



THE JERMAINE PEGUESE SIGNATURE

Brand Bible

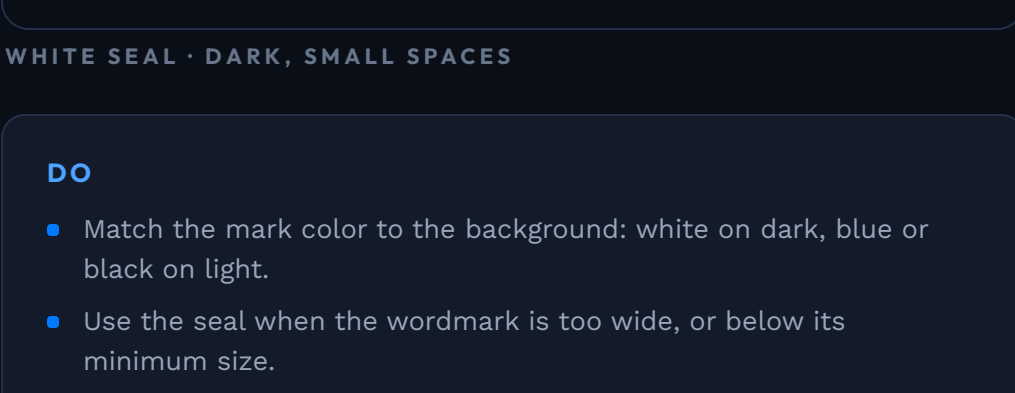
The baseline for the look. The logo, the clear space, the colors, the type, co-branding, what to avoid, and where to download it. Point any AI or designer here and it builds on demand.

VERSION 1.3 · JULY 2026 · DESIGN SOURCE OF TRUTH

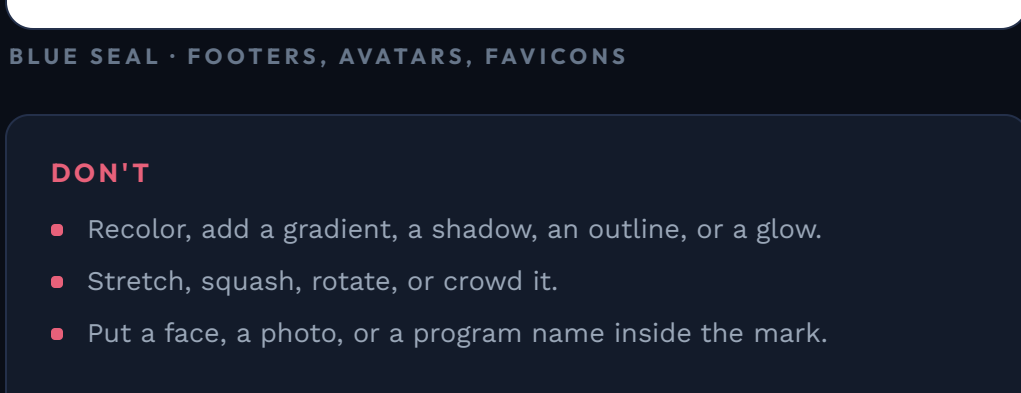
01 The Logo

One signature, used with room to breathe. The white wordmark on dark is the primary mark. The JP seal is the symbol, for tight spaces where the full wordmark will not fit or read.

THE WORDMARK (PRIMARY)



WHITE · ON DARK (PRIMARY)



BLUE · ON WHITE

THE JP SEAL (SYMBOL / SPECIAL-USE MARK)



