

JEFF

Hello, JEFF designer from the future!

The JEFF brand has 5 colours. We’ve also thrown in black, white & grey if you’re in a legibility pickle.

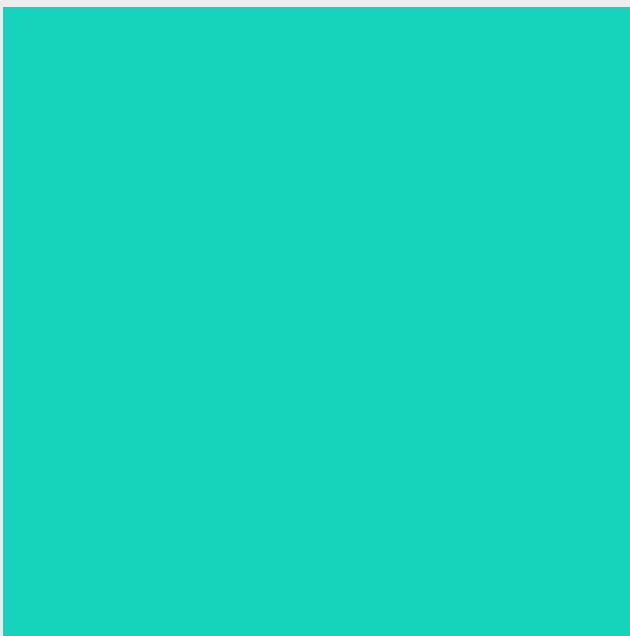
We don’t want to be too prescriptive about how you should or shouldn’t combine the colours, because they have been chosen to work together. We will, however, offer one friendly tip, which is to try and avoid using black and white, as they are for losers.

Of course we understand that every now and then there is just no other option, but very often it’s more interesting and fun to find solutions which don’t depend on them.



