



JL Records Corporate Identity and Brand Standards Manual

# THE JL RECORDS IDENTITY

As one of the last authentic record stores left in the Lafayette Indiana area, JL Records is a staple in the sale of CDs and records. The JL Records brand symbolizes a business that has stood the test of time while keeping its genuine origins as a straightforward, dependable, playful, and classic record store.

This manual illustrates JL Records' identity and the program to exhibit that identity throughout the range of business systems. The regulations portrayed throughout are to be used as a set of guidelines to maintain and take advantage of this systems wide range of possibilities. The rules are not set in stone but when used as portrayed, the identity will remain simple, elegant, and purposeful in almost any application.

The following is a structured blueprint of the JL Records brand strategy and the basic systems it has been applied too.

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# LOGO

The logo design reflects the classic, fun, full-of-life atmosphere of the record store itself. The rough bubble letters are distorted to fit into the wrapping headphones supporting a trendy 1970s impression. The headphones themselves were used to express what JL Records is in its logo without having to actually read the type. The color logo indicates the variety of the stores music with a different color for each letter, while also portraying a fun new logo to consider a young target audience.

# Clearspace

The Clearspace surrounding the logo is kept clear to maintain the logos readability and presence among other aspects of a design



The clearspace can be identified by the measurement of the letters J and L in the logo. The clearspace should be at least the width of these letters for effective use.

Also, a small amount of clearspace should be kept as a buffer between the headphones and the type. This space keeps the logo legible when it is used in smaller applications



# Color









As stated earlier, the multitude of colors were used to represent the variety of music and other media sold at JL Records. Also, the high value of the colors was chosen to appeal to a younger target audience. The seven colors included in the palette produces a variety of possibilities while maintaining the standardization a logo needs.

The colors in this palette may be used in almost any variety. The logo will work regardless of the new chosen from the palette as long as the following rules are abided by.

This is the main color logo and is the only instance in which every color in the palette should be used.

The order of the colors in this logo should remain constant.



	C - 0 M - 0 Y - 0 K - 100		C - 0 M - 80 Y - 100 K - 0		C - 100 M - 0 Y - 0 K - 0		C - 35 M - 18 Y - 91 K - 0
	C - 55 M - 0 Y - 30 K - 0		C - 35 M - 0 Y - 100 K - 0		C - 5 M - 61 Y - 100 K - 0		C - 31 M - 76 Y - 0 K - 0

1. More than one color from the palette should not be used in anything other than the use in "records" in the main color logo.



2. Any one of the seven colors can be used for the logo as long as it is used a solid for the entire logo (again excluding the main color logo).



