RJYoung

V01

Style
Guide

002

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships. We care about integrity.

The following pages are full of guidelines, rules, and tips we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new manager, an outside designer, or one of our amazing vendors, thank you for helping us achieve our goals and pursue our mission.

Sincerely, we're honored you're a part of the RJY family.

Welcome.

003

Intent of this guide

This style guide is a reference for our internal design team, vendors, and others authorized to work with the RJ Young brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and compelling brand presence in everything we create. If we make something, we want to make sure people know it came from RJ Young.

The focus of this guide is to empower you, the creative, with the elements you need to create. By using these resources and adhering to the guidelines within, you'll create work that looks like the RJ Young brand every time.

Please refer back to this guide often. We believe our style guide is a living document. It should evolve, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Design lead at marketing@rjyoung.com.

004

For legal, copyright, or usage questions relating to our brand visuals, please reach out to Marketing, at marketing@rjyoung.com.

Using our brand materials

We are reasonable people—and open to most things—but our reputation maintains strict control when it comes to our brand, our reputation. We hold ourselves to incredibly high standards, and we expect the same when you represent our brand.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply having these materials does not imply or imbue permission.

The approval process for materials and implementations of our brand will vary. Please get in touch with an authorized RJ Young representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

005

Our brand personality

SINCERE.

ADAPTABLE.
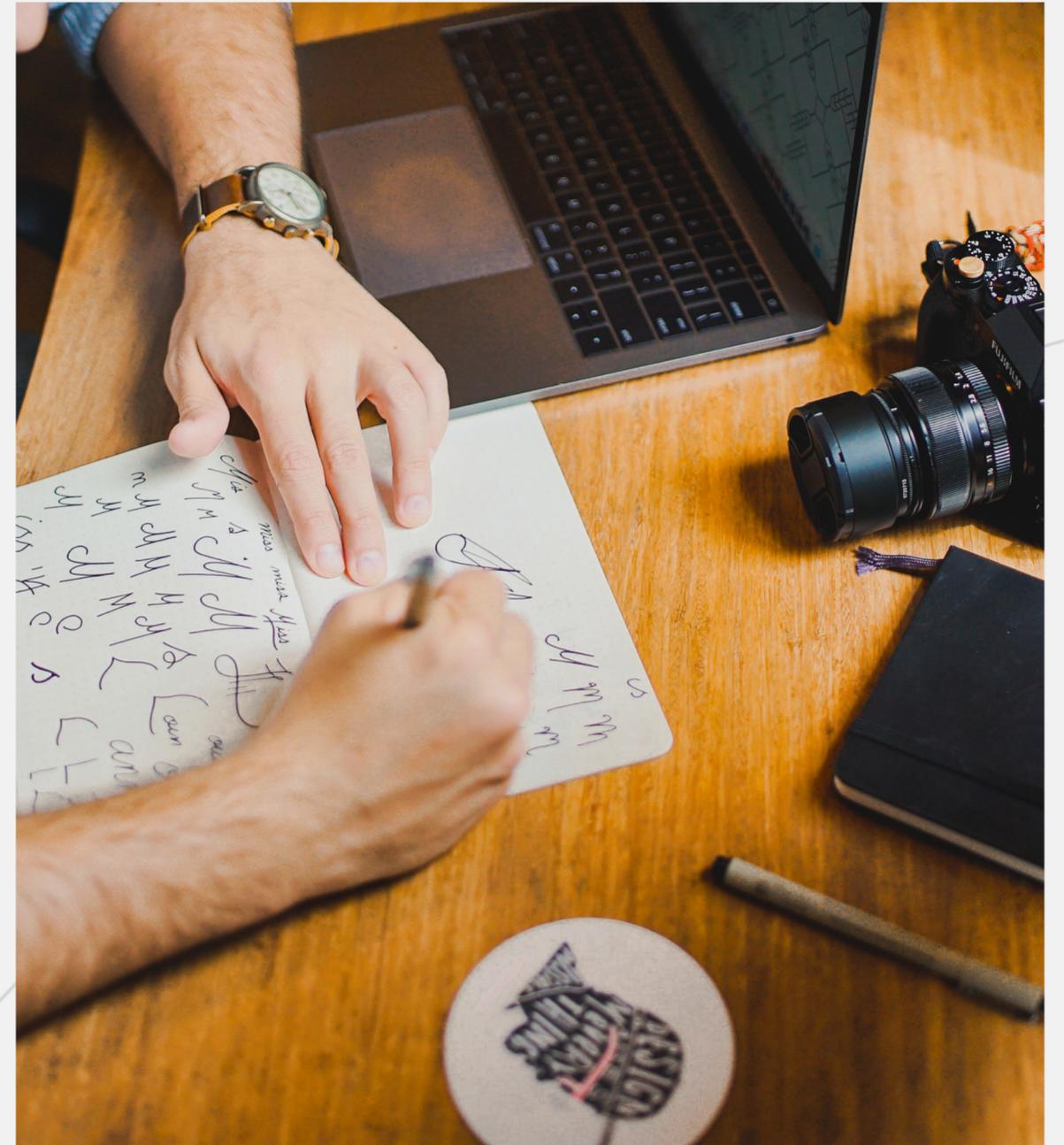
INNOVATIVE.