WHITE SEAL · DARK, SMALL SPACES



BLUE SEAL · FOOTERS, AVATARS, FAVICONS

DO

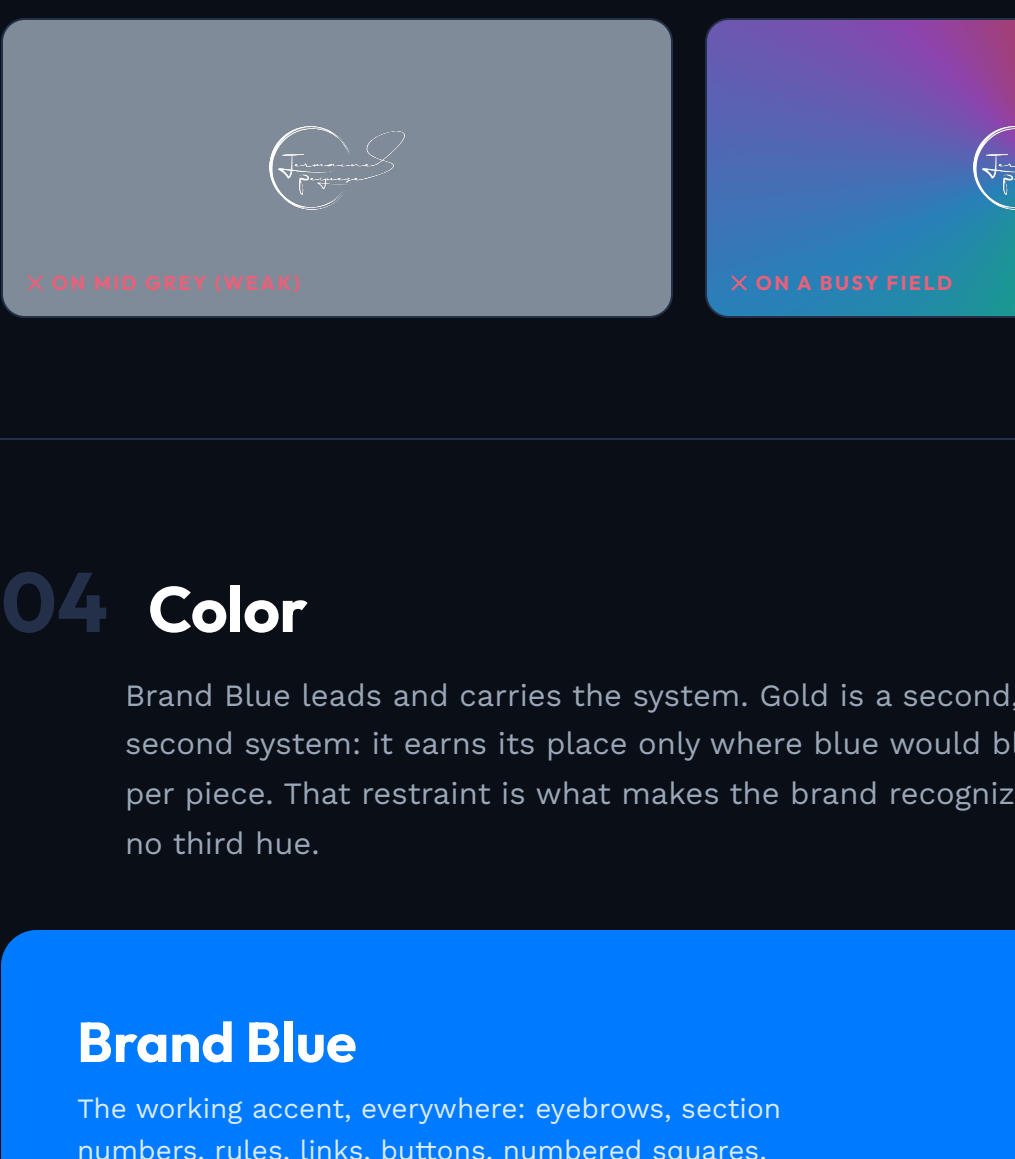
- Match the mark color to the background: white on dark, blue or black on light.
- Use the seal when the wordmark is too wide, or below its minimum size.
- Keep it flat, single color, and legible.

