



JACOB&CO  
BEACHFRONT LIVING

*by* OHANA

BRAND MANUAL

# BRAND MANUAL

## **Welcome to the Jacob & Co Beachfront Living by Ohana brand manual.**

This document serves as an essential guide to understanding and effectively using the project's brand elements. From logos to color palettes and typography, each component plays a crucial role in maintaining the integrity and recognition of the

**Jacob & Co Beachfront Living by Ohana** brand.

By adhering to these guidelines, you contribute to the consistent representation of the brand identity across all communications and interactions.

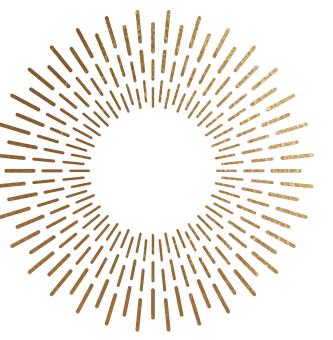
Whether you're crafting marketing materials, signage, or digital content, this manual ensures that every touchpoint reflects our values of elegance, sophistication, and commitment to excellence.

# Logo

The logo of **Jacob & Co Beachfront Living** **by Ohana** is inspired by the interplay of light reflections from diamonds, the rays of the sun, and the art of refraction. It captures the essence of brilliance and clarity, symbolizing the brand's connection to the natural world. The sea, where it all begins, reflects the soul of the brand—an infinite source of beauty, light, and elegance.



- DO NOT CREATE OUTLINES.
- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.



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## LOGO

# Protected area

The logo must be placed within a specific isolation area, or **clear space**, to protect it and ensure it stands out when used alongside other identity or graphic elements.

The minimum clear space requirements are defined by the diagram shown here.



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CLEAR AREA

## LOGO

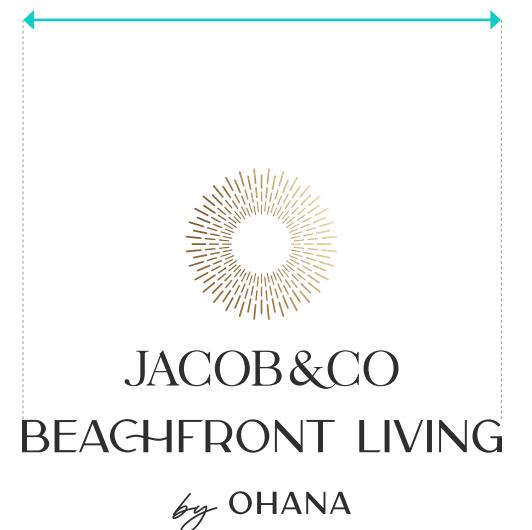
# Minimum size

A minimum size of the logo has been determined to **maintain legibility** for both print and digital reproduction.



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**PRINT**  
minimum size - 1,73" (44 mm)



**DIGITAL**  
minimum size - 180 px





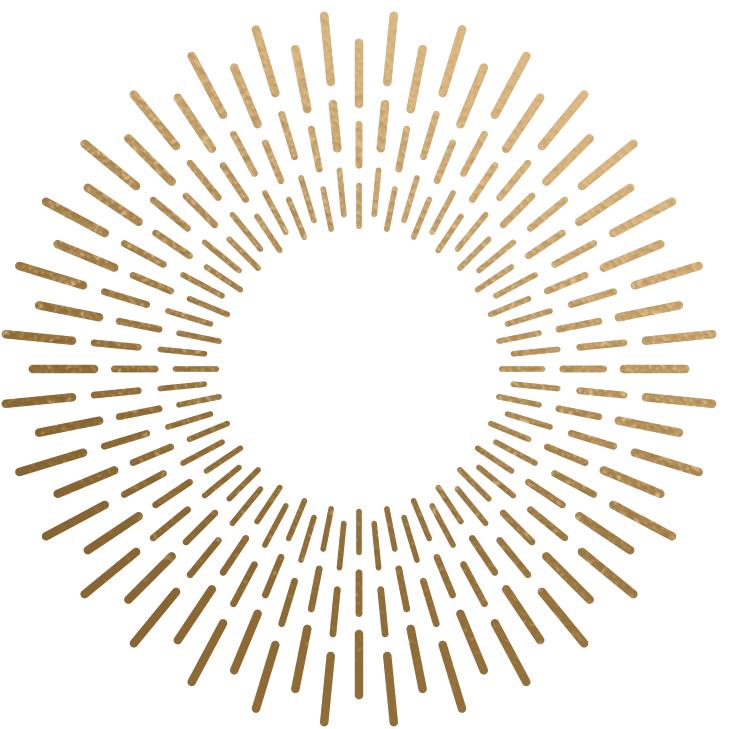
The rising sun on the sea, a new beginning, a new time, yours.

