

JAEMS &
BOERKOEL

“Every time i go to a movie, it's magic, no matter what the movie's about.”

Steven Spielberg



Collaboration is the heartbeat of creativity. From script to screen, a symphony of talents converge; writers, directors, actors—each adding a unique brushstroke to craft a cinematic masterpiece.

It's the synergy of ideas and skills that transforms concepts into captivating narratives, resonating with audiences and creating enduring cinematic experiences.

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Logo Introduction

Logo

Bridging Tradition and Creative Ingenuity

Introducing the Jaems & Boerkoel logo—an artful blend of timeless tradition and the contemporary verve of a creative agency.

This emblem embodies the spirit of classic filmmaking infused with a contemporary twist, illustrating the company's commitment to redefine storytelling.

Jaems & Boerkoel invites you to experience cinema where tradition and creative alchemy seamlessly converge.

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Logo Variation

Positioning

The ability to adapt and perform in many locations and mediums: Print, screen, clothing, vehicle livery for instance is just one of the challenges for a logo.

For this reason variants of the main logo are created to enable it to adapt and sit well whatever the location or background maybe.

Shown here are:

- Full
- Icon



Full - Black



Icon - Black



Full - White



Icon - White



Logo Variation

Monotone

If the logo is used in Monotone then the black and 'White out' versions are available.

Shown here *(left to right)*:

- Full - Black
- Full - White
- Icon - Black
- Icon - White

**JAEMS &
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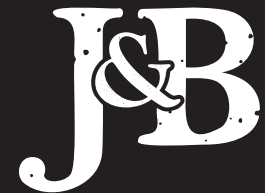
Full - Black



Icon - Black

**JAEMS &
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Full - White



Icon - White



Logo Elements

Dont's

To ensure consistency these are some ground rules to using the logo and here are some notes on how not to use it.

Things to avoid:

- A. Stretching the logo to fit
- B. Squashing the logo to fit
- C. Rotating the logo outside of 90°
- D. Colouring the logo outside brand colours

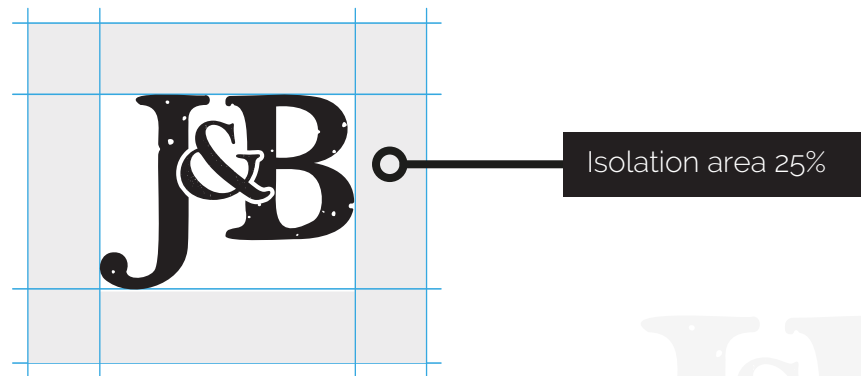
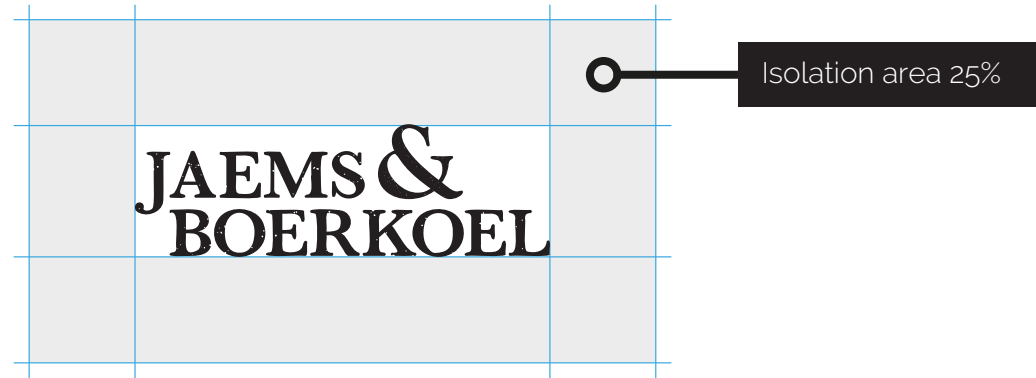


Logo Elements

Isolation Zone

The isolation zone is the space around the logo.

It is important that no images, text, borders or margins are placed within 25% of the overall logo width.



Colour

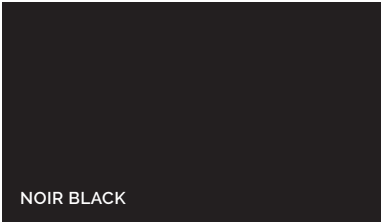
Colours and Codes

Cinematic Elegance: A Timeless Palette for Creative Storytelling

The colour scheme aims to convey a sense of timeless elegance, creativity, and cinematic flair. The combination of muted blues, vibrant reds, and clean whites speaks to the sophistication of film production.