DON'T

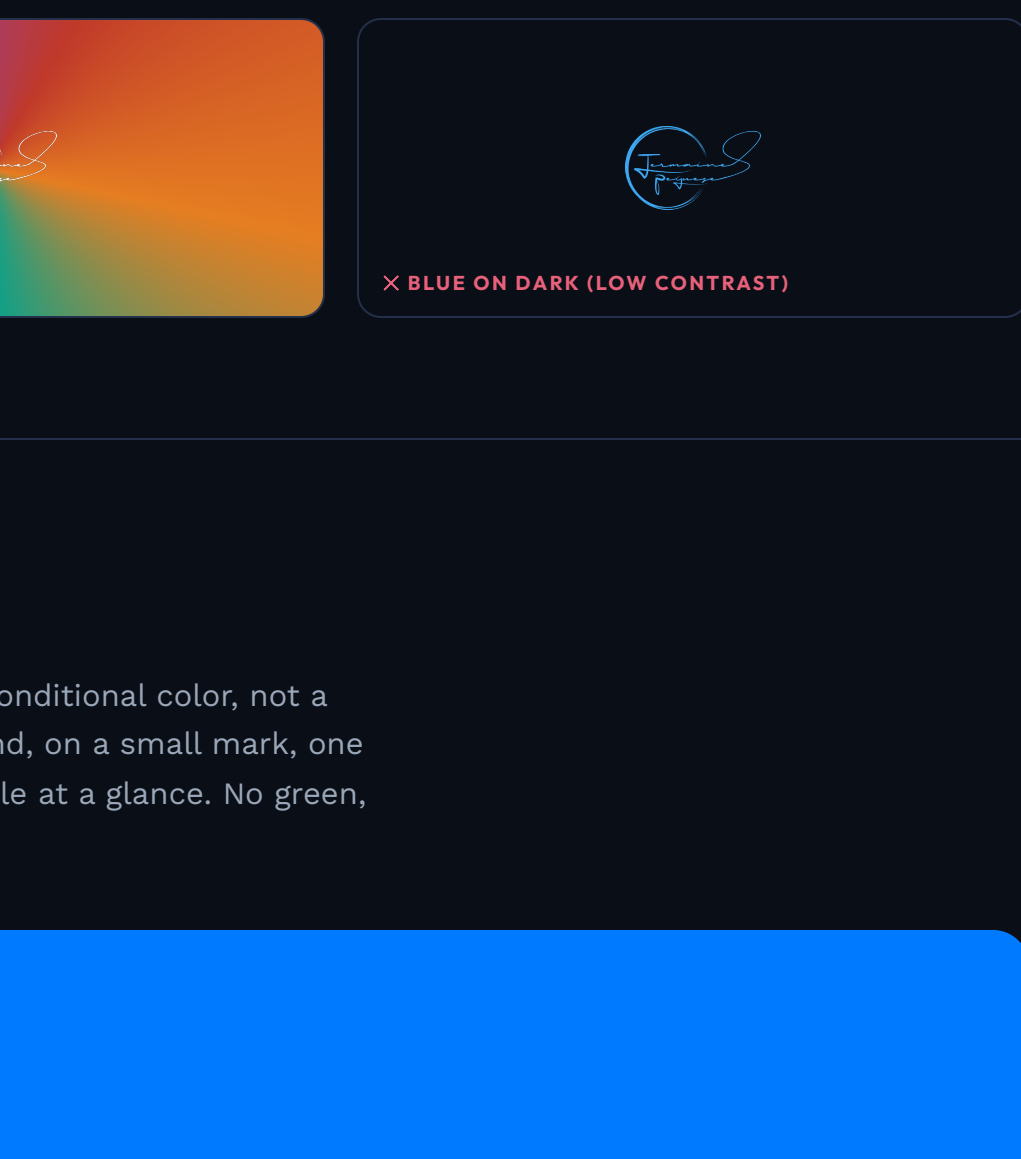
- Recolor, add a gradient, a shadow, an outline, or a glow.
- Stretch, squash, rotate, or crowd it.
- Put a face, a photo, or a program name inside the mark.

02 Clear Space & Size

Give the mark air, and never shrink it past the point where it reads. The measure for clear space is the height of the JP seal. Keep at least that much empty on every side.



