

JOHNNY BROWN

1932

BRAND
BOOK



SUMMARY

ORIGINAL LOGO - COLOR / POSITIVE 6

ORIGINAL LOGO - COLOR / NEGATIVE 7

LOGO WITH BILINGUAL BASELINE - COLOR / POSITIVE 8

LOGO WITH BILINGUAL BASELINE - COLOR / NEGATIVE 9

LOGO WITH FRENCH BASELINE - COLOR / POSITIVE & NEGATIVE 10

LOGO WITH ENGLISH BASELINE - COLOR / POSITIVE & NEGATIVE 11

LOGO FAMILY BLACK VERSION / POSITIVE..... 12

LOGO FAMILY WHITE VERSION / NEGATIVE..... 13

LOGO SECURITY PADDING..... 14

LOGO READABILITY 15

DO'S & DON'T..... 16

LOGO INTEGRATION ON PHOTO OR FLAT COLOR..... 17



COLOR CODES 18

TYPOGRAPHY 20

BUSINESS CARD..... 22

BOOTH 24

TANK SHIRT..... 26

SHOOTING PHOTO 28

1

LOGO



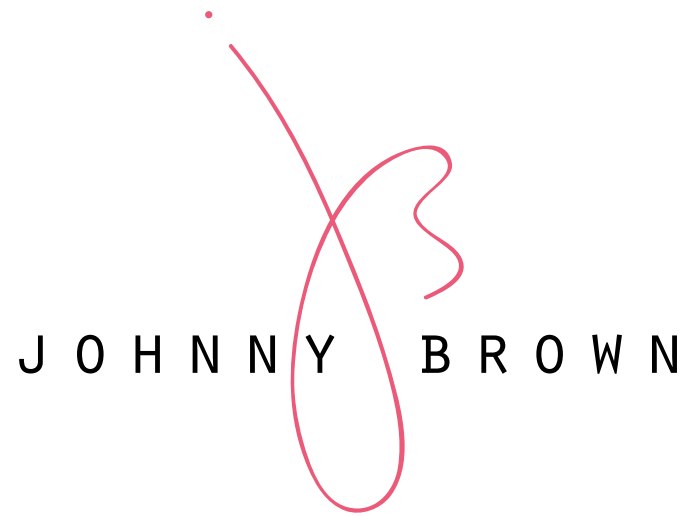
ARTISTIC
HAND-MADE
RIBBON
SIGNATURE
AUTHENTIC
UNIQUE

6



ORIGINAL LOGO
COLOR / POSITIVE

Positive version of
the logo to be used
on all supports
in color.

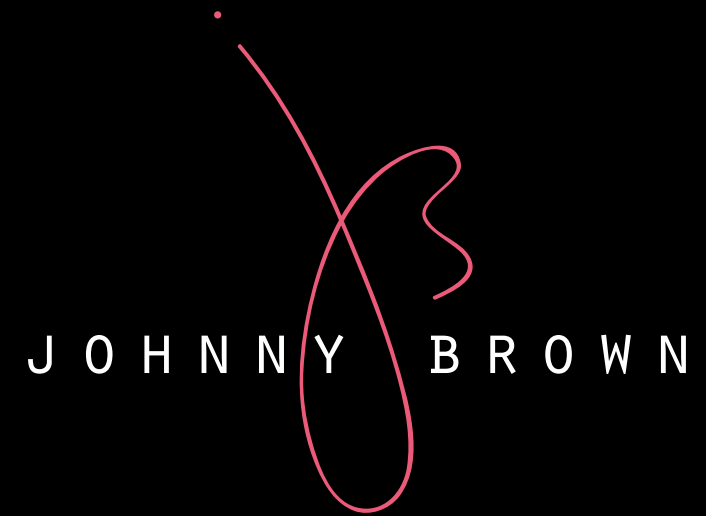


7



ORIGINAL LOGO
COLOR / NEGATIVE

Negative version of
the logo to be used
on all supports
in color.