# Monogram

The monogram can be used independently as a decorative element in one of the various colours presented in the palette.



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## MONOGRAM

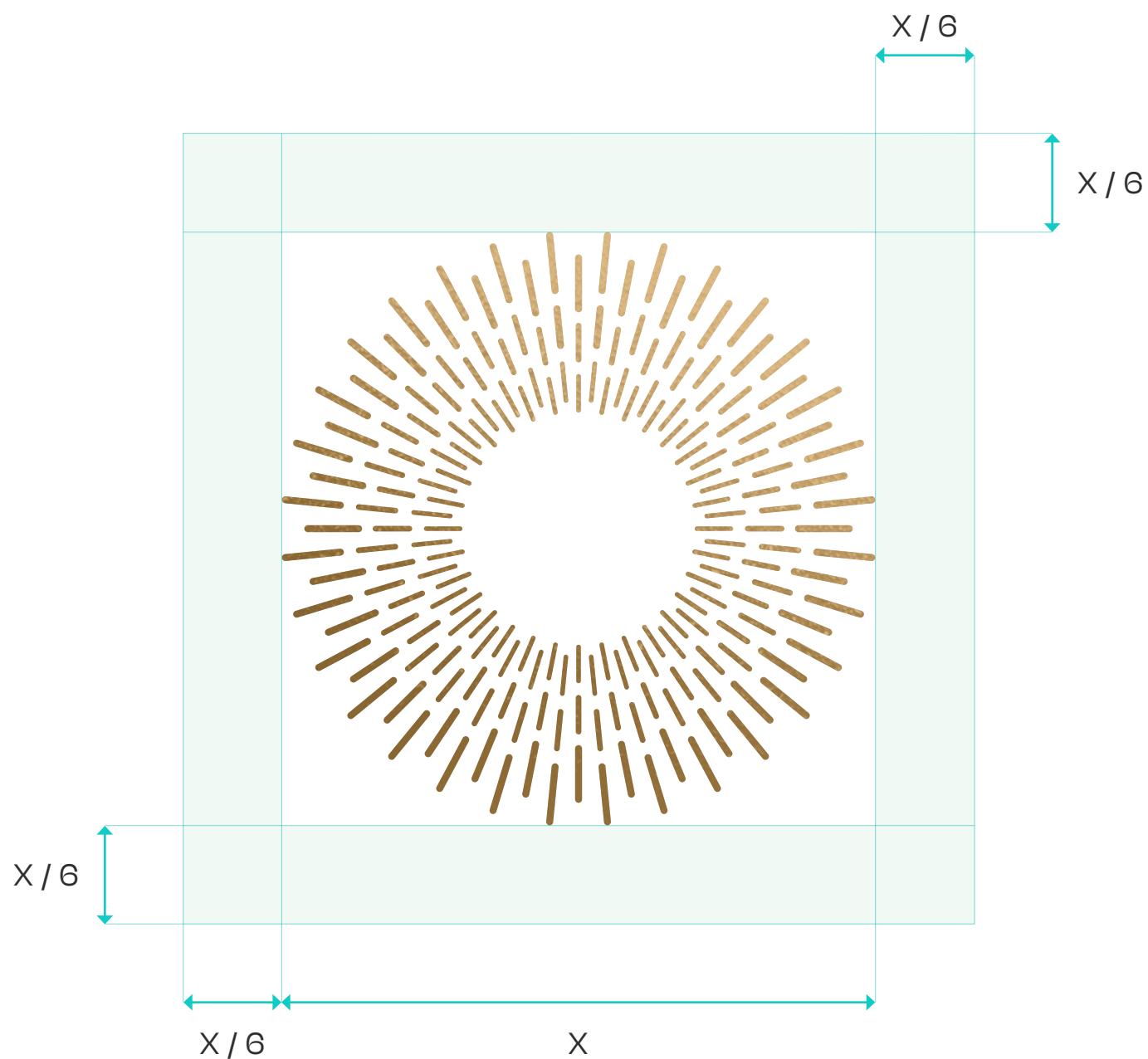
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CLEAR AREA

