

Note  
Worthy



# About Us

Welcome! Here at Noteworthy, we celebrate *individuality*, catering to the *unique needs* of every person that shops with us. *While our products vary, our brand identity stays the same.* In this guide, you'll find our brand identity, the type of products we carry, the structure of our website, and much more.

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Here, you'll find the basis of who we are--from logo construction to typefaces, color choices to imagery, and more.

# Visual Identity Guidelines

## Our Values

### **Efficiency**

*Think: helping customers be more productive in their daily lives*

### **Structure**

*Think: adding structure to our customers' lives*

### **Organization**

*Think: life is easier and more relaxed when you're organized*

# Our Tone

## Motivating...

*Think: inspiring*

*Not: overbearing*

## Positive...

*Think: uplifting*

*Not: intense*

## Calm...

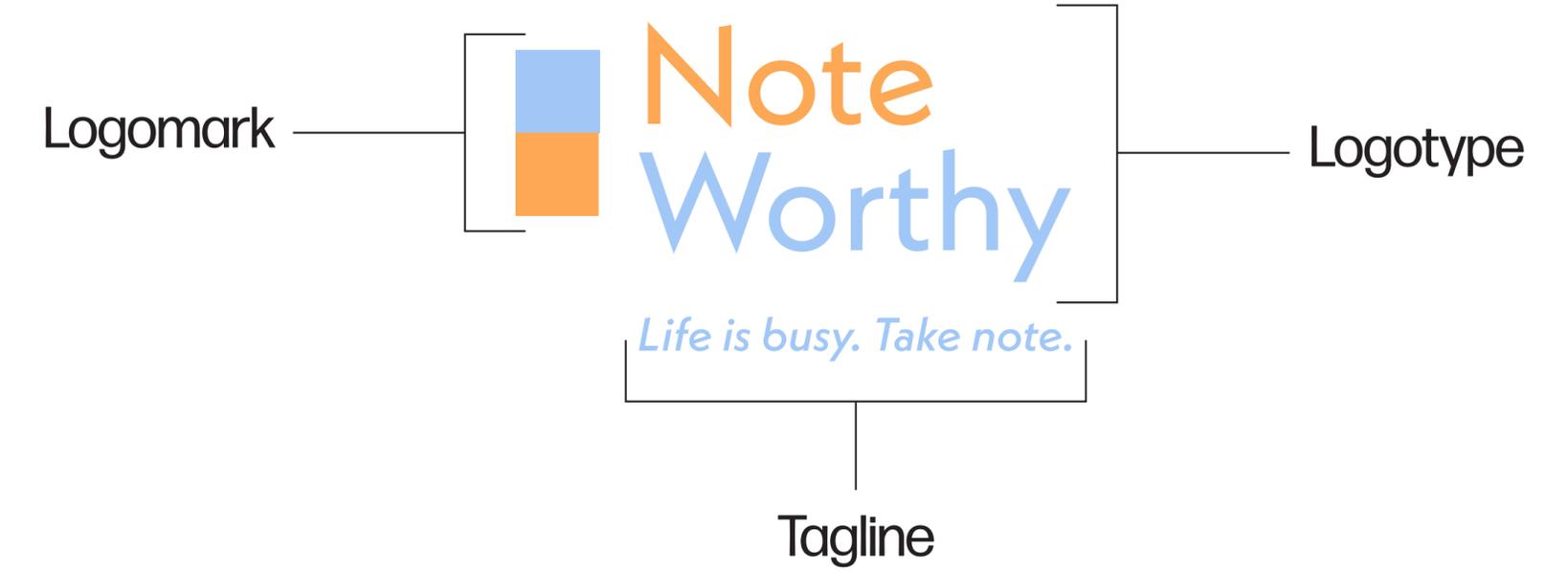
*Think: stress free*

*Not: dull*

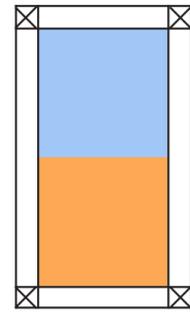
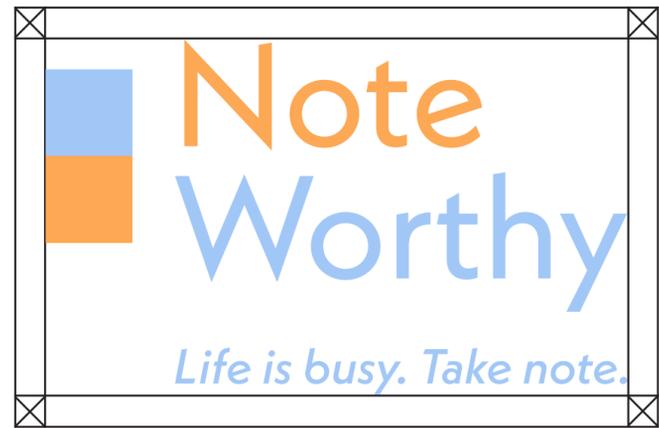
Our logo is derived from a popular way of marking the date:

