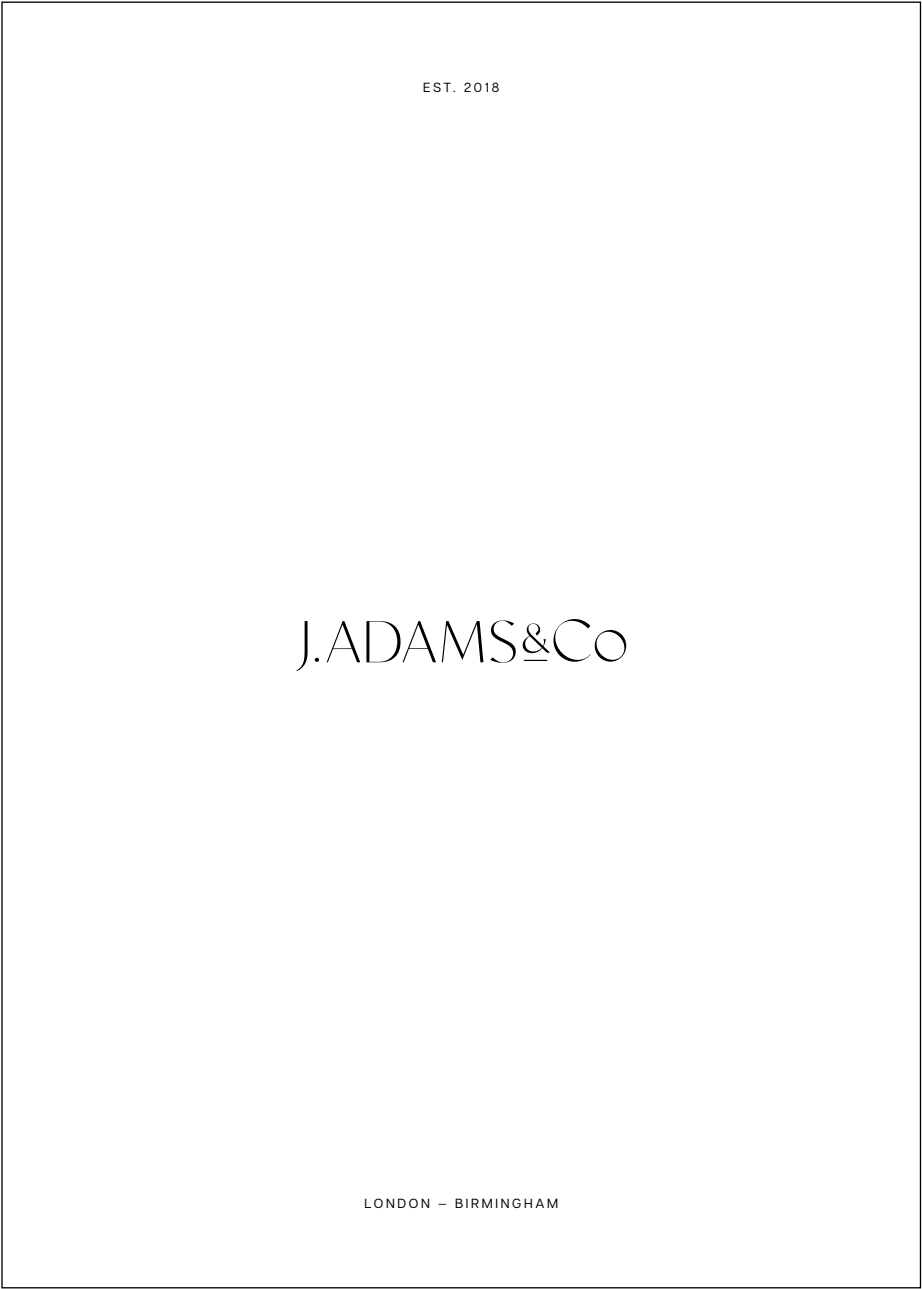
The lock ups could be used when we want to display some extra information, eg. In a cover of a look book, in a box, etc.

The next page displays the 2 options with the minimum space of the lock up, but we can separate them as much as we want in the same item. Eg, “EST 2015” on top of the cover, the logo in the middle and “LONDON - BIRMINGHAM” on the bottom.





Lock up execution example



Lock up execution example



3.5CM

WE CONSIDER THIS SIZE FOR A
STANDARD STAMP

02.- SYMBOL / ROUND VERSION

The round symbol is for primary use. It emulates the old fashioned factory machinery plaques, including a legend that explains the process of creation between London and Birmingham. The center of the symbol is the acronym of J.Adams&Co logo.

It has been considered to be stamped, printed or engraved.

