



TEEL

JEWELERS

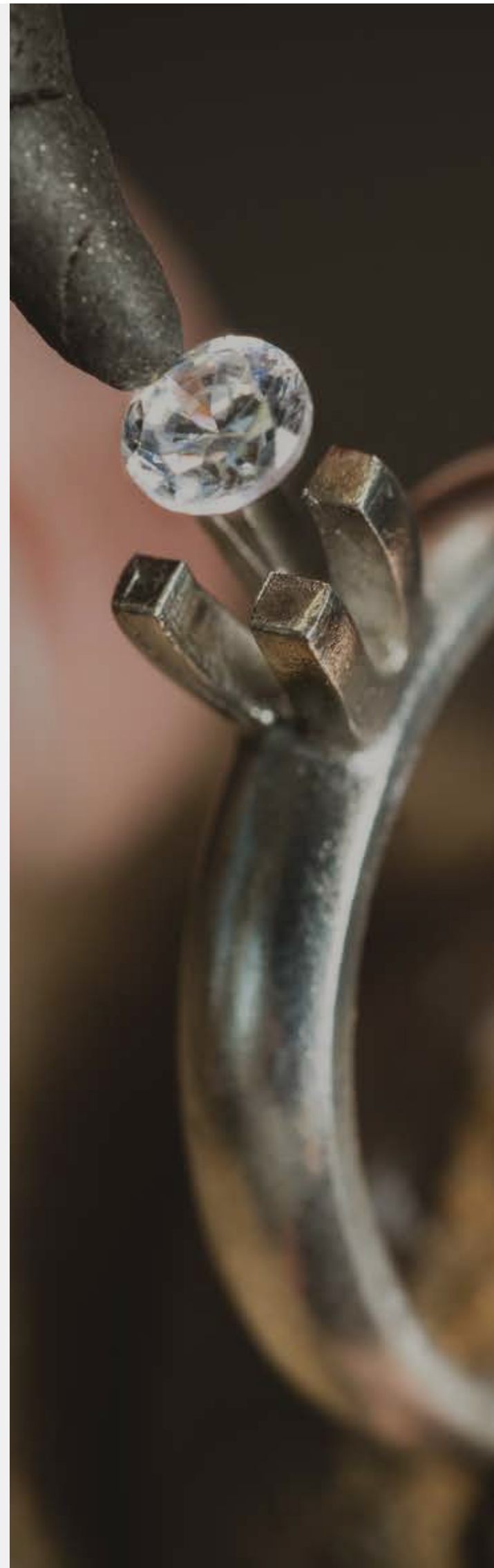
IDENTITY GUIDELINES

2017

FIA

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IDENTITY GUIDELINES 2017



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WHAT IS A BRAND?

A brand, while often used interchangeably with logo or identity, has a more distinctive definition. At its truest, the word brand identifies the promise made by a business or product to its customers. Many of us are desensitized to the gravity of the word promise. But if we pause to consider it, the most successful businesses deliver on their promise every day, building value.

**BRANDING IS THE EFFORT
AROUND COMMUNICATING THAT
PROMISE AND IDENTITY SYSTEM.**

WHO IS RESPONSIBLE FOR THE TEEL JEWELERS BRAND?

Because a brand is comprised of more than a logo, story, or image, every single person is responsible for the brand. Every moment that a customer spends in our store, with our staff, or on the phone is a moment that tells them about our brand. Our behavior describes our promise to our customers, and even the tone of voice we choose has an impact. The emotion within our brand should be understood and shared by everyone at Teel.

WHY IS A STYLE GUIDE IMPORTANT?

