

JAKE  **SIEMER**
BRAND STANDARDS MANUAL



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INTRO

The purpose of a brand standards manual is to explain what the brand is, why this brand is important, and how the brand can be used. Throughout the manual there will be references to what you can and cannot do with the brand elements, such as suggested color palettes, typefaces, spacing, and layouts. These guidelines should be taken very literally, as brand consistency is of utmost importance in any industry. However, with this brand being that of a designer's, a lot of the guidelines have been left open for creative interpretation. While that does not mean that another designer can make up his or her own rules for the brand, it does mean that if something is not directly stated, then it can be implied that designers are allowed to make alternate design decisions when absolutely necessary. With that being said, dramatic design changes straying away from the brand's consistent look and feel are NOT encouraged, and designers should ultimately contact the owner of the brand if unsure about any statements made within the brand standards manual.



BRAND

A solid brand identity is more than just a logo or illustration — a brand encompasses the sum total of all of the experiences people have in dealing with a particular person, product, or organization. The Jake Siemer brand is composed of my:

- Public Image
- Professionalism
- Reputation
- Personal Identity
- Personality
- Design Skills
- Creativity

The tangible elements of the Jake Siemer brand include the logomark, the signature logo, color scheme, usable typefaces, & sizing and spacing — all to create a consistently designed look and feel for the brand and its core business essentials.



VISION

My vision is to have the name Jake Siemer become synonymous with professional quality animation in the Greater Cincinnati design community. Currently, I am on my way to become one of the most professional freelance graphic animators / designers in the area, with work on the same level as that of designers who have been in the industry for several years. Ultimately, I plan to continue this trend of artistic growth by constantly putting out quality design and animation work on a regular basis.



MISSION

I am a freelance multimedia designer and graphic animator with degrees in both Audio / Video Production and Graphic Design from Cincinnati State. Some of my skills and expertise include:

- Graphic Design (brand identities, logos, packaging design)
- Video Production (animation, compositing, special effects)
- Web Design (designing, coding sites in HTML, CSS, Flash)
- Audio Engineering (audio recording, editing/mixing, music)
- Brand Marketing (marketing campaign design, advertising)

While I am proficient in all of the above, my primary focus is on promotional 2D and 3D animation used in motion picture media, such as TV commercials, film, and internet video. I have a professional, detail-oriented work ethic and a variety of advanced multimedia production skills that are adaptable to any client's specific needs. When first meeting with a client, I will come up with concepts that answer that client's specific design problems, and will follow through with visually stunning, unique design solutions.



VALUES

There is no one thing that inspires me. Instead, I am constantly pulling inspiration from the rich world around me, such as art, typography, graffiti, people and culture, graphic and industrial design, movies and television, music, photography, and sometimes even dreams. I really try to diversify my thought process and stay open to new ideas, because that ultimately makes me a better artist, and most importantly, a better person — One who is always changing, and learning, and growing, and evolving. You will see this progressive evolution as a person learning more about the world around him reflected in many of the designs I have done for myself and others over the years.



LOGOMARK



The logomark should be able to stand by itself without the need for supporting text. The goal is for the logo to become a recognizable stamp or watermark that can be put on my business essentials, completed design work, and various marketing materials.



SIGNATURE

This is the Jake Siemer brand logo used as a signature with text. Even though the logomark can stand alone, this is the primary logo.

JAKE  SIEMER

The signature text should be the same height as the logomark circle. The logomark “J” should be the same color as the signature text.

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SPACING



The minimum clear space is determined by measuring half of the width of the vertical line in the letter “J” within the circle of the logomark. This clear space must be applied 360 degrees all around the logomark and signature. The clear space is also applied to the line weights and margins within any design pieces that represent the brand.





TAGLINE

Here is how the logo would look with a tagline-like element. The tagline logo works best when used on business essentials.

GRAPHIC ANIMATION MULTIMEDIA DESIGN VIDEO PRODUCTION

JAKE  SIEMER

513-593-9393 JAKESIEMER.COM JAKESIEMER@GMAIL.COM

The brand has a major focus on animation, so as an added bonus, the tagline logo resembles a film reel. Use your imagination.





TYPEFACES

Use only fonts in the Helvetica LT Std typeface family.