3. Black should be exclusive to the two main logos.



4. A white or black logo can be used on any background color from the palette.



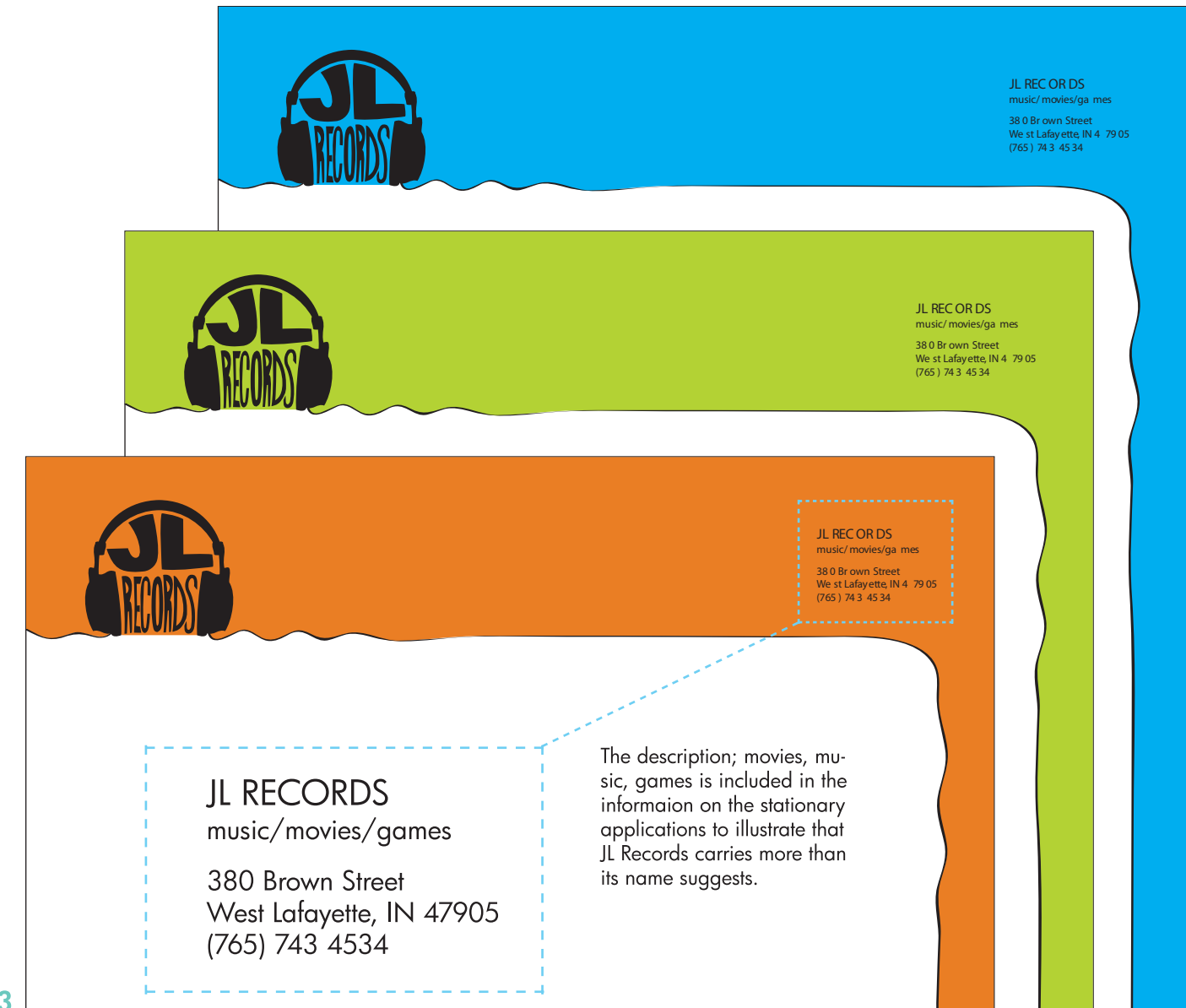
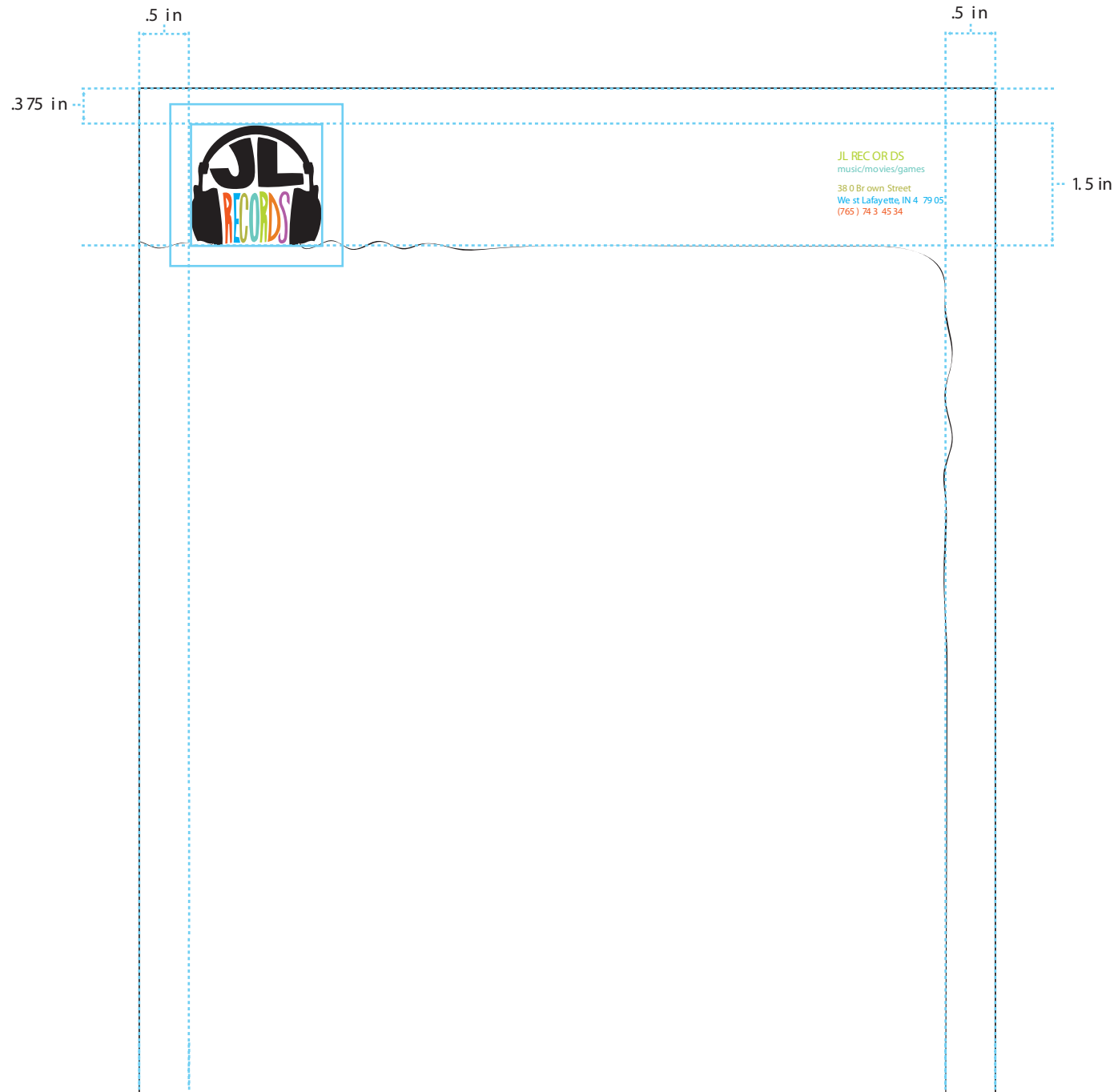
# STATIONARY