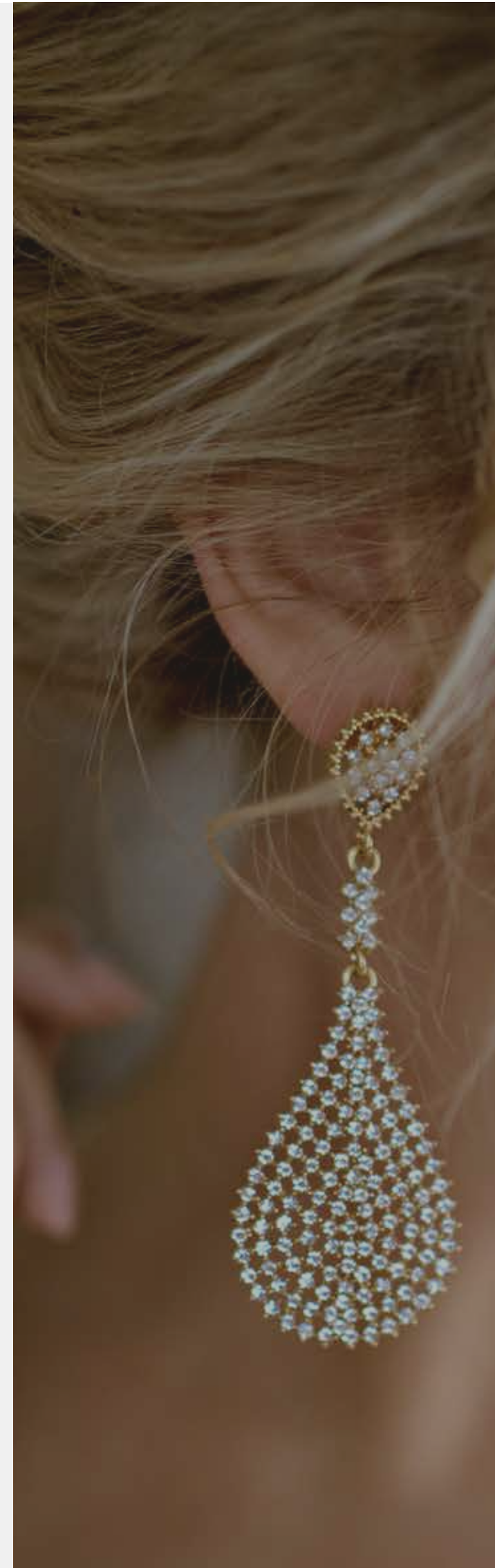
Without a guide that creates a common understanding for all parties representing a brand, messaging, look, and promise can become inconsistent. It is with a guide such as this that all of us can present a unified vision, and all printed, written, or collateral materials can align.

At Teel Jewelers, we believe that our staff is the best representation of our brand. We hear from customers every day telling us that this is so. We execute brilliantly, we strive to exceed expectations, and at every turn, generate personal connections with the community we serve and the people we touch.

Equally important to our personal connections is the consistent and professional use of our name and our logo. These are the symbols that will grow to be synonymous with the emotional connections our staff embodies.

A STYLE GUIDE IS A LIVING, BREATHING DOCUMENT THAT GROWS OVER TIME AS NEW MARKETING SCENARIOS ARISE.

LOGO & IDENTITY



LOGOS

The Teel Jewelers logo is the first introduction to the brand that most customers will see. Think of it like a handshake. It is important to make a strong and memorable first impression of the brand. By following a few rules this can be an easy task.

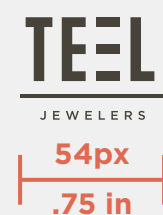
LOGO SPACING

In both logo variants, ensure the space around the logo is no smaller than the “E” in TEEL. In this example, the width of the logo is 84px while the width of the space between the mark and name is 12mm. The size of the logo should be no smaller than 54px.

MINIMUM LOGO SPACING



MINIMUM LOGO WIDTH



LOGO VARIANT 1



LOGO VARIANT 2

ICONS

Pre-approved alterations of the logo may be applied to designs within the Teel Jewelers identity system. These icons are part of that expansion to the identity. They may be used as an accent or adornment within designs but must not be considered a replacement to the main logo.



EXAMPLE 1



EXAMPLE 2



EXAMPLE 3

LOGO VARIATIONS

The Teel Jewelers logo should be printed or displayed with the highest level of contrast in mind, selecting the best color theme for the use at hand. Whenever possible, it should be rendered from the original, rather than copied, as that creates deterioration in the look over time.