**MONOGRAM**

# Minimum size

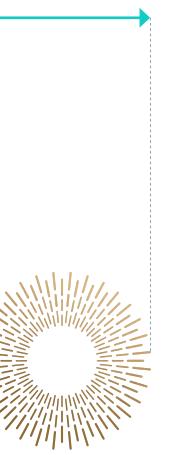
A minimum size of the monogram has been determined to maintain legibility for both print and digital reproduction.



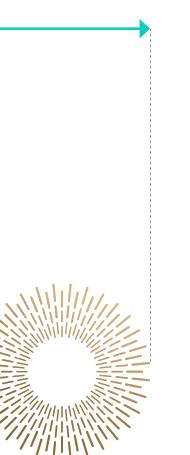
- DO NOT CREATE OUTLINES.
- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
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**PRINT**

minimum size - 0.62" (16 mm)

**DIGITAL**

minimum size - 60 px





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# Logotype

This is the wordmark that accompanies the monogram. The logotype can be used by itself when recalling the brand in a **simple and immediate way**, when dimensions and/or treatment do not allow an optimal usage of the complete logo.



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## LOGOTYPE

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## LOGOTYPE

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## PRINT

minimum size - 1,73" (44 mm)



## DIGITAL

minimum size - 180 px



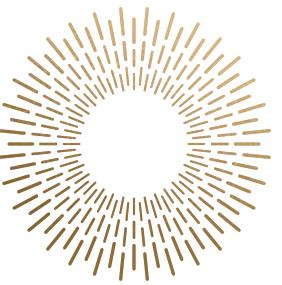
POSITIVE & NEGATIVE

# Logo, Monogram & Logotype

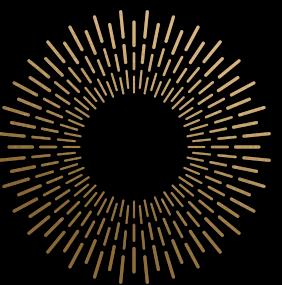
These three elements are available in **positive colour variants**, for the use on light backgrounds, and **negative colour variants**, designed for use on dark backgrounds.



- DO NOT USE COLOURS THAT ARE NOT PART OF THE COLOUR PALETTE, UNLESS THEY ARE BLACK AND WHITE.
- DO NOT PLACE ON BACKGROUNDS THAT AFFECT THE VISIBILITY AND/OR READABILITY.
- DO NOT CREATE OUTLINES.
- DO NOT ROTATE.



