Brand Guidelines.

Design and
Brand Guidelines
2021

SHUM
jewelry

	Seduce and Destroy	
Male Jewelry Protagonists.	**SHUM** **Exclusive Men's Jewelry Line**	
AMS - NY - PA	Be in touch. **www.shumjewelry.com**	SHUM JEWELRY 2021

Welcome to the brandma-nual of SHUM JEWELRY

These guidelines describe the visual and verbal elements. That represents the shum jewelry corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified, image of our company.

These guidelines reflect scum jewelry commitment to quality, consistency and style.

The shum brand, including the logo, name, colors and other identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interest by preventing unauthorized or incorrect use of the design and brand guidelines.

Design and Brand Guidelines

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SECTION 0

INTRODUCTION

ABOUT

shum is a jewelry brand founded in 2021 by Pedro Dias and Helena Vreeburg, The brand is committed to exploring new concepts in jewelry while creating a marked for the metrosexual men, the man who is not afraid to show himself, and cares about his looks, style and how he is perceived.

shum jewelry is for the guy who has clearly taken himself as his own love object and pleasure as his sexual preference. Pieces with the right amount of style,

“The typical metrosexual is a young man with money to spend, living in or within easy reach of a metropolis – because that’s where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference.”

SECTION 1

CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and Computation
Incorrect Logo Applications

Corporate Logo and Corporate Trademarks

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Logo Introduction
Our logo is the key building block of our identity. The primary visual element that identifies us. The signature is our company name. with sometimes “Jewelry” underneath it.

The Full Logotype
shum jewelry Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services – the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Pedro Jesus name. the Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper-case letters. The typeface is Montserrat Purism and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It’s a fresh and appealing blend of colours chosen for their strong combination – modern – classic – timeless. The colours have been selected according to international standards as shown below and are easily implemented.

Recommended Formats are:

.eps | .ai | .jpg | .tiff | .png

Attention:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo stystem and brand consistency. Please consult with the Shum Jewelry Trademark Licensing if you have any questions or need further help.

Logo Construction, Clearspace and computation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark. Of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Clearspace:

Definition:
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invage this zone.

Computation:
-
To work out the Clearspage take the height of the logo and divide it in half. (Clearspace = height /2)

Logo application and standards

Logo A.
Background Black Version

Logo B.
Background Colored Version

Logo C.
Background Dark Grey Version

Logo D.
Background Light Grey Version

Incorrect Logo Application:

- Do not invert the logo symbol
- Do not alter the logo type style
- Do not change the size relationship between the logo symbol and logo type.
- Never change the proportions of the logo vertically or horizontally or alter the appearance in any way
- Do not alter the color of the logo

SECTION 2

CORPORATE TYPOGRAPHY

The Corporate Fonds
Primary Font
Secondary Font
Font Hierachy

The Corporate Fonts and Typography Guidelines

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all shum jewelry communications. We have selected a font which helps inject energy and enthusiasm into the entire shum jewelry communications, as the primary and secondary corporate typefaces.

Primary Font

Helvetica Neue

Designer: Max Miedinger

Helvetica is a neo-grotesque design, one influenced by the famous 19th century (1890s) typeface Akzidenz-Grotesk and other German and Swiss designs. Its use became a hallmark of the International Typographic Style that emerged from the work of Swiss designers in the 1950s and ‘60s, becoming one of the most popular typefaces of the mid-20th century. Over the years, a wide range of variants have been released in different weights, widths, and sizes, as well as matching designs for a range of non-Latin alphabets. Notable features of Helvetica as originally designed include a high x-height, the termination of strokes on horizontal or vertical lines and an unusually tight spacing between letters, which combine to give it a dense, solid appearance.

A B C D E F G H I J K L M Bold
N O P Q R S T U V W X Y Z
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

A B C D E F G H I J K L M Regular
N O P Q R S T U V W X Y Z
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

0 1 2 3 4 5 6 7 8 9 0 Figures

* “ ! ” # $ % & ’ ( ) * + , - . / : ; < = > ? @ Special Characters
[\ ] ^ _ ` { | } ~ ”

The Corporate Fonts and Typography Guidelines

Secondary Font

Fond of our logo

All Round Gothic

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
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

Bold

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
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

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

* “ !”#$%&’()*+,-./:;<=>?@
[\]^_`{|}~”

Special Characters

Corporate Typography and Text Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for shum jewelry layouts.