PRIMARY LOGO

DARK GREY, THIS IS THE ORIGINAL LOGO AND SHOULD BE USED WHENEVER POSSIBLE



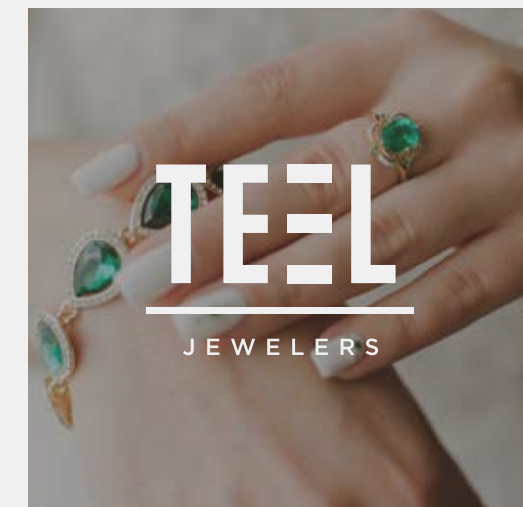
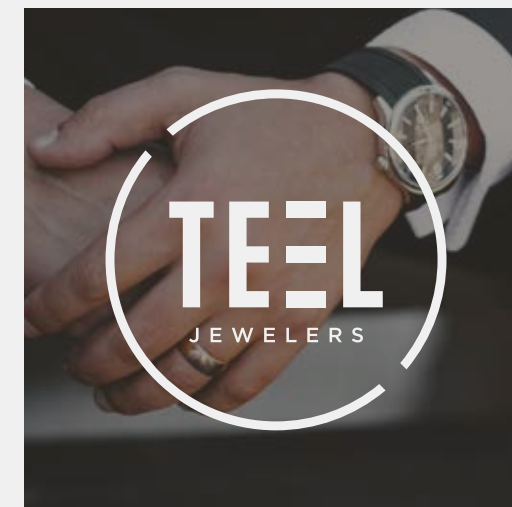
SECONDARY LOGO

1-COLOR, THIS VARIATION MAY BE USED FOR SPECIAL PURPOSES



TERTIARY LOGO

OFF-WHITE, THIS VARIATION MAY BE USED WHEN PLACING THE LOGO OVER A PHOTO OR DARK BACKGROUND



NON-APPROVED VARIATIONS

The integrity of the Teel Jewelers logo design is finite and should not be stretched, altered, or discolored in any way. The disintegration of the design's elements through discolored copies or faded ink applications should be considered inclusive of these unacceptable versions.