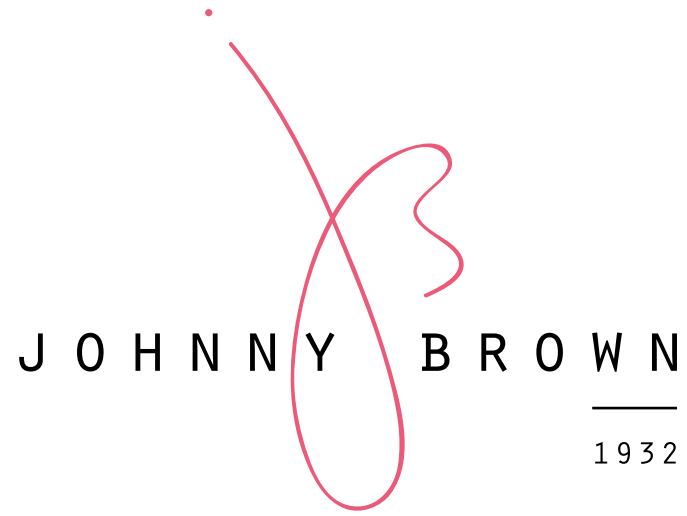


8



LOGO WITH
BILINGUAL BASELINE
COLOR / POSITIVE

Positive version of
the logo to be used
on all supports
in color.

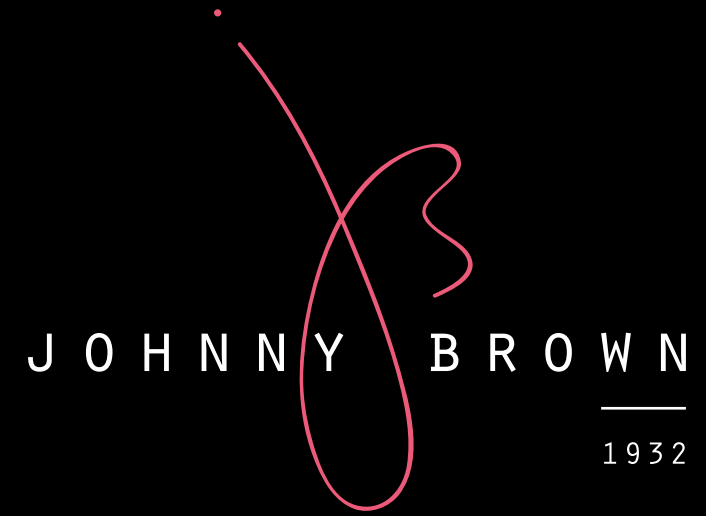


9



LOGO WITH
BILINGUAL BASELINE
COLOR / NEGATIVE

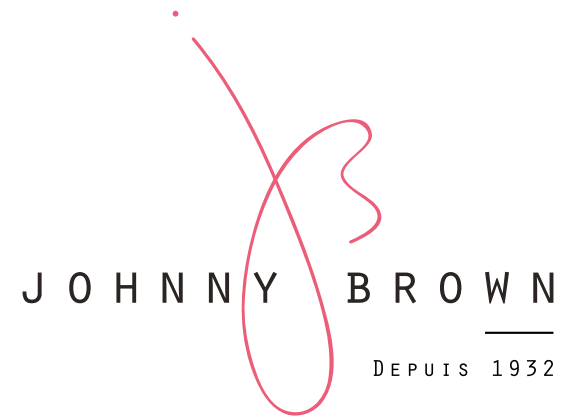
Negative version of
the logo to be used
on all supports
in color.



