JUSTSERVE

GENERAL STYLE GUIDE

A guideline for applying the JustServe brand to promotional materials

Updated November 2020

JustServe Logo

Logo Versions

The JustServe logo can be used in two different color versions. For most materials, a white background is used, with the full color logo. If a colored background is needed, an all-white logo can be used instead, to provide enough contrast. The colored background should be JustServe Blue whenever possible and should always be a solid color.

Placement in an Enclosed Area

When the logo is placed within an enclosed area, as a general guideline to help the logo appear balanced, use approximately 43% of the space above the logo and 57% of the space below the logo.

Clear Space

The logo should be placed with enough clear space around it. Use the circle heart mark as a guide. Give spacing on all sides of the logo of at least one-half of the logo height.

Logo Don’ts

To keep the JustServe brand consistent across multiple materials, please follow these guidelines:

Don’t Recreate the Logo

Do not attempt to recreate the logo. JustServe users with administrator privileges may download the official logo files at *https://www.justserve.org/admin/resources*.

Don’t Add Effects to the Logo

Graphic effects, such as drop shadows, outlines, gradients, etc, should not be added to the logo. Use the JustServe logo in either of the two provided versions, without alterations.

Don’t Change Logo Colors

Use the JustServe logo in either of the two provided versions. Do not change the color. Materials have been designed in a specific color palette and straying from that palette will create inconsistency.

Don’t Stretch the Logo

Take care when resizing the logo, to make sure that it maintains the correct horizontal and vertical proportions.

Typography

The JustServe brand features three typefaces that are used in various applications.

Trade Gothic Condensed is used for text headlines on printed materials, offering a friendly, but slightly heavy-duty look. On the web, Google Fonts's Oswald is used instead.

Light and Regular versions of Helvetica are used when there are large blocks of body copy, allowing for more comfortable legibility. When Helvetica isn't available, web applications can default to the more universally-accepted Arial instead.

Fonts should not be used on materials without official licensing or permissions from the creator. JustServe is not responsible for the illegal use of fonts on unofficial materials.

Print

TRADE GOTHIC BOLD CONDENSED / Trade Gothic Bold Condensed No. 20

Trade Gothic Bold Condensed No.18

Trade Gothic: For use as a headline font in print materials. It is commonly used in all-caps for titles and mixed-case for subtitles.

Web

OSWALD BOLD / Oswald Bold

Oswald Regular

Oswald: For use as a headline font in web materials. It is commonly used in all-caps for titles. Note that any given pixel size for this font appears approximately two pixel sizes larger than it's Trade Gothic Bold Condensed print counterpart.

Print & Web

Helvetica Regular

Helvetica Light

Helvetica: For use as a body font for both web and print materials. Use the Light version whenever possible and use Regular when Light is either unavailable or illegible. It is used in mixed-case.

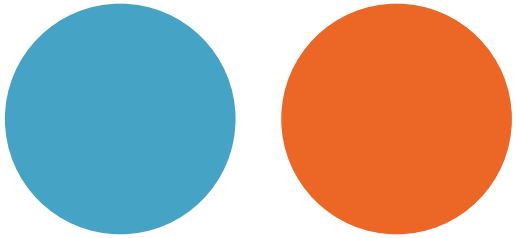
Color

The JustServe color palette is inspired from colors found in nature and geared towards having a cheerful and vibrant look, signifying the joy of service as a force that warms the heart and uplifts the soul.

Blue is used as a main color for backgrounds and text headers. Orange is used as an accent color and an alternate color for headers. Green is used sparingly to add further color dimension when blue and orange are too stark. The other colors fill in for further needs in the design and should be used only on rare occasions when additional colors are necessary to achieve a design objective.

A range of grays provide shades to support the main content. The darker grays are used to soften text instead of using a harsh black. The lightest gray is used as a soft background color that text copy can be displayed upon and serves to separate information without upstaging the main content.

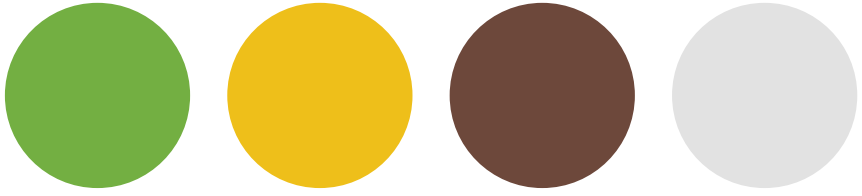
Primary



HEX 009EB9
CMYK 84 | 14 | 20 | 0
RGB 69 | 163 | 197
PMS 7703 C

HEX EF5E39
CMYK 3 | 74 | 99 | 0
RGB 202 | 95 | 35
PMS 151 C

Secondary

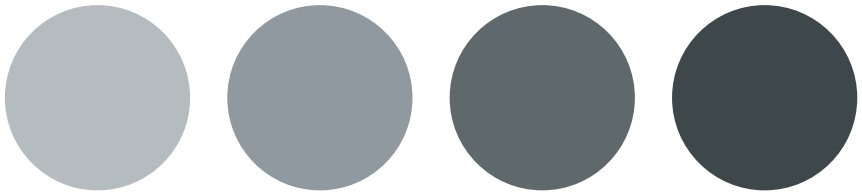


HEX 71AA32
CMYK 61 | 10 | 100 | 0
RGB 132 | 170 | 63
PMS 368 C

HEX E1BC21
CMYK 7 | 24 | 100 | 0
RGB 225 | 188 | 33
PMS 116 C

HEX 674B3E
CMYK 43 | 66 | 71 | 37
RGB 103 | 75 | 62
PMS 7603 C

HEX E5E3E3
CMYK 10 | 8 | 8 | 0
RGB 229 | 227 | 227



HEX BBBDC0
CMYK 29 | 20 | 19 | 0
RGB 187 | 189 | 192

HEX 989B9F
CMYK 43 | 31 | 29 | 5
RGB 152 | 155 | 159

HEX 64686C
CMYK 60 | 47 | 44 | 24
RGB 100 | 104 | 108

HEX 444444
CMYK 63 | 47 | 46 | 51
RGB 68 | 68 | 68

Photography

JustServe photography should adhere to the Guiding Principles of being warm, bright, and cheerful. Outdoor photography is preferred, as it typically provides richer, brighter colors. When using indoor photography, make sure that there is abundant natural light in the space.

JustServe is about people helping people. As such, most of the photography should show this service in action, with volunteer facial expressions enjoying the service they are engaged in.

JustServe is for everybody, not just religious organizations. Although JustServe is provided as a service by The Church of Jesus Christ of Latter-day Saints, photography should communicate diverse groups of people working together to benefit the community, regardless of religion, age, race, gender, or social class.

For some social media memes, it is suitable to have images toned down with a bright JustServe color overlay and with bold all-caps text on top.

Photography Don'ts

Photography should adhere to the following guidelines:

Don't Use Religious-Specific Imagery

Minimize the use of photography that feels too focused on promoting a specific religion or organization through use of uniforms, logos, and other brand-promoting imagery.

Don't Use Black & White Photography

Black & White or monochromatic photography should not be used. Photos should be full-color and be bright and vibrant.

Don't Show Low-Lit Indoor Environments

Avoid photography with little light, where the subject's face is in the shadows. Subjects should be well-lit and easy to see.

Don't Overlay the Photo with Graphics or Text

Except in the case of social media memes, where a text message is the prominent focus, do not add graphic elements, digital filters, or text elements on top of the photo, or alter the photo in any other way.

Don't use black and white photography.

Photo is too dark.

Don't place graphics or text over photos or use graphic filters.

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