01 | MON  
JAN | DAY

# Logo Design

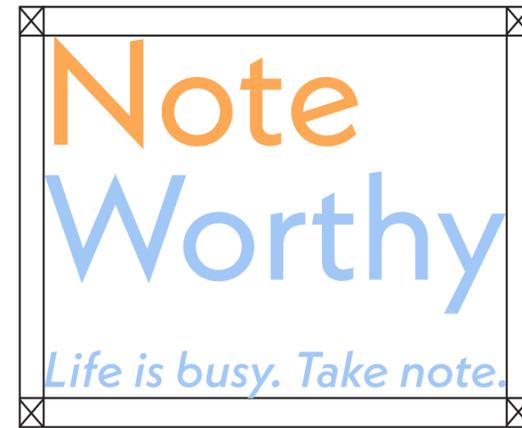


# Logo Spacing

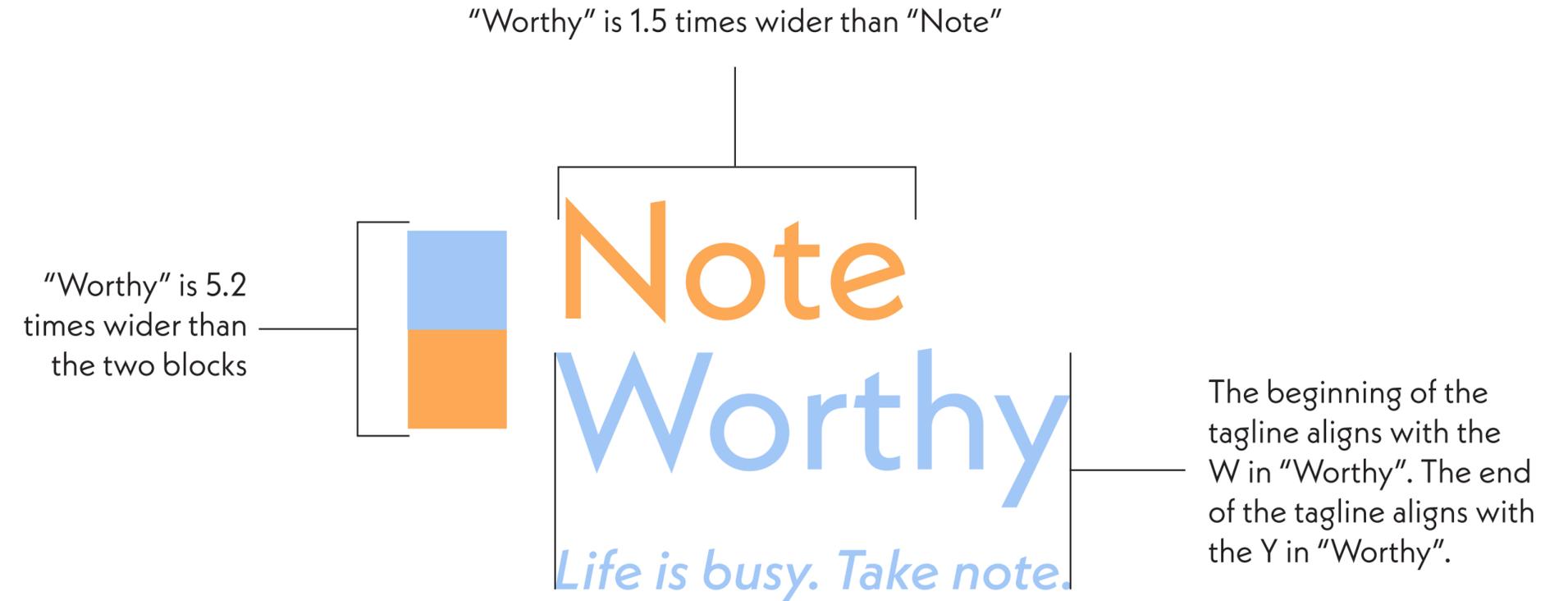


When the logo is 241 pixels by 146 pixels (or 6.4 cm by 3.9 cm), the spacing should be 15 pixels (0.4 cm) on all sides.

Our logo encompasses what our business is: a **journal** company focused on **organizing** all the details of life.



# Logo Construction



# Logo Usage



Black and white color versions

For black and white, one block of the logomark must be a shade of grey to differentiate between the two blocks.



Single-color versions

Single color versions are only permitted to use when a design is **required** to be one color. There is no differentiation between the two blocks of the logomark.