10



LOGO WITH
FRENCH BASELINE
COLOR / POSITIVE



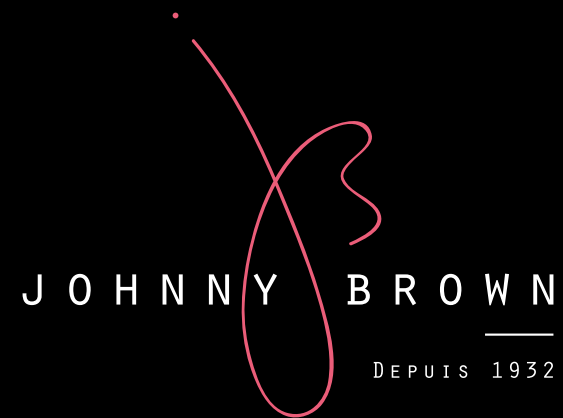
11



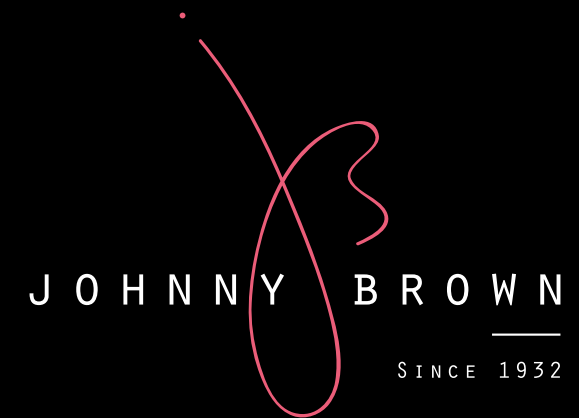
LOGO WITH
ENGLISH BASELINE
COLOR / POSITIVE



LOGO WITH
FRENCH BASELINE
COLOR / NEGATIVE



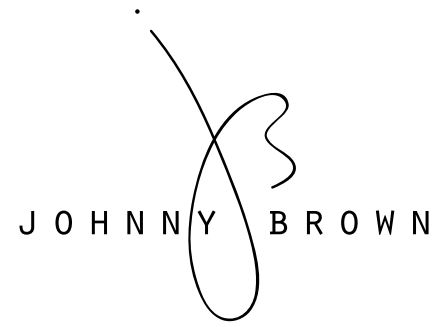
LOGO WITH
ENGLISH BASELINE
COLOR / NEGATIVE



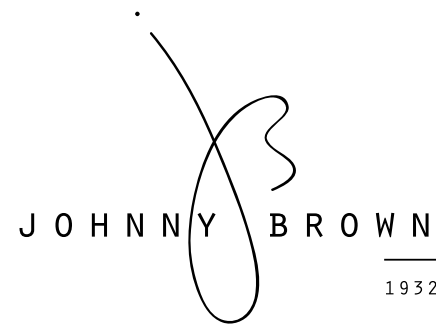


LOGO FAMILY
BLACK VERSION
/ POSITIVE

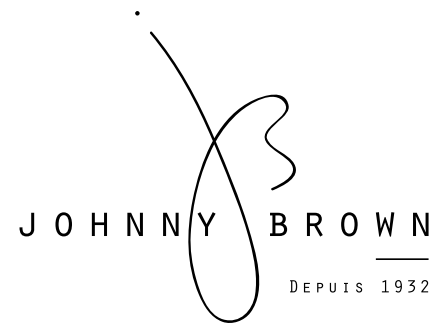
Positive version
of logos to be used
on all supports
in black and white



