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Brand Standards

Introduction

The purpose of this Brand Standards manual is to create guidelines for consistent use of the logo and brand extensions. Maintaining a consistency in brand presence strengthens any marketing messages of the brand and enforces its overall image.

These guidelines are designed to help use the logo and the brand extensions in a consistent manner in all communication materials and branding avenues.

If you have any questions, please contact Parker James brand team at:

michael.rudolf@gmail.com

Logo Design

The Parker James logo has been designed to be an evolution in the family of brands that includes Pink Slip Boutique. Using the dot pattern to create the 'P' and the 'J' alludes to the personal and professional lives of the Parker James customer and how they connect. The logotype supplements the icon with a feeling of elegance and maturity while maintaining its youth and energy.

Primary Logo

The primary logo for Parker James is the full logo; both logotype and icon locked up together. Use of this logo is encouraged in all applications unless design dictates otherwise.

Secondary Logo(s)

The secondary logos include the standalone logotype and the standalone icon. Usage is regulated to one or the other but never in combination; the primary logo accomplishes the use of the two together. Again, design can dictate the usage of the secondary logos where space may be limited or simpler delivery of the logo is needed.

File Formats

eps (vector): professional usage

[download](#)

jpeg: desktop publishing

[download](#)

png: digital web use

[download](#)



Primary

parker james

Logotype



Icon

Secondary

Logo Variations

⋮ parker james

⋮ parker james

⋮ parker james

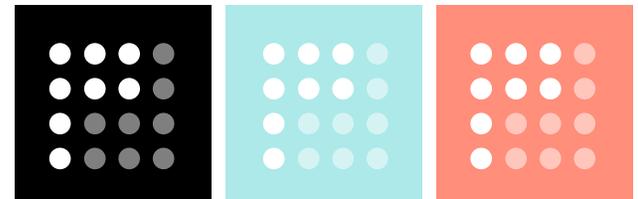
1-Color



1-Color Reversed



1-Color Icon



1-Color Icon Reversed

Note: Keep in mind brand standards when placing logo on items. There is usually not more than one logo on an item, and logo variations may be used on a case to case basis.

Logo Scaling

To the right, there are examples for the minimum reproduction sizes for the primary logo.

Inches to Pixels/points conversion:

.75" = 54 pt

.5" = 38 pt

.25" = 20 pt (

All print pieces require 300 pixels/inch and use the Pantone colors or CMYK color format.

Web requires 72 pixels/inch and in RGB color format.



0.75" TALL



0.5" TALL



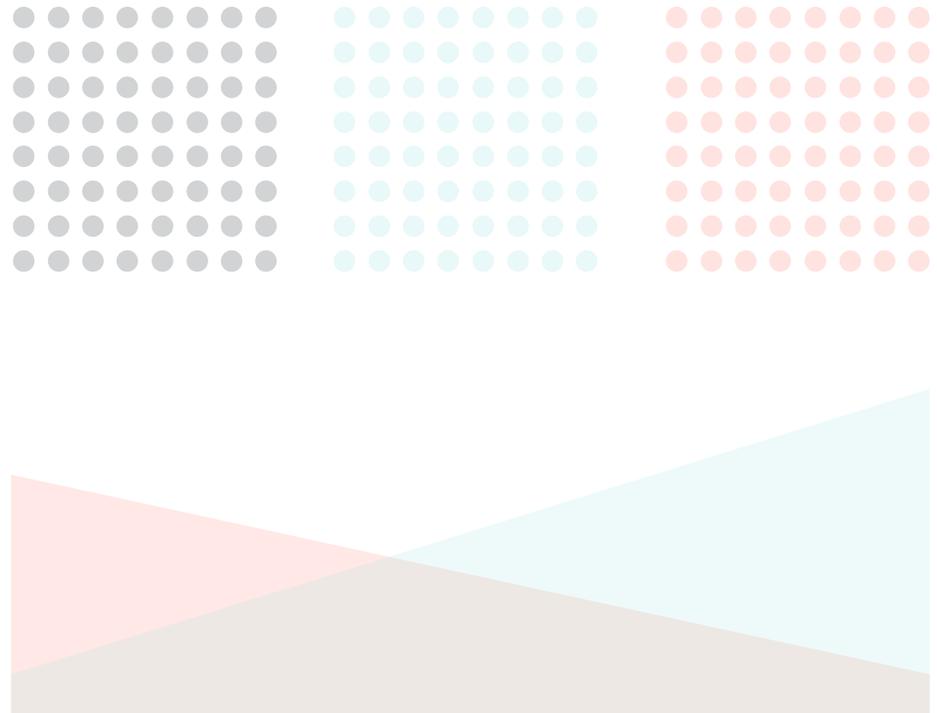
0.25" TALL

Secondary Elements

Brand Pattern(s)

There are two patterns to use individually in support of the Parker James brand, but never simultaneously. The repeating polka dot pattern is to be used as a background element and to fill large spaces. The polka dots can be broken up and varied but needs brand approval from Parker James' Creative Director. The polka dot pattern can be used in any of the brand colors at a 20% screen.