Context Text and inner Headlines

Caption Text

Brand name Typo
-
Helvetica Neue Regular
11pt Type/ 13,2 pt Leading

Copy Text

**Brand name* Typo*
-
Helvetica Neue Italic
11pt Type/ 13,2 pt Leading

Headlines and Typebreaks

Headlines Copytext

***Brand name* Typo**
-
Helvetica Neue Bold
13pt Type/ 15,6 pt Leading

Big Headlines and Title

Subhead Typo
-
Helvetica Neue Bold
30pt Type/ 36 pt Leading

Sequencer and Title for Marketing

Head Typo
-
Helvetica Neue Bold - Capital Letters
47pt Type/ 56,4 pt Leading

SECTION 3

CORPORATE COLOUR SYSTEM

The Corporate Colours
Primary Colour System
Secondary Colour System

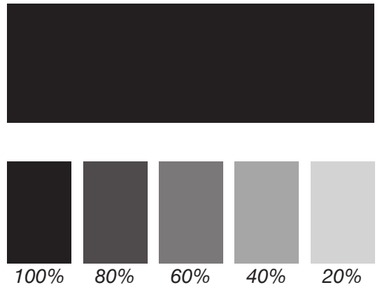
The Primary Colour System and Colour Codes

Colour plays an important role in the shum jewelry corporate identity program. The colours below are recommendations for various media. A pallete of primary colors has been developed, which comprise the 'One Voice' colour scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the shum jewelry identity across all relevant media. Check with you designer or printer when using the corporate colours that they will always be consistent.

Primary Colour System

Colour A: Dessert Storm

Colour codes
CMYK : 6, 4, 5, 0
Pantone : 663 C
HSB : H65* S0% B95%
RGB : R243 G243 B242

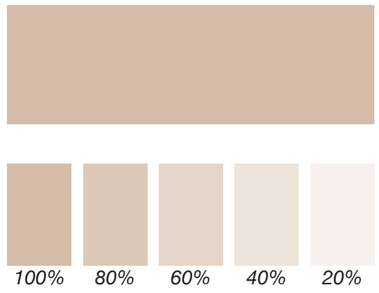


Colour B: Hard Black

Colour codes
CMYK : 0, 0, 0, 100
Pantone : 297 C
HSB : H0* S0% B0%
RGB : R000 G000 B000

Explanation:
The Pedro Jesus company had three official colours: 'Dessert storm' 'Hard Black' and 'Akaroa'. These colours have become a recognizable identifier for the brand.

Usage:
Use them as the dominant colour pallete for all internal and external visual presentations of the brand

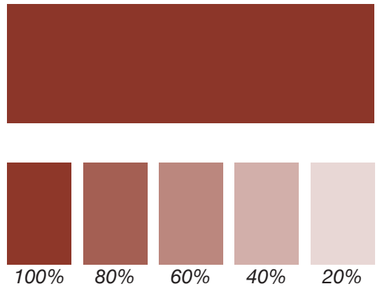


Colour C: Akaroa

Colour codes
CMYK : 15, 23, 30, 2
Pantone : 2310 C
HSB : H27* S19% V86%
RGB : R220 G197 B178

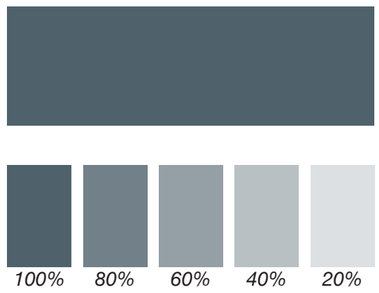
The Secondary Colour System and Colour Codes

Secondary Colour System



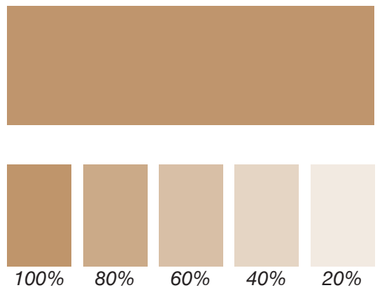
Colour A: Canyon Red

Colour codes
CMYK : 28, 85, 85, 30
Pantone : 174 C
HSB : H9* S75% B57%
RGB : R146 G53 B37



Colour B: Cold Hearted

Colour codes
CMYK : 67, 47, 40, 27
Pantone : 431 C
HSB : H204* S24% B44%
RGB : R85 G102 B113



Colour C: Wet Tan Sand

Colour codes
CMYK : 20, 38, 59, 8
Pantone : 4035 C
HSB : H31* S45% V78%
RGB : R199 G156 B109

Colours are one of the most important things to transfer a brand to the customers.