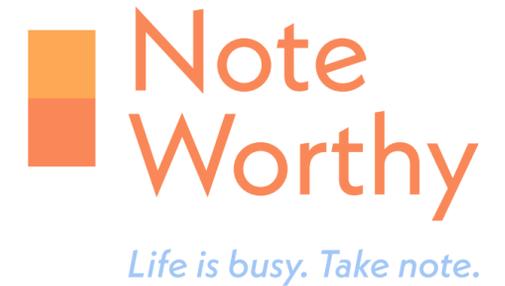
# Logo Usage



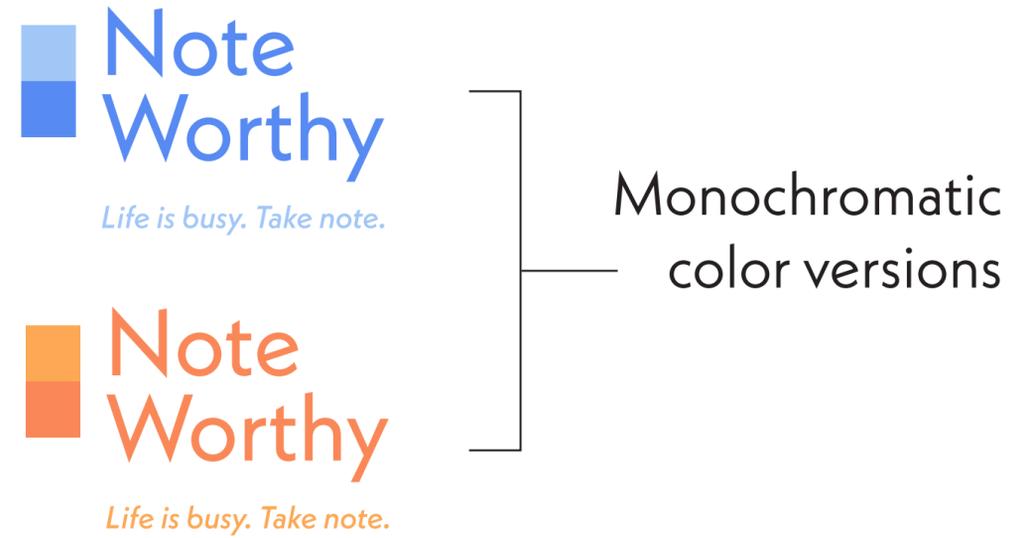
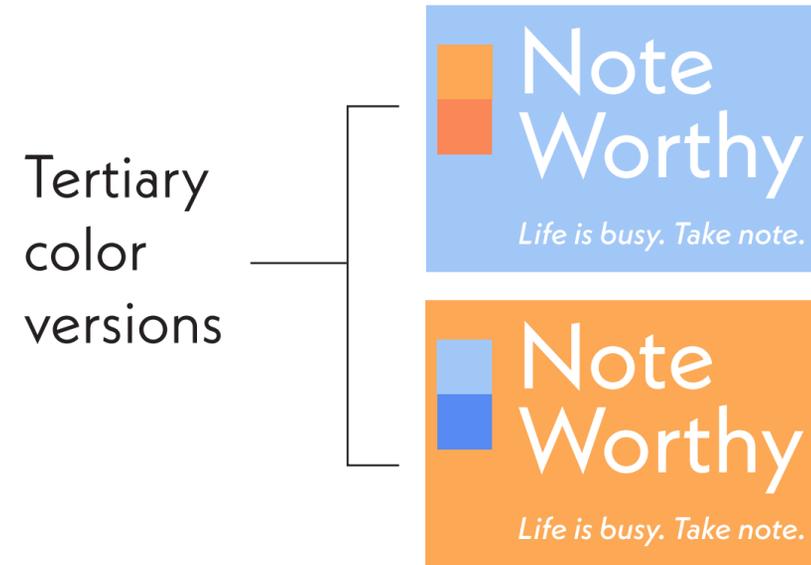
Primary color version



