Design Description: *Jenn Bible Design*

Who: A design firm that specializes in branded environments both physical and digital. A place that can design for your business from concept to completion.

What: A creative business that prides itself on finding the right solution for every client and their needs. A company that puts creativity, health, and work-life balance first with regular professional development to enhance the creative offerings of the company. A business that uses the latest technology to derive solutions for it's clients. An enjoyable family firendly atmosphere employing people of all agee, races and backgrounds.

Goals: To be a profitable company that provides engaging high end design at a fair market price, using environmentally friendlier products, from concept to completion, creating a full branded experience regardless of the location or platform.

Products & Services: Logo design and development, web design, trade-show graphics, environmental graphics, branded spaces, and event graphics.

Target Audience: From start-up to well established businesses, brands, and events that have a need for a fully integrated and cohesive brand presence.

Where did the logo come from? This logo is created with my initials in order to gain the brand equity from my name (Jenn Bible) when I was working as a senior designer for Flying Colors and the Beeline Group. Since my colleagues and clients knew me by this name, I thought it best to build on that reputation as a jumping off point. Additionally, I have a very traditional and ecclectic style. I enjoy refurbising what is old and making it new again, so I chose an oldstyle typeface (with a 'g' that I think is beautiful) and used it in a more modern sense to blend the old with the new which represents me well. The blue color I used represents the sky as in "the sky is the limit", meaning that I can create anything. It is also the color of steel representing trustworthiness and strength, meaning that you can count on me. I chose the shape of the circle because I do not like sharp edges or a feeling of difficulty. I want clients to think of me as approachable and as their partner in the design process. I feel that the circle is a friendly shape to encompass my mark. This mark ends up being very simple and strong with an aesthetic appeal that is very representative of me and my values.

Guidelines: *Logo Mark*

Black & White Logo Mark

Cyan line represents amout of proportional white space needed around logo and is not part of the graphic.

■ Black

□ White

Color Logo Mark

Cyan line represents amout of proportional white space needed around logo and is not part of the graphic.
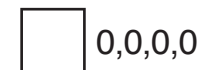
Pantone Colors   **CMYK Colors**

■ PMS 5405 C   ■ 74,37,43,7

□ White   □ 0,0,0,0

Guidelines: *Logotype*

Black & White Logotype	**Color Logotype**

<table>
<tr>
<td>

Jenn Bible Design
graphics : branding : web

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Jenn Bible Design
graphics : branding : web

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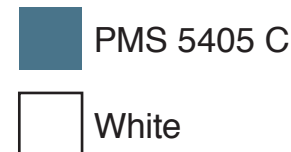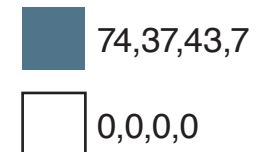Cyan line represents amout of proportional white space needed around logotype and is not part of the graphic.

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■ Black

□ White

Pantone Colors

■ PMS 5405 C

□ White

CMYK Colors

■ 74,37,43,7

□ 0,0,0,0

Font: Adobe Caslon Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz

Adobe Caslon Semibold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz

Guidelines: *Logotype*

Black & White Logo Lockup

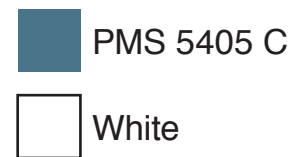Cyan line represents amout of proportional white space needed around logo and is not part of the graphic.

■ Black

☐ White

Color Logo Lockup

Cyan line represents amout of proportional white space needed around logo and is not part of the graphic.

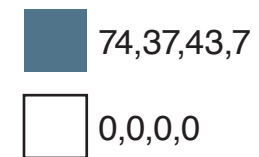### Pantone Colors

■ PMS 5405 C

☐ White

CMYK Colors

■ 74,37,43,7

☐ 0,0,0,0

Black & White Logo on light background

Color Logo Mark on light background

Black & White Logo on dark background

NOTE: In 90% of all cases, logo will appear as white on a dark background.
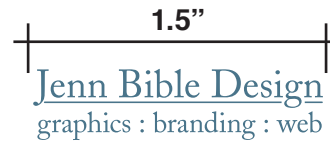
Color Logo on dark background

NOTE: Rarely will the colored logo be on a dark background. Only dark backgrounds that are acceptable are Black, 90% Black and 80% Black or Cool Gray 11.

Guidelines: *Size Restrictions*

.5"

NOTE: The Logomark may not be used smaller than .5" wide.

1.5"

Jenn Bible Design
graphics : branding : web

NOTE: The Logotype and the Logo Lockup may not be used smaller than 1.5" wide.

1.5"

Jenn Bible Design
graphics : branding : web