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SECTION 4

STATIONERY AND BRANDING

The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement

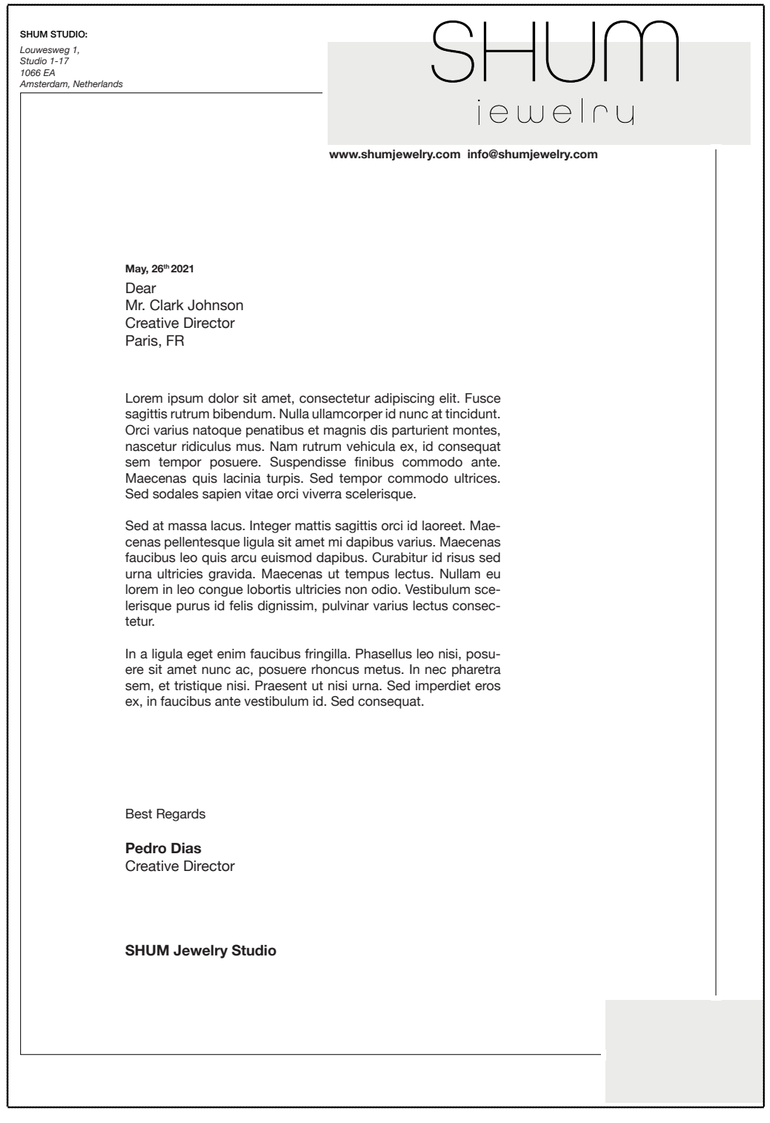
The Corporate Stationery and Usage

Company Letterhead

The Company Letterhead

Explanation:
This shows the approved layouts with the primary elements of Shum Jewelry stationery system for the font- and backside of the letterheads.

Usage:
The letterhead will be used for all official communication that is going out of the Shum company.



Parameter	Dimensions	Weight	Print
Letterhead	297 x 210 mm /DIN A4	120g/m Uncoated white	CMYK