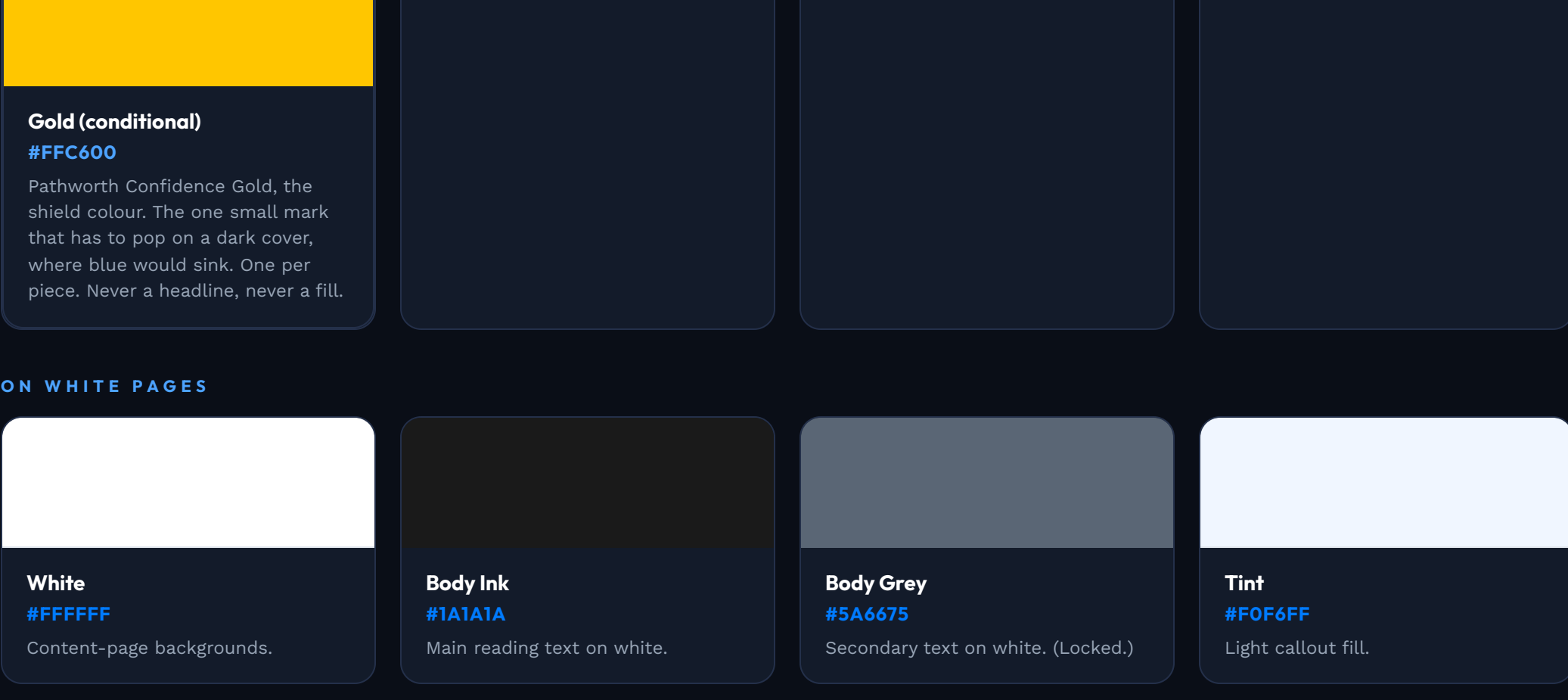
Clear space = the height of the seal, on all four sides. Nothing (text, edges, other logos) enters that zone.



WORDMARK: min 120px / 1 in SEAL: min 34px
Below these sizes, use the seal, or scale up. If you cannot read it, it is too small.

03 In Context & Readability

The mark has to hold on whatever sits behind it. Put it on a clean field with real contrast. When in doubt, ink navy or white.



