Just Add Power

Brand Guidelines

Version 01

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Welcome to the Just Add Power expanded brand guidelines. Here you will find everything you need to know about the J+P brand and how to express it visually.

The principles and guidance in this document work together to create a dynamic and cohesive identity. Our visual system brings Just Add Power's personality to life—consistently. Using these guidelines to shape J+P communications, you'll ensure our brand leaves its bold and innovative mark on the world. Let's go.

01
Brand Principles

Brand Positioning

Founded in 1992 by three employees of IBM who were happy to shed their dark suits and red ties, Just Add Power is dedicated to doing tech a little bit differently. Instead of being consigned to the dustbin by planned obsolescence, the company's high-quality Video-over-IP Distribution solutions increase in value over time. By offering new devices that are compatible with previous systems and providing free firmware updates when innovations break, Just Add Power respects our end user's investment in their system. This makes it easy for dealers to engage customers for years of system improvement, while the reliability of the video keeps them coming back for more. Just Add Power is committed to making systems easy to install and easy to use, and our industry-renowned training sessions and technical support team give installers all of the skills and information they need. Whether it's an unlimited matrix of sources and screens, a video wall, or an architectural installation, our revolutionary design philosophy makes it simple to create an AV system that rocks.

Brand Personality

Honest

J+P is unquestionably professional and a true expert in the industry. We are clean and polished with a modern edge that our clients can connect to and trust.

Welcoming

J+P is seamlessly approachable and caring. We invite our clients into a warm and optimistic space that encourages interaction and expression.

Radical

J+P is radically transformational, as both a brand and a service. Our practice is alive, fluid, and ever changing. Our brand is bold, flexible, and provocative.

Is/ Is Not

J+P is:	J+P is not:
Expert	Institutional
Clean	Clinical
Modern	Soulless
Warm	Preachy
Inviting	Pretentious
Expressive	Pedantic
Optimistic	Intimidating
Social	Ditsy
Fluid	Esoteric
Provocative	Trendy
Energetic	Aggressive

Brand Principles

Just Add Power's visual identity system is motivated by three principles that guide decisions across design applications for marketing and product.

Easy Installation

Just Add Power systems require just a few easy steps to install, and our setup software guides you through the process. Our industry renowned technical support team gives installers the tools and information they need to include our products as part of a reliable installation.

Unmatched Scalability

Just Add Power systems continue to evolve after they've been installed. Free firmware updates provide new functionality as technologies evolve. Sources and screens can be added and new devices integrated as system needs grow and change.

Outstanding Performance

Just Add Power systems are long-lasting and maintain a consistent, high-quality user experience. Our five-year warranty protects your investment, while our robust feature set outperforms every other system on the market, giving you the power to wow your customer every time.

02
Logo

02

Wordmark Versions

Just Add Power

Just Add
Power

Just Add
Power

Clear space

The logo has been designed to ensure accurate representation and legibility across all communications, screen and print. Therefore it is important to pay attention to the clear space.

X = APERTURE WIDTH

Alternate Color

This color option is meant to only be used in a black (or very dark) background.

This option is meant to keep the logo dynamic and versatile. The logo will not be used in any other circumstance.

Any use of this logo should come with permission from J+P marketing team.

Alternate Layout

Minimum size ensures that our logo remains prominent and visible at all times. The minimum size for the lockup logo is 1” wide for print and 100 pixels wide for digital.

To ensure the clarity and legibility of the logo, do not use logos smaller than the minimum sizes detailed at right, and use larger sizes wherever possible.

Minimum size

Minimum size ensures that our logo remains prominent and visible at all times. The minimum size for the lockup logo is 1” wide for print and 100 pixels wide for digital.

To ensure the clarity and legibility of the logo, do not use logos smaller than the minimum sizes detailed at right, and use larger sizes wherever possible.

MINIMUM SIZE
SCREEN: 100PX

MINIMUM SIZE
PRINT: 1”

MINIMUM SIZE
SCREEN: 150PX

MINIMUM SIZE
PRINT: 1.5”

Incorrect Logo Usage

This page is meant to display all the ways that the logo should NOT be used.

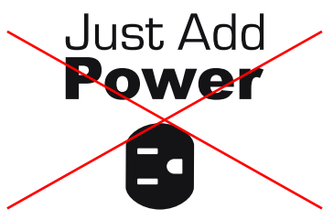
Do not stretch or skew

Do not change the orientation of the logomark

Do not rotate

Do not apply effects (i.e. drop shadows)

Do not add orange in the logo in black.



Do not use the symbol below the wordmark

Do not write the name of the company with colon symbol and a capital D between “add” and “power“

Do not alter the symbol size

Do not add special effects to the logo

03
Color System

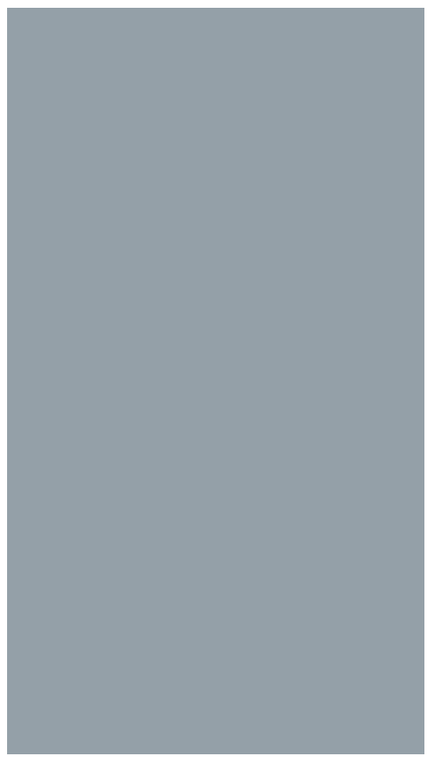
Primary Colors

The color palette will cover the majority of your needs. It's intentionally small in variety as to not dilute the brand visuals which adds confusion.

