
Dr. Joe's Immigration

Brand Identity Guideline V1.0

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Overview

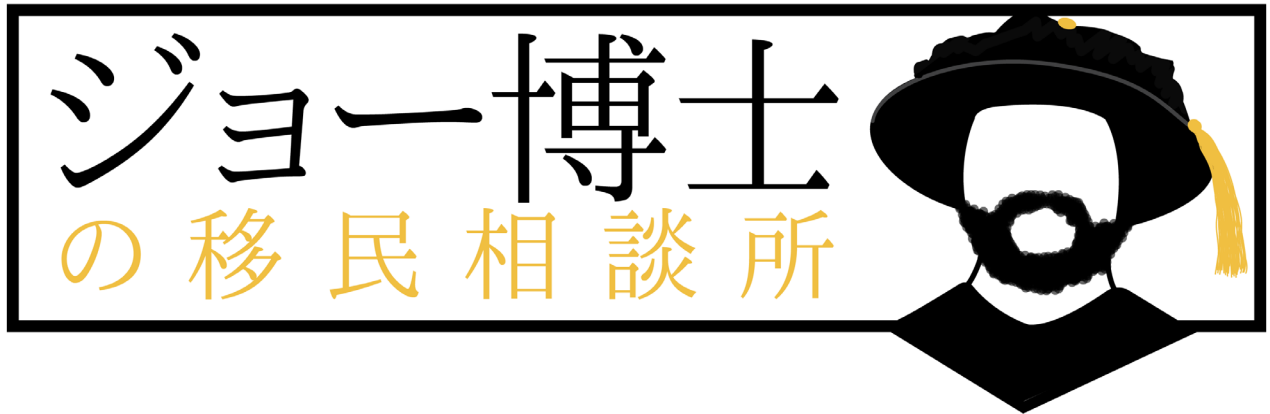
This brand guideline was created to provide clarity for Dr. Joe's Immigration and to ensure the brand stays consistent across all platforms when used. Mockups are shown for guidance. These guidelines provide a set of rules to be followed when using the Dr. Joe's Immigration logo and how to properly represent the brand.



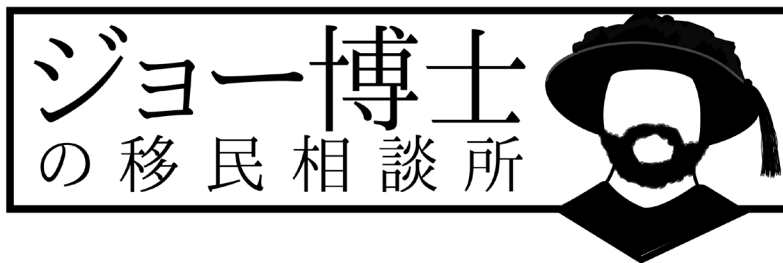
Logo

The Dr. Joe's Immigration logo was designed to provide a professional and modern look. It uniquely represents Dr. Joe himself and has a pop of colour to grab attention. The even alignment and choice of typography makes it easy to read. The outer rectangle holds everything together into place.





Logo | Black & White Versions



Logo | Symbol



Logo Usage | Minimum Sizing

The minimum height for the horizontal logo is suggested to be 0.75 inches and the minimum height for the vertical logo is suggested to be 1.50 inches. The minimum size rules may be broken when used for smaller applications but the logo needs to maintain its proportions and be legible.

Horizontal:

0.75 “



Vertical:

1.50 “



Logo Usage | Spacing Requirements

The height of the 'l' in the word immigration is the minimum spacing required around the logo in the English version.



The height of the center section of the last symbol on the first line, 士, is the minimum spacing required around the logo in the Japanese version.

士



Logo Usage | Misuse

Improper uses of the logo:



Do not use alternate typefaces.



Do not change any alignment.



Do not add a drop shadow effect.



Do not add a blur effect.



Do not change colours of items.

Colours

The brand colours were chosen based off of the image shown below. The yellow is the chosen accent colour and is used in the logo with the black and white. The two blue hues are chosen as secondary colours to the brand. They can be used for additional items such as features on a website.

The blues can be seen in use in the style tile provided on page 16.

All the colours combined provide a confident and professional feel for the brand and complement each other well.



#f0bf41

#ffffff

#000000

#060f7a

#bad0ec

Typography

Primary Typeface:

ABC
abc | 123

Honoka Mincho

Honoka Mincho is the serif font used in the logo. It is a Japanese typeface. It was chosen for the logo for its professional look in both English and Japanese. This serif typeface sets the mood for the logo and brand and is then followed by a more modern sans-serif font.

Dr. Joe's
Immigration

ジョー博士
の移民相談所

Secondary Typeface:

ABC
abc | 123

Franklin Gothic Medium & Book

Franklin Gothic is chosen to compliment the serif Honoka Mincho typeface. Franklin Gothic is a san-serif typeface designed by the American Type Founders (ATF) and is retrieved from Adobe Fonts (2021). This typeface provides a friendlier feel and is easy to read. Franklin Gothic Medium and Franklin Gothic Book can be used.

Mockups | Business Card



Mockups | Letterhead & Envelope



Dr. Joe's Immigration
1416 Noons Creek Drive
Coquitlam, BC, Canada V3E 2T8



www.drjoesimmigration.com

Mockups | Social Media

Facebook Page:



Tweet Example:





This is a Heading

Font: Honoka Mincho

This is a Secondary Heading

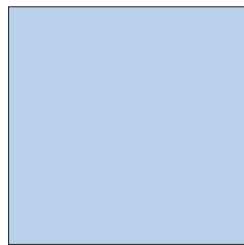
Font: Franklin Gothic Medium

This is body text. | *Font: Franklin Gothic Book*

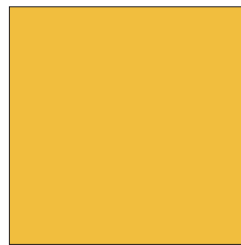
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



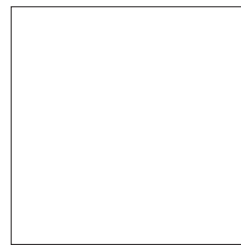
#060f7a



#bad0ec



#f0bf41



#ffffff



#000000



Attributions:

ATF Franklin Gothic from American Type Founders Collection. (n.d.). Retrieved March 18, 2021,
from <https://fonts.adobe.com/fonts/atf-franklin-gothic>

無料でダウンロードできるオールド風の「ほのか明朝」（商用利用も可能）. (n.d.).

Retrieved March 19, 2021, from <http://font.gloomy.jp/honoka-mincho-dl.html>

Greenholtz, J. (2009). Doctor of Education Convocation image.