In everything we do, we stay anchored to our core values of honoring our people, customers, and communities.

Think of that one special friend you have: He or she is always there when you need a shoulder to cry on or a partner in crime.

You could go months without speaking, and yet when you reconnect, it feels like no time has passed. With this friend, you feel at home in your own skin. And together, you are unstoppable. That's us. Or at least, that's who we strive to be.

03

Brand Logo

The heart, soul, and center of our brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

RJYoung

008

+   **+**   **=**
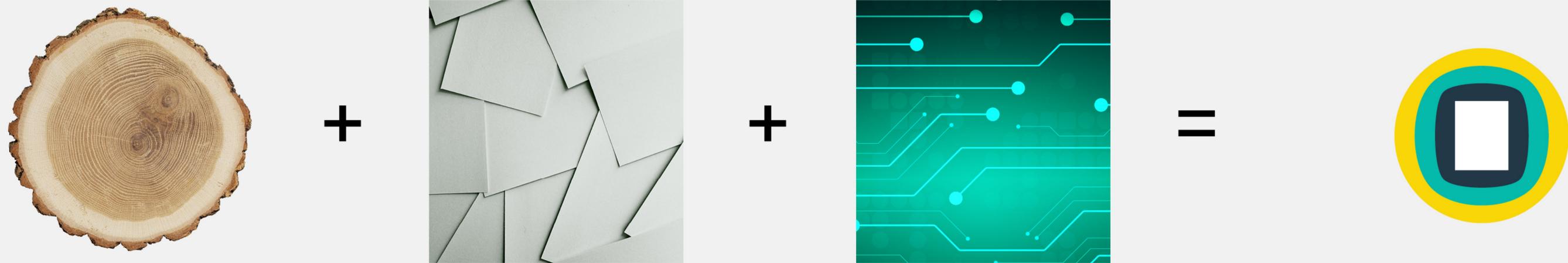
What our logo mark stands for.

Sincere. Adaptable. Innovative. Our logo signifies these brand values.

The symbol was born out of the years of providing solutions in the copier and printer industry.

Since then, we have grown and evolved into a company that provides technology solutions that power your business.

Whether it's office technology like copiers and printers, managed IT services, smart security devices, or digital communication tools, RJ Young has you covered. We're here to help you transition your existing workplace into a modern office.

009

Primary Lockup

The brand logo identifies the RJ Young brand as a whole. Use this logo to represent individual locations, products, merchandise, and wholesale operations.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

→ ACCESS OUR LOGO FILES

010

Color Variations

➜ **ACCESS OUR LOGO FILES**

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Full-Color
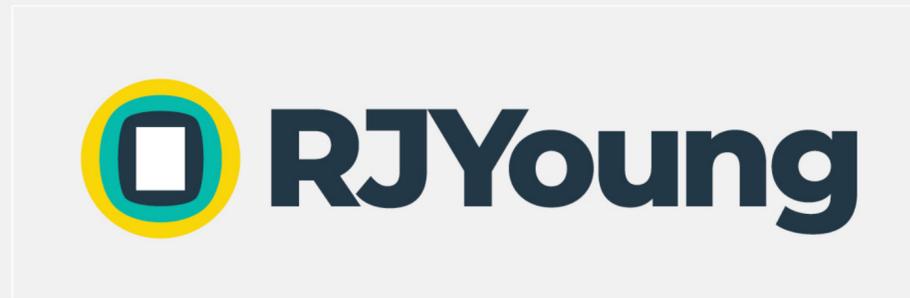
Logo Mark: White, Midnight Blue, Sea Glass Teal, and Duck Yellow
Logotype: RJ Young Midnight Blue

Inverted

Logo Mark: White, Midnight Blue, Sea Glass Teal, and Duck Yellow
Logotype: RJ Young White

One Color

Logo Mark: RJ Young Black
Logotype: RJ Young Black

Reverse

Logo Mark: RJ Young White
Logotype: RJ Young White

011

**LOGO WITH TAGLINE
LOCKUP**

**LOGO WITH ALTERNATE
TAGLINE LOCKUP**

**LOGO
LOCKUP**

**LOGO
MONOGRAM**

**LOGO
MARK**

LOGOTYPE

A Scalable
Identity System

Trying to fit the same mark simultaneously on a billboard and on the side of a coffee cup is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition. We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

Minimum Sizing

012

Logo Size

LOGO WITH TAGLINE LOCKUP

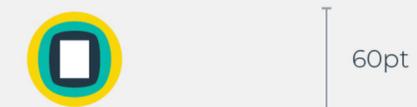Minimum height is 90pt for print and digital applications.

LOGO MONOGRAM

Minimum height is 60pt for print and digital applications.

LOGO LOCKUP

Minimum height is 60pt for print and digital applications.

LOGO MARK

Minimum height is 60pt for print and digital applications.

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on this page.

013

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

At a minimum, there should be clear space equal to the height of the first layer of the RJ Young logo mark on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

Visualized Clear Space

Alternate Logo Versions

LOGO MARK HEIGHT

Each version of the logo uses its own logo mark size to determine clear space.

014

Placement of the logo on canvas is vital to a consistent visual style.