Black	RGB	CMYK	HEX
	R 20	C 74	#141316
	G 19	M 69	
	B 22	Y 64	
		K 80	

White	RGB	CMYK	HEX
	R 255	C 0	#FFFFFF
	G 255	M 0	
	B 255	Y 0	
		K 0	

Supplementary Colors



GREY

RGB: 148 160 168
CMYK: 45 31 28 0
HEX: #94a0a8

ORANGE

RGB: 239 105 36
CMYK: 1 73 99 0
HEX: #ef6924

DARK BLUE

RGB: 25 63 111
CMYK: 100 83 30 16
HEX: #193f6f

LIGHT BLUE

RGB: 92 159 214
CMYK: 62 26 0 0
HEX: #5c9fd6

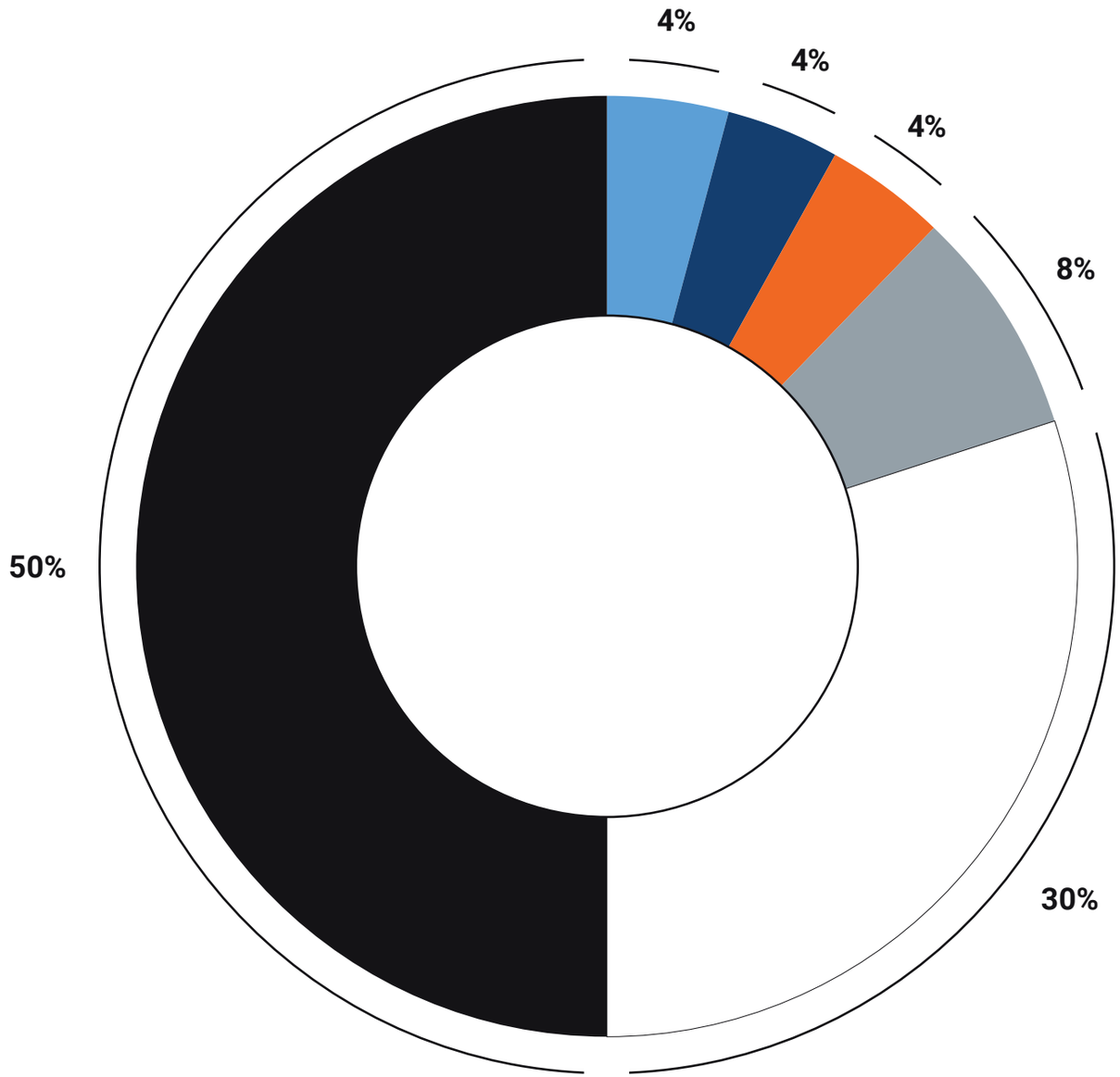
Colors Usage

This wheel is meant to break down the usage of all the colors. Black and White are the main colors.

Use Grey, Dark blue and Orange more frequently in illustrations, UI screens, call-outs, etc.

Light Blue should be used sparingly for highlight purposes..

You shouldn’t need to use more than three colors in any particular application. In most applications, two colors should be more than enough. Use color sparingly and with purpose. The sample setting listen here shows three colors in use.