The secondary pattern is the use of intersecting 'triangles'. This pattern is also used as a background element but not repeating. This pattern is always the two main brand colors at a 20% screen.



Exclusion Zone

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

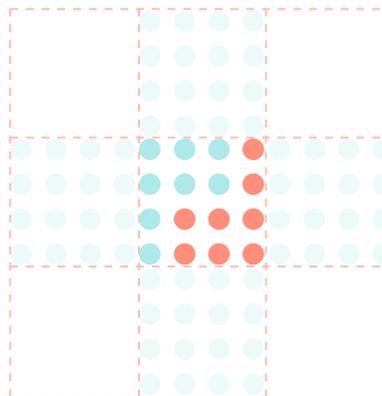
The minimum exclusion zone differs depending on what version of the mark is being used. Always allow at least the amount shown of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help give it clarity and presence.

Full Height of parker james
lowercase 'k'



Full size of polka dot icon



What to Avoid

Please ensure the appropriate artwork format is used. Also, in order to maintain consistency, avoid adding additional elements to the logos.

To the right, you'll notice a few use-case scenarios to avoid when using the logo in any environment. The key when using the logo is to refrain from adding or excluding anything to/from the original logotype provided.

Drop Shadows/Glows



Editing colors within logo



Warping



Placement on Backgrounds W/ low contrast



Rotation of logo



Gradients



Distorting, enlarging/shrinking certain elements of logo

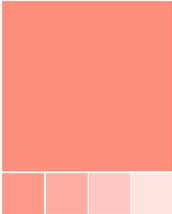
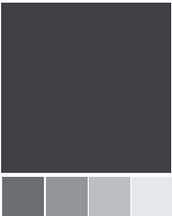


Color Usage

The overall color scheme should be maintained to further develop the brand identity. Use of these colors helps create a consistent tone for the brand and establishes instant recognizability.

The color palatte consists of the primary brand color (317U), secondary color (170U), and accent color (90% BLACK).

Tints of all colors can be used to soften the overall tone of the piece being created.

	Pantone Color	CMYK	RGB	HEX
	317U	C 29 M 0 Y 11 K 0	R 173 G 233 B 233	#ade9e9
	170U	C 0 M 57 Y 44 K 0	R 255 G 142 B 123	#ff8e7b
	N/A	C 90 M 0 Y 0 K 0	R 65 G 64 B 66	#414042

Fonts

Majesti Banner Bold is the main brand font. It gives the brand a touch of elegance without making it feel too 'old' or stuffy. It is to be used primarily for headlines.

Fira Sans is the secondary font. It compliments the Majesti font and has a youthful, tech-savy feel to it to mirror the traits of our customer. It comes in several different weights and styles. Parker James utilizes the Bold, Medium and Light versions. It is primarily to be used as body copy, with the different weights used for inflection.

Majesti Banner Bold

[download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%*

Fira Sans

[download](#)

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

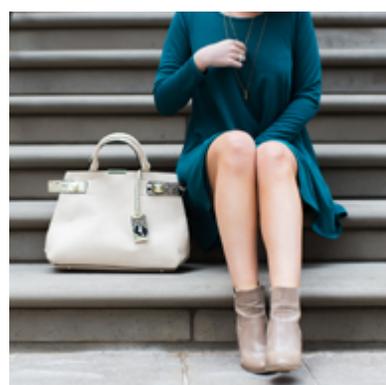
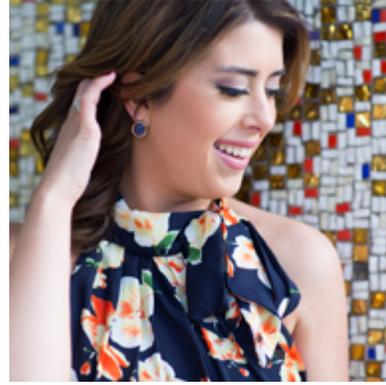
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%*

Photography



The tone of the photography used for Parker James is confident, playful, strong and eager. It encapsulates the spirit of the Parker James and the Parker James customer; that of a self-aware young woman who is finding her way in life and needs outfits that can keep up with her and her drive.



Identity Review

As you can see, all the visual elements we've described come together to form a coherent whole. The overall effect is consistent and unique.

The standard visual framework helps create a positive perception of Parker James, their products and their services.

Please apply this level of consistency through all forms of communication media.

Questions?

For more information, please contact Parker James at:

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