Where you place our logo communicates a great deal about our brand's visual style. This section will find high-level guidance on how you should position the logo on various touchpoints and media.

As a general rule, please refrain from placing the primary logo lockup in the center. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface, such as on merchandise. When in doubt, connect with a member of our team to review your situation.
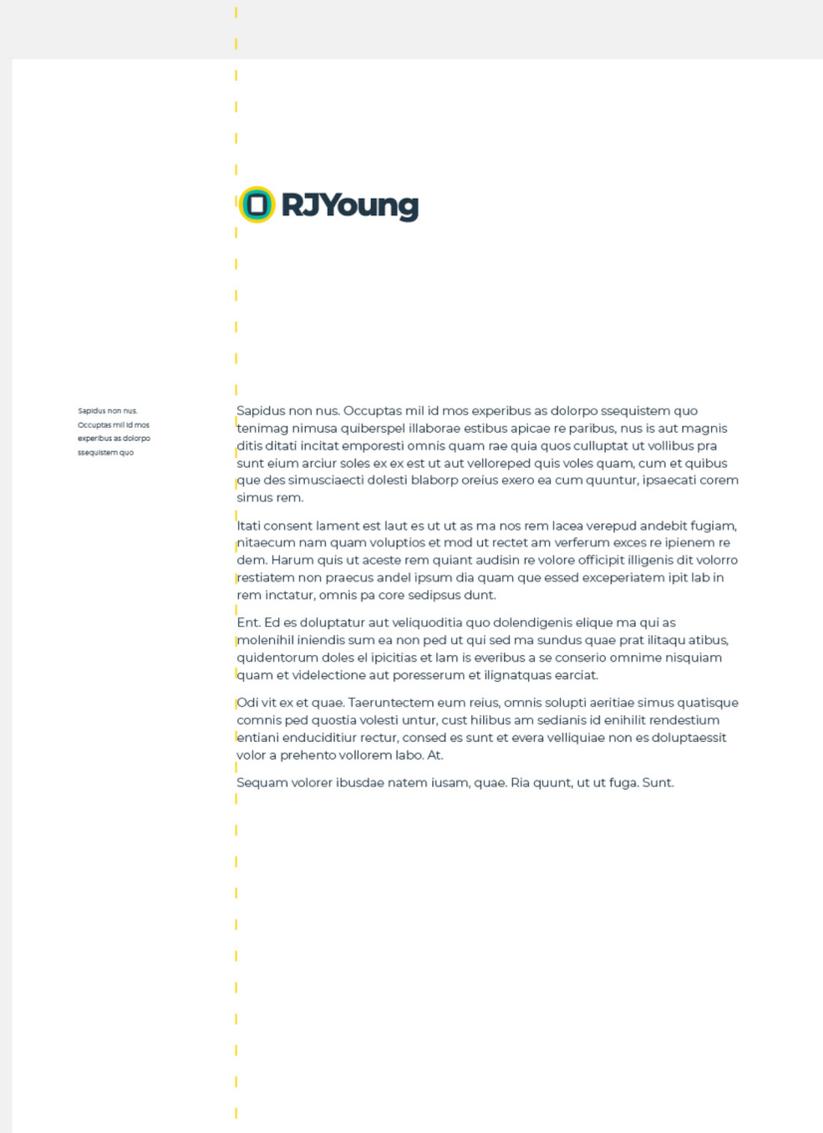
→ **ACCESS OUR LOGO FILES**

015

On The Page

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.
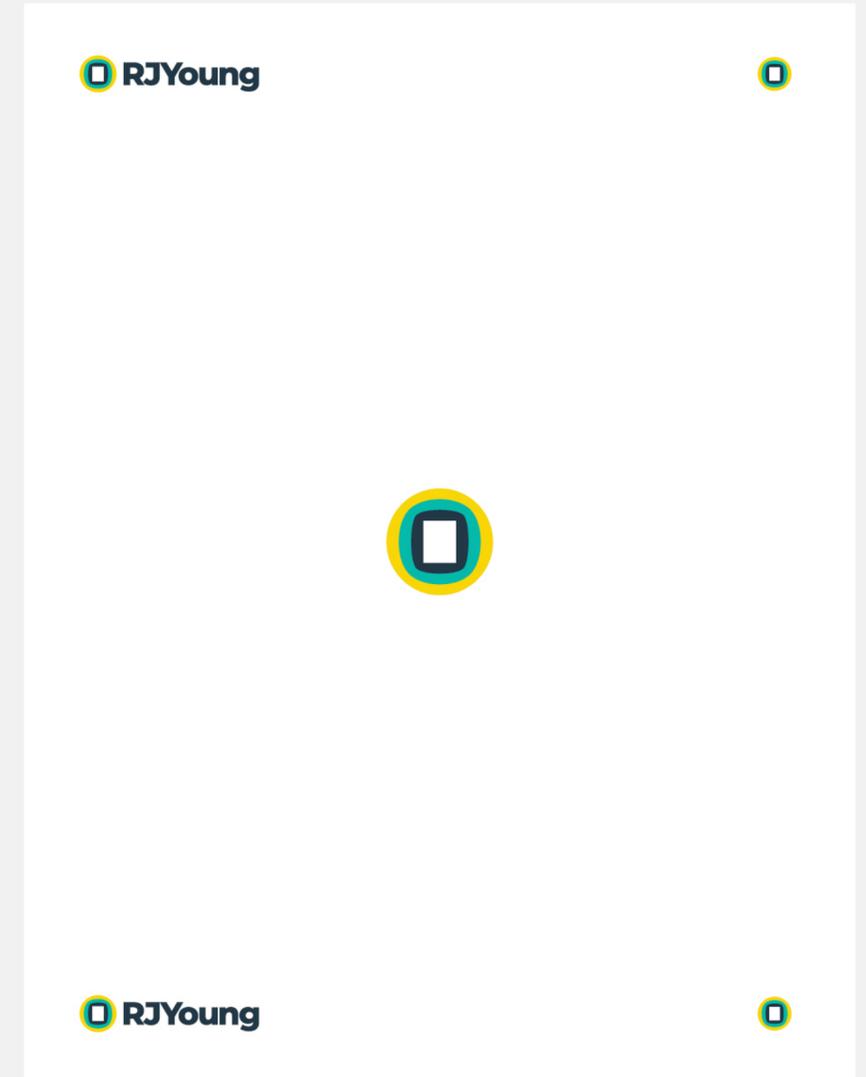