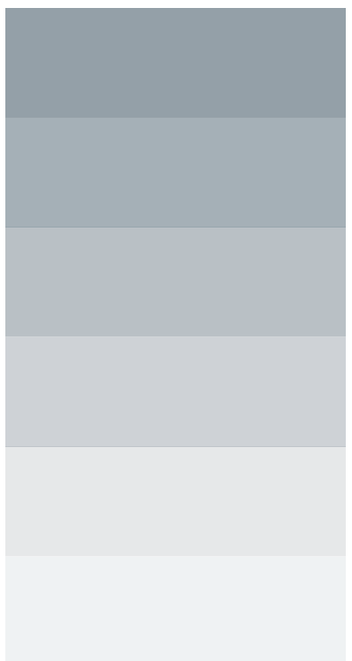
Grey details

GREY

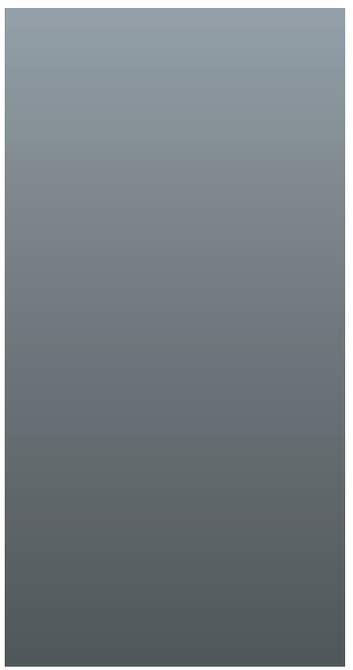
RGB: 148 160 168
CMYK: 45 31 28 0
HEX: #94a0a8

GREY - 2

RGB: 80 86 90
CMYK: 68 56 53 29
HEX: #50565a



BLUE TINTS



GRADIENT

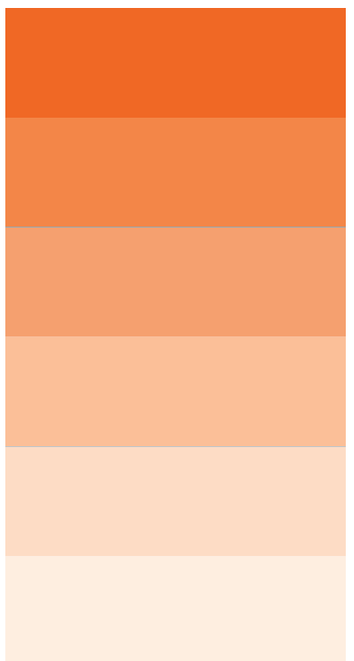
Orange details

ORANGE

RGB: 239 105 36
CMYK: 1 73 99 0
HEX: #ef6924

ORANGE - 2

RGB: 159 68 35
CMYK: 26 82 100 20
HEX: #9f4423



ORANGE TINTS

GRADIENT

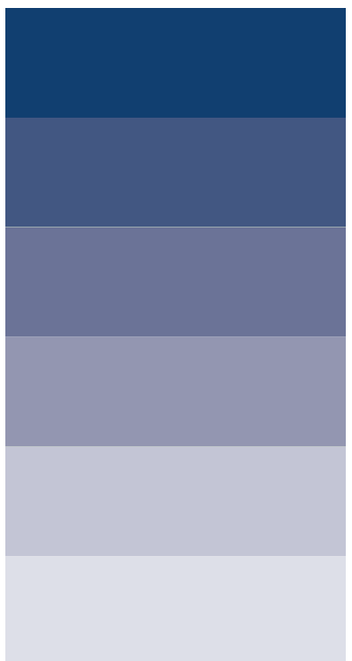
Dark Blue details

DARK BLUE

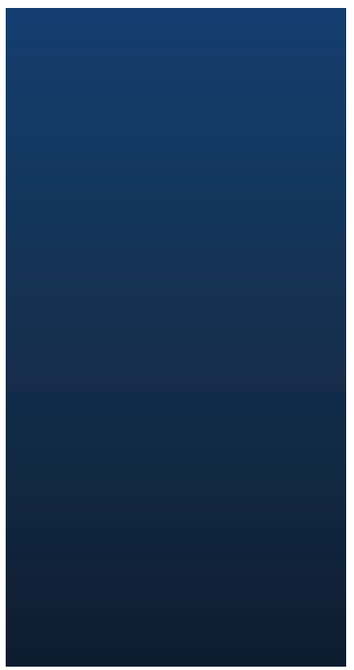
RGB: 25 63 111
CMYK: 100 83 30 16
HEX: #193f6f

DARK BLUE - 2

RGB: 13 30 48
CMYK: 92 78 52 64
HEX: #0d1e30



ORANGE TINTS



GRADIENT

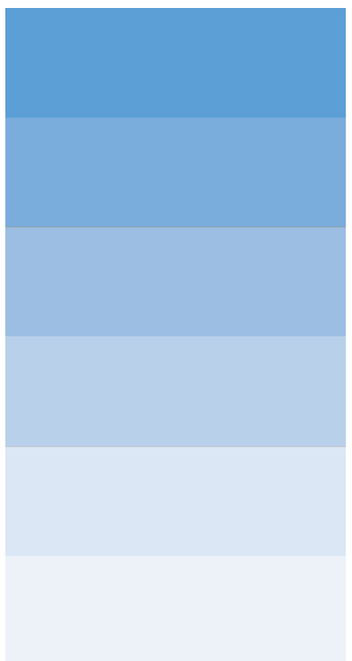
Light Blue details

LIGHT BLUE

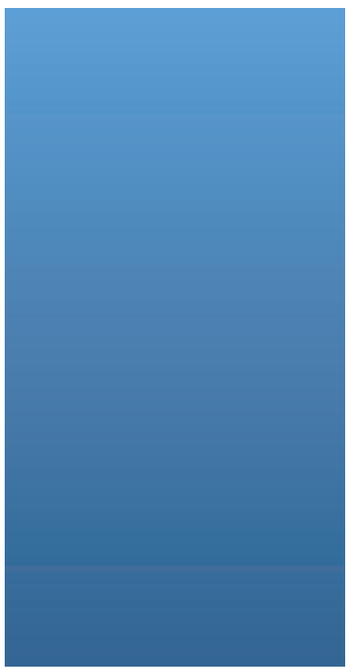
RGB: 92 159 214
CMYK: 62 26 0 0
HEX: #5c9fd6

LIGHT BLUE - 2

RGB: 55 101 146
CMYK: 85 60 22 4
HEX: #376592



ORANGE TINTS



GRADIENT

04
Typography

Eurostile Details

Eurostile is a sans-serif typeface chosen for its human qualities and expressive italics. Eurostile Text and Text Italic can be used in lowercase, sentence case, and all caps.