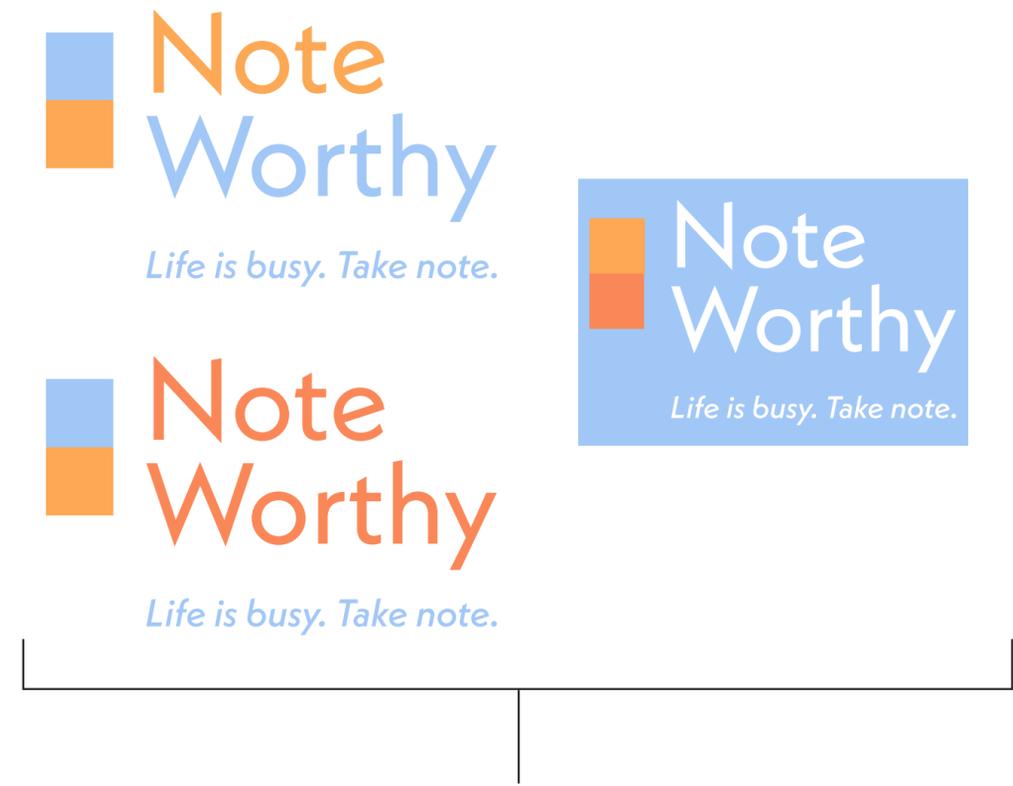
Secondary color versions



# Logo Usage



# Logo Do's



**Do** use complimentary colors whenever possible.

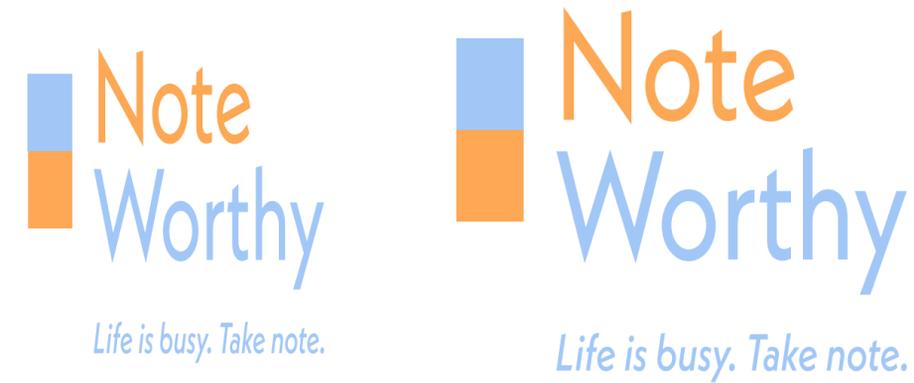
# Logo Don'ts



**Do not** add a stroke to the logomark or the logotype.



**Do not** change the proportions of the logo.



**Do not** squish or stretch logo. Logo must be scaled proportionately.

# Logo Don'ts



**Do not** use a different typeface for the logotype.

# Typefaces

Neue Kabel Extra Light Italic  
*Neue Kabel Extra Light Italic*  
Neue Kabel Light  
*Neue Kabel Light Italic*  
Neue Kabel Regular  
Neue Kabel Book  
Neue Kabel Medium  
*Neue Kabel Medium Italic*  
Neue Kabel Bold

This font is used for the logo, headers, body copy, emphasis, and captions.

Forma DJR Display Light  
*Forma DJR Display Light Italic*  
Forma DJR Display Regular  
*Forma DJR Display Italic*  
Forma DJR Display Medium  
*Forma DJR Display Medium Italic*

This font is used for subheaders, body copy, emphasis, and captions.

Poiret One Regular

This font is used for subheaders.

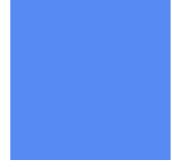
# Typefaces in Use

## Header

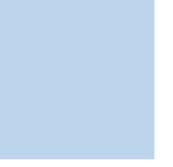
### Subheader

For this month's illustrated journal line, we decided to go with an artist that is well-known and can appeal to a younger audience, specifically students in high school. The theme for the line will be bright, positive colors that younger buyers would enjoy. The artist plans to illustrate a total of three original covers for the line.

# Color Palette

				
<b>Pencil Orange</b> <b>PMS: 150 C</b> HEX: #fca854 RGB: 252, 168, 84 CMYK: 0, 39.72, 74.64, 0	<b>Burnt Highlighter</b> <b>PMS: 2024 C</b> HEX: #fa8857 RGB: 250, 135, 87 CMYK: 0, 58.04, 69.11, 0	<b>Eraser Blue</b> <b>PMS: 2717 C</b> HEX: #a1c8f7 RGB: 161, 199, 247 CMYK: 33.51, 13.09, 0, 0	<b>Planner Blue</b> <b>PMS: 2718 C</b> HEX: #578bf2 RGB: 87, 138, 242 CMYK: 64.69, 44.49, 0, 0	<b>Gel Pen Blue</b> <b>PMS: 2728 C</b> HEX: #0532b8 RGB: 5, 51, 184 CMYK: 95.16, 85.35, 0, 0
<b>Primary</b> Logo, typography, backgrounds, illustrations, patterns				<b>Accent</b> Backgrounds, illustrations, & patterns

# Color Palette

				
<b>75% Pencil Orange</b> <b>PMS:</b> HEX: #f9a854 RGB: 251, 189, 127 CMYK: 0.13, 29.28, 55.23, 0	<b>75% Burnt Highlighter</b> <b>PMS:</b> HEX: #f58857 RGB: 248, 166, 130 CMYK: 0.16, 41.46, 47.66, 0	<b>75% Eraser Blue</b> <b>PMS:</b> HEX: #a1d8f7 RGB: 188, 213, 237 CMYK: 24.41, 8.57, 0.52, 0	<b>75% Planner Blue</b> <b>PMS:</b> HEX: #87c8f2 RGB: 137, 161, 208 CMYK: 46.54, 30.03, 1.28, 0	<b>75% Gel Pen Blue</b> <b>PMS:</b> HEX: #0542b8 RGB: 96, 117, 182 CMYK: 68.44, 54.6, 0.88, 0
				
<b>50% Pencil Orange</b> <b>PMS:</b> HEX: #fbd3a9 RGB: 252, 211, 170 CMYK: 0.55, 18.51, 34.12, 0	<b>50% Burnt Highlighter</b> <b>PMS:</b> HEX: #f9c2ab RGB: 250, 195, 172 CMYK: 0, 27, 29, 0	<b>50% Eraser Blue</b> <b>PMS:</b> HEX: #d1e2f3 RGB: 209, 226, 243 CMYK: 16.3, 5.04, 0.45, 0	<b>50% Planner Blue</b> <b>PMS:</b> HEX: #b0c0df RGB: 176, 193, 223 CMYK: 29.64, 17.71, 1.57, 0	<b>50% Gel Pen Blue</b> <b>PMS:</b> HEX: #94a1cc RGB: 149, 162, 204 CMYK: 42.11, 31.42, 2.61, 0
<b>75% and 50% Screened Colors</b> 75% and 50% screens of all brand colors may be used as <b>accents</b> in a variety of designs.				