Placement

PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.

ALTERNATE OPTIONS

Align the primary lockup to the left corners. If the layout dictates a centered or right-aligned mark, use the logo mark or vertical lockup.

016

On Merchandise

Branded merchandise like t-shirts, hats and coffee mugs should all follow a center-aligned logo placement if possible.

If possible, look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.
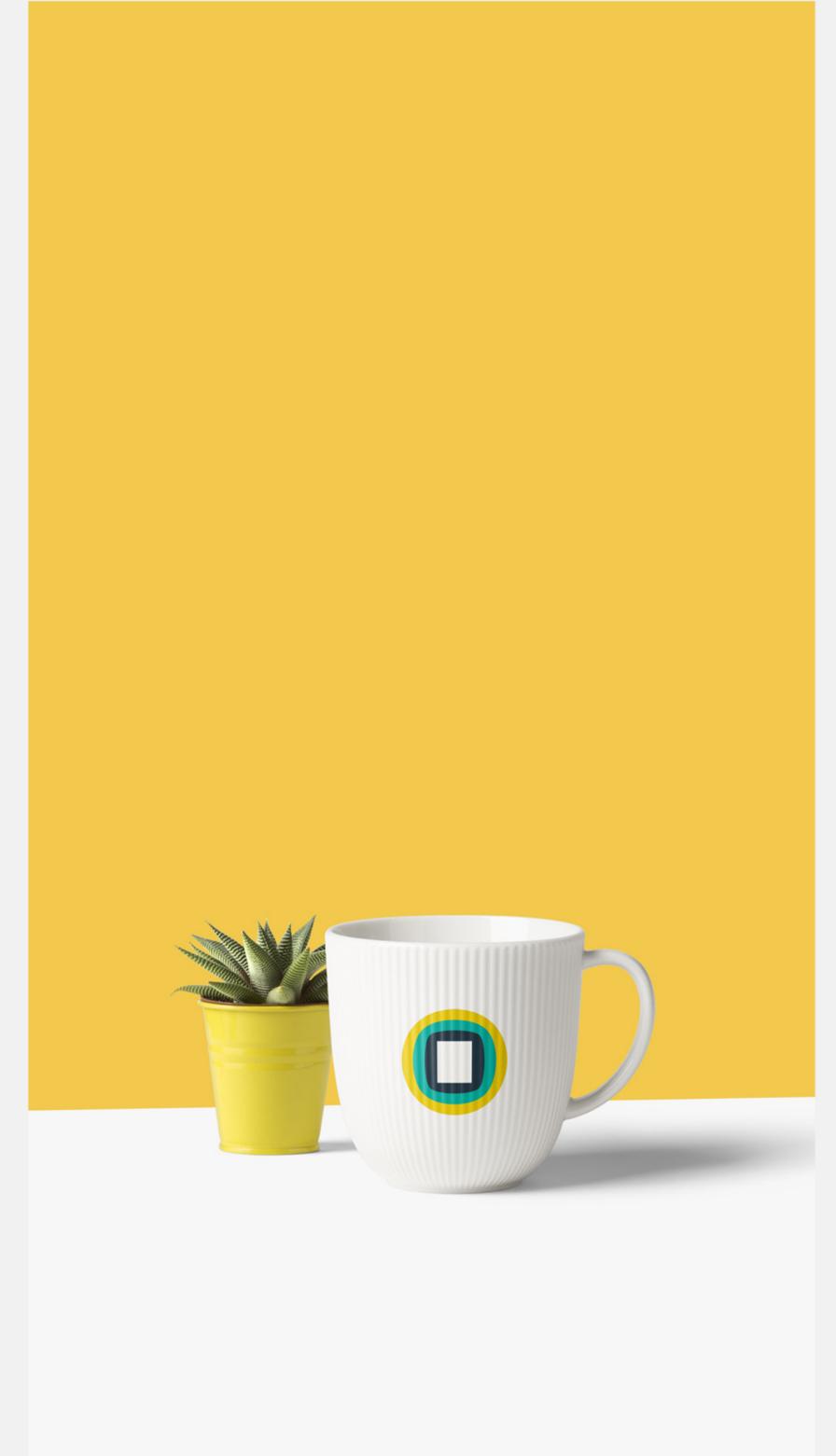
Each piece of merchandise will carry unique limitations. Use the images on the right as general guidance.