The stationary applications keep a simple and elegant theme throughout. With the playfulness of the bright colors and the complex and irregular form of the logo, simple layouts contrast well on the letterhead, business card, and envelope design. The color possibilities remain for each stationary application. Each application has been designed to adjust to any one of the seven colors included in the palette.

# Letterhead

The letterhead is an important stationary application for every business, and JL Records is no exception. With this letterhead the focus was on what is important, its function. With this in mind not much more was used than the information and the logo in this design. Once again this application can incorporate any color from the palette.

The color letterheads must have solid black typography and logotype to remain legible. White sheets can contain every color.



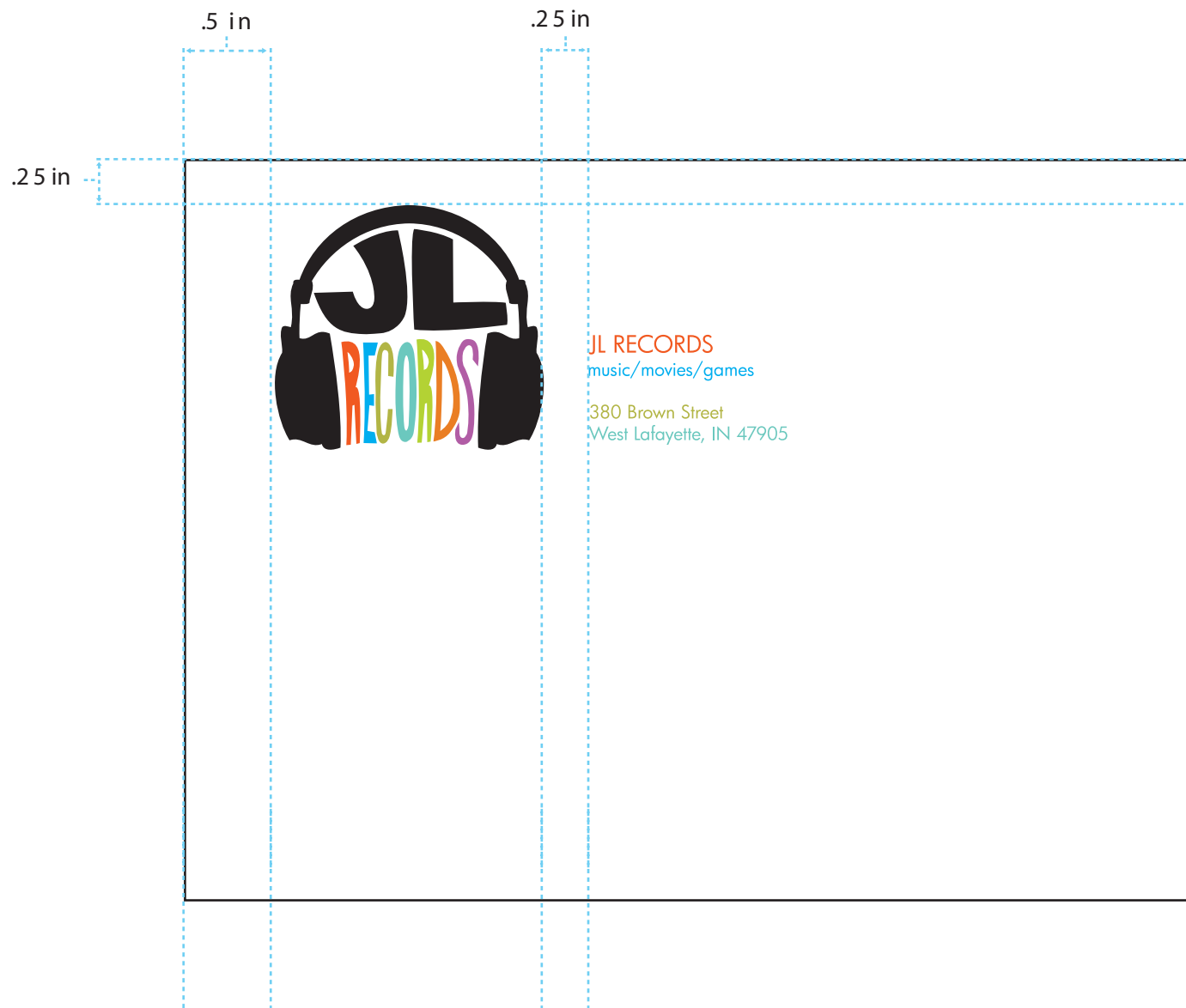
JL RECORDS  
music/movies/games  
380 Brown Street  
West Lafayette, IN 47905  
(765) 743 4534

The description; movies, music, games is included in the informaion on the stationary applications to illustrate that JL Records carries more than its name suggests.



# Envelope

The envelope is very similar to the letterhead in its simplicity. Again only the necessary is included in the layout. The colors can vary once again as well. Plenty of blank space is left for the stamp and address on the right hand side.