# Patterns

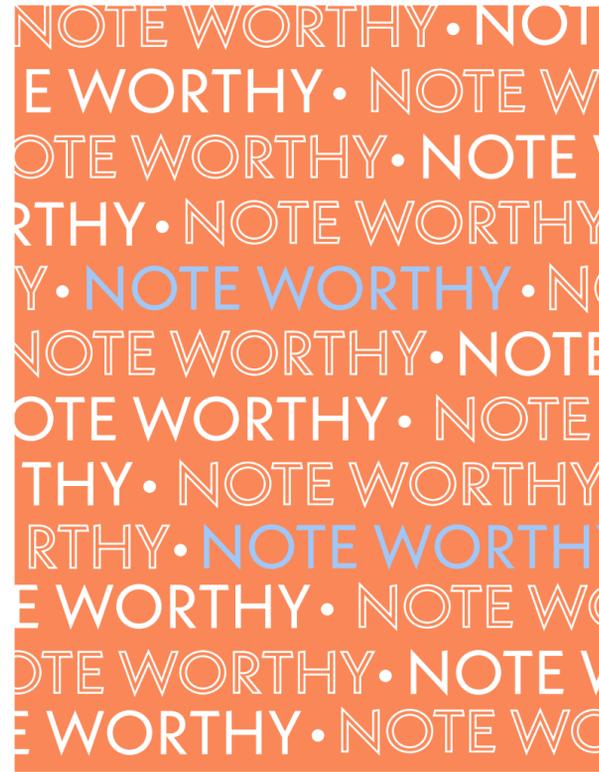


## Block Pattern

Blocks, from the **deconstructed logo mark**, can create a pattern of falling squares. They can be used across a variety of design projects because they are a subtle, minimalist addition.



*Note: Outlining type is **only permissible for patterns**, which do not include the logo.*



## Typographic Patterns

**Repeated words** in the Neue Kabel typeface can create a pattern by using a combination of normal, filled letters and outlined, no-fill letters. This is primarily for “Noteworthy” or the names of staff members for **stationery or packaging items**.

# Dividers

Noteworthy  
Journals

Life is busy.  
Take note.

A **vertical line** can be used to separate portions of type, images, etc. as a reflection of the logo.



**Two horizontal lines** can be used to separate type, images, etc. as a reflection of ruled paper.

Our stationery design reflects our branding with business cards, letterheads, envelopes, email signatures, and more, which staff members use on a daily basis.

# Stationery

At Noteworthy, we celebrate **individuality**. So, we have **several business card options** that staff members can choose from.

## Business Cards



### Option A

..showcases a **minimalist design** with the logotype on the front. Back 1 has a unique vertical design and is minimalist to its core. Back 2 includes the falling block pattern. All business card options have **complimentary colors for the front and back** backgrounds.

# Business Cards

# Business Cards

Front



Back Option 1



Back Option 2



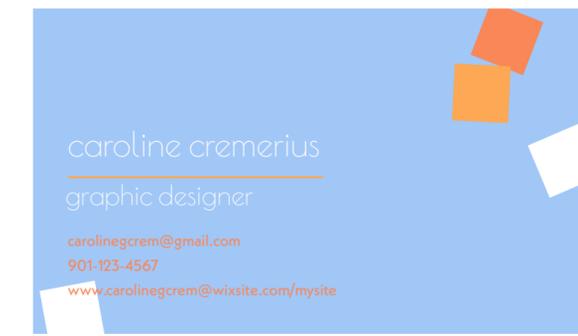
## Option B

Option B showcases a **typographic pattern** on the front with **complimentary colors** and minimalist designs for the back options. Back Option 1 shows the falling blocks pattern and Back Option 2 show the logomark rotated.