Eurostile Text Italic can only be used as an accent or add a callout when necessary. The italic font should be used very, very sparingly and used with intention.

Eurostile Bold and Bold Italic should only be used in all caps with extended spacing at small sizes.

Eurostile is used for headlines, callouts and body copy as needed.

Primary Font

Eurostile Medium

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 7 8 9 0

Styles

Regular

Regular Oblique

Medium

Medium Italic

Bold

Bold Oblique

Heavy

Heavy Italic

Black

Black Italic

Roboto Details

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width.

This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto is used for subheads and body copy.

Secondary Font

Roboto Regular

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 7 8 9 0

Styles

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Type Hierarchy

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

You shouldn't need more than three weights in any particular design. In most applications, two weights should be more than enough. The sample setting listed here should three weights in use.

Eurostile, Bold, 8pt ..... LOREM IPSUM

Eurostile , Bold, 24pt .....

Has partem audiam oh minimum

Roboto, Light, 18pt .....

Vivamus sagittis lacus vel augue lt rutrum faucibus dolor auctor. Oratio impetus forensibus ad has, sole.

Roboto, Regular, 10pt .....

Lorem ipsum dolor sit amet, solet nonumes ea nec, an illud tamquam veritus cum, vis no rationibus temporibus. In eum recteque necessitatibus. Has partem audiam minimum ne. Tation melius elaboraret pro no, cu ferri suscipit similique nec, nemore similique ei est.

Sea vivendum dignissim scripserit ei. Sit ei iuvaret concludaturque. Sea denique appareat delicata at, perpetua persecuti persequeris in est, at labitur pertinax patrioque sit. At eos tibique quaestio, utinam reprimique sea ut.

Habeo mentitum in nec, te usu dico brute epicuri. An similique neglegentur eos, mel ut cetero repudiare. "At mei scripserit repudiandae, ei animal evertitur signiferumque pro." Nam id everti fierent, iusto urbanitas persequeris et ius. Vim vidit scaevola ad, postea audiam sea id. Solet suavitate ex pri, eu invidunt patrioque eum.

05
Photography

Photographic style

Our brand photography is simple and open, with ample space for our signature brand elements.

Our photography style is **NOT:**

Computer-generated

Comical or humorous

Extreme close-up or macro

Black and white

Lens flare

Duotone or desaturated

Foreboding or overly dark

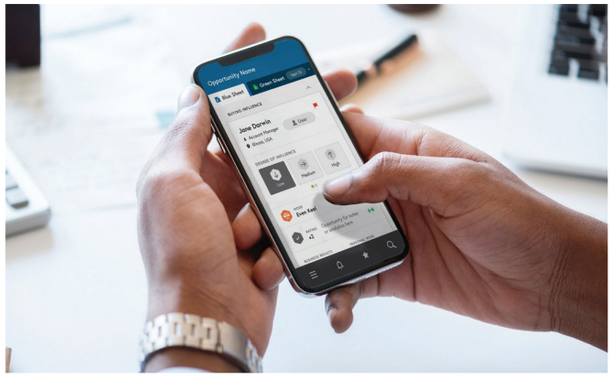
Busy or complicated

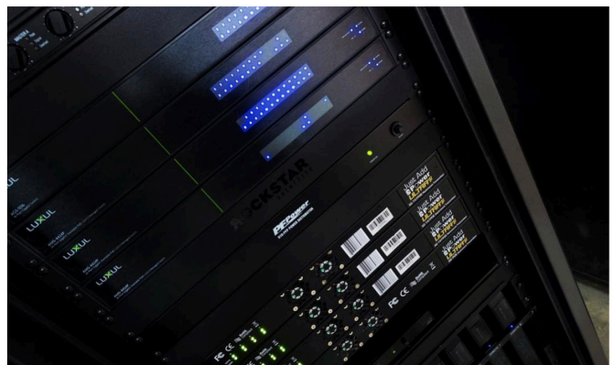
Overexposed

Warped or fish-eye view

Clichéd

Photographic overview





06
Iconography

06

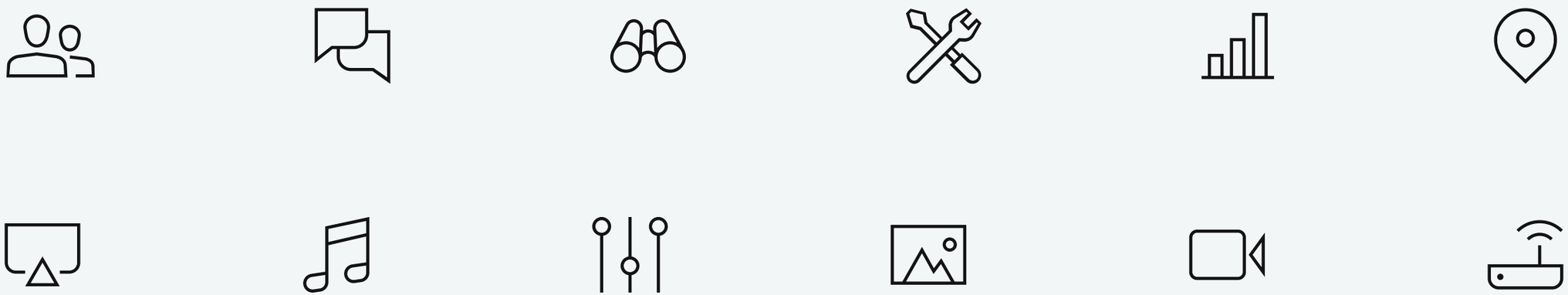
Iconography Overview

When needed, iconography can be applied to help make complex content more digestible. Like other graphic elements within the brand guide, it's critical that iconography be applied consistently and intentionally.