Placement

APPAREL

Center align the logo mark when possible. Use the logo mark for centering, or if brand subtlety is desired.
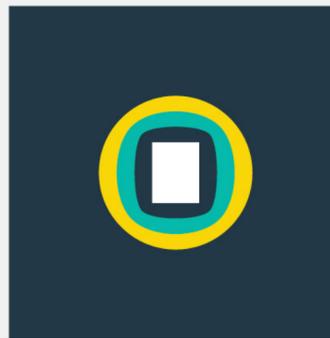
017

On The Web

On the RJ Young website, the logo will be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.
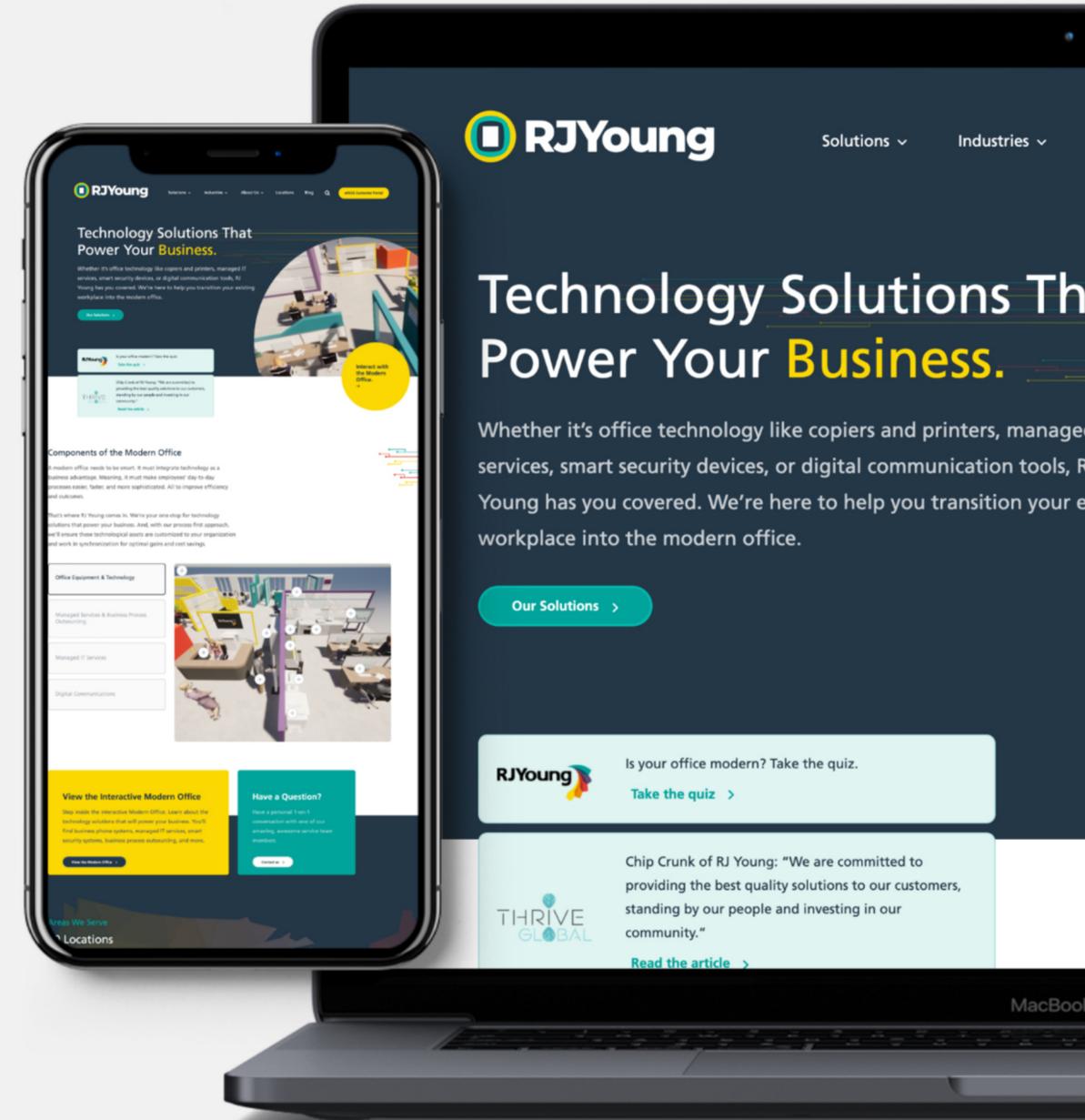

FAVICON MARK

Our favicon mark—a 32px x 32px logo mark that is displayed in the browser next to the url—is the only other approved usage of our logo mark in solid form.

DEVICE LOGO MARK

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.

Placement

018

Common Errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo.

04 Brand Colors

Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand are a key factor in differentiation and brand recognition.