The Corporate Stationery and Usage

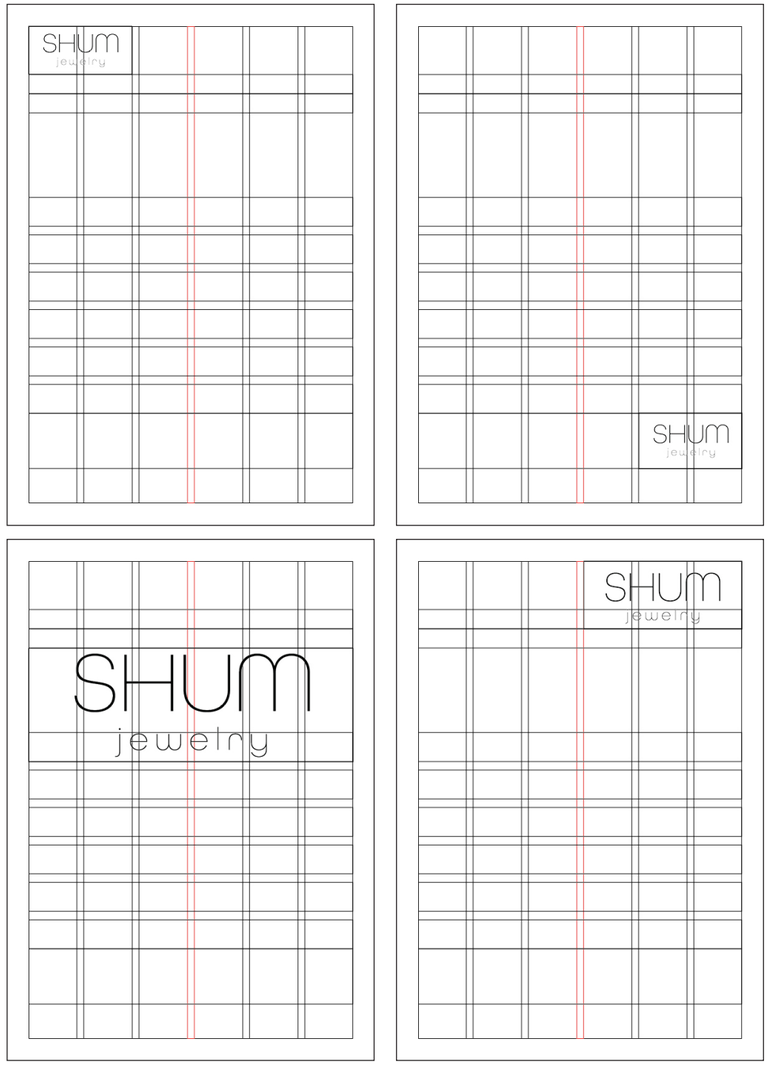
Business Cards

-

Explanation:
This shows the approved layouts with the primary elements of the Shum Jewelry stationery system for business cards.

Usage:
The business cards will be used for all official contact and communication of Shum jewelry. Insert the Shum letterhead and send your documents throughout the world.

Correct Logo Placement Example DIN A4



Logo Placement

-

Explanation:
To place the Shum Jewelry logo in the correct way please use on of the approved styles that are shown on the right. To place the Shum logo in other ways is not allowed. *(Exception: when the logo is placed in a opposite corner but touches the same points from that corner)*