Jeff Navy

RGB 33, 18, 86
CMYK 99, 100, 25, 35
HEX 211256
PANTONE 273c



Jeff Teal

RGB 22, 211, 188
CMYK 92, 0, 43, 35
HEX 16D3BC
PANTONE 3252c



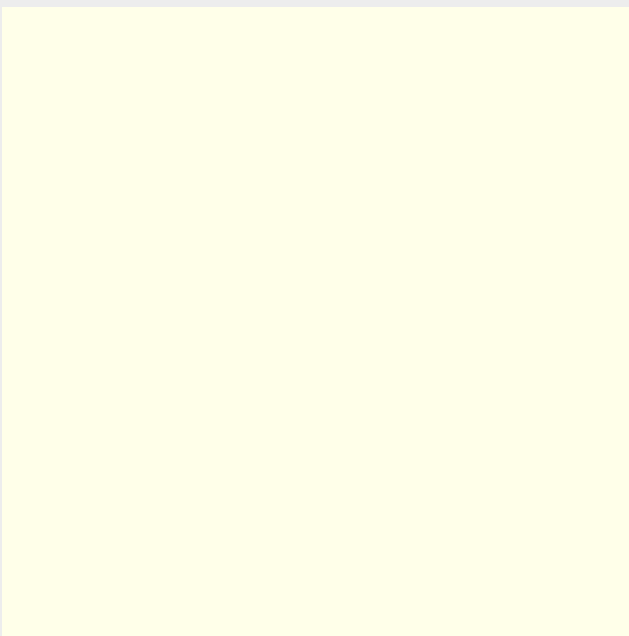
Jeff Coral

RGB 252, 58, 188
CMYK 0, 90, 41, 0
HEX FC3A64
PANTONE 1785c



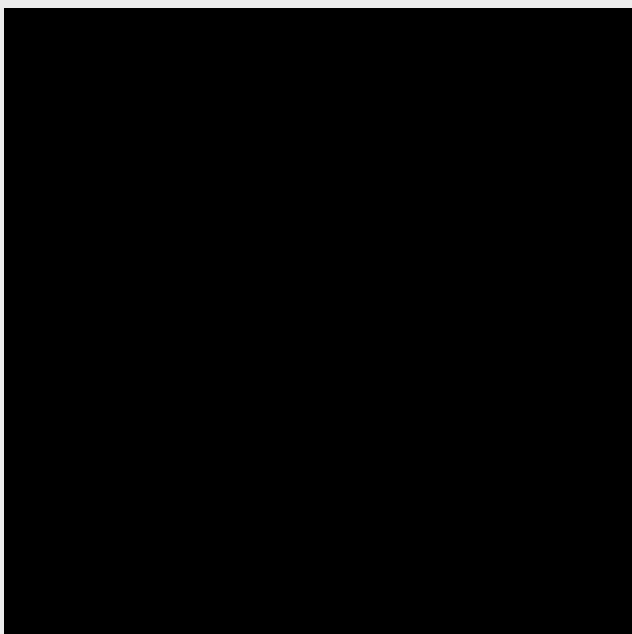
Jeff Yellow

RGB 255, 197, 11
CMYK 0, 25, 100, 0
HEX FFC50B
PANTONE 116c



Jeff White

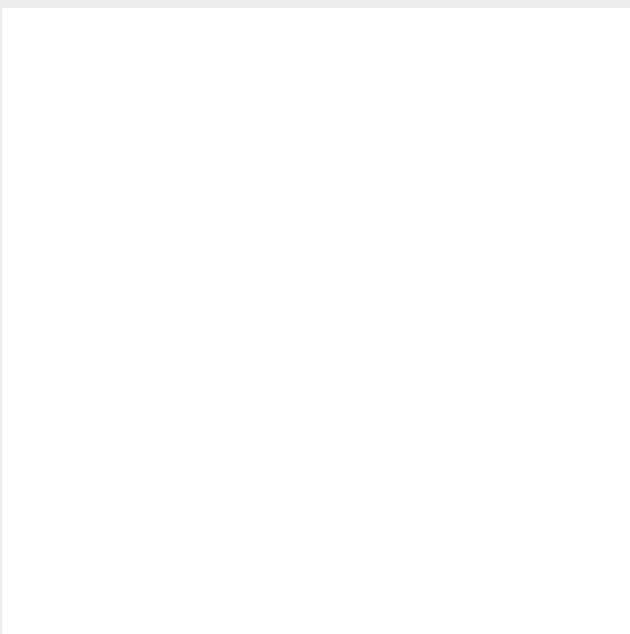
RGB 240, 238, 217
CMYK 4, 2, 15, 0
HEX FFFFE9
PANTONE 9060c



Loser Black



Loser Grey



Loser White

Fonts and typographic guidelines

We use two fonts, *Brandon Grotesque* and *Roboto*. Brandon is used exclusively for headings and display text, while Roboto can be used for both headings and larger bodies of text.

Brandon responds well to increased tracking, as per the example next door. Roboto is very legible, slick and versatile. We make use of the various weights of both font families, and italics are encouraged, both to *add emphasis* to key concepts in body text, and to give dynamism to headings, as per the examples shown here. As a general rule, we use *italics* to gently emphasise words, while **bold** text is used to create a **strong emphasis**. A suggestion is to start by *italicising* the word or phrase in quesiton, and if it doesn't feel strong enough, switch to a **bold face**.

One thing to keep in mind, and this is an abstract idea, but still worth thinking about, is that Jeff's product is **turning people into better versions of themselves**. Not more fashionable or with a faster car or whatever. Actually better. Healthier. Happier. It's a really amazing product, and all design decisions should reflect this optimism and joy.

OH YES!

LIKE YOU BUT BETTER

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Roboto Black Italic
280pt, 0pt tracking

Brandon Grotesque Black
60pt, 300pt tracking

Roboto Regular, Bold and Italic
22pt, 25pt tracking



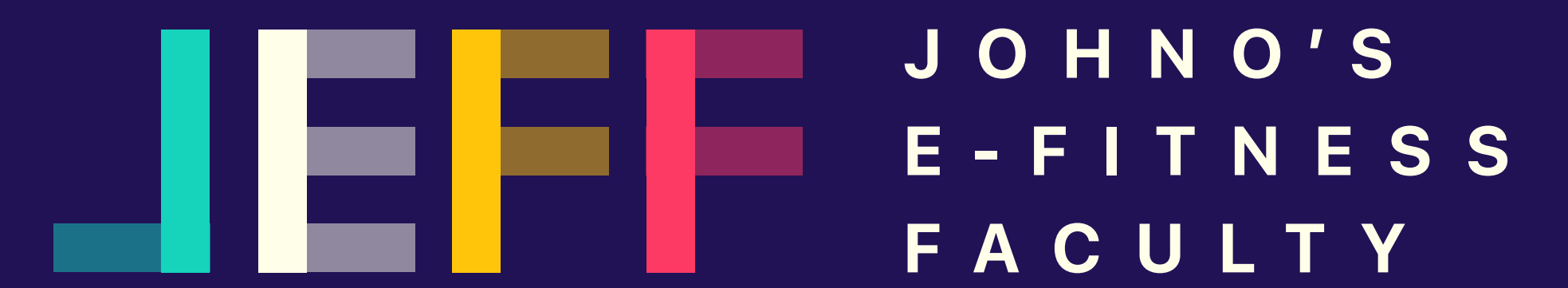
Lockup for **light** backgrounds and **larger** scales