As such, our colors must be reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

Midnight Blue

PMS 7546 C
CMYK: 87, 69, 50, 45
RGB: 35, 56, 71
HEX: #233847

Duck Yellow

PMS 115 C
CMYK: 4, 12, 100, 0
RGB: 248, 214, 8
HEX: #f8d608

Sea Glass Teal

PMS 7465 C
CMYK: 74, 0, 41, 0
RGB: 5, 185, 171
HEX: #05b9ab

Primary Color Palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page. Do not use any other/unauthorized colors.

We highly recommend using the Pantone Matching System to ensure color consistency across all touchpoints.

If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

We prefer a natural silk-coated paper stock, so always match to the Coated Pantone book.
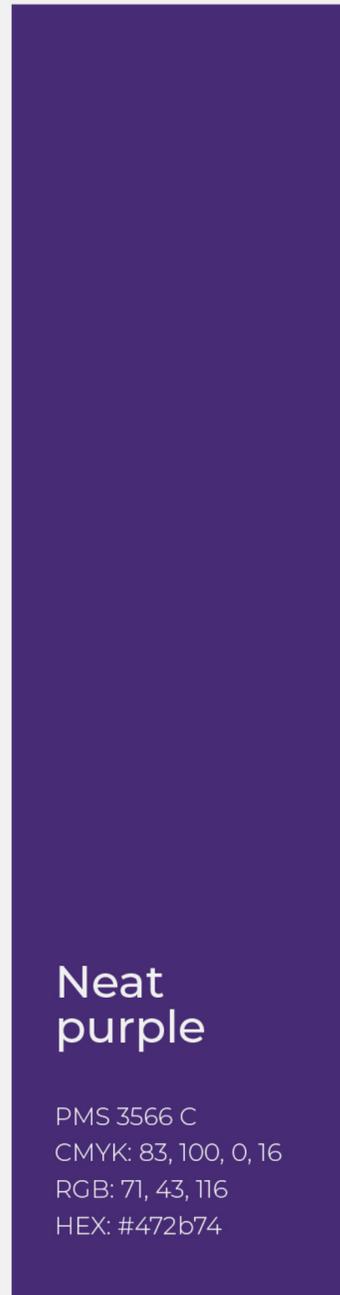
021

Secondary Palette

The secondary palette is designed to complement the primary brand palette, while offering a wider array of hues. When used and seen together, the complete brand palette feels consistent.

Orange Peel

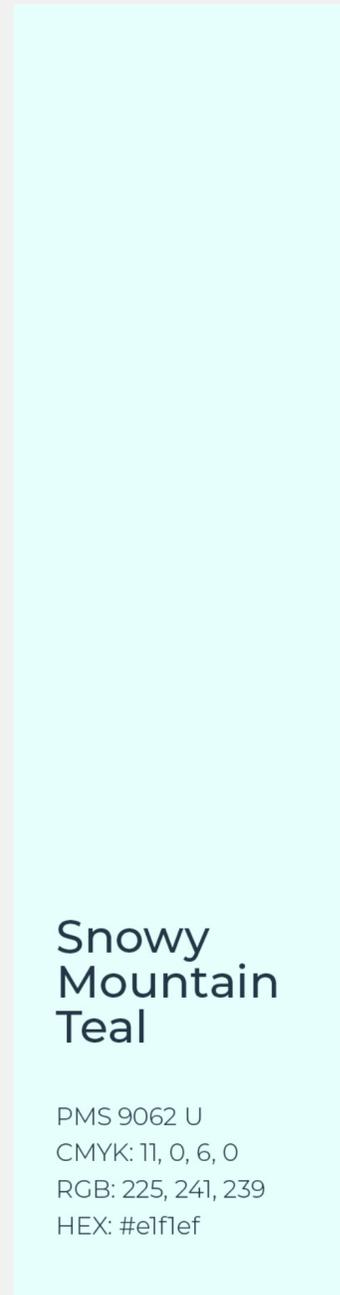PMS 151 C
CMYK: 0, 54, 100, 0
RGB: 255, 130, 0
HEX: #ff8200

Neat purple

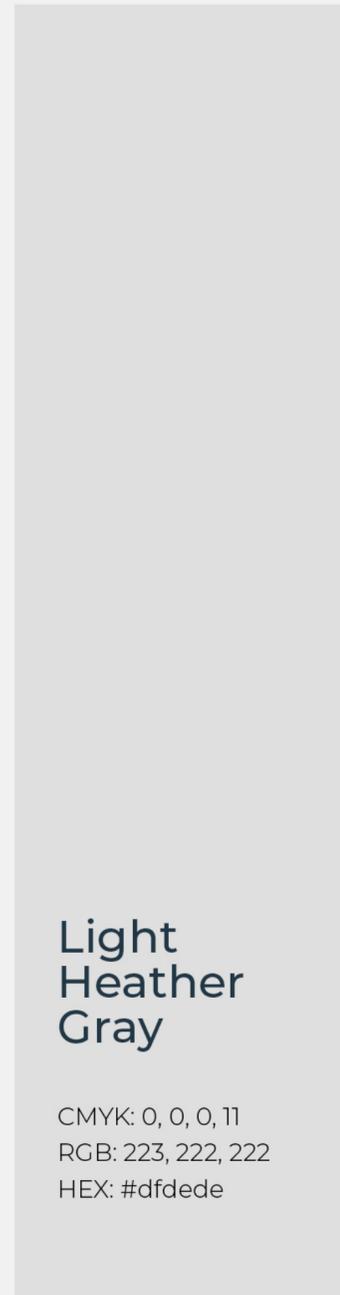PMS 3566 C
CMYK: 83, 100, 0, 16
RGB: 71, 43, 116
HEX: #472b74

