

JELLY

DIGITAL MARKETING & PR



Our voice, and how we use it.

We strive for excellence in every aspect of what we do. These standards for high quality are showcased in how our brand is perceived by our peers, clients and the world.

TONE OF VOICE

Authentic Fun/Exciting
Personable Innovative

Jelly is in the digital marketing business. This is how we define “what” we do. However, we believe that “how” we go about that business is equally important to define. We have chosen to do that by articulating our core values as they provide us with marker posts against which we can monitor and develop the means we use to accomplish our company’s aspirations. In short, they define who we want to become as a team.

CORE VALUES

Fairness Prudence Courage
Humility Temperance

[Learn more >](#)

Our logo & its alternatives

We pride ourselves in our vibrant corporate culture, and we love that our logo shows that off through its multitude of colours.

ACCEPTABLE USES

If the JELLY logo is being used on a place with no other reference to our name please use the Primary Logo. We want to make sure our name and company identity is clear to those who may see it. A good example of this usage is on a 'Sponsors' page on a website.

If you are using our logo in a place that will also include the name Jelly in text, then you can go ahead and use the Secondary Logos. Social media pages are a good example of where the Secondary Logo is optimal.

If the logo is going to go over-top of an image of any sort please use the BLACK or WHITE version of either the Primary Logo or Secondary Logo.

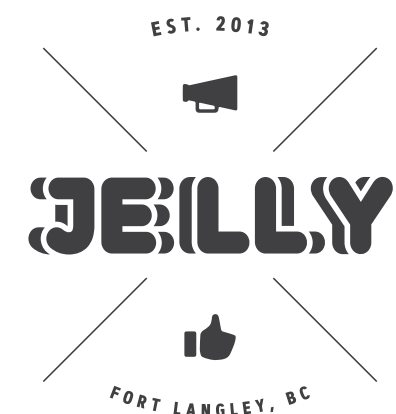
Use of our Alternative "X-panded" logo is permitted **only for apparel & accessories** unless otherwise instructed.



PRIMARY



SECONDARY



ALTERNATIVE

Sub-Brands: Jelly Academy

An extension of the Jelly Brand, Jelly Academy is a Professional Certification Course structured around 4 modules related to what we do at Jelly.

ACCEPTABLE USES

If the Jelly Academy logo is being used on a place with no other reference to our name please use the Primary Logo. We want to make sure our name and company identity is clear to those who may see it.

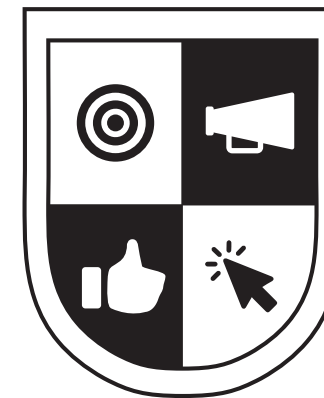
If you are using the logo in a place that will also include the name Jelly Academy in text, then you can go ahead and use the Secondary Logo. Social media pages are a good example of where the Secondary Logo is optimal.



**JELLY
ACADEMY**



PRIMARY



SECONDARY

Brand Colours

The very colours that define Jelly's charisma.

**GAINFUL
GREEN**

CMYK: 75 0 100 0
RGB: 57 181 74
HEX: 39b54a

**RADICAL
RED**

CMYK: 0 99 97 0
RGB: 237 28 36
HEX: ed1c24

**OBLIGING
ORANGE**

CMYK: 0 49 98 0
RGB: 247 148 30
HEX: f7941e

**PERSONABLE
PINK**

CMYK: 1 99 1 0
RGB: 236 0 140
HEX: ec008c

**BODACIOUS
BLUE**

CMYK: 69 14 0 0
RGB: 0 174 239
HEX: 00aeef

**BEATIFIC
BLACK**

CMYK: 0 0 0 90
RGB: 65 64 66
HEX: 404041



Font-tastic!

Gotham is our font, don't wear it out.

Created by American type designer Tobias Frere-Jones in 2000, Gotham is a broad, geometric sans-serif electronic typeface inspired by examples of architectural signage of the mid-twentieth century.