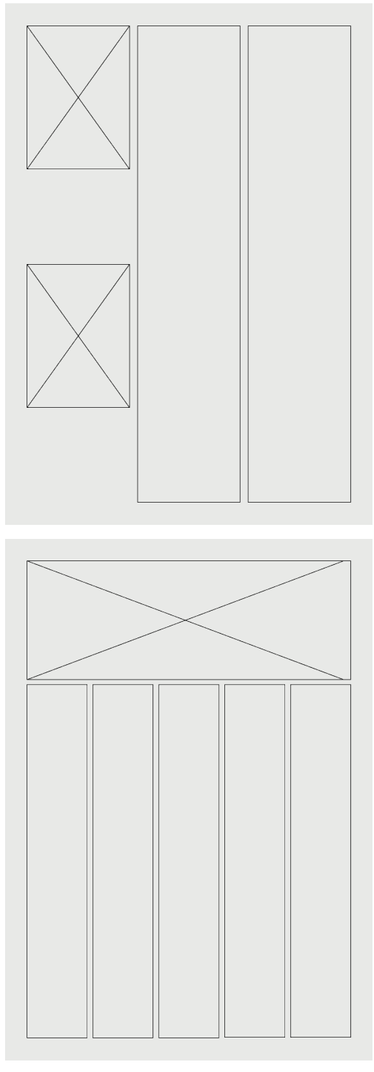
SECTION 5

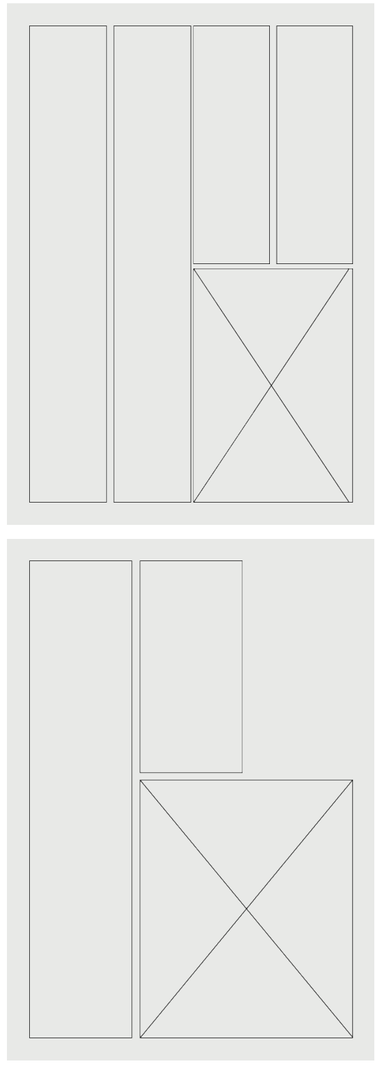
CORPORATE GRID SYSTEM

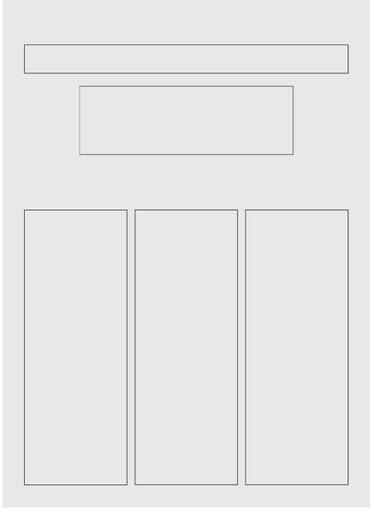
Grid Systems
Vertical Grid Systems A4
Horizontal Presentation Grid System
Vertical Grid System for Tablets

The SHUM jewelry Grid System and Application

A4 Vertical Grid System Examples







Grid System Explanation

In Graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and diagonal) or curved guidelines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner.

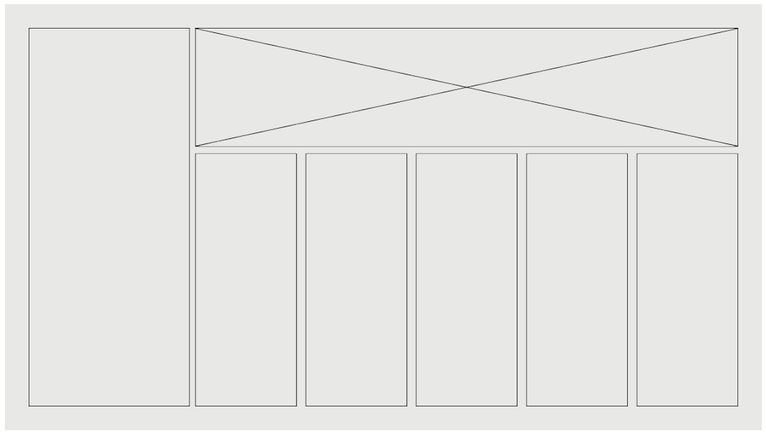
A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

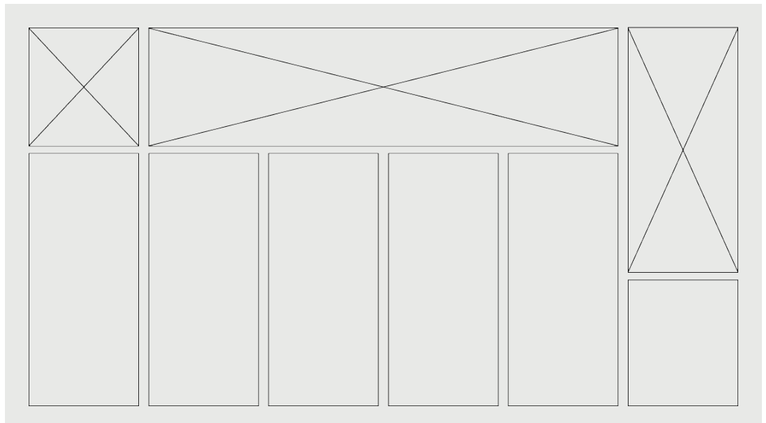
The Screen Grid System and Application

Screen Horizontal Grid System Examples

-

Explanation:
This shows an approved layout with a typography grid for a 16:9 Screen of Shum. This will be used for Company presentations in PowerPoint or Keynote.