Bright Red

PMS 1655 C
CMYK: 0, 77, 100, 0
RGB: 252, 76, 2
HEX: #fc4c02

Snowy Mountain Teal

PMS 9062 U
CMYK: 11, 0, 6, 0
RGB: 225, 241, 239
HEX: #e1f1ef

Light Heather Gray

CMYK: 0, 0, 0, 11
RGB: 223, 222, 222
HEX: #dfdede

True Black

PMS Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

05

Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

023

Montserrat.

The typeface we chose for all brand executions.

A workhorse sans-serif

Montserrat, was designed by Julieta Ulanovsky as an attempt to rescue the beauty of urban typography. Montserrat is very versatile and can be used anywhere because of the geometric and elegant simplicity with nice large x-height.

Montserrat is free and open source: As such, neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

ACCEPTABLE ALTERNATIVES

Montserrat should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Futura, Arial and Helvetica, respectively.

Note: this should not occur frequently.

024

Hierarchy & Weight

Montserrat is classified as a sans serif with 18 styles and 9 weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Montserrat
Light

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

Montserrat
Regular

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

Montserrat
Medium

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

**Montserrat
Bold**

**aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº**

06 Visual Style

Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains guidelines on usage and references to approved visual elements like shapes, patterns, and more.
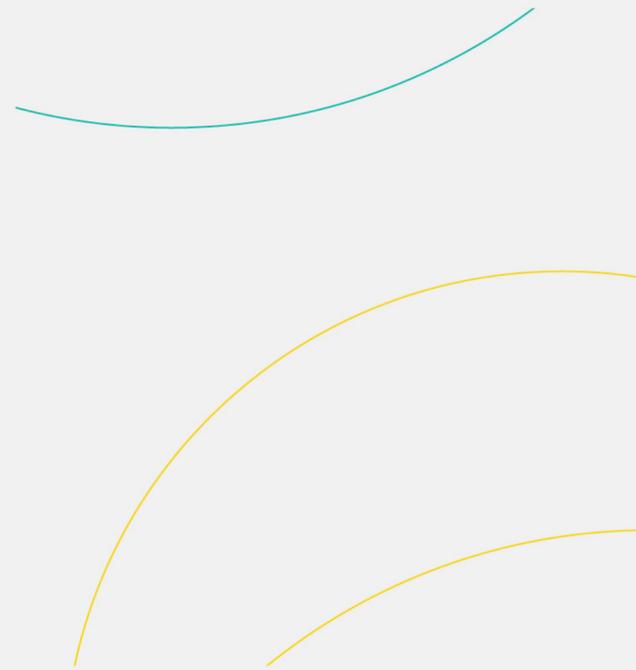
PAGE 26
Elements

026

Shapes

Drawing inspiration from the shape of our logo mark, you can use several standards and abstract organic shapes in graphic compositions in a variety of ways.
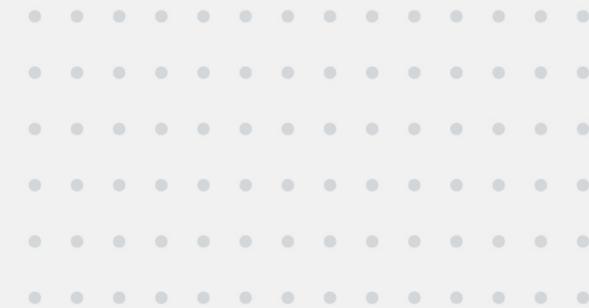
Use the shapes on this page as inspiration to create new elements.

Whenever possible, avoid using straight lines and geometric angles in favor of curved shapes.

ABSTRACT ARCS

The growth rings of a tree inspire the shapes above. You can use the arcs as pattern elements, frames, and many other graphic elements. Only use the approved primary and secondary brand colors.

DOTS

While our design motif is typically very minimal, a dot pattern visually connects the brand as a technology-driven company. The dot element can be grouped into patterns and paired with the abstract arcs to enhance a layout.

Elements

07

Photography

Photographs: worth more than 1,000 words.

A great photograph can change the entire trajectory of our business. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

028

Fresh, But Grounded

The overall tone for the RJ Young brand photography should be dynamic, exciting, and colorful.

When capturing customers, live events, and scenes, we pursue vibrantly, saturated imagery that communicates the overall excitement of our space. We tend to darken the shadows and brighten the highlights to increase contrast. Colors are kept true-to-subject unless we're reminiscing about times past, in which case a desaturated image with some nice film grain is a nice touch.

When taking photos of people, posing them for portraits are perfectly acceptable as long as their expression is natural, and the overall photograph does not feel stiff.