Just Add Power's icon language is universal, minimal, flat and airy. Consistent with the brand's serious personality, icons are reduced to their essential components, prioritize meaning, and are not playful, illustrative or whimsical.

When selecting or building new icons, consider the following guidelines:

- Practice minimalism and reduce symbols to their essential components
- Apply consistent stroke weights and compositional scale across the icon set



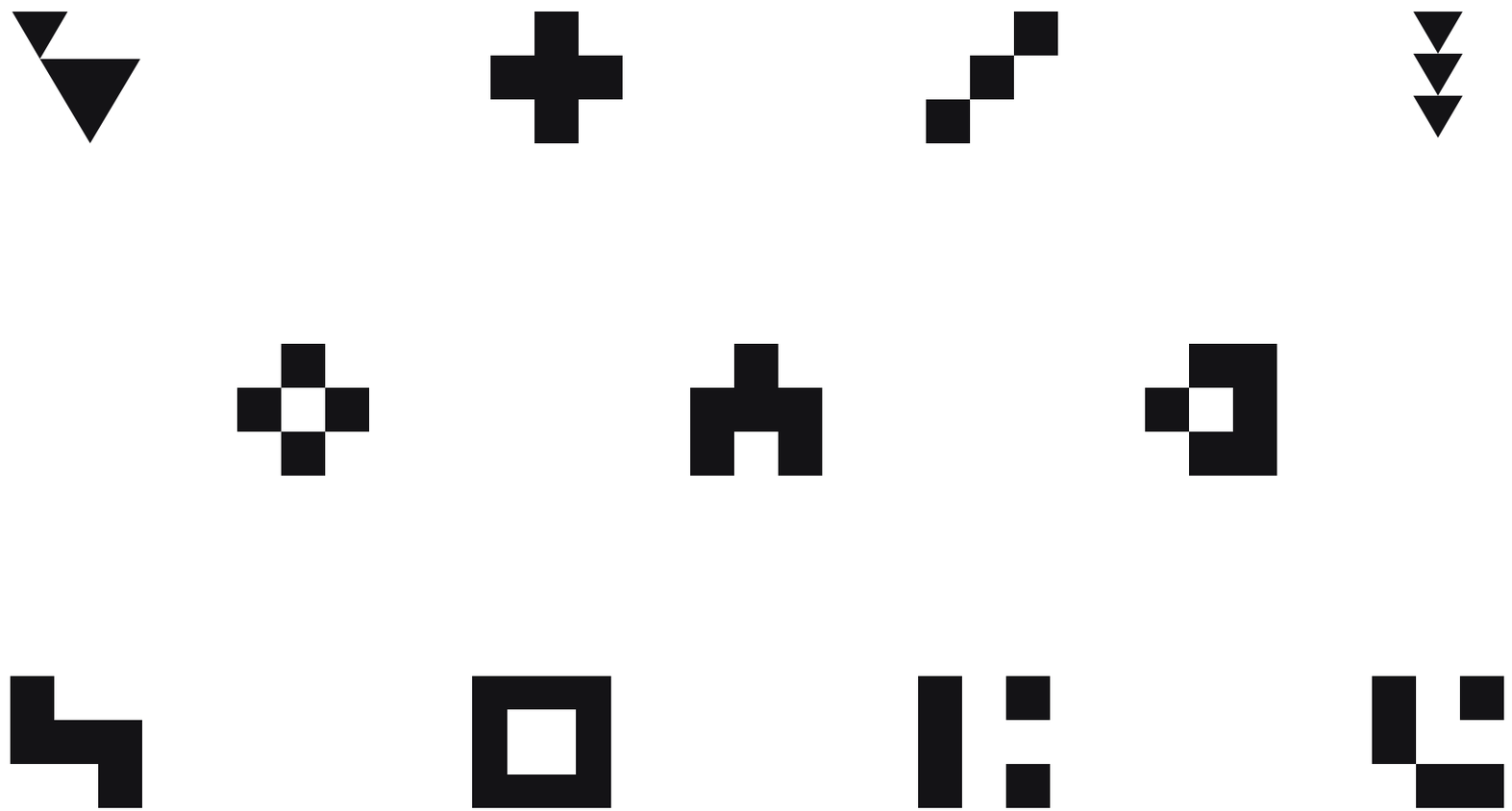
07
Glyphs

07

Glyphs Overview

They represent endless possibility, partnership and the spirit of “more.” Through their use in layout, they can effectively tie our capabilities back to our customer needs.

Note: Glyphs are shown in black but may be any of the primary palette colors.



08
Stationary

Business Cards

Just Add
Power

Just Add
Power

John Smith
Production Director
10431 72nd Street
Largo, FL. 33777
O. +1-727-517-4053
M. +1-727-517-4053
John@justaddpower.com
www.JustAddPower.com
Just Add
Power

John Smith
Production Director
10431 72nd Street
Largo, FL. 33777
O. +1-727-517-4053
M. +1-727-517-4053
John@justaddpower.com
www.JustAddPower.com
Just Add
Power