✓ ON INK NAVY

✓ ON WHITE

✓ ON A DEEP BLUE FIELD

✓ ON A LIGHT GREY BACKGROUND

✓ ON A BUSY FIELD

✗ BLUE ON DARK (LOW CONTRAST)

04 Color

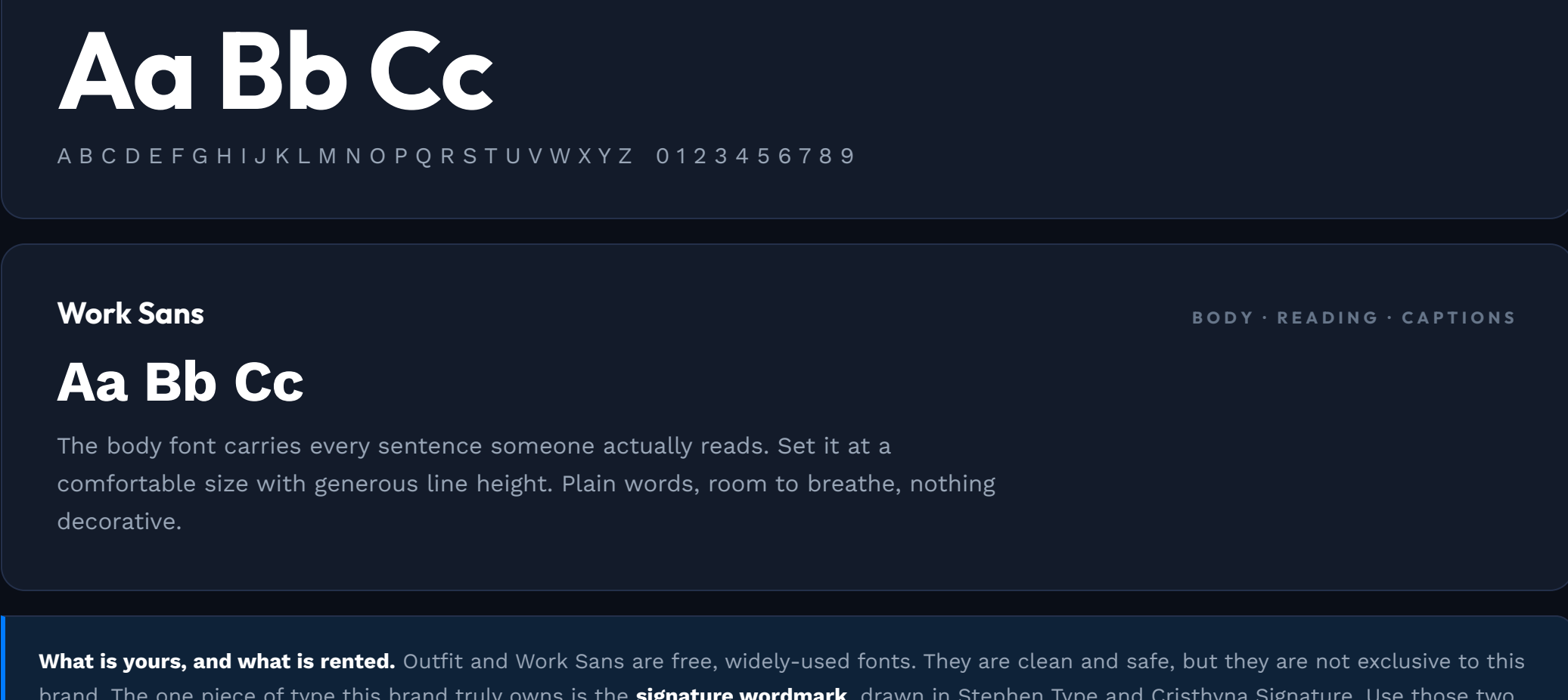
Brand Blue leads and carries the system. Gold is a second, conditional color, not a second system: it earns its place only where blue would blend, on a small mark, one per piece. That restraint is what makes the brand recognizable at a glance. No green, no third hue.