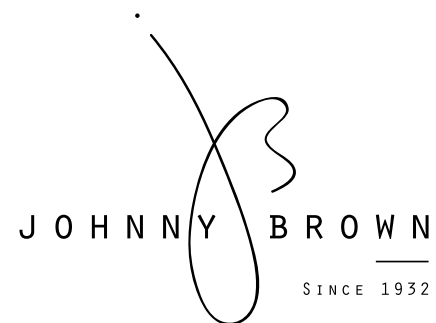
original logo



with bilingual baseline



with French baseline

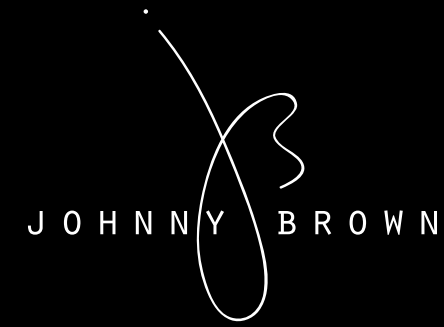


with English baseline

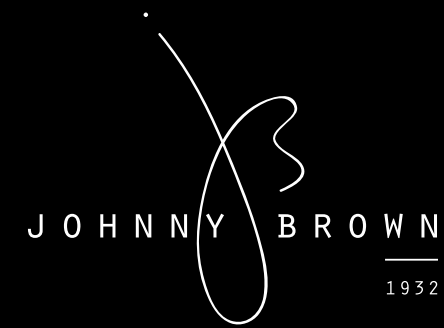


LOGO FAMILY
WHITE VERSION
/ NEGATIVE

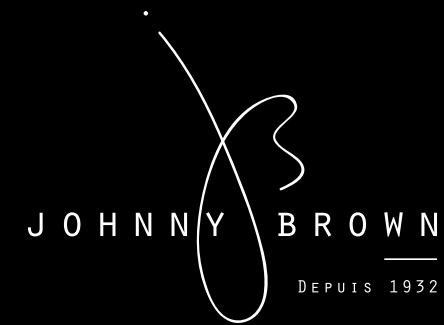
Negative version
of logos to be used
on all supports
in black and white