Front



Back Option 1



Back Option 2



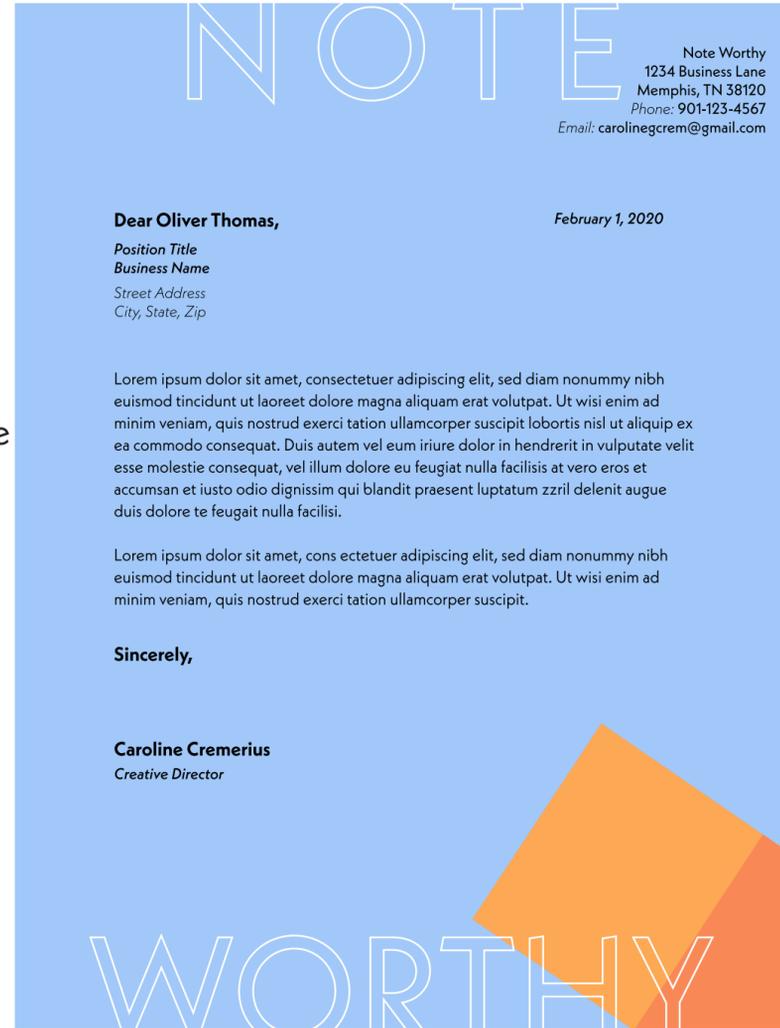
## Option C

Option C showcases a **typographic pattern** on the front with **complimentary colors** and minimalist designs for the back options. Back Option 1 shows the falling blocks pattern, and Back Option 2 show the logomark rotated.

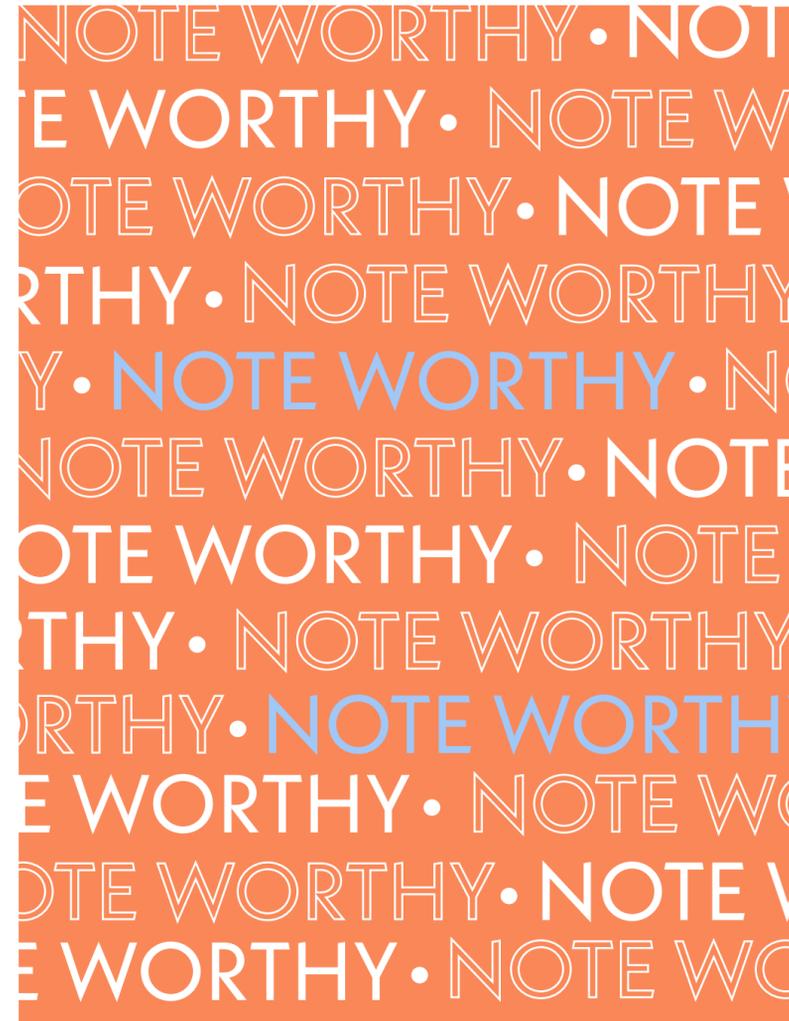
# Letterhead

Color changes are only permitted in the case of **accessibility** needs for enhanced legibility, in which case the **front can be white**, and the white type outlines can be changed to a blue brand color.

No layout changes are permitted for the letterhead.