The SHUM Jewelry Grid Example

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Phasellus posuere dapibus velit at sollicitudin. Sed ac lorem neque. Donec quis viverra nisi, quis iaculis urna. Pellentesque vitae erat fringilla, dictum quam eget, sagittis orci. Vivamus justo elit, eleifend eu risus non, dignissim varius mi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris a nisl eget lorem pretium dapibus nec sed orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce rhoncus sagittis molestie. Curabitur malesuada auctor eleifend. Vivamus eu enim nunc. Phasellus non consectetur ligula. Morbi at scelerisque neque, eget molestie risus. Pellentesque dapibus semper ligula vitae efficitur. In pellentesque lorem quis est pellentesque, vulputate maximus justo ullamcorper. Suspendisse dui urna, sagittis varius pellentesque eget, vehicula sed turpis. Phasellus egestas

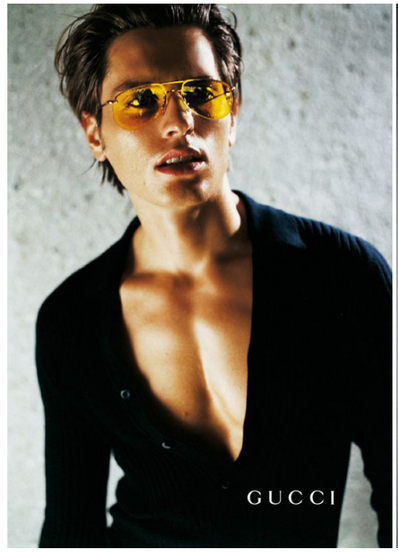
SECTION 6

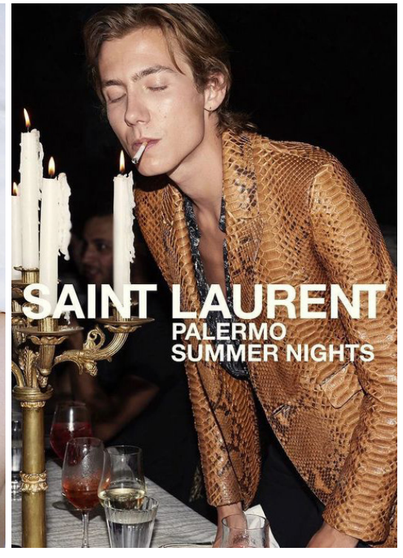
IMAGE AND BLENDING MODES

Corporate Image
Corporate Image Color
Corporate Image Black and White
Blending Modes and Options
Photography Do's and Dont's

The SHUM jewelry Corporate Image: Colored Images

Corporate Images are responsible to transfer the values of shum jewelry to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. shum jewelry use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.





The corporate image system for coloured images

Requirements:

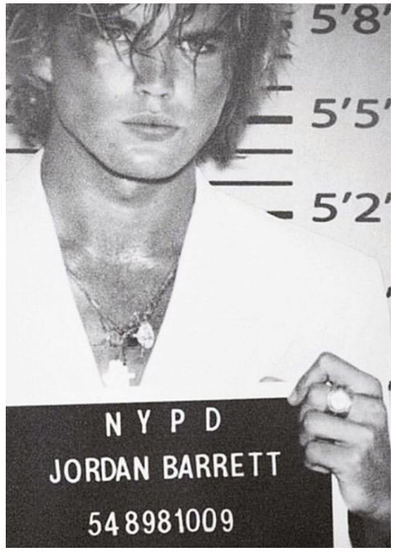
- Defining Contrast
- Flash Photography
- Cool Guy Vibe
- High Concept
- Sharp Images
- Use of Logo

The SHUM jewelry
Corporate Image: Black & White

The corporate image system for B/W images

Requirements:

- Dark Look
- Defining Contrast
- Cool Guy Vibe
- High Concept
- Sharp Images



The SHUM jewelry
Blending Modes for Brand Images

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

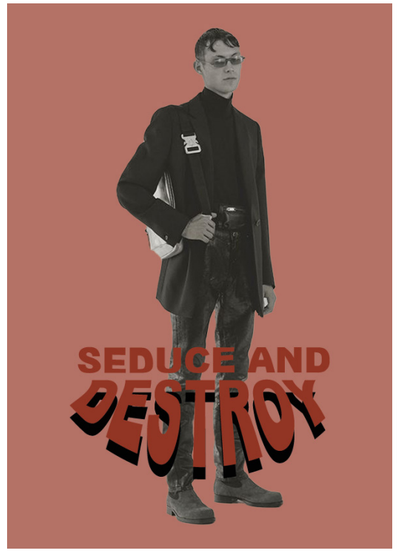
Corporate image blending modes and functionality