GOTHAM BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

**For use in primary headings.
Not suitable for large bodies of text.**

GOTHAM MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

**For use in secondary headings.
Not suitable for large bodies of text.**

GOTHAM LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

**For use in large bodies of text.
Not suitable for headings.**

Social Photo Treatment & Font



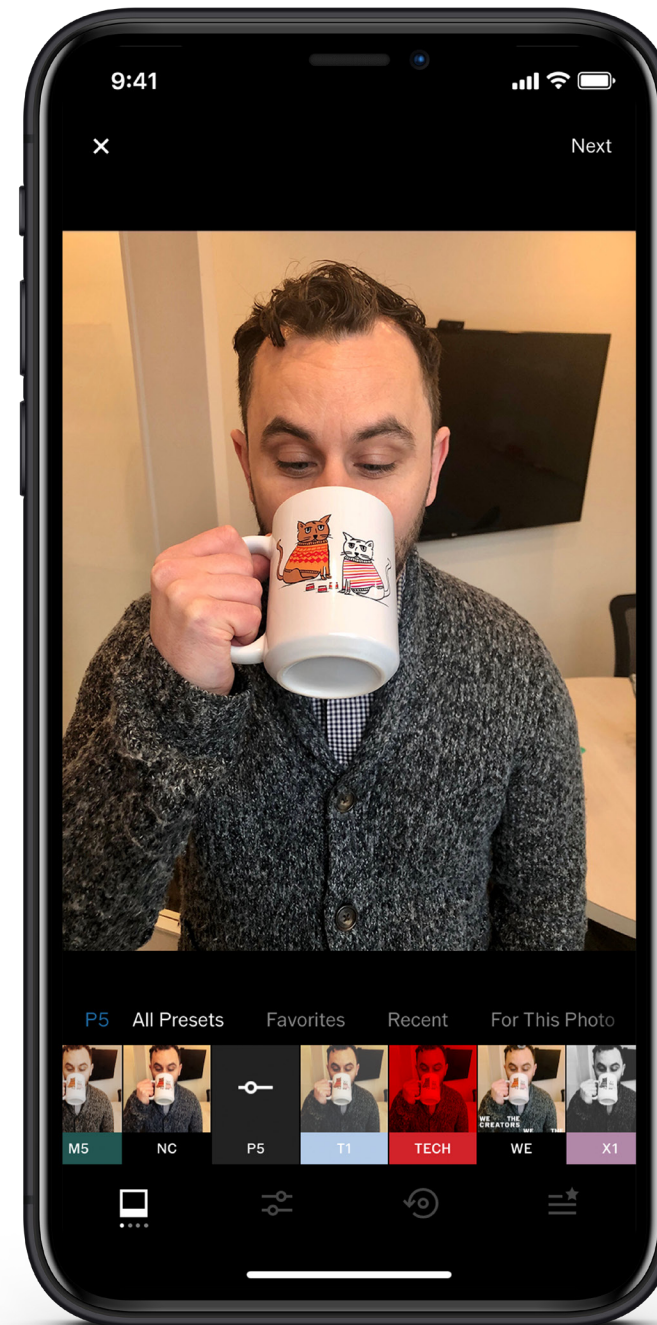
VSCO

When going about posting to Jelly's social feed, the rule of thumb for "lifestyle" photos is simple, consistency! A big part of Jelly's culture is doing exciting and different things, and ultimately sharing these moments.

To keep up with this changing photo landscape, we use filters to steady our photo feed. Using the easy-to-use **VSCO** photo editing app to overlay filters, and for any other edits they may be required for aesthetics.

Jelly strictly uses the **P5 filter at +9.0 strength**, adding a warm, pink and pleasing hue that nods to our brand and also keeps everything uniform while working well with other graphics.

When posting Instagram stories, its recommended to use the **Classic** font consistently for captions, as it resembles Gotham the closest and can be used in multiple contexts.