The symbol and the logo could share space in a reproduction,
but they should not be used together as a lock up.



2CM

SMALLEST SIZE FOR REPRODUCTION

LOGO EDITABLE FILES:

ORIGINAL VERSION:
JAdams_Symbol_RoundVersion.eps

The specifications are in the editable file



5CM

MAXIMUM SIZE REPRODUCTION RECOMMENDED

02.- SYMBOL / EXTENDED VERSION

The long version of the symbol is a symplified portrait version. Even if the reproduction system is the same as the round symbol, the usage of these symbol options should be limited to when the round version can't be reproduced because of the space. Eg. thin spine of a book.

One of the main usages of this logo will be for branding the pieces.



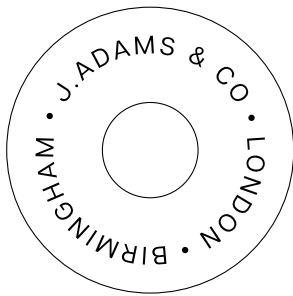
2.5CM

MINIMUM SIZE REPRODUCTION RECOMMENDED

LOGO EDITABLE FILES:

ORIGINAL VERSION:
JAdams_Symbol_LongVersion.eps

The specifications are in the editable file



02.- SYMBOL / SIMPLIFIED VERSION

This simplified version would be used only on the removable part of the piece and on the very small spaces where the other two logos can't be reproduced regarding to their complexity. It is not a substitution of the round or long version. Its function is purely informative.



LOGO EDITABLE FILES:

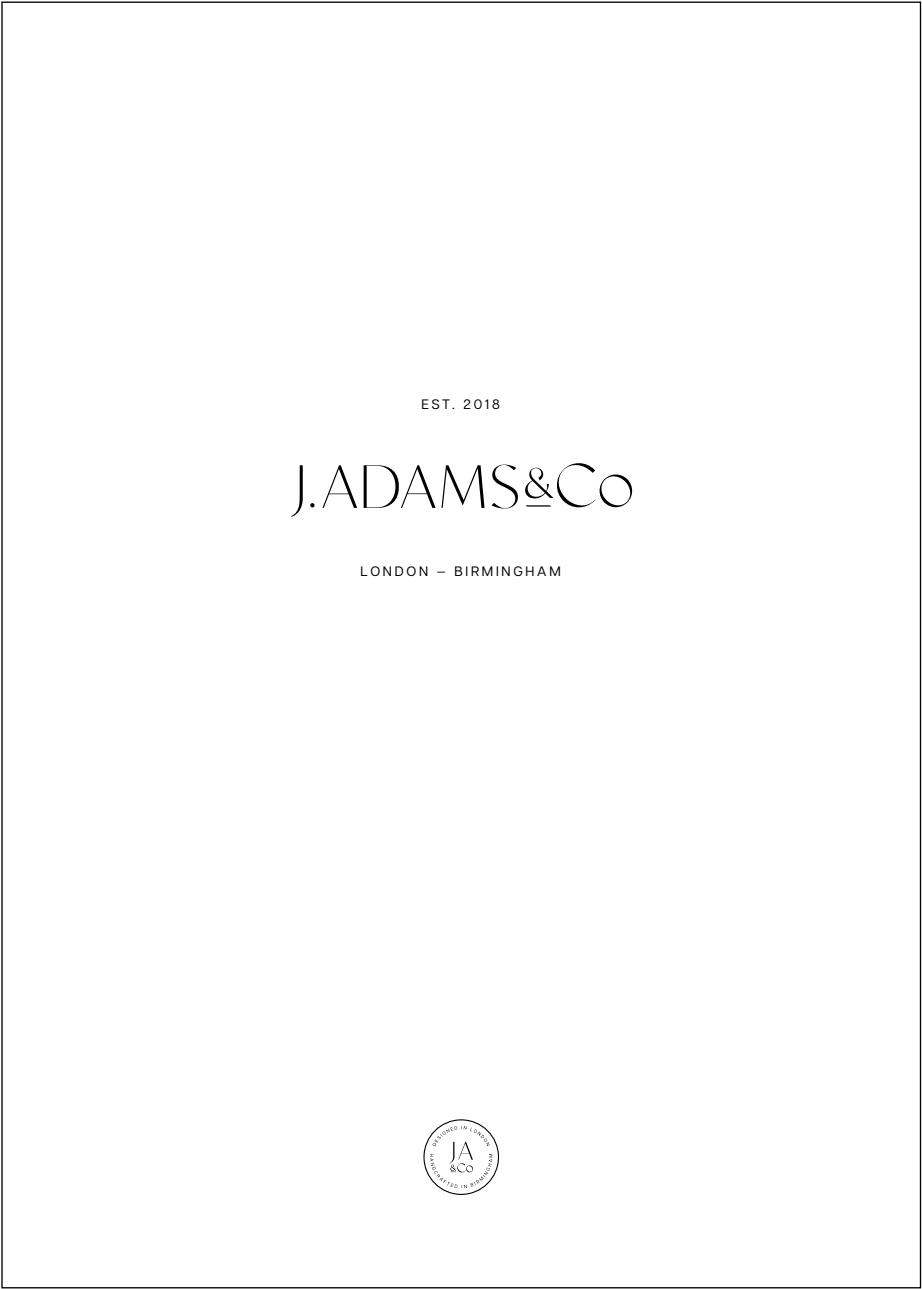
ORIGINAL VERSION:
JAdams_Symbol_LongVersion.eps