DO NOT ALTER SIZE OR PLACEMENT OF LOGO ELEMENTS



DO NOT USE COLORS OTHER THAN WHAT IS BRAND APPROVED



DO NOT SKEW OR DISTORT THE LOGO



DO NOT ROTATE THE LOGO

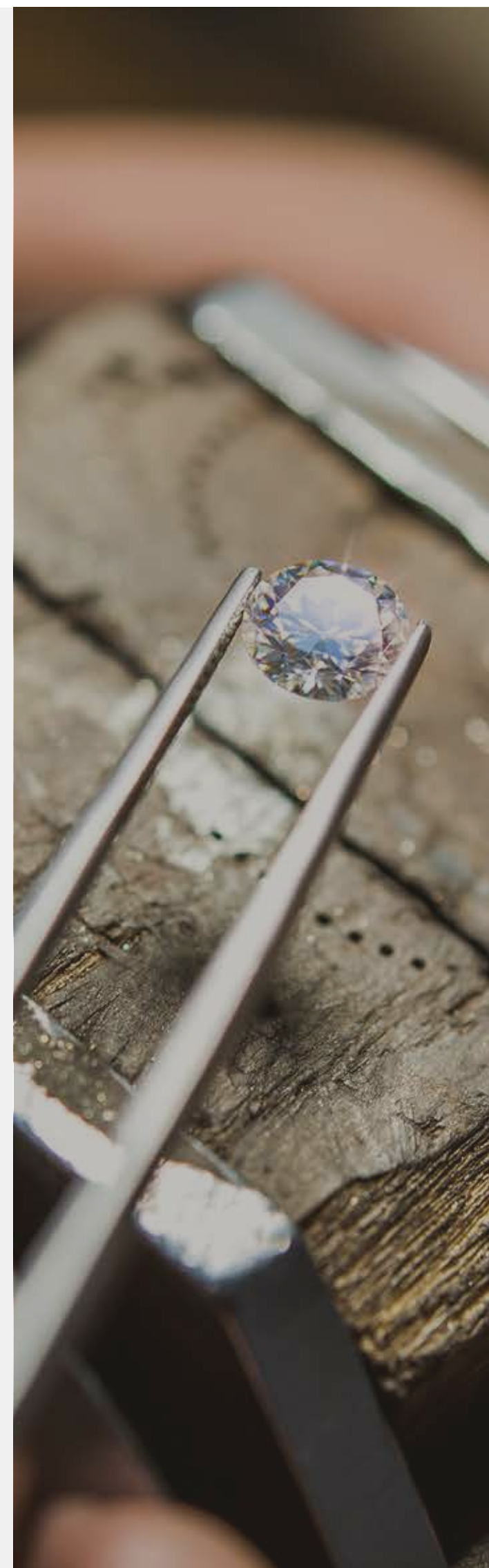


DO NOT USE MULTIPLE COLORS WITHIN THE LOGO



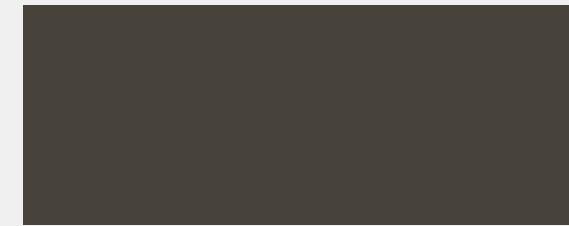
DO NOT USE A DARK LOGO ON A DARK BACKGROUND

COLOR SCHEME

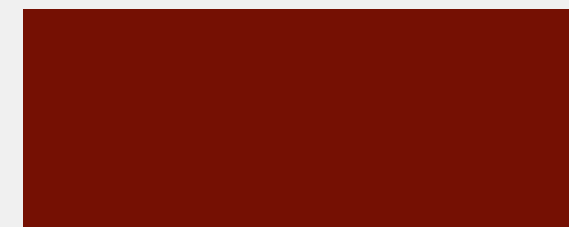


BRAND COLORS

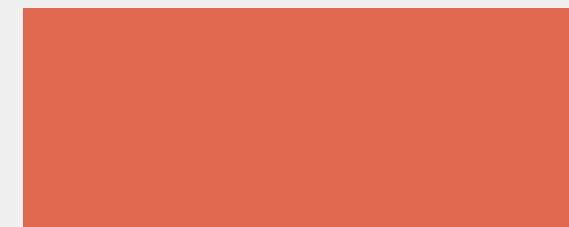
Color is as large a part of the brand as the logo. Color can evoke powerful emotions from an audience. While using these brand-approved colors, keep in mind what the purpose of your design will be and what emotion or reaction you want from your audience. Colors other than what are listed here are NOT brand-approved and should not be used within the Teel Jewelers identity.



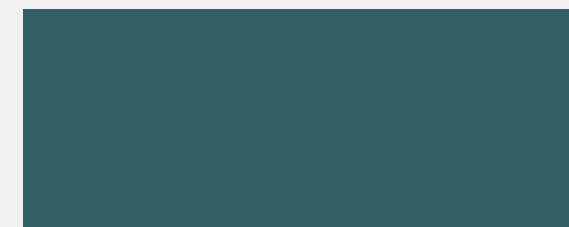
- R: 71 G: 66 B: 58
- C: 62 M: 58 Y: 66 K: 48
- HEX #47423A



- R: 117 G: 16 B: 3
- C: 31 M: 97 Y: 100 K: 43
- HEX #751003



- R: 224 G: 105 B: 80
- C: 8 M: 72 Y: 72 K: 0
- HEX #E06950



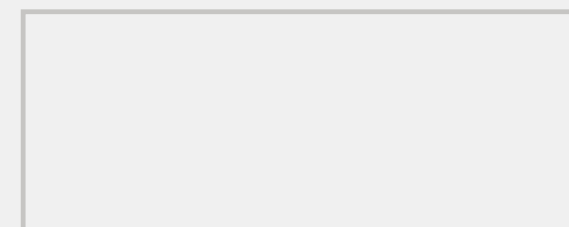
- R: 50 G: 93 B: 100
- C: 82 M: 50 Y: 50 K: 24
- HEX #325D64