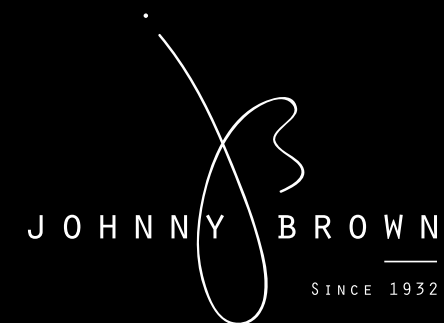
original logo



with bilingual baseline



with French baseline

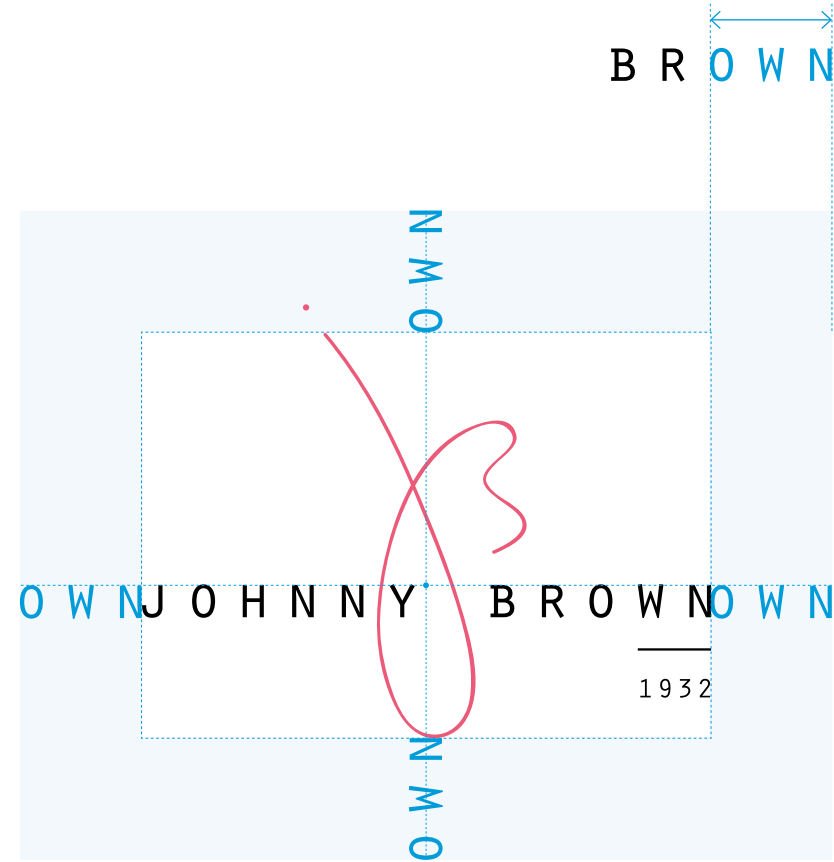


with English baseline



LOGO SECURITY
PADDING

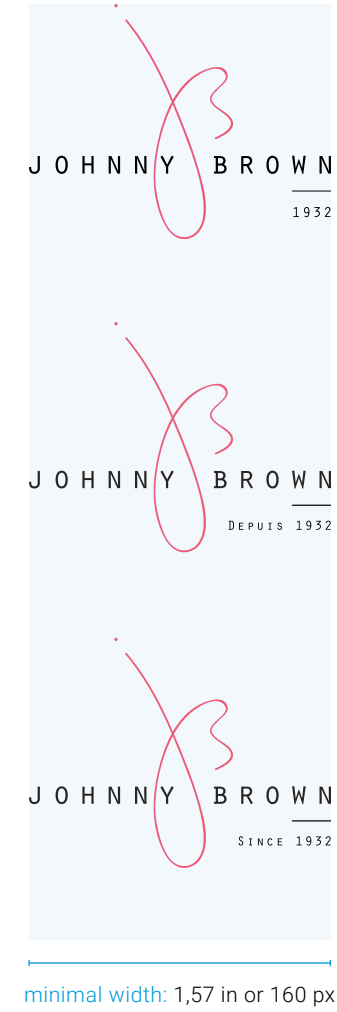
A minimum spacing all around the logo is necessary to maintain the integrity of the brand. The dimensions of the padding is equal to the length of O-W-N letters. No image or copy should invade this zone all around the logo.



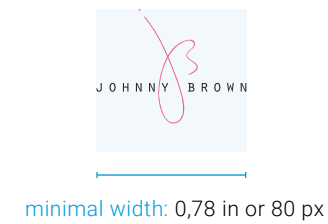
LOGO READABILITY

To keep the logo always well readable, with or without baseline, it is imperative to respect the minimal size detailed here.

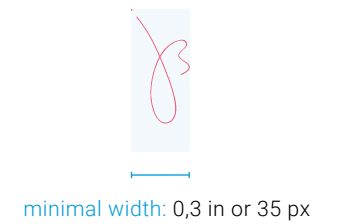
logo with baseline



logo without baseline



icon



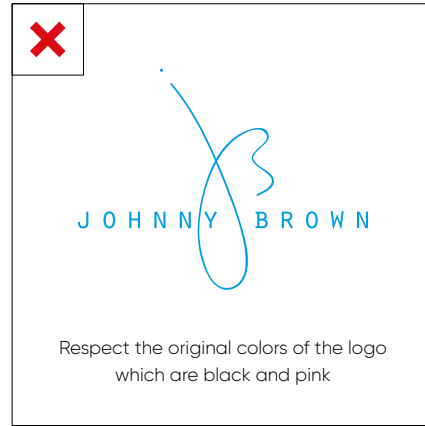


DO'S & DON'T

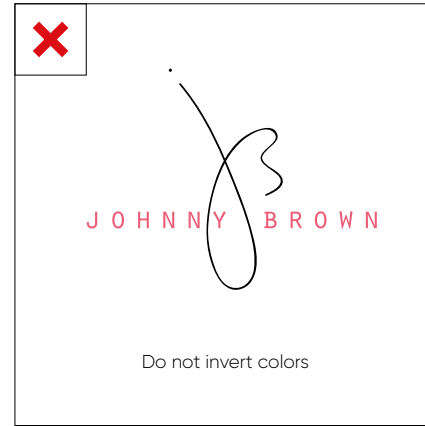
Here is a list of wrong usages of the logo (except the first one).



