

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.

Table of Contents

Jaems & Boerkoel guidelines

- Logo Introduction Page 04
- Logo Variation Page 05
 - Position Page 05
 - Monotone Page 06
- Logo Elements Page 07
 - Dont's Page 07
 - Isolation Zone Page 08
- Colour Page 09
- Typography Page 10
 - Fonts Page 10
- Logo in Situ Page 11



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.

**JAEMS &
BOERKOEL**



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



JAEMS &
BOERKOEL

Full - Black



J&B

Icon - Black



JAEMS &
BOERKOEL

Full - White



J&B

Icon - White



J&B

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

The logo consists of the words "JAEMS & BOERKOEL" in a bold, serif font. The ampersand is stylized and positioned between the two words. The text is black.

Full - Black



Icon - Black

The logo consists of the words "JAEMS & BOERKOEL" in a bold, serif font. The ampersand is stylized and positioned between the two words. The text is white.

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

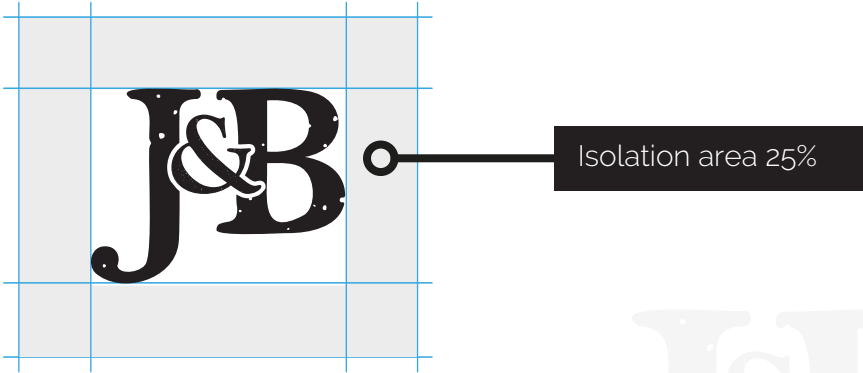
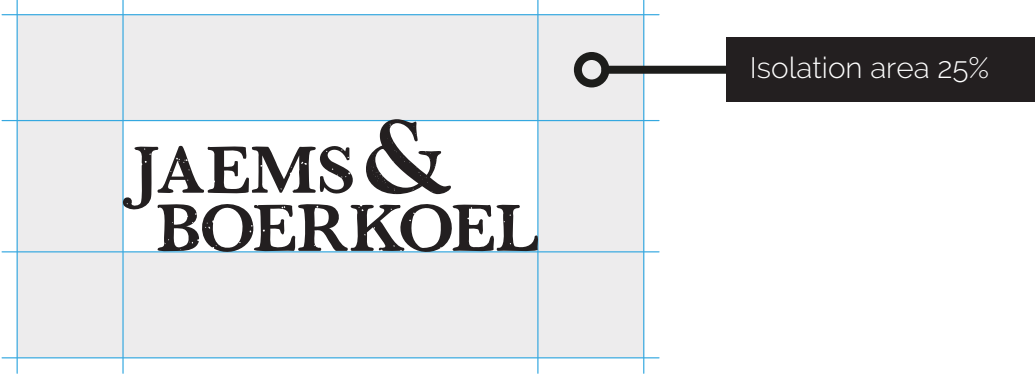


Logo Elements

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

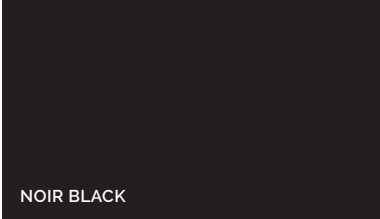
Colours and Codes

Cinematic Elegance: A Timeless Palette for Creative Storytelling

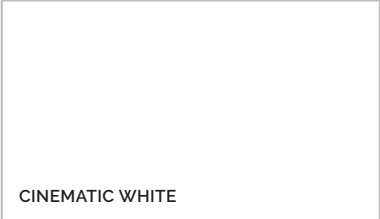
The colour scheme aims to convey a sense of timeless elegance, creativity, and cinematic flair. The combination of muted blues, vibrant reds, and clean whites speaks to the sophistication of film production.

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

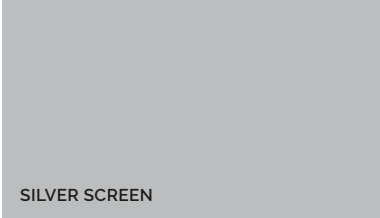
This palette collectively represents a brand that is both contemporary and deeply rooted in the rich history and artistry of filmmaking.



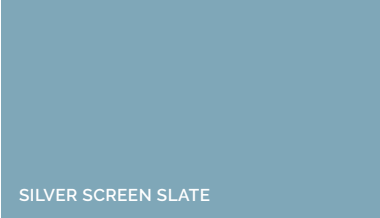
NOIR BLACK
HEX: #231F20
CMYK: 70, 67, 64, 74
RGB: 35, 31, 32



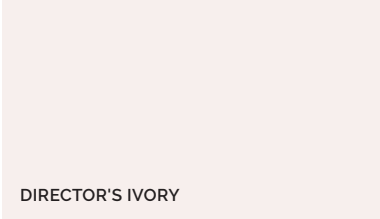
CINEMATIC WHITE
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



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



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



DIRECTOR'S IVORY
HEX: #F7EFED
CMYK: 2, 5, 4, 0
RGB: 247, 239, 237



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



MIDNIGHT REEL BLUE
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



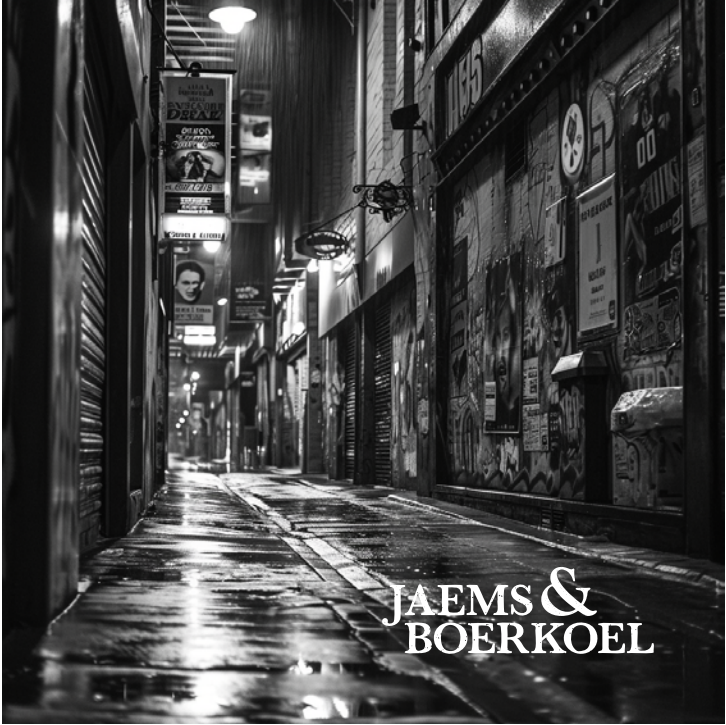
Logo in Situ



Logo in Situ



Logo in Situ



Logo in Situ