Before

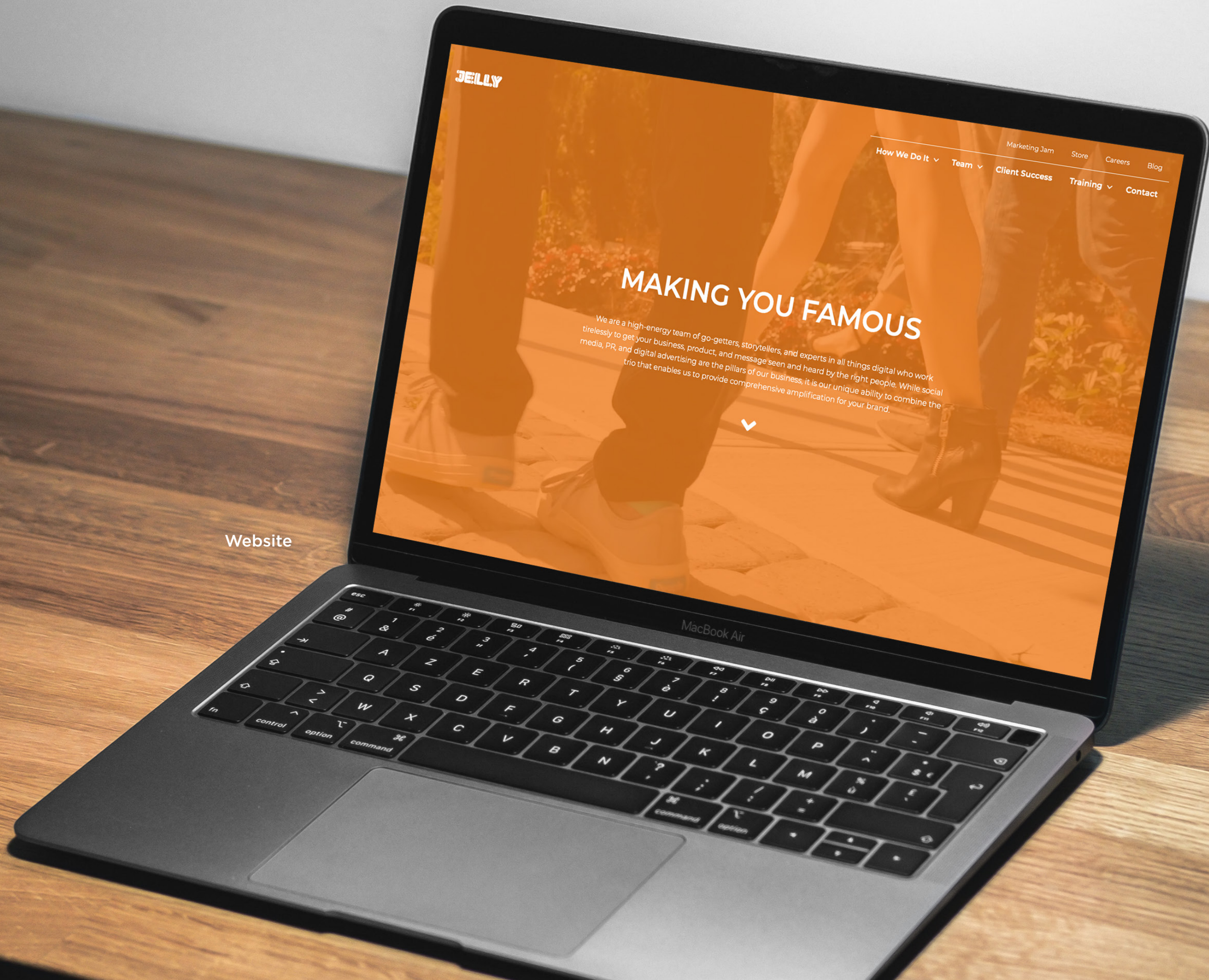


After

Branding Examples



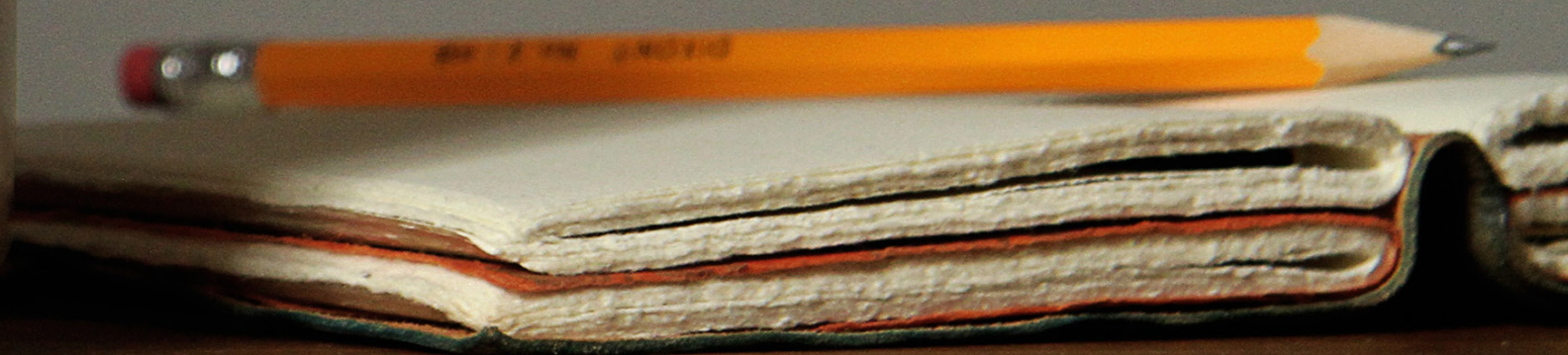
Instagram



Website



Mugs



Notebooks





External Charger





Front Desk Mural



University Crest
Crewnecks



Shirts

