

AUGUST  JACKSON

---

BRAND BOOK

SEP 2017

---

# BRAND POSITIONING

PURPOSE, PROMISE, & PERSONALITY



---

## BRAND POSITIONING

For organizations that require highly-engaged people to realize their mission, August Jackson is the brand engagement agency that puts purpose into practice. Unlike other agencies that focus on isolated channels or tactics, we focus on aligning beliefs and behaviors to strengthen culture, build community and drive success.

Our work for corporate and consumer brands, non-profit organizations and higher education institutions includes branding, campaign development and multi-channel activation, with an emphasis on live events and technology-enabled engagement. Our creative solutions incorporate research, strategy, experience design, content development and live + digital engagement.

## PURPOSE

Empowering the world's most important organizations to build even stronger communities of purpose

---

## PROMISE

To empower the world's most important communities

---

## PERSONALITY

Real	Original
Resourceful	Smart
Current	Expressive

---

# COLOR PALETTE

PRIMARY & SHADES

## COLOR PALETTE

### PRIMARY BRAND PALETTE

<p><b>AJ WATER</b></p> <hr/> <p>CMYK: 75.4.35.0 RGB: 0.179.178 HEX: 00B3B2 PMS: 326 C</p>	<p><b>AJ FIRE</b></p> <hr/> <p>CMYK: 0.83.80.0 RGB: 255.67.56 HEX: FF4338 PMS: Warm Red C</p>	<p><b>AJ SMOKE</b></p> <hr/> <p>CMYK: 67.50.38.11 RGB: 94.110.126 HEX: 5E6E7E PMS: 2166 C</p>	<p><b>AJ NIGHT</b></p> <hr/> <p>CMYK: 74.64.50.37 RGB: 63.70.81 HEX: 3F4651 PMS: 432 C</p>	<p><b>AJ ICE</b></p> <hr/> <p>CMYK: 4.2.4.8 RGB: 217.217.214 HEX: D9D9D6 PMS: Cool Gray 1 C</p>
---	---	---	--	---

### 5 SHADES OF AJ

The shade palette plays a supportive role. Each individual shade can only be paired with its parent color from the primary brand palette. *(See example on following page.)*

<p><b>WATER SHADE</b></p> <hr/> <p>CMYK: 85.27.49.5 RGB: 0.136.134 HEX: 008886 PMS: 7717 C</p>	<p><b>FIRE SHADE</b></p> <hr/> <p>CMYK: 18.93.96.8 RGB: 190.51.42 HEX: B7312C PMS: 7620 C</p>	<p><b>SMOKE SHADE</b></p> <hr/> <p>CMYK: 74.59.47.28 RGB: 70.83.95 HEX: 46535F PMS: 7545 C</p>	<p><b>NIGHT SHADE</b></p> <hr/> <p>CMYK: 76.65.56.52 RGB: 48.54.61 HEX: 30363D PMS: 433 C</p>	<p><b>ICE SHADE</b></p> <hr/> <p>CMYK: 13.9.10.27 RGB: 177.179.179 HEX: B1B3B3 PMS: Cool Gray 5 C</p>
--	---	--	---	---

COLOR PALETTE

PRIMARY PALETTE + SHADES

The shade palette is designed to accent the colors from the primary palette. Do not mix and match shades. Each shade is only to be paired with the color from which it was derived.