Fine Print: Helvetica LT Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Body Copy: Helvetica LT Std Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

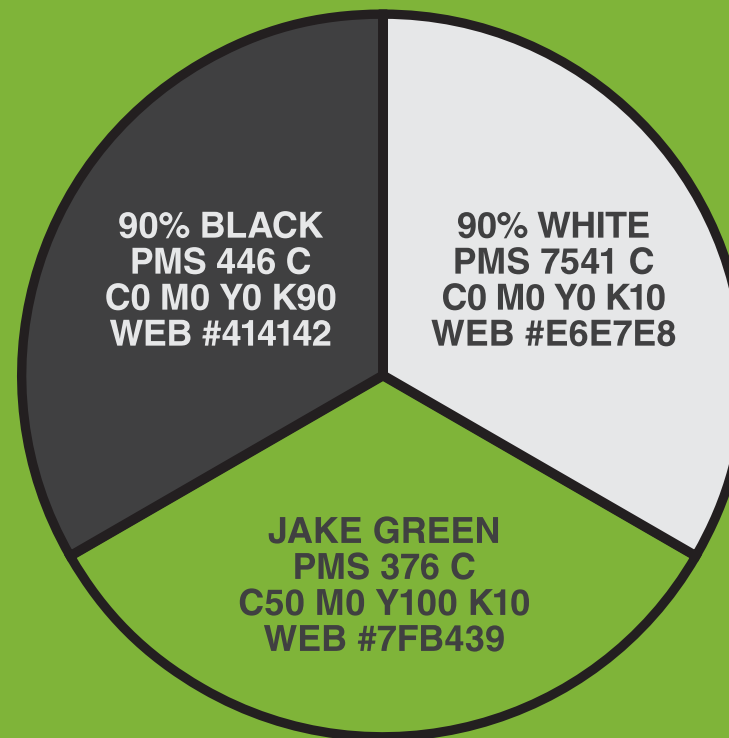
Body Copy: Helvetica LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Headings: Helvetica LT Std Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

If not available, you may substitute Helvetica with Arial.



COLORS



The brand is represented in the 3 colors shown here. 90% Black & 90% White should always be the outer-most canvas and can be alternated when needed. Jake Green should be used for accenting supporting elements, objects, and other important information.



VARIATIONS

The logo can be black & white, and the following color variations:



Background colors can also vary, but logo colors may not change.



MISUSES

DO NOT use non-branded colors:

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DO NOT skew / stretch the logo:

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DO NOT use distracting backgrounds:

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DO NOT change / alter the typeface:

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ANIMATION

The Jake Siemer brand logo is allowed to be animated. However, there are certain guidelines to how it may be done. The logomark may wipe onto the screen from any direction, but preferably from left to right. The logomark may only be rotated on the Y axis in 3D space, as if it were a coin spinning on a tabletop. The signature text may may not move position, increase in size, or be rotated in any way. The signature text may only be faded in from 0-100% in transparency. And the entire signature logo as a whole may only be faded in and out in transparency.



BUS. CARD

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Employees of Jake Siemer's brand carry a standard 3.5 x 2 inch business card with custom, rounded, die cut corners. The card can either be single or double sided, depending on budget. The die cut corners can be done manually, post-print, with a corner cutting tool in order to cut down on overall costs.



LETTERHEAD



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513-593-9393 JAKESIEMER.COM JAKESIEMER@GMAIL.COM

April 20, 2010

Someone Somebody
Some Business, Inc.
666 Some Street Ave
Cincinnati, OH 45211

Dear Mr. Somebody,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ullamcorper lorem non turpis varius ut venenatis nisi volutpat. In ac est orci, quis fermentum nulla. Nulla pretium, neque at condimentum consequat, nulla nisi luctus magna, et molestie tortor nisi sit amet sem. Praesent rutrum, nisi nec interdum vehicula, leo nisi vestibulum orci, in pellentesque augue odio sed magna. Nunc odio ipsum, blandit a lobortis eget, tempor vel nisi. Sed vulputate porttitor vulputate. Fusce diam velit, luctus sed euismod eget, porta vestibulum elit. Vestibulum eget sapien in lectus ornare imperdiet in et lacus. Nulla interdum nibh in magna condimentum eget aliquet diam euismod. Nullam orci magna, varius eget ultricies in, cursus sit amet velit. Curabitur ut nibh ut dui tristique fermentum. Curabitur in enim ac diam scelerisque sagittis eget vitae erat. Vestibulum sed nunc sit amet mi semper pretium. Integer ac enim nec nibh congue ultricies in vitae enim.