Letterhead

Just Add
Power
10431 72nd Street
Largo, FL. 33777
Office. +1-727-517-4053
Fax +1-727-517-4054
To Whom It may concern,
Ebit la non nesequodi quatiam eaque nam restrum cum et qui nullabor aboritius imos essit et ma dent quae pore sequi reped eum quibus mo vitat idel magnihillani comnis as quossint que erferrorera velles necus nobitiuntem. Officillaut hit officiunt voloressed quamus.
Arum nonseque maxim quidemo eos es asped moluptaest vidigni enihilit la pratemo leseque porio. Ut fugitatur? Imus, quis amus dendae a idus excerit, tem recti re vendi dolupta tentisc iatiunt, omni blacia et quos doles doles et mi, culpa samenimus et occulpa deratius quid quassequi soleceate nus ut quiat.
Poratus dus eatem sit quiatem fugiam restis sae. Ut dent, sunt labo. Ehenim eum fugias enis aut et qui cuptata cus, que saectionetur rerum eaquibe rionem fugiatio occuptat.
Esediti asperrum exero explit et excepta ecesequia dolores aspe consedic tem et qui ab id ut ulparum quid magnis que ilitatquiae nonsequatus.
Dus, in conseque eum quae intectia dolorum que eleste eum qui dem conem in numet fuga. Itatem lic tem. Xerrorati omnis magnatemque aliquun disquunt, quae. Anditi cuptati si dolor abori dolore, verupid eliberibus nat ute omnient laborat iberem. Im quiberiaspe aspiciatus maiora eaquas magnihi llabora epelitaspis architat volut mos ea quiatus aut adi aliquid et fuga. Neque volut quatia net est ello temquae. Apicto occae ipsum ipsam reserum deleniatium velicabo. Et eosaniat ut acia dolores culla dipsapiciis
Your sincerely,
www.JustAddPower.com

Email Signature

For all Just Add Power employees email signatures, please use the following design and instructions:

- Use a Sans Serif font for your name, title, phone number.
- Use only the approved J+P logo.
- Use complete full name followed by title.
- Use relevant phone numbers where the email recipient can contact you if they want to respond with a conversation.
- Use the J+P URL (www.JustAddPower.com) so that the email recipient has the opportunity to visit our website and get to know us more.
- Do not add quotes, sayings or other musings or additional graphics.
- Add the email signature to any email going to external audiences.

09
Voice & Tone

09

We speak with our customers as a captivating friend and a knowledgeable resource—our voice is smart, reliable, and independent.

Guiding Principles

Our brand voice is the distinct verbal tone that we use in our communications. Think of it as our unique personality in the marketplace—it helps us create deeper, more immediate connections with our audiences.

When applied consistently, our brand voice helps us build a strong and recognizable brand, setting us apart from our competitors and creating a clear impression of who we are.

BRAND GUIDE

Confident

We are experts in our field, the history and the technology—and we'll always look to share our knowledge without ego.

Kind

We are deeply attuned with our customers' needs, we know that each person's solution will be unique. We embrace opportunities for tailored, warm, messaging.

Welcoming

We let our customers know that Just Add Power is open to all, and speak in a calm and inviting tone.

VOICE & TONE

Direct

We speak in a straightforward manner with our customers, we don't beat around the bush, use euphemisms or give more information than is needed.

Optimistic

We aren't focused on our customers frustrations, we use positive language that emphasizes potential and opportunity.

Radical

We are a bold reminder to be open minded and shift our current perceptions, we use language that catches attention and encourages scalability.

Style Tips

BRAND GUIDE

Active

Use active voice, avoid passive voice.

Keep it simple

Use short words and sentences, avoid modifiers and fluff.

First person

Addressed to the second person. We refer to J+P as ‘we’ and our customers as ‘you.’

VOICE & TONE

Be optimistic

Write in positive language, never negative.

Avoid jargon

Use words and terms that anyone will understand.

Balance

Balance the scientific with the mysterious and inspiring.

Voice tactics

When crafting written communications to be on voice, refer to these pieces of tactical guidance.

The tips can help you understand how to dial up certain elements of the voice (for instance, a service outage email might need to sound more human than bold). They can also help you avoid common pitfalls.

DO	DO NOT
Simplify, simplify, simplify. Always understand the single key point of each paragraph, and sentence. Make sure the takeaway is obvious—get to it in as few words as possible.	Don't bury the important key points of your communication with fluff. Avoid setting up your point by talking at length about the market context.
Use active, unique verbs. Use verbs that are specific—verbs that evoke a sense of change and progress. Our products "transform" and "communicate." They don't "leverage" and "enable."	Don't write in the passive voice. (E.g, "Seamless interoperability is enabled by…" "J+P has been named the best company…")
Create a sense of motion. We are unstoppable, and words like "propel," "go," and "far" communicate that.	Don't use the expected corporate diction that makes you sound smart (at least in theory), but causes readers' eyes to glaze over: utilizes, leverage, etc.
Be completely unflinching. We don't back down, and you can feel that in our writing. Set the tone with short sentences, impactful statements, and inspiring calls to action ("Let's go.").	Don't bury the lead. Get to the big idea or the core value in the first paragraph, or better yet—the first sentence.
Stay grounded. Just because we speak in extremes doesn't mean we sound frantic or lack reason. Ground our boldness with a degree of mature calm. Support our claims with statistics and facts.	Don't give off a feeling of over-eagerness or immaturity. Stay away from exclamation points or cute phrases. For example, the phrase "Let's go." (with a period) is good—it conveys a sense of determination. In contrast, "Let's go!" sounds overeager.
Focus on the benefit to the customer. Stepping into the customer's shoes should become an everyday technique. We must see through our audiences' eyes.	Don't focus on our own capabilities. We do want to express the value of our offerings in the boldest terms. We don't want to wax poetic about how our technology works.
Bring passion into the work. Take the time to understand what's exciting about your topic and highlight it. Frame ideas around the emotional benefits—or future possibilities—that idea promises.	Don't write sentences that are laundry lists of functionality or long technological explanations. Always ask, "How can I help explain this more empathetically (without using more words)?"

10
Social Media

Writing for Social Media

We use social media to build relationships with J+P users and share all the cool stuff we do. But it also creates opportunities to say the wrong thing, put off customers, and damage our brand. So we're careful and deliberate in what we post to our social channels.

Our writing for social media should generally follow the style points outlined in the Voice and tone sections. Here are some additional pointers, too.

