

TREND ⚡ JOCKEY

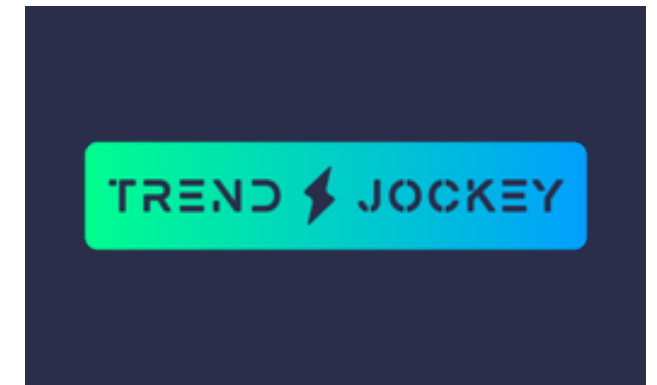
# Trend Jockey

## Brand Guidelines



# About

Trend Jockey



Welcome to Trend Jockey™, your number one source for E-Commerce products trending. We're dedicated to giving you the very best of products found on Etsy, Amazon, and Walmart.com, with a focus on Quality, Customer Service, and Uniqueness.

Founded in 2021 by Josh Dean, DOODAD TECHNOLOGIES LLC now operating under assumed name Trend Jockey™ has come a long way from its beginnings in 2018 at Grand Rapids, Michigan. The company has morphed from a dropshipping service model to a private label E-Commerce emerging empire.

Trend Jockey™ and it's affiliates discovers products already in demand with some flaws. Then, based on consumer feedback improves such products and re-introduces them back into the market to build a sub-brand that consumers can trust. Partnering with affiliate associates, Trend Jockey™ ensures its quality and satisfaction with every product released to the marketplace. We hope you enjoy our products as much as we enjoy offering them to you.

# The Logo



Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety. In occation also offered in black/white in approved format below per USPTO.





# Logo Variations

---



Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



# Logo Usage

---

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo





# Colors



Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

rgb(43, 46, 74)  
hsl(234, 26%, 23%)  
#2b2e4a

rgb(0, 207, 200)  
hsl(178, 100%, 41%)  
#00cfc8

rgb(62, 66, 106)  
hsl(234, 26%, 33%)  
#3e426a

rgb(24, 26, 42)  
hsl(234, 26%, 13%)  
#181a2a

rgb(3, 255, 246)  
hsl(178, 100%, 51%)  
#03fff6

rgb(0, 156, 151)  
hsl(178, 100%, 31%)  
#009c97

# Typography

---

## PRODUCT

Ein Produkt als eine erzeugte Ware oder Dienstleistung ist ein Begriff in der Betriebswirtschaft, insbesondere im Marketing wird allerdings explizit mit Produkten gesprochen, wenn alle Objekte gemeint sind, die das Unternehmen verkaufen möchte.

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Main construct of Font includes Open Sans & Noto Sans with Logo including Gael Sans

Header Text

Gael

Second Header Text

Second Header Text

Slogan Text



# Applications

---

Below are some examples of how the logo and brand elements may be used in brand applications such as business cards.

The logo for Trend Jockey, featuring the word "TREND" in white, a lightning bolt icon in white, and the word "JOCKEY" in white, all contained within a rounded rectangular bar with a green-to-blue gradient.

Josh Dean  
CEO

616.729.5464  
6272 Saginaw Road, #1035  
josh.dean@trendjockey.us  
www.trendjockey.us

## Email Signature

The logo for Trend Jockey, featuring the word "TREND" in white, a lightning bolt icon in white, and the word "JOCKEY" in white, all contained within a rounded rectangular bar with a green-to-blue gradient.

Josh Dean  
CEO, Trend Jockey  
616.729.5464



The logo for Trend Jockey, featuring the words "TREND" and "JOCKEY" in a bold, sans-serif font, separated by a lightning bolt symbol. The text is white and set against a horizontal gradient bar that transitions from green on the left to blue on the right.

TREND ⚡ JOCKEY

# Contact

Trend Jockey

810-852-8322

6272 Saginaw Road, #1035

[Info@trendjockey.us](mailto:Info@trendjockey.us)

[www.trendjockey.us](http://www.trendjockey.us)