The dark accents add a modern touch, while the silver accents pay homage to the classic allure of the silver screen.

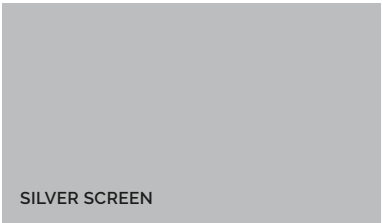
This palette collectively represents a brand that is both contemporary and deeply rooted in the rich history and artistry of filmmaking.



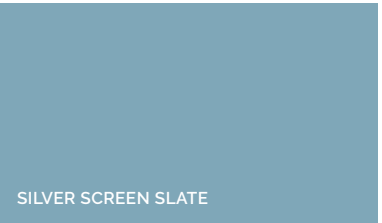
HEX: #231F20
CMYK: 70, 67, 64, 74
RGB: 35, 31, 32



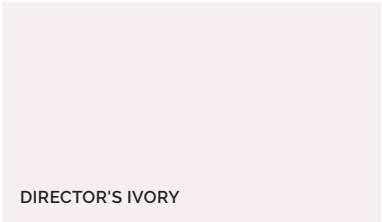
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



HEX: #BBBDBF
CMYK: 27, 20, 20, 0
RGB: 187, 189, 191



HEX: #7FA7B8
CMYK: 52, 24, 22, 0
RGB: 127, 167, 184



HEX: #F7EFED
CMYK: 2, 5, 4, 0
RGB: 247, 239, 237



HEX: #F1485B
CMYK: 0, 87, 57, 0
RGB: 241, 72, 91



HEX: #33546D
CMYK: 85, 62, 39, 20
RGB: 51, 84, 109



Typography

Fonts

Three fonts are used for the Jaems & Boerkoel Brand.

'Montserrat' is the font choice for bold headings and titles.

Supporting this is 'Raleway' and it's various font weights for all body text.

Lastly is Merriweather which is used as a supporting font to be used for terms, conditions, commentary and page numbering

The pages in this document are set with this 3 combination of fonts to give a working example. The titles are set in Montserrat, the sub headings and body text are set in Raleway and the page name and numbers (*at the bottom corners*) are set in Merriweather.

All three of these are google fonts to ensure practical availability and ease of use.

Montserrat - Headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!**

Raleway Light/Light Italic - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!

Raleway Regular / Regular Italic - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!

Raleway Semi Bold / Semi Bold Italic - Body

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!**

Merriweather Light / Light Italic - Supporting

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789&?!



Logo in Situ

In the Wild

In these simulated scenarios, the logo emerges as more than just a visual mark; it becomes a storyteller in its own right, embodying the essence of Jaems & Boerkoel's commitment to timeless cinematic elegance.

This section serves as a testament to the logo's adaptability, ensuring it resonates across diverse platforms and environments, creating an enduring brand identity for Jaems & Boerkoel.



Logo in Situ



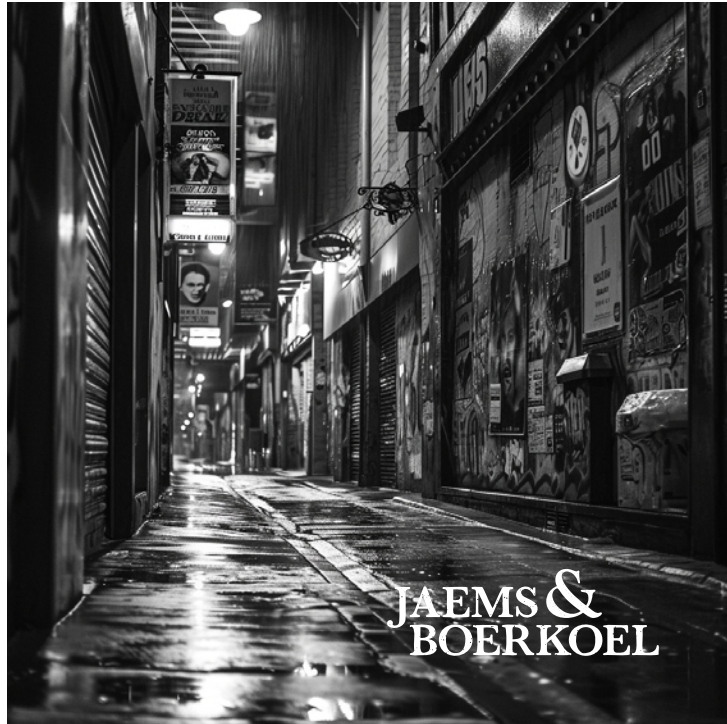
Logo in Situ



Logo in Situ



Logo in Situ



Logo in Situ



JAEMS & BOERKOEL

Brand Guidelines



Flat 11 Gabriel's Wharf
Water Lane | Exeter | EX2 8BG

01392 685 807

07715 673 982

www.headofdesign.co.uk

paul@headofdesign.co.uk