Write short, but smart

Some social media platforms have a character limit; others don't. But for the most part, we keep our social media copy short.

Twitter: 280 characters.

Facebook: No limit, but aim for 1-2 short sentences.

Instagram: No limit, but try to keep it to 1 sentence or a short phrase. Feel free to throw in an emoji.

To write short, simplify your ideas or reduce the amount of information you're sharing—but not by altering the spelling or punctuation of the words themselves. It's fine to use the shorter version of some words, like "info" for "information." But do not use numbers and letters in place of words, like "4" instead of "for" or "u" instead of "you."

Hashtags

We employ hashtags rarely and deliberately. We may use them to promote an event or connect with users at a conference. Do not use current event or trending hashtags to promote Just Add Power.

Trending topics

Do not use social media to comment on trending topics or current events that are unrelated to Just Add Power.

Be aware of what's going on in the news when you're publishing social content for Just Add Power. During major breaking news events, we turn off all promoted and scheduled social posts.

Social Best Practices

Lead with photography from Just Add Power's approved photo style to stay true to brand voice .

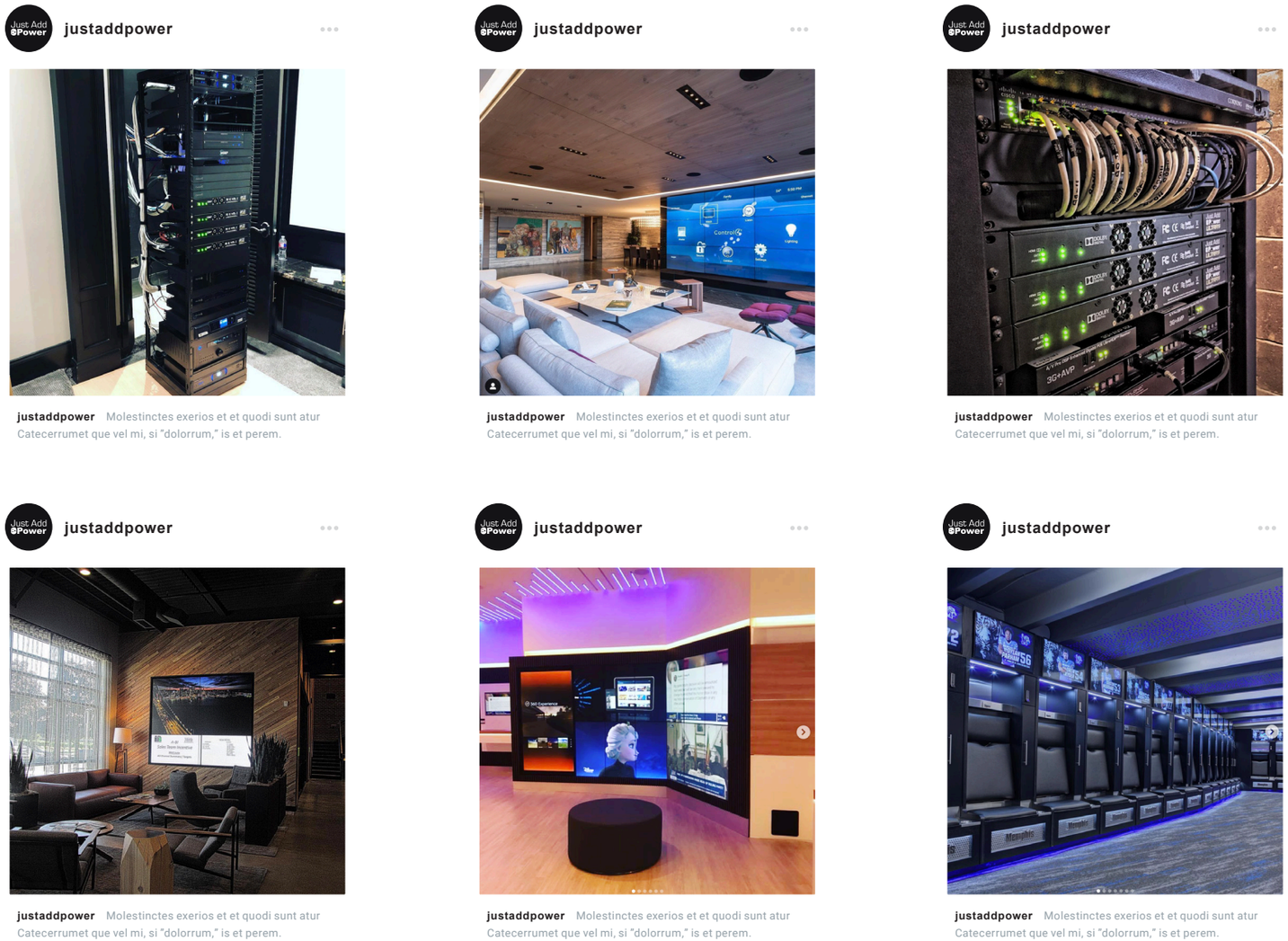
Keep posts simple, clean, higher end and take more risks.

Shows a clear point of view, unique to J+P.

Try to make sure the images are well lit and bright.

Do not post images in collage. It is better to post multiple images rather than to make images smaller and post them all at once.

Do not over-stylize images, no HDR or heavy filters.