AJ WATER



AJ FIRE



AJ SMOKE



AJ NIGHT



AJ ICE



---

# TYPOGRAPHY

FONTS & USAGE

## HEADER FONT: BRANDON GROTESQUE

### BRANDON GROTESQUE LIGHT

Brandon Grotesque Light is recommended for overlines, subheaders, and links. It is only set in all caps and is never used for body copy. In instances where this weight may be too difficult to read at smaller sizes, use Brandon Grotesque Regular as an alternate thin font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ()\*?!@&#%+ -=/

---

### BRANDON GROTESQUE MEDIUM

Brandon Grotesque Medium is the preferred weight for all headers, titles, and callouts. It is only set in all caps and is never used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ()\*?!@&#%+ -=/

---

### BRANDON GROTESQUE BOLD

Brandon Grotesque Bold is recommended for instances where the text size is particularly small and/or in a lighter color, and legibility could be impaired by using a thinner font. This weight can be used for single words that require heightened emphasis. It is only set in all caps and is never used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ()\*?!@&#%+ -=/

Brandon Grotesque weights THIN, REGULAR, BLACK, and ITALIC may also be used when designs require a higher level of versatility.



## TEXT FONT: MUSEO SANS

### MUSEO SANS 100

Museo Sans 100 is used for body copy only. As the thinnest weight in the family, it can be used to create a high level of contrast when paired with heavier weights of Brandon Grotesque. This weight is only recommended for larger font sizes to ensure acceptable legibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ()\*?!@&#%+-=/'

### MUSEO SANS 300

Museo Sans 300 is used for body copy only and is the preferred weight for all body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ()\*?!@&#%+-=/'

### MUSEO SANS 500

Museo Sans 500 is used for body copy only. It is recommended for instances where the text size is particularly small and/or in a lighter color, and legibility could be impaired by using a thinner font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ()\*?!@&#%+-=/'

Museo Sans weights 700, 900, and ITALIC may also be used when designs require a higher level of versatility.

## NUMBERS AND SPECIAL CHARACTERS: F37 BELLA

### F37 BELLA HEAVY

F37 Bella Heavy is strictly used for numbers and special characters. Never use this font for body copy, headers, or subheaders in any instance. This font can be used when treating characters and letters as a singular design element. The AJ bug is derived from this font.

1 2 3 4 5 6 7 8 9 0  
( ) \* ? ! @ & %

---

## FONTS IN PRACTICE

OVERLINE SET IN BRANDON GROTESQUE REGULAR ALL CAPS (tracking set to 100)

---

HEADLINE SET IN BRANDON GROTESQUE (tracking set to 75)  
MEDIUM ALL CAPS

SUBHEAD SET IN BRANDON GROTESQUE MEDIUM ALL CAPS (tracking set to 50)

This is text set in Museo Sans 300. Lorem ipsum dolor sit amet, (tracking set to 25) consectetur adipiscing elit. In gravida laoreet sapien, a mattis odio rhoncus ut. Proin quis porttitor urna. Sed id ultricies ex. Morbi a libero et mi tempor finibus sit amet eu sapien.

---

CALLOUT SET IN BRANDON GROTESQUE  
MEDIUM ALL CAPS

087

---

# LOGOS

LOOKS AND LOCKUPS

LOGOS

COLOR & REVERSE

COLOR

REVERSE

FULL LOCKUP



STACKED LOGOTYPE



AJ BUG



## LOGOS IN PRACTICE

### FULL LOCKUP

The full August Jackson lockup is a pairing of the logotype and the AJ bug. No other pairing is acceptable. It is the preferred version for web and digital applications and should be used on white backgrounds or over light areas of imagery. For use on darker colors and images, reverse the black areas of the logo to white. In instances where the dot of the “j” is not legible, use the full reverse logo (all white).