Front



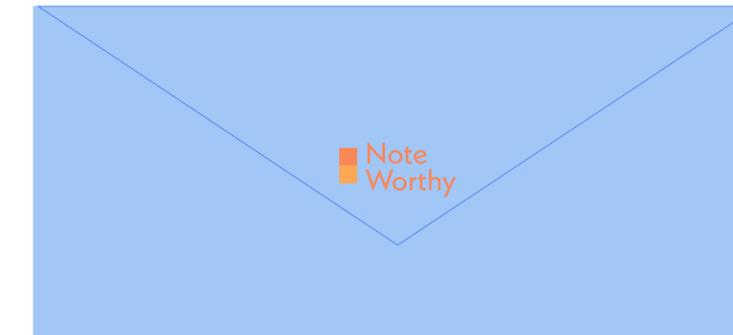
Back

# Envelope

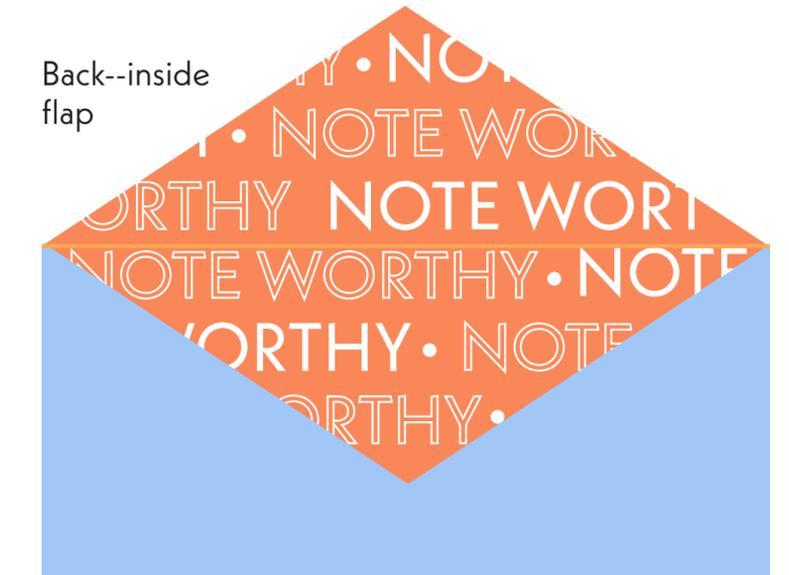
Front



Back



Back--inside flap



Envelope features a minimalist design with falling blocks pattern on front and typography pattern inside. Color changes are only permitted in the case of **accessibility** needs for enhanced legibility, in which case the **outside can be white**, and the white blocks can be changed to a blue brand color.

# Invoice

The blue background is preferred, but the white background can be used for **accessibility** for those with vision impairments.



**Note Worthy**  
Life is busy. Take note.

Note Worthy  
1234 Business Lane  
Memphis, TN 38120  
Phone: 901-123-4567  
Email: carolinecrem@gmail.com

Billed To: **Client Name**  
1234 Client Address  
City, State Zip

Date of Issue  
**February 1, 2020**

Invoice Number  
**000000**

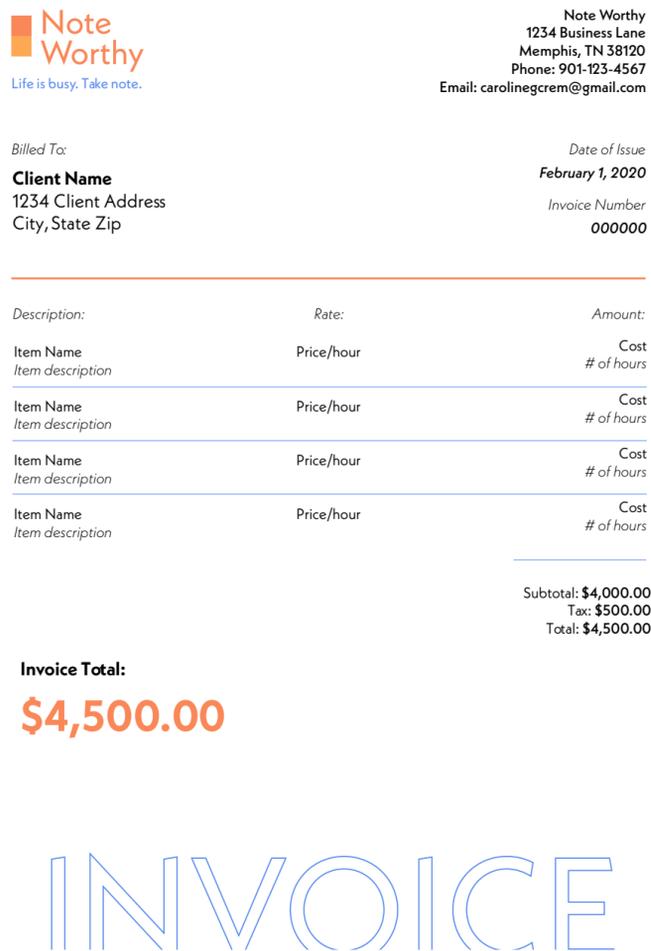
Description:	Rate:	Amount:
Item Name Item description	Price/hour	Cost # of hours
Item Name Item description	Price/hour	Cost # of hours
Item Name Item description	Price/hour	Cost # of hours
Item Name Item description	Price/hour	Cost # of hours

Subtotal: **\$4,000.00**  
Tax: **\$500.00**  
Total: **\$4,500.00**

**Invoice Total:**  
**\$4,500.00**

INVOICE

No layout changes are permitted for the invoice.



**Note Worthy**  
Life is busy. Take note.

Note Worthy  
1234 Business Lane  
Memphis, TN 38120  
Phone: 901-123-4567  
Email: carolinecrem@gmail.com

Billed To: **Client Name**  
1234 Client Address  
City, State Zip

Date of Issue  
**February 1, 2020**

Invoice Number  
**000000**

Description:	Rate:	Amount:
Item Name Item description	Price/hour	Cost # of hours
Item Name Item description	Price/hour	Cost # of hours
Item Name Item description	Price/hour	Cost # of hours
Item Name Item description	Price/hour	Cost # of hours

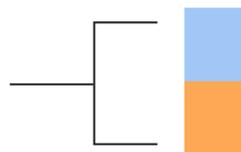
Subtotal: **\$4,000.00**  
Tax: **\$500.00**  
Total: **\$4,500.00**

**Invoice Total:**  
**\$4,500.00**

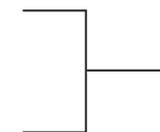
INVOICE

# Email Signature

Logomark of equal height to the name and position title.