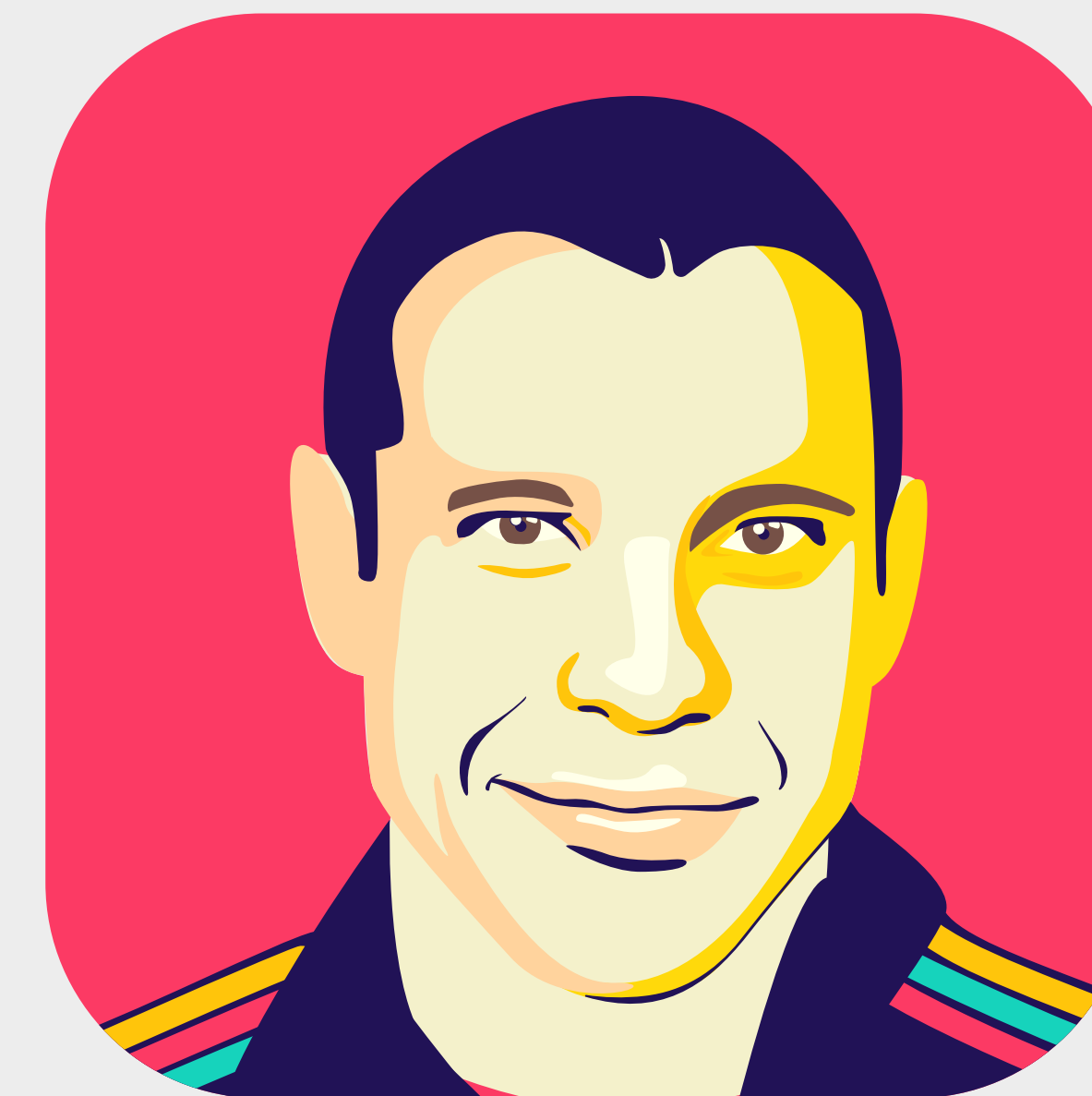
Lockup for **light** backgrounds and **smaller** scales