- R: 127 G: 170 B: 165
- C: 53 M: 20 Y: 36 K: 0
- HEX #7FAAA5

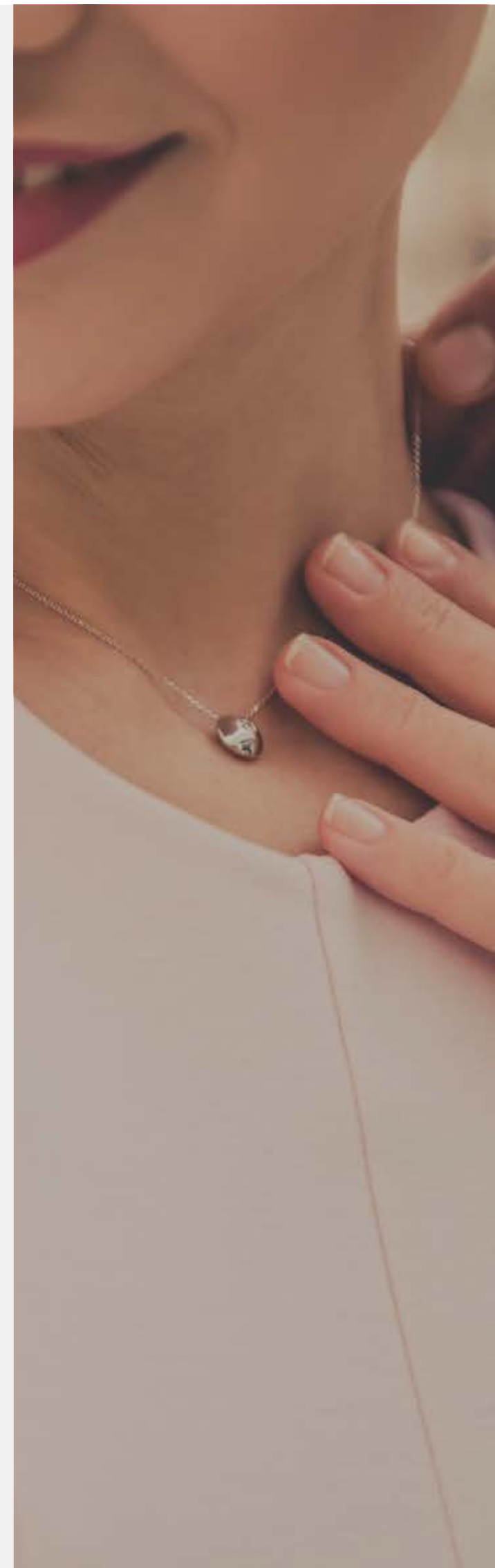


- R: 210 G: 171 B: 65
- C: 19 M: 30 Y: 89 K: 0
- HEX #D2AB41



- R: 240 G: 240 B: 240
- C: 4 M: 3 Y: 3 K: 0
- HEX #FOFOFO

FONTS & TYPE



TYPEFACES

For all headlines within designs for Teel Jewelers, built for the purpose of distribution, advertising, or collateral material, the font Trade Gothic LT STD should be used. This typeface accents the bold, condenses typeface crafted for the word TEEL in the Teel Jewelers logo.

PRIMARY HEADLINE FONT

TRADE GOTHIC LT STD
BOLD CONDENSED NO.20

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
 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
 1 2 3 4 5 6 8 9 0
 . , ? ! @ # \$ % ^ & * () -
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TYPEFACES

For all body copy within designs for Teel Jewelers, built for the purpose of distribution, advertising, or collateral material, the font Gotham should be used. This typeface is the same as the round, sans-serif font used for the word JEWELERS in the Teel Jewelers logo.

PRIMARY BODY FONT

GOTHAM
BOLD
MEDIUM
BOOK

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
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

1 2 3 4 5 6 8 9 0

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CONTACT US

If you have any questions regarding the use of the Teel Jewelers logo and brand materials not covered in this guide, please email us at: info@teeljewelers.com

TEEL JEWELERS

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TEELJEWELERS.COM

HOURS

MON - FRI • 10AM - 6PM

SAT • 10AM • 5PM

CLOSED SUNDAY