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POSITIVE & NEGATIVE

# Logo, Monogram & Logotype

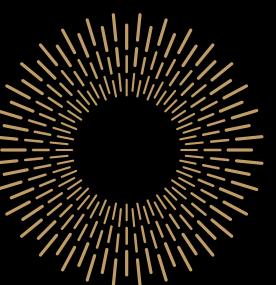
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POSITIVE & NEGATIVE

# Logo, Monogram & Logotype

These three elements are available in **positive colour variants**, for the use on light backgrounds, and **negative colour variants**, designed for use on dark backgrounds.



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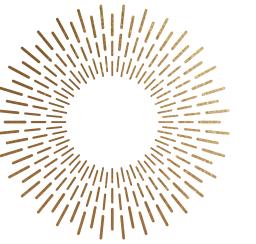
## GOLD VARIANTS

# Logo & Monogram

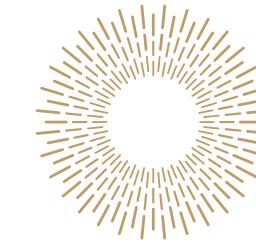
The logo and monogram are available in two gold variants – gradient (recommended as the primary version), textured, and flat. You may choose the version that best suits the required legibility.



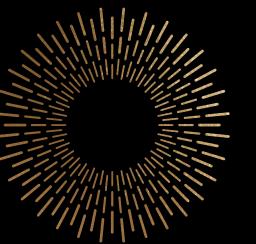
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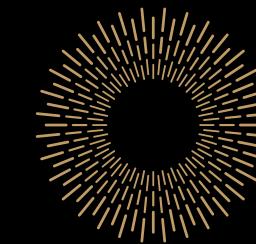
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GOLD

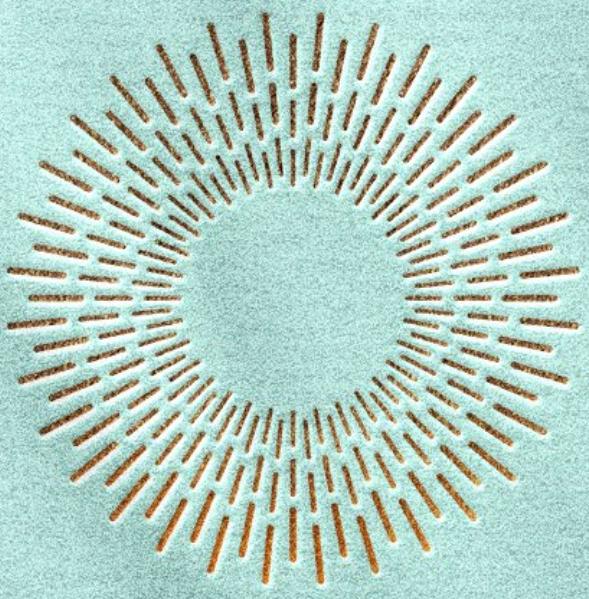
## Logo & Monogram

Hot foil stamping (gold **KURZ LUXOR 397**) on the logo.

Embossed logo.



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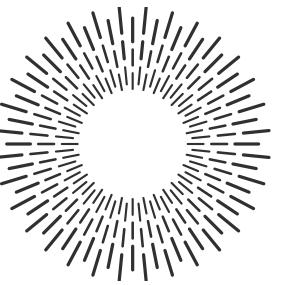
BLACK & WHITE

# Logo, Monogram & Logotype

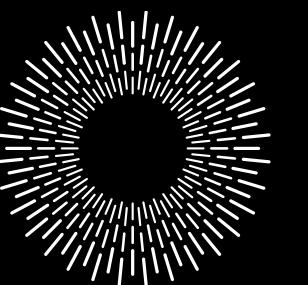
When it is not possible to use colour, the logo, the monogram and the logotype are available in black and white versions.



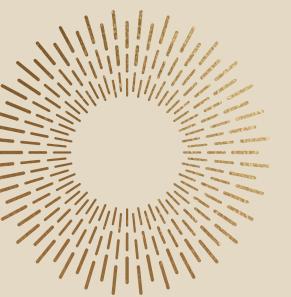
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