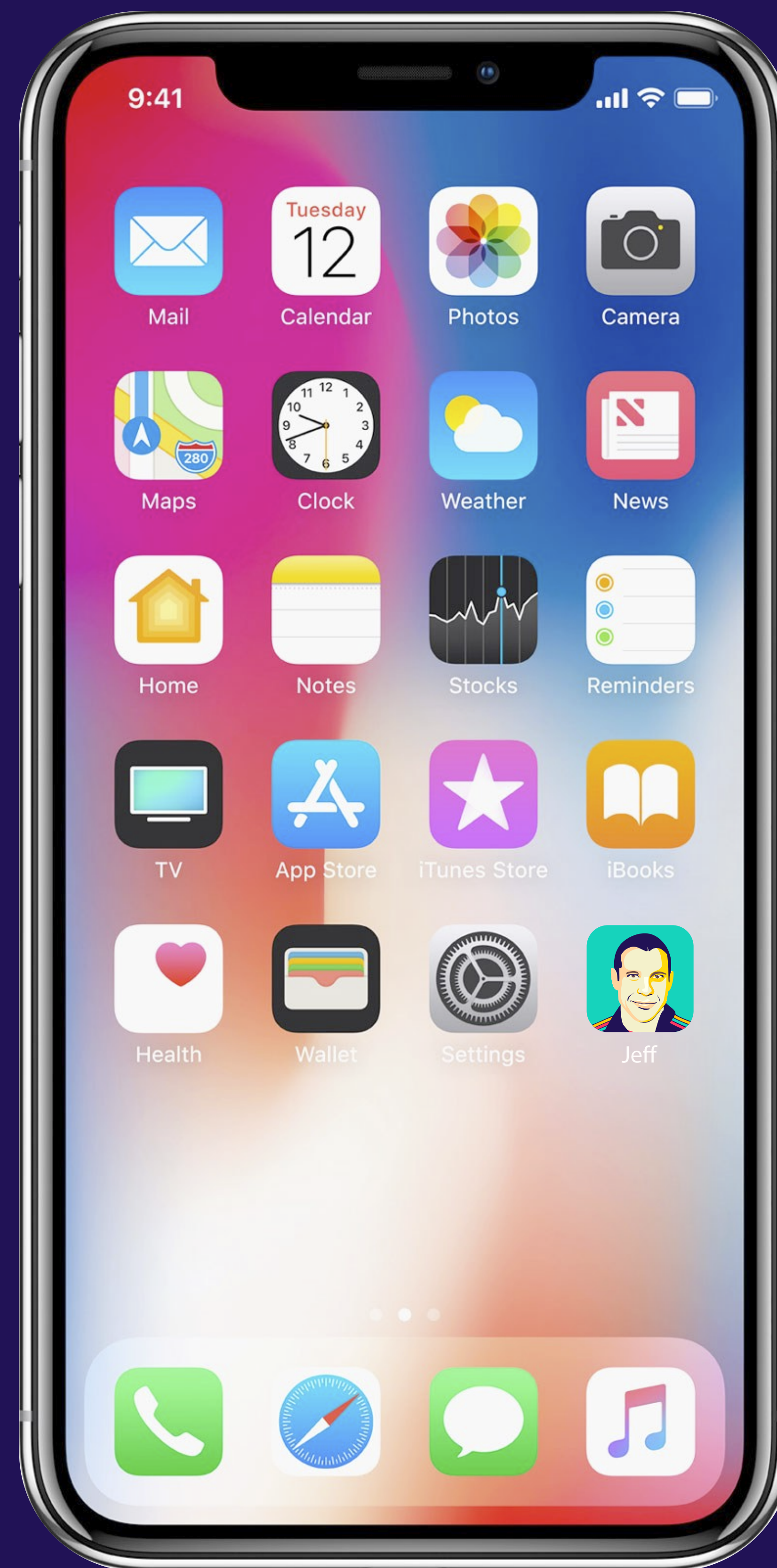


Lockup for dark backgrounds and larger scales



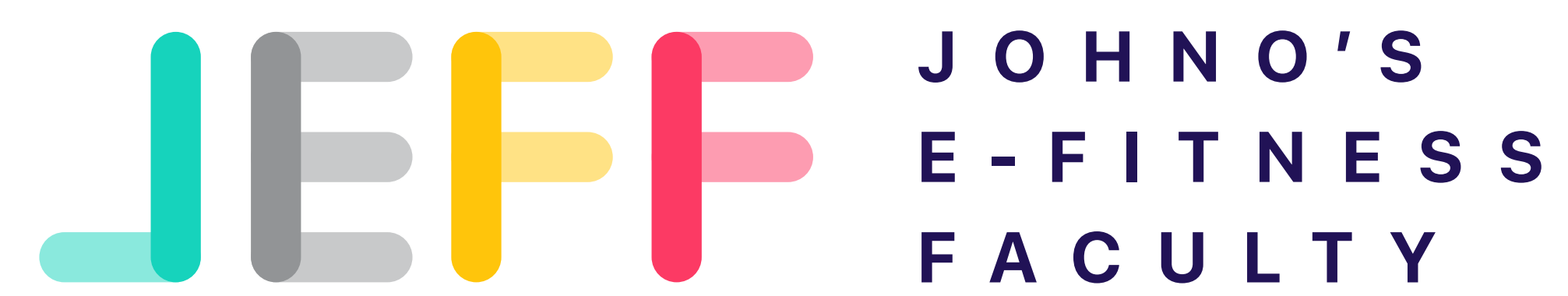
Lockup for dark backgrounds and smaller scales







Coach symbols showing the progression through the ranks



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W www.fitnessfaculty.club
T +27(0) 83 654-3422

Email signatures show the rank of each coach