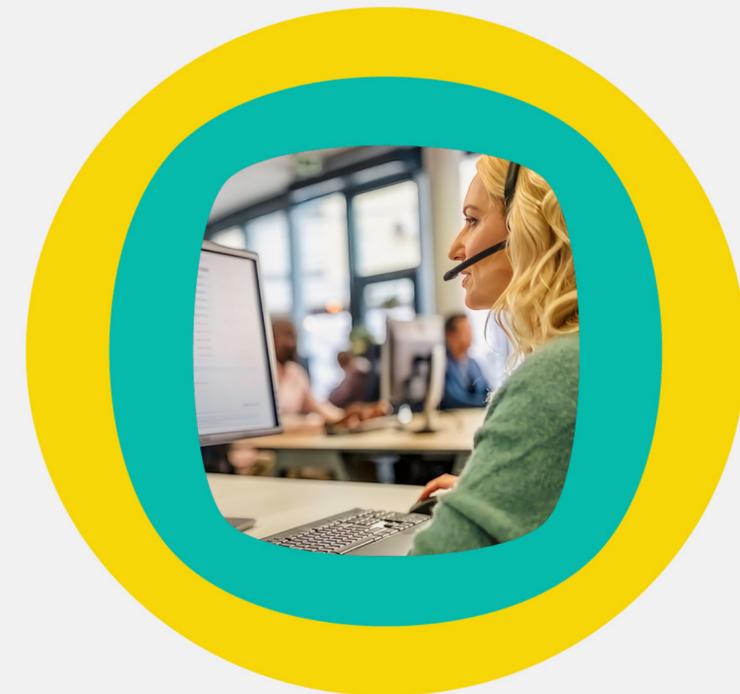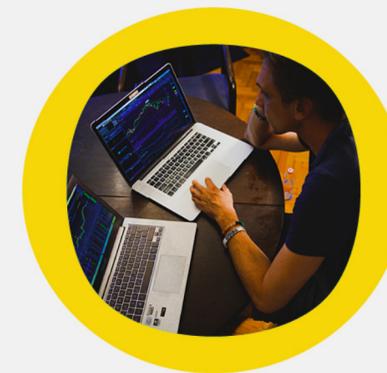Use the examples on this page as inspiration.

Tone
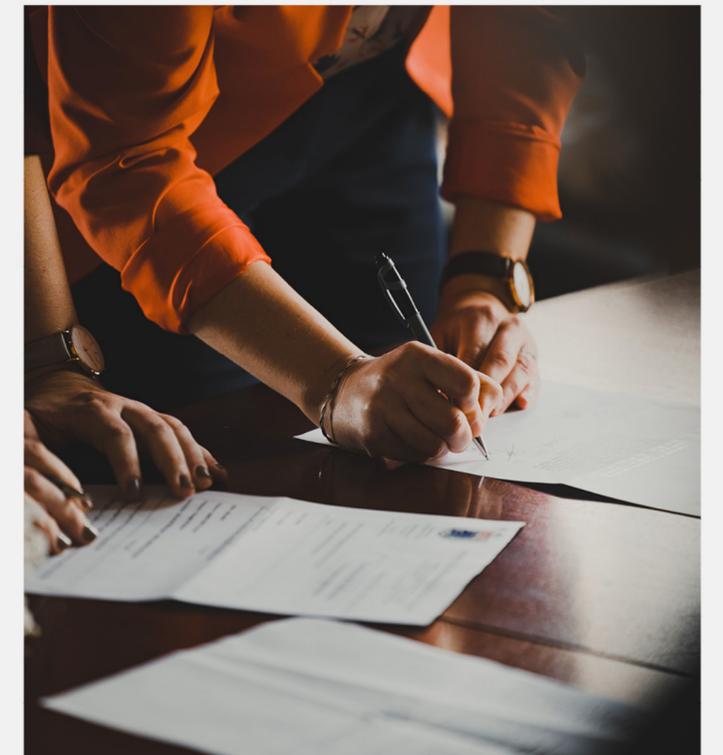
029

Contained,
But Interesting

As an alternative, you can frame imagery using layers of the logo mark. Select a layer that best portrays the subject of the photograph that is easy to understand.

Please use this framing style only for special use occasions.

Framing

09

In Closing

Everything
we forgot
to mention
before this.

Though we've come to the end
of this guide, this is only the
beginning of our journey.

In this section, you will find details on
our approval process, several points of
contact within the brand department,
and a warm thank you note.

Why? Because we care.

031

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably affect our brand and the way we execute it visually.

We insist that any brand execution follows the guidelines listed within. An authorized representative from RJ Young must approve anything outside of these guidelines.

Outside approvals may be submitted electronically by emailing the concept to marketing@rjyoung.com.

If you are a vendor working on one of our brand executions, we require electronic or physical proof before any item is printed, published, or otherwise executed. Please submit proofs to your point of contact within RJ Young.

Questions prevent mishaps: If you have a question about using our brand materials, please do not hesitate to ask!

We love hearing from you!

032

Contacts

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615-515-7344

Galen Smith

GRAPHIC DESIGNER

marketing@rjyoung.com
615-515-7336

033

Thank you.

From everyone at RJ Young, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many.

Building a brand is like raising a child: it takes a village. Thank you for being vigilant brand guardians.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand, especially when working on brand execution, please do not hesitate to reach out to our team.

We look forward to hearing from you.