Original logo



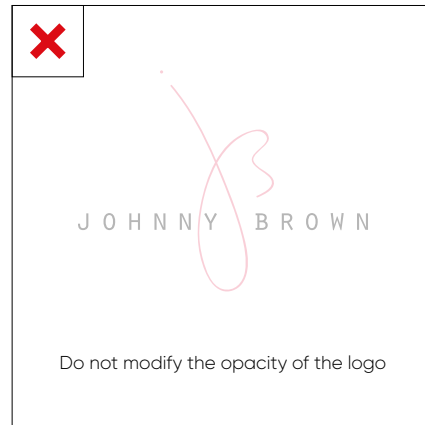
Respect the original colors of the logo which are black and pink



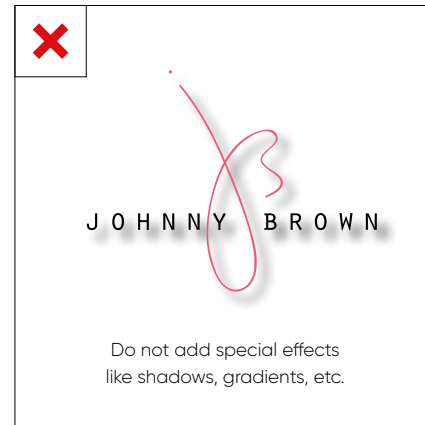
Do not invert colors



Do not stretch or change aspect ratio



Do not modify the opacity of the logo



Do not add special effects like shadows, gradients, etc.



LOGO INTEGRATION ON PHOTO OR FLAT COLOR

Choose the negative or positive version in order to obtain the best possible contrast.

on photo



JOHNNY BROWN

on flat color



JOHNNY BROWN



JOHNNY BROWN



JOHNNY BROWN



JOHNNY BROWN



JOHNNY BROWN

2 COLORS

19



COLOR CODES

Here are the official
Pantone, CMYK,
RGB and HTML colors
of the brand.

OFFICIAL PINK / primary color / graphic «highlight»



PANTONE COATED

1777 C

CMYK

C:0
M:77
Y:33
K:0

RGB

R:255
G:99
B:125

#FF637D

RICH BLACK / secondary color / ambiance



PANTONE COATED

BLACK 6C

CMYK

C:10
M:20
Y:10
K:100

RGB

R:16
G:24
B:31

#10181F

3

TYPOGRAPHY



JOHNNY BROWN
SINCE 1932



—————> Orator Std Medium

—————> Orator Std Medium

FOR
THOSE
WHO
DANCE

—————> **TITLES**
Julius Sans One Regular

Julius Sans One Regular <————— JOHNNY BROWN TUTU
WITH PANTY

Orator Std Medium <————— #JB934A - ADULT

Roboto Condensed Light <————— Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin
condimentum, sapien at suscipit ultrices, quam urna fringilla tellus, quis
aliquam est lacus a neque. Maecenas ullamcorper fringilla bibendum.
Fusce eleifend felis metus, nec pulvinar erat ultricies in.