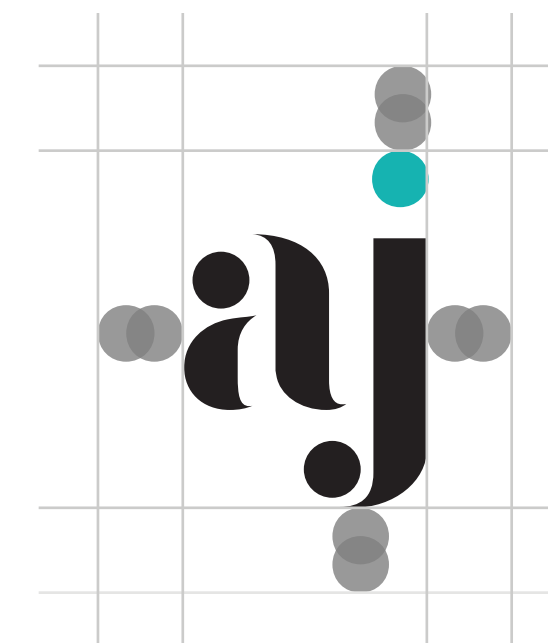
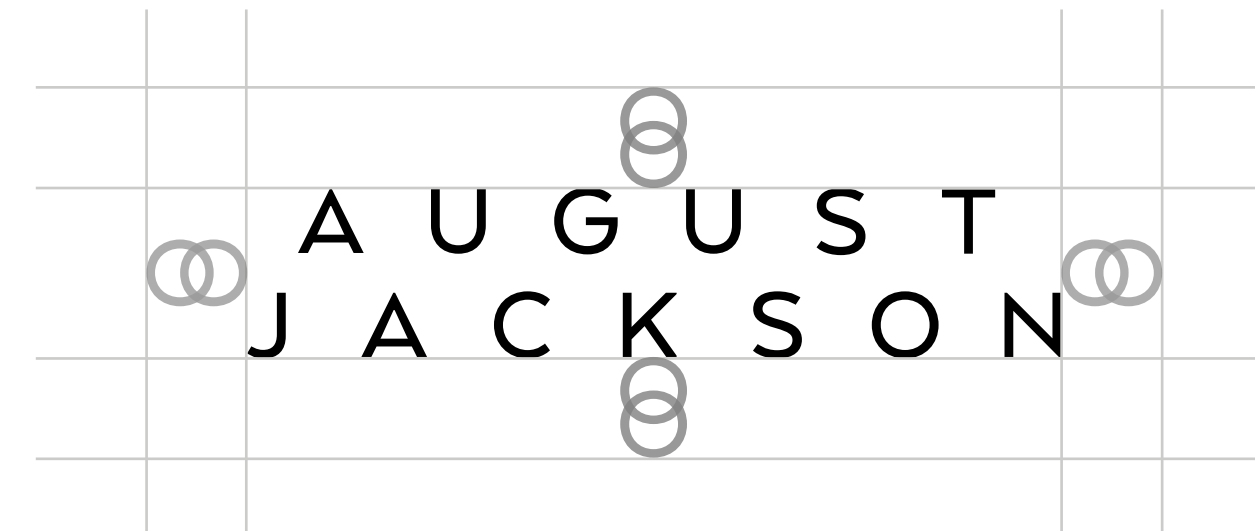
### STACKED LOGOTYPE

The stacked logotype should be used in instances where there isn't enough horizontal space to use the full lockup. This version of the logo should be used on white backgrounds or over light areas of imagery. Reverse to white to use on darker colors and images. The stacked logotype should not appear in the same area of any given section of a design with the AJ bug.

### AJ BUG

The AJ bug is used as an abbreviated mark to represent August Jackson. It can be used as a versatile design element, as a graphic or ghosted in a background. This version should be used on white backgrounds or over light areas of imagery. For use on darker colors and images, reverse the black areas of the logo to white. In instances where the water is not legible, use the full reverse logo. The AJ bug can be enclosed in a circle, in black, white, or brand color water.

LET IT BREATHE



---

# TAGLINE

RATIONALE & TREATMENT



TAGLINE

---

RATIONALE

AUGUST JACKSON'S TAGLINE:

we put purpose **into practice**

(just like that, with no caps or punctuation)

Our purpose is how we want to make the world a better place. How do you determine that? By finding a place where cultural tension – what's happening all around us – meets the brand's best self. And today, perhaps more than ever before, purpose matters for organizations that want to achieve long-term success.