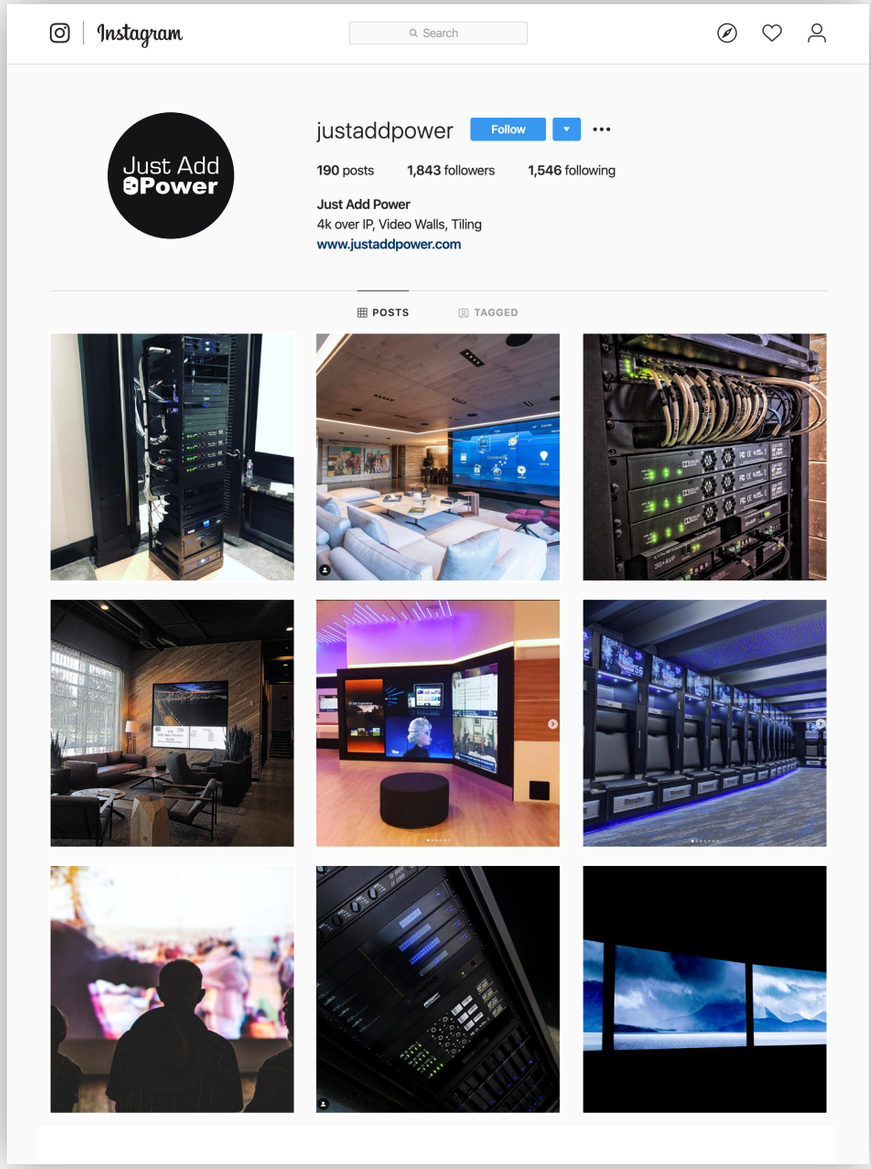


WORDMARK - WHITE

WORDMARK - BLACK

WORDMARK - GREY

WORDMARK + TEXTURE



11
Layout

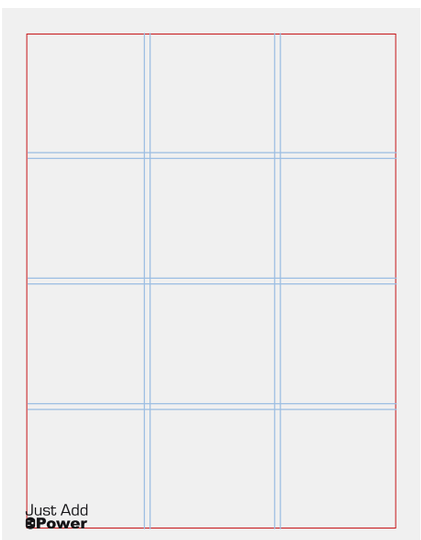
Grids and Glyphs

Glyphs can be placed over photography or behind large headlines in layouts.

The goal is to create visual rhythm, place glyphs. Maintain their vertical alignment by never rotating them at angles other than 90 degrees.

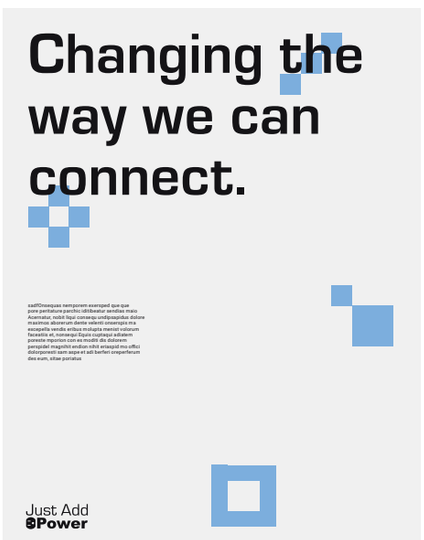
When using the glyphs, make sure to always use different glyphs, and place them at a distance from one another

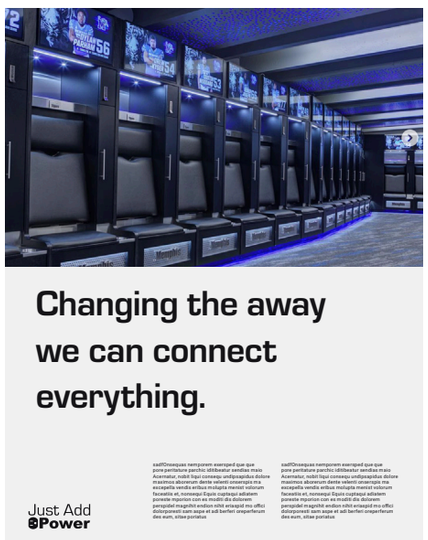
The number of glyphs used in layout should be determined by the overall size of the communication. Generally, the optimal range is three to five glyphs in a single layout.



Basic Grid

Main Cover that does not include photography, type may overlap the glyph.





Covers that Include photography may or may not need the glyphs.

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