Orator Std Medium <————— SIZES : 14 - 23

Orator Std Medium <————— JOHNNYBROWN.CA



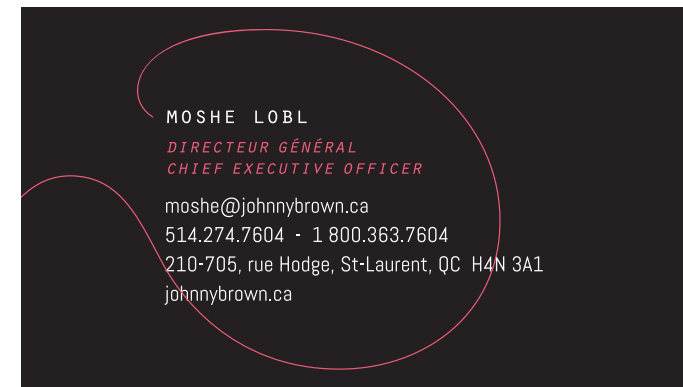
BUSINESS CARD

23



BUSINESS CARD

With spot varnish on the logo at the front and on the pink swirl on the back



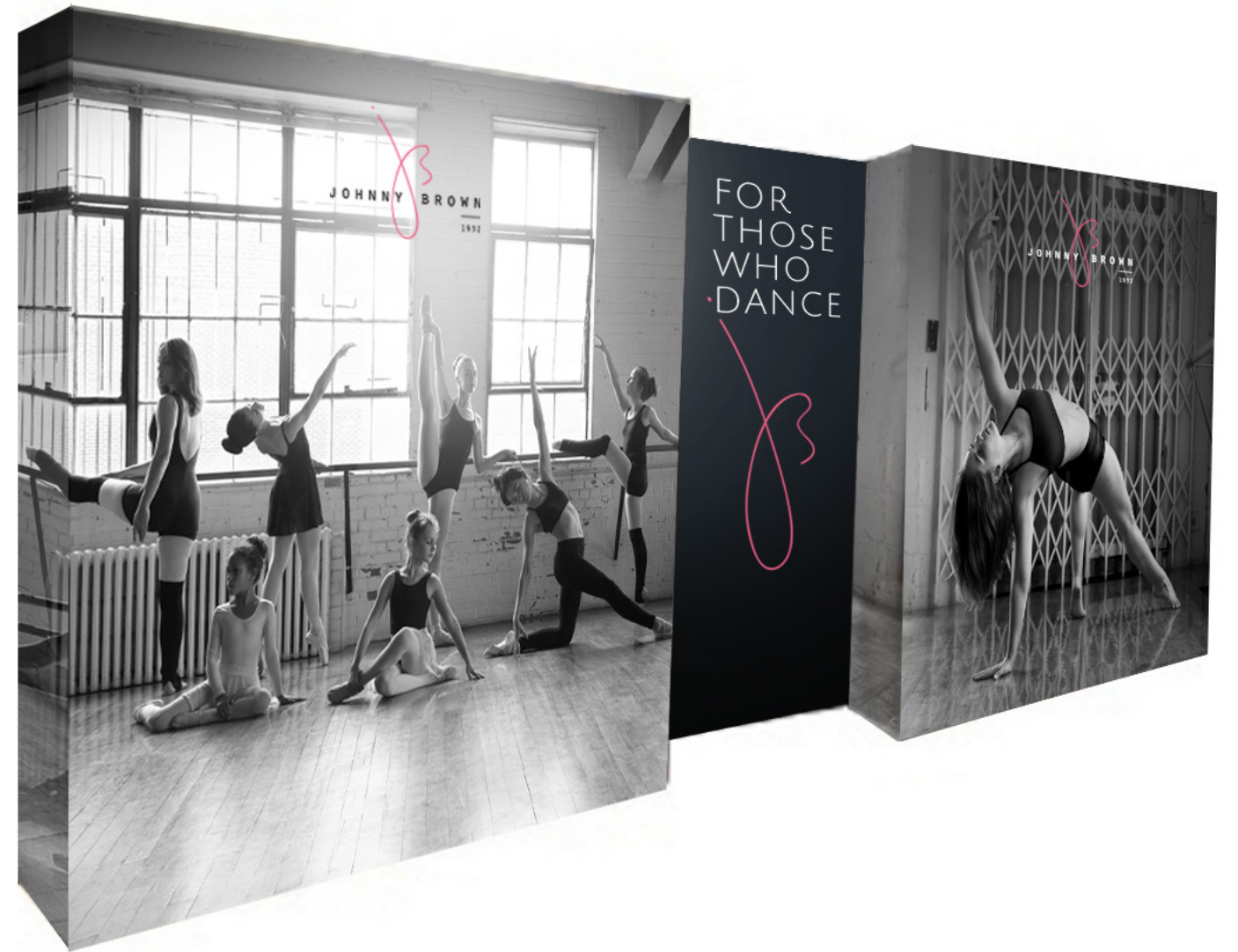
25



BOOTH



BOOTH



6

TANK SHIRT



TANK SHIRT



7

SHOOTING PHOTO