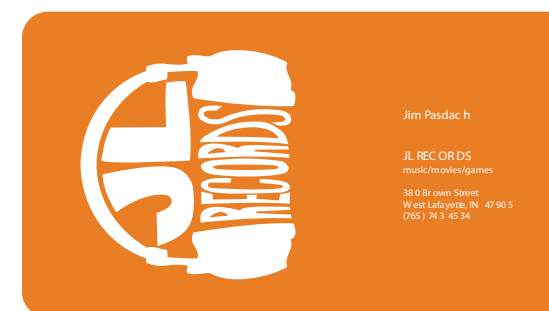
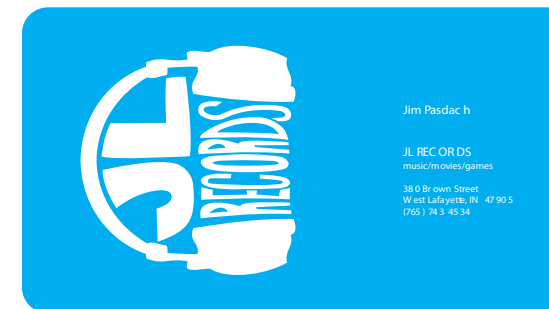
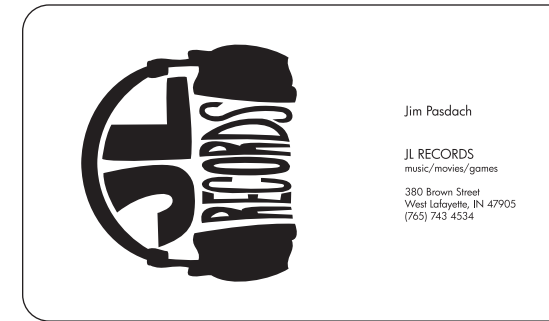
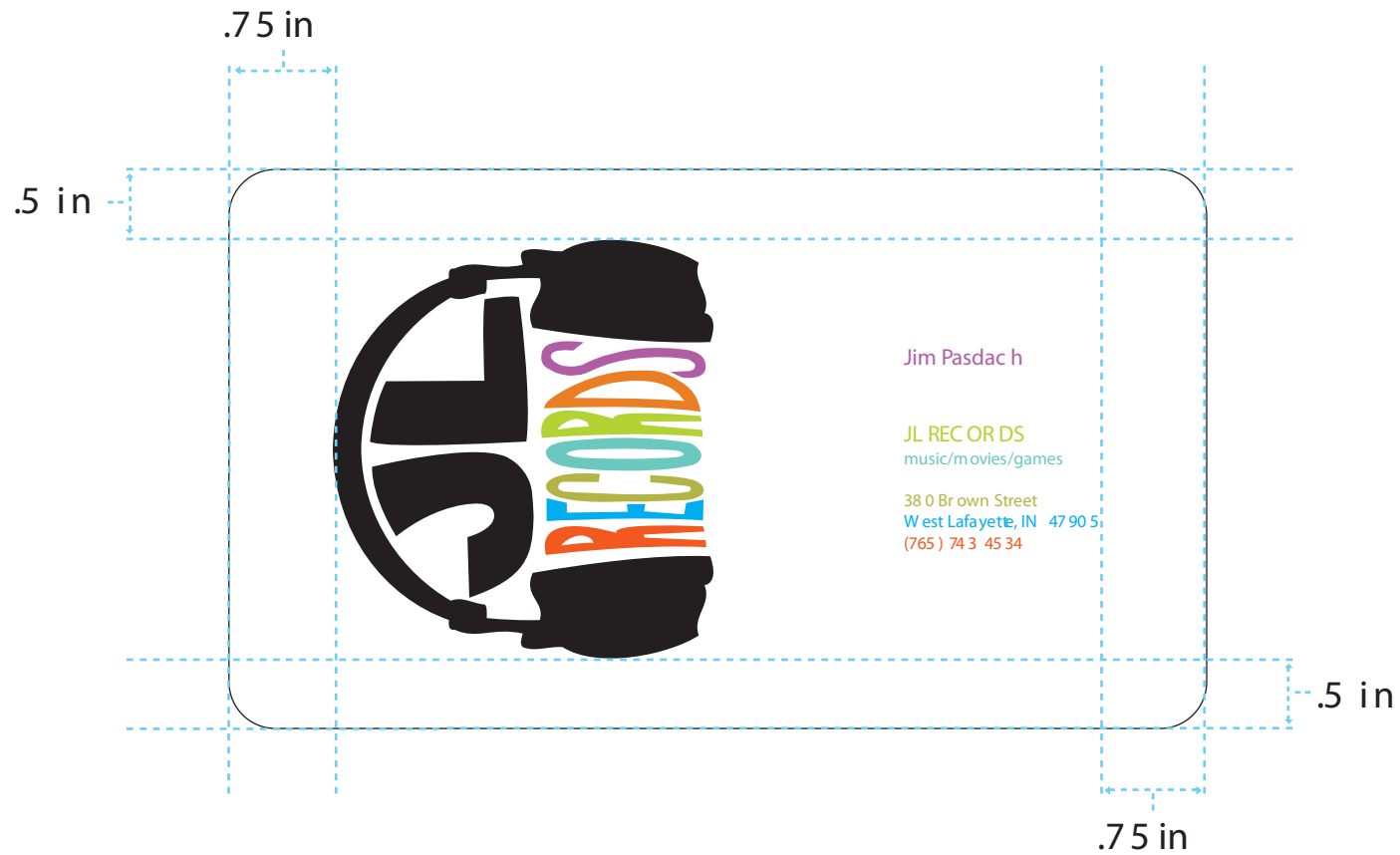
The color letterheads must have solid white typography and logotype to remain legible. White sheets can contain every color.