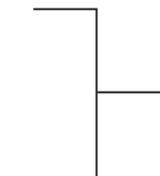


**Caroline Cremerius**  
**Creative Director**



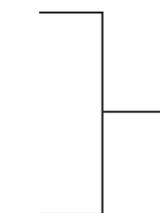
- Staff member name
- Position title

noteworthy.org  
901-123-4567  
1234 Business Lane



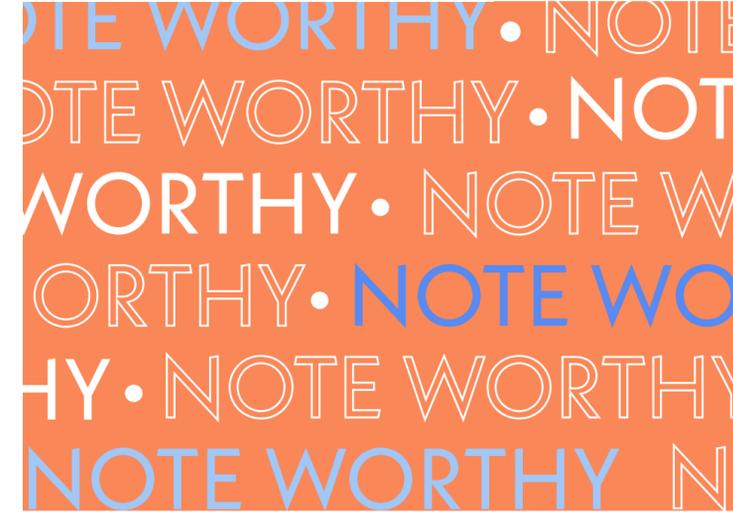
- Noteworthy website link
- Staff member phone number
- Business address

**Note**  
**Worthy**  
*Life is busy. Take note.*



- Logo type
- Tagline

# Postcard



## Example Postcard

Postcards are fun and unique items that allow for new designs. Designs that follow the standards in this guide can be used for alternate postcards.

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”

- *Ralph Waldo Emerson*



Product design is one of the most important parts of our business. Many customers are drawn to us specifically for our variety of minimalist and illustrative journal covers.

# Product Design

## Minimalist Covers



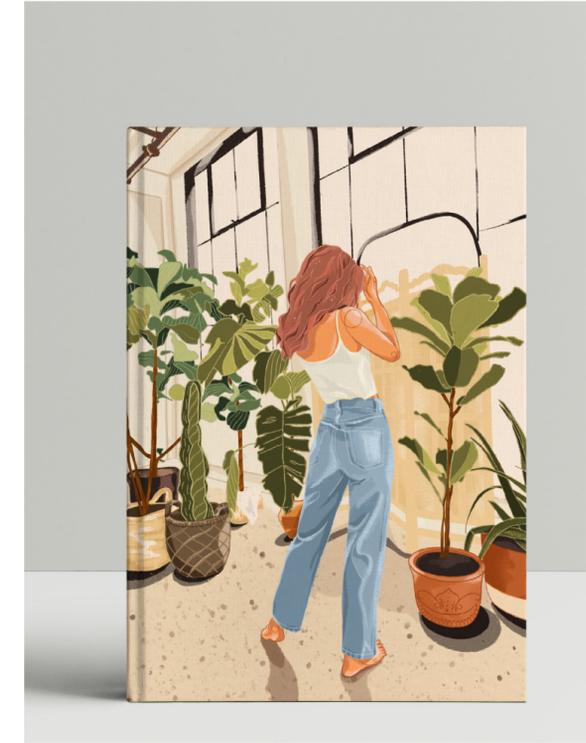
Minimalist Cover designs can change over time, but the theme should stay the same: **simple designs** that flow with whatever kind of pages the customer chooses for their journal. New color schemes should be added periodically.

# Minimalist Covers



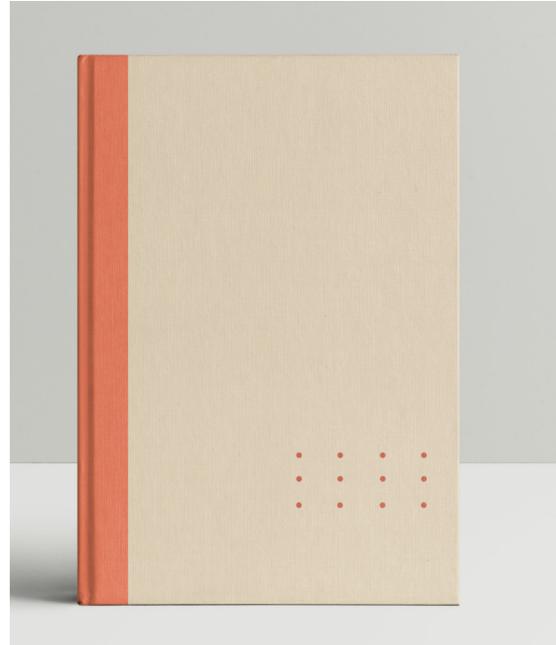
There should always be **a design with lines** on the front for journals with ruled pages, and **a design with dots** on the front for journals with dotted pages. Again, new color schemes should be added periodically.

# Illustrated Covers



Every two months, Noteworthy does a **collaboration with a different artist** to create 2-3 journal covers, which are then available for two months.

# Journal Sizes



Journals should come in a **variety of sizes**, such as 3x5, 6.5x7, and 7.5x9.75.

“The main thing is that greatness is doable. Greatness is many, many individual feats, and each of them is doable.”

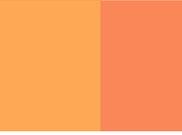
- *Angela Duckworth*



Because our journals are unique and customizable, we use minimalist advertising strategies to let the uniqueness of our journals shine.

# Advertisements

# Advertisements



Advertisements should **implement simple, clean designs** to allow the journal designs to stand out as the focus.



For questions, please contact [brand@noteworthy.com](mailto:brand@noteworthy.com)

For copies of this guide, please visit:  
[www.noteworthy.com/brandstandards](http://www.noteworthy.com/brandstandards)

# Contact

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

- *Thomas Edison*

