



**Software
House**

Brand Guidelines

Version 1.0

Fonts & Typefaces

Throughout all official Jack's Software House documents, artefacts, branding elements and web content, only the Rubik font-family may be used.

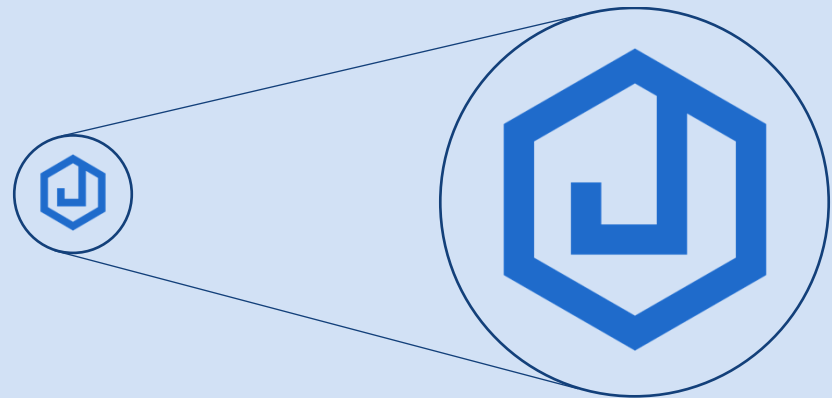
Rubik

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£\$%^&*()[]{}<>-+=~± /|_`"'...:;\$

The "J" Mark

The "J" mark is made of simple shapes and designed to be legible at various sizes and environments. It consists of a geometrically regular hexagon with an opening at the top, which forms into a letter J within the hexagonal shape.

For smaller applications, a simplified version of the "J" mark exists. This version does not contain any rounded corners, and the hexagon is fully closed. This retains the basic shape of the logo without sacrificing legibility at smaller scales.



Primary Logo

In almost all cases, the “J” mark will only appear within a circle of diameter equal to 1.5x the height of the “J” mark, this the primary logo. The primary logo is mainly only used for social “avatars” where a square or circular logo is required, or as a component of one of the other types of logos. Both the main and smaller version of the “J” mark will be contained within this circle.



Primary Logo

Clearspace

In order to reduce clutter and help maintain clarity, the primary logo should always be surrounded by an area of empty space of at least 20% of its height. This applies to the small mark variant too.



Horizontal Logo

This is the most frequently used form of the logo, appearing across various documents, in web content and as the primary face of the brand. It features the primary logo to the left of a dual-weighted “Software House” wordmark. As per these brand guidelines, the wordmark is written in the Rubik font, with “Software” being semibold and “House” being regular text.

In keeping the clearspace requirements for the primary logo, the gap between the edge of the primary logo and the edge of the wordmark is exactly 20% of the height of the primary logo.



Horizontal Logo

Clearspace

Like the primary logo, the horizontal logo requires a clearspace of 20% on each side. This 20% is determined using the height of the primary logo – in other words, it's determined by the height of the horizontal logo.



Horizontal Logo

Colourways

Use discretion and common sense when choosing which colourway to use.



Software
House



Software
House



Software
House



Software
House

Vertical Logo

The vertical logo is ideal for applications when the logo appears centrally aligned or stands on its own. For example, it is ideal as a header on an official letter without any other letterheading.

Much like the horizontal logo, the gap between the primary logo and wordmark is 20% of the height of the primary logo.



Vertical Logo

Clearspace

This is the same story as the horizontal logo – a gap of 20% of the height of the primary logo on all sides.



Vertical Logo

Colourways

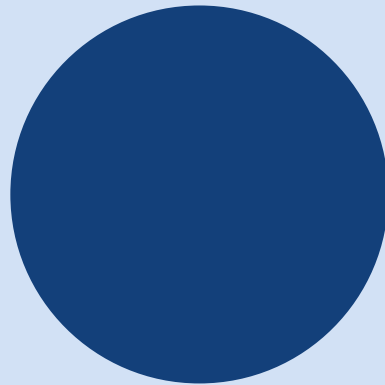
The rules for the vertical logo colourways are the same as the horizontal logo.



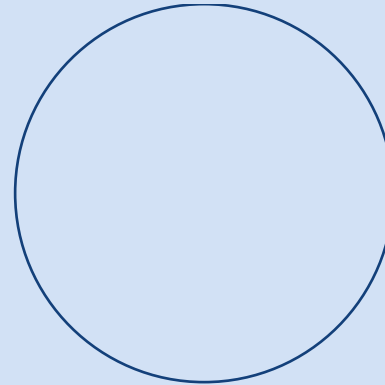
Colour Palette



Ocean Blue
RGB: 31, 107, 203
Hex: #1f6bcb



Deep Ocean
RGB: 19, 64, 122
Hex: #13407a



Sky
RGB: 210, 225, 245
Hex: #d2e1f5



Stone Grey
RGB: 161, 161, 170
Hex: #a1a1aa

----- Core -----

----- Accent -----

----- Neutral -----

Jack's Software House
Brand Guidelines



Software
House

Jack Gledhill
house@jacksoftware.co.uk

jacksoftware.co.uk