# Business Card

The business card remains simple and elegant along with the letterhead and envelope. Taking advantage of the series of colors in the logotype, a line is created from the individual letters in "RECORDS" to the information. When the card is viewed vertically the typography resembles sound bars, including a musical quality to the application.

Again, every color included in the palette can applied to the business cards design. A white logo and font work well with the solid color background



# TYPOGRAPHY

Futura was chosen as JL Records primary typeface. The simple geometric forms it creates and its Bauhaus representation associates well with the fun, yet organized, simple, and elegant design of JL Records visual identity program.

## FUTURA BK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz!@#%&

## FUTURA LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz!@#%&

## FUTURA MD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz!@#%&

## FUTURA HV

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz!@#%&**

## *FUTURA BK ITALIC*

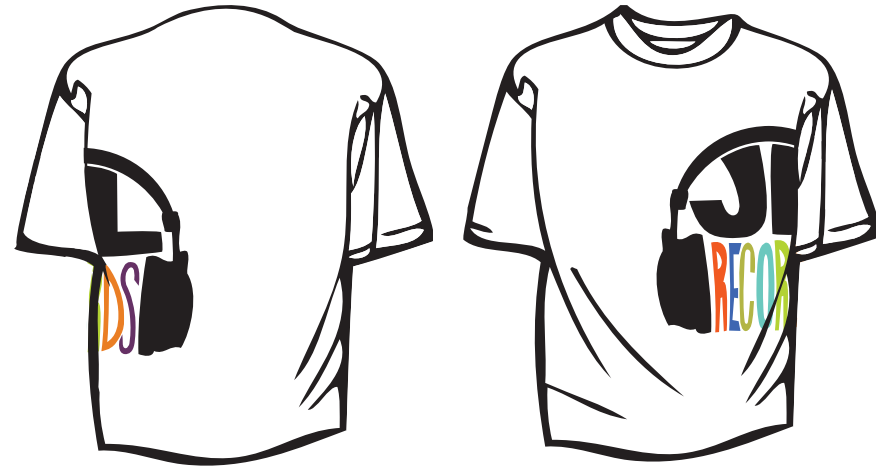
*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*  
*abcdefghijklmnopqrstuvwxyz!@#%&*

# ADDITIONAL APPLICATIONS

This program has the capability to merge with a wide range of possible applications. As a record store, clothing could be a very popular product to be taken advantage of by the business. The logo can be placed on hats, shirts, and jackets, and remain relatively cheap to produce if done correctly. Self promotional material can also be a plus for a business like JL Records. For example bags, cases, and posters can all be used by the store for publicity and functionality as well.

## T-shirt

A white or color t-shirt with the logo could be relatively cheap for the business to produce on a larger scale. The look and feel of the logo makes the tee a simple trendy item while helping to promote the business. The featured t-shirt on top is an example of a more elaborate design that could be accomplished as well.



## Hat / Bag

This style of hat is one of the cheapest to produce and fits well with the vintage impression of JL Records. The plastic bag could be a very useful item in the sale of cd's or movies.



# CONTACT

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