Curabitur lacinia sodales dignissim. Integer vel lorem ipsum, sit amet pharetra nibh. Nunc mauris lectus, auctor in bibendum eget, rutrum sed sem. Aliquam egestas risus et lorem vulputate venenatis. Mauris vel dolor eros. Etiam eu sem velit. Vivamus turpis nisi, elementum nec rutrum quis, posuere sed eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris sapien justo, bibendum vitae pulvinar vel, gravida id nunc. Curabitur auctor lacus quis lectus tempor volutpat non vel nisi. Integer quis arcu ligula, eu luctus risus. Donec nisi magna, tempor dictum volutpat id, aliquet sit amet nunc. Maecenas feugiat posuere nulla, et scelerisque turpis fermentum nec.

Nam pulvinar quam eget purus blandit ullamcorper. Suspendisse molestie, mauris ullamcorper vulputate condimentum, eros risus euismod magna, nec dictum urna velit sed massa. Vivamus posuere nisi in tortor venenatis vel malesuada ipsum tempus. Maecenas dapibus justo in mauris porta id lobortis nisi pellentesque. Duis a tellus justo, vel pharetra tortor. Nullam in tristique elit. Sed eget magna purus. Proin lorem risus, scelerisque eu convallis a, bibendum at elit. Donec neque arcu, facilisis et consequat vel, porta quis lacus. Phasellus fermentum, velit nec sagittis pellentesque, nulla eros rhoncus justo, at fringilla odio tellus in nulla. Etiam commodo faucibus leo in suscipit. Aenean vitae magna at massa dictum tristique. Fusce facilisis pellentesque tortor quis fringilla. Sed metus velit, euismod sit amet porta nec, accumsan vitae magna. Proin a sem dolor. Aenean viverra ligula id dui laoreet id varius arcu porta. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed erat magna, fringilla eu rutrum eget, dignissim vel dui.

Sincerely,

Jake Siemer

Jake Siemer

8.5 x 11 inch
letterhead.



STORYBOARD

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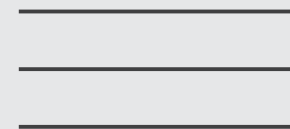
8.5 x 11 inch
storyboard.



ENVELOPE

The standard USPS Number 10 (9.5 x 4.125 inch) envelope.

JAKE  SIEMER
6349 STARRIDGE CT. CINCINNATI, OHIO 45248-3928



GRAPHIC ANIMATION MULTIMEDIA DESIGN VIDEO PRODUCTION



TWITTER

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The screenshot shows the Twitter.com interface for user JakeSiemer. The layout features a dark grey header with the Twitter logo and navigation links (Home, Profile, Find People, Settings, Help, Sign out). The user's profile information is displayed in a green sidebar on the right, including the name 'Jake Siemer', a profile picture, and statistics for following (0), followers (0), and listed (0). The main content area shows a 'That's you!' section with a 'Lists' dropdown, followed by a series of tweets. Each tweet contains placeholder Latin text and a timestamp. The footer includes copyright information and various links.

twitter Home Profile Find People Settings Help Sign out

Name Jake Siemer
0 following 0 followers 0 listed

Tweets 7
Favorites
Following
RSS feed of JakeSiemer's tweets

That's you! Lists

Suspendisse molestie, odio tempor facilisis consequat, lacus ligula vulputate nunc, vitae mattis sapien non massa. Nullam in massa ligula.
less than 10 seconds ago via web

Nam pulvinar quam eget purus blandit ullamcorper. Mauris ullamcorper condimentum, eros risus euismod magna, nec dictum urna velit sed massa.
less than a minute ago via web

Curabitur lacinia sodales dignissim. Integer vel lorem ipsum, sit amet pharetra nibh. Nunc mauris, auctor in bibendum eget, rutrum sed sem.
12 minutes ago via web

Ma quande lingues coalesce, li grammatica del resultant lingues es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua fran.
13 minutes ago via web

Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam.
13 minutes ago via web

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum p.
13 minutes ago via web

Lorem ipsum dolor sit amet consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut.
14 minutes ago via web

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

Twitter.com
color layout.



CONTACT

As stated in the introduction, if there is any question as to whether or not a design decision would be acceptable, it would be best to contact the owner of the brand. In this case you would contact Jake Siemer about such design decisions. You may also contact Jake about any suggestions, corrections, or additions that you would like to see in future revisions of the manual. Jake may be contacted via his e-mail at JakeSiemer@Gmail.com