This means that no matter what a client has engaged us to do, we're focused on the big picture: why they exist, what they stand for and why that matters. That focus helps them build and mobilize the communities of people they need to succeed.

In other words, the world will be a better place because we'll help the world's best organizations build stronger communities of purpose.

---

TREATMENT

HORIZONTAL

we put purpose **into practice**

STACKED

we put  
purpose  
**into  
practice**

WITH AJ BUG



we put  
purpose  
**into  
practice**

---

# GRAPHIC ELEMENTS

ICONOGRAPHY, ILLUSTRATION, & IMAGERY



## GRAPHIC ELEMENTS

# ICONOGRAPHY

### CLEAN WITH CHARACTER

August Jackson icons are designed in a clean line art style with simple geometry. Icons can be used in a variety of brand colors depending upon the background they are set against. The shade palette is used in a supportive role by adding interest and personality, creating a strong tie to the August Jackson identity.



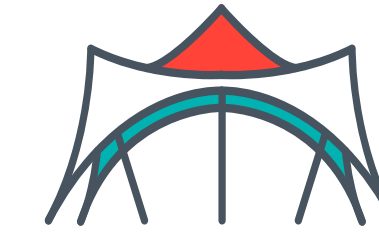
CORPORATE



NON-PROFIT



HIGHER ED



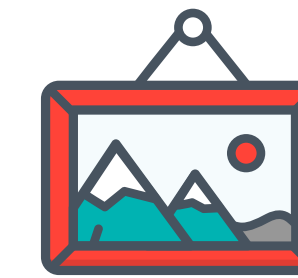
EVENTS



BRANDING



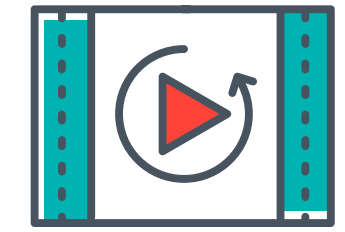
TRAINING & DEVELOPMENT



ENVIRONMENTS



CAMPAIGNS



CONTENT

# ILLUSTRATION

### FLAT WITH EXPRESSION

Illustrations developed, edited, or sourced are clean and designed to present an idea creatively with a touch of class. Flat design is preferred, using cell shading techniques when adding dimension.



### EXAMPLES



---

# BRAND VOICE

PERSONALITY, LANGUAGE, TONE,  
& STORYTELLING

## PERSONALITY, LANGUAGE, TONE, & STORYTELLING

### PERSONALITY: COMPELLING

Witty, contemporary, and astute, we are comfortable communicators who are not afraid to speak our minds. We are generous in spirit and community, likable, playful, and ultimately optimistic.

---

### LANGUAGE: EXPANSIVE

Putting purpose into practice is the foundation and premise of our content. We don't focus on limited ideas or obvious observations. Instead, we illuminate with a story of true insight, impact, and empowerment. We use emotional language but avoid hyperbole.

---

### TONE: INSPIRING

Tone is not what you say, but how you say it. Our tone is inspired and conversational, but not necessarily casual. We write the way people talk – when they have something to say. We talk with intent and emotional conviction, whether the intent is laughter or hope and the emotion is joy or courage.

### STORYTELLING: CLEVER, MEMORABLE

**Challenge:** What is the current need?

**Context:** Where does this need fall along the journey toward our client's purpose?

**Community:** What group or groups of people does our client need to engage?

**Solution:** How can we help make our client's purpose tangible, actionable and adoptable?

**Impact:** How will we know we've succeeded?

A few specifics:

- We are approachable. And we make tough things more approachable. We're positive. We have a good sense of humor.
- We elevate the conversation away from tactics.
- We don't use jargon. But we do use contractions. We say "moms" and "dads" instead of mothers and fathers. "Kids," not children.
- We often make a statement followed by a question. Or, we make a statement that makes people think we're going to say one thing and instead, we say something else.
- We don't start every sentence with "I." We focus on the collective and communal impact.