The specifications are in the editable file



02.- SYMBOL / LOGO AND SYMBOL

The symbol doesn't belong to the logo or the lock up, it is an independent item. Using the symbol with the logo as a lock up it would give us repetitive information and forms. Even if they can coexist in the same space, we would recommend a proper differentiation between them, creating a big gap in between or even positioning the symbol randomly.



Example of logo and symbol combination

03.- TYPOGRAPHY SYSTEM

IVYORA DISPLAY / IVYORA TEXT
MAIN: TITLES / SUBTITLES / COPY / QUOTATIONS

LIGHT

ABCDEFGHIJKL
mnopqrstuvwxyz
1234567890
.,/?@+##&

LIGHT ITALIC

*ABCDEFGHIJKL
mnopqrstuvwxyz
1234567890
.,/?@+##&*

REGULAR

ABCDEFGHIJKL
mnopqrstuvwxyz
1234567890
.,/?@+##&

ARTICULAT CF
FUNCTIONAL INFORMATION: TITLES / SUBTITLES / SECTIONS / SECONDARY COPY

NORMAL

ABCDEFGHIJKL
mnopqrstuvwxyz
1234567890
.,/?@+##&

REGULAR

ABCDEFGHIJKL
mnopqrstuvwxyz
1234567890
.,/?@+##&

LETTER GOTHIC STD
TECHNICAL & SPECIFIC INFORMATION

MEDIUM

ABCDEFGHIJKL
1234567890
.,/?@+##&

BOLD

ABCDEFGHIJKL
1234567890
.,/?@+##&

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, **sed do eiusmod** tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu
fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa
qui officia deserunt mollit anim id est laborum

Excepteur sint occaecat cupidatat non proident.

INFORMATION

ABOUT US
CONTACT

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip
ex ea commodo consequat.

PG. 01

LAMPING

E27 (max. 60W)
Dimmable LED bulb included
9.SW / 2700K colour temperature
240V AC voltage (Class II)
CE certification

250 CM

000/230

PRIMARY PALETTE



SECONDARY PALETTE



04.- COLOUR PALETTE

The colour palette is inspired by the colours of the process in creating the pieces. The main palette is Black C and Off White replacing the pure black and white. There are no corporate colours, but we will use the 323 as an accent when it is needed.

The secondary palette is based on materials rather than colours, we will use pure materials like different shades of cardboard, brass metal, etc. In this way we will have a variety and honesty in materials that will allow the brand more freedom on execution and organic development, without losing the essence and structure.

This doesn't mean we can use only one particular colour. Eg. If we want, in a particular trade fair or event, to use an specific colour for bags or covers of the catalogue that is not in the palette, we can work with it, but we recommend not to go for a very bright or artificial colours, it will be better to use more natural tones which will be more aligned to the brand.





05.- EXAMPLES OF EXECUTIONS

Colour use ideas



Stationary mock up



Symbol stamped on a box



Notebook and calendar



Clip and folder



Catalogues



Look book

The J. Adams brand is the reflexion, not only of its pieces, but also the collaborative process between the design studio and the factory, a middle point where traditional process and innovative ideas merge together. To develop the brand we have to move in the visual codes of these two worlds.

Clean lines and honest use of materials is they key to the success of the pieces, with this premise in mind we develop the elegant and unique imagery of the brand, which is rich in textures and simplified forms.

To create the brand we have to dispense with any unnecessary ornamental decorations, considering plenty of clean space and elegant structure of the elements. We have to apply the formula “less but better”, using only necessary elements displayed, in balance. Using the beauty of this logic, we create the language.

As a brand we have to evolve, but bit by bit in every exercise we do, using what was learnt from the previous project, whilst researching and daring to step forward, let’s design intelligently.

Thank you.

jadamsandco.com