Brand Blue

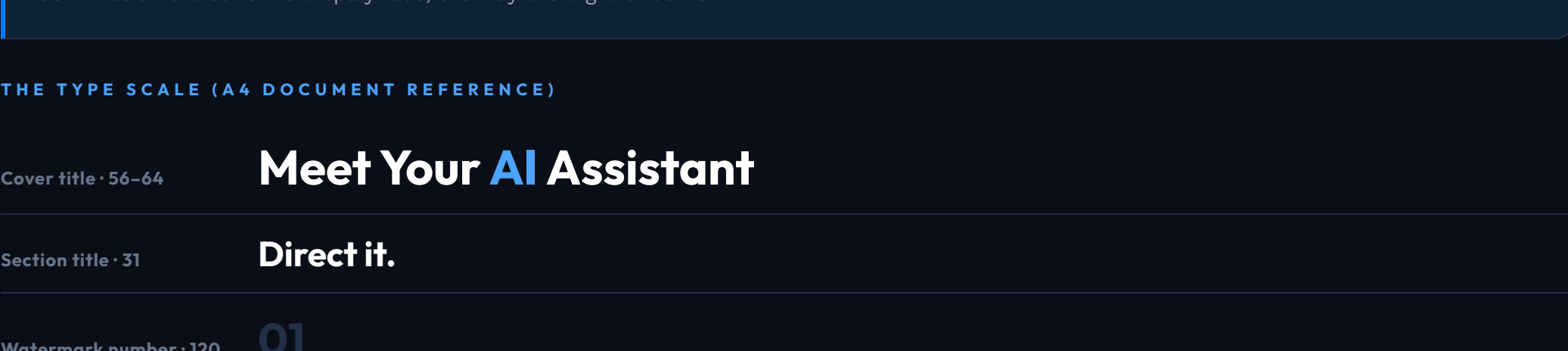
The working accent, everywhere: eyebrows, section numbers, rules, links, buttons, numbered squares, the one blue word.

#007BFF

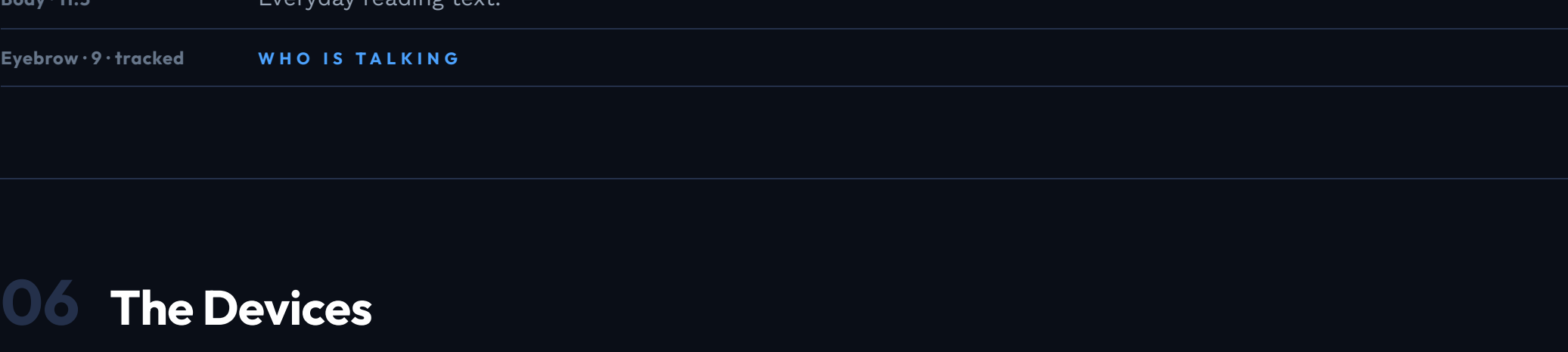
THE ACCENT'S LIGHTER PARTNER • THE DARKS



ON WHITE PAGES



SUPPORT GREYS & HAIRLINES



05 Type

Two working fonts. Outfit for everything that leads. Work Sans for everything you read. Eyebrows and labels are uppercase and wide-tracked.

Outfit

DISPLAY · HEADLINES · NUMBERS · LABELS

Aa Bb Cc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

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