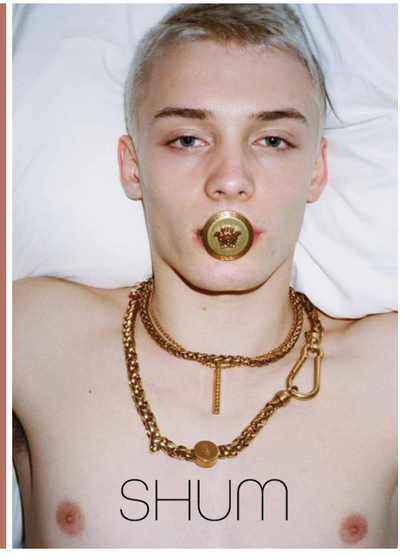
Requirements:

1) use it in black and white images only

2) use a placeholder with a yellow back

3) adjust the layet style to “multiplicate”



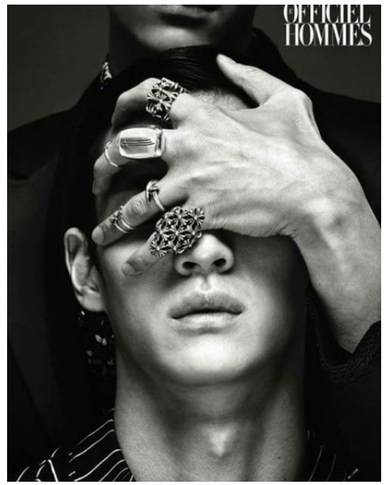


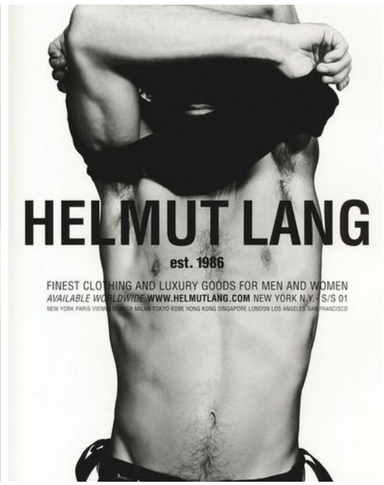
The SHUM jewelry Corporate Image Moodboard

The SHUM jewelry Photography Do’s and Don’ts

For our brand, branding is everything, it’s very important that shum jewelry is well represented in social media, billboards or any other promotion element. Photography is the most important part of this, having a strong concept for campaigns or shoots is the beginning. Use of interesting photography helps as well, we have pointed out some of the elements that makes a great shum jewelry shoot, and also some don’ts.

Photography Do’s





- Interesting Photography Style
- High Concept
- Sharp Images
- Use of Logo
-

Photography Don’ts

- No Basic Photography/Styling
- Have a Clear Concept
- Make it Interesting
- No Boring Poses

SECTION 7

GUIDELINE CHECK LIST

Checklist Introduction
Manual Checklist

The SHUM jewelry Corporate Brandmanual Checklist

The easiest way to make sure that your work will match the brand manual guidelines is to have a small check list. Before publishing, please go through the following check list, check bullet points and compare this with your publication. If something is inconsistent, please rework until everything is correct.

01) The Logo
Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.

02) Color
Please make sure that mainly your approved primary and secondary colors are used.

03) Typography
Use the font Helvetica Neue Bold for all top headings. For body text and smaller headings use font Helvetica Neue Regular. Both fonts are also available for web.

04) Imagery
Use interesting photos with an exciting concept, grayscale photos or photos with color overlay, please follow the rules and respect our wishes.

05) Print Materials
Please use the provided grids and approved layouts for all printed products and the stationery.

SECTION 8

SUMMERY AND CONTACT

Summery
Contact

The SHUM jewelry
Summery and Contact

Thank You.

A short summery
Thank you for working with SHUM Jewelry, we hope this brand manual makes clear what we appreciate when working with our brand and what we expect.

In this brandmanual we have explained how we prefer our logo, typography, colors etc. when creating a campaign or branding image for SHUM Jewelry, we hope everything is covered in this brandmanual. If there are any questions don't hesitate to ask.

Contact:

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