

J A X ✕

B R A N D I D E N T I T Y M A N U A L

A woman in athletic wear is running on a pebbly beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The background features a calm body of water and distant mountains under a cloudy sky. The overall mood is peaceful and active.

Fit is a  
*lifestyle*



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Who we are



J A X X

*Our bodies*

are forces to be reckoned with

## 1.1 Jaxx Brand Story

Jaxx is a complete solution that helps consumers get fit and stay fit for life. Our bodies are forces to be reckoned with; they are transformative, strong, resilient, and beautiful. They can crumble under stress and poor health, or prosper with care and nourishment.

To be fit is to be in good health. Nutrition affects fitness more than exercise. Jaxx's initial focus is on meal prep, where we can have the greatest impact on fitness. We empower you with the tools to get stronger, leaner, better, and more capable, each day. Your body is more beautiful and complex than a number on a scale. Nourish it.

## SIMPLE IDEA

THE SIMPLE IDEA THAT DEFINES JAXX

Fit & Healthy

## POSITIONING

HOW WE WANT TO BE PERCEIVED

Jaxx is a complete meal prep solution that helps consumers get fit and stay fit for life.

## TAGLINE

A CLARIFYING THOUGHT THAT ASSOCIATES US WITH OUR TARGET MARKET

Fit is a lifestyle

## FUNCTIONAL BENEFITS

THE REASONS WHY PEOPLE BENEFIT FROM US

- » Great design
- » Long lasting
- » Portable
- » Support & tools
- » Portioned containers
- » Custom

## EMOTIONAL BENEFITS

THE REASONS WHY PEOPLE BELIEVE THEY BENEFIT FROM US

- » Simple
- » Confidence
- » Fashion
- » Lose weight
- » Support

## STORIES

ANECDOTES THAT SHOWS HOW PEOPLE BENEFIT FROM

A woman with a desire to be lean and a lack of knowing how to get there can be confident on her journey by knowing exactly what she's eating and how it impacts her goals.

## PROOFS

PROOFS THAT SUPPORT OUR CLAIMS

- » Bag designed for everyday busy lifestyle.
- » Comprehensive & educational solution; not just focused on containers.

## 1.2 Messaging Framework

The Messaging Framework is used to define the foundation of a brand. It is an integral part of messaging; and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

## POSITIONING

Jaxx is a complete meal prep solution that helps consumers get fit and stay fit for life.

## TAGLINE

Fit is a lifestyle.

## 1.3 Positioning & Tagline

### POSITIONING

How we want to be perceived.

### TAGLINE

A clarifying thought that associates us with our target audience.



1

Well designed

Leak-proof, keeps food cold.

2

Portable

On-the-go bags fit the consumer's busy lifestyle.

3

Long-lasting

Products are durable, high quality, easy to clean, BPA Free.

4

Portioned containers

Containers help with portion control, so consumer won't overeat.

5

Custom

Customized product offers designed around customers needs.

6

Support & tools

We educate, inspire, and provide tools for the customer to live a fit and healthy lifestyle.

1

Lose weight

Meal prep helps them to lose weight and feel more attractive.

2

Confidence

Customers can be confident on their fit journey, as this is not a fad diet.

3

Simple

We help remove the barriers to understanding nutrition & fitness.

4

Fashion

Products are attractive.

5

Support

We are a coach leading them to success.

## 1.4 Benefits

### FUNCTIONAL BENEFITS

The reasons why our consumers benefit from us.

### EMOTIONAL BENEFITS

Why consumers believe they benefit from us; why do they tell themselves to do business with us?

1

*A divorcee who wants a fresh start and a fit body but lacks knowing how to get there, can be confident on her journey by knowing exactly what she's eating and how it impacts her goals.*

2

*A bride-to-be who is trying to lose some extra weight and values nutrition but doesn't believe in fad diets can design a nutrition plan and meal prep routine that gives her excitement around her meals on-the-go.*

3

*A busy working professional with a desire to eat consistently healthy can design a program that fits her needs, curb her temptations on-the-go, and give her more time in the day.*

1

*Since the launch of Jaxx, they have attracted people with a desire to be fit without being extremists.*

2

*Many meal prep companies focus on containers. Jaxx's comprehensive solution includes consumer support to help them reach their goals.*

3

*Jaxx's bag design allows customers to carry work items or gym items, helping them be consistent in their busy lives.*

## 1.5 Stories & Proof

### STORIES

A simple way to explain how customers benefit from Jaxx.

### PROOF

Proofs that support our claims.

Bold	Showing an ability to take risks; confident and courageous.
Simple	Easily understood or done; presenting no difficulty. Takes the guesswork out of how the customer achieves their goals.
Empowering	Makes the customer stronger and more confident, especially in controlling their life and claiming their rights.
Inspiring	Fills the customer with the urge or ability to do or feel something.
Informative	Providing useful or interesting information. We come from a place of authority
Self-assured	Confident in one's own abilities or character. We are the expert or authority in the space.

## 1.6 Brand Personality

### PERSONALITY

What personality do we want to permeate through our communications?



## 1.7 Photography Inspiration

The photography of Jaxx should follow the following guidelines:

- Models should be lean and fit, female age 20s-30's.
- Models should be dressed in sportswear.
- Models should not be smiling at the camera looking posed.
- Pictures in series should have authorship: same lighting, overlays, perspectives, preferably pink or cream tones or lighting.

Logo Elements

J A X ✕

## 2.1 Jaxx Logo

The Jaxx logo is the primary element of the Jaxx identity system and must appear on all official Jaxx communications. The Jaxx logo reflects the principal concepts of the brand through the different elements of its construction.

The lines are simple, sophisticated and modern. The typography and the color palette reference an inspiring, confident and bold attitude.

The consistent and accurate use of the Jaxx logo will ensure the brand identity and allowing for integrity, recognition and continuity across all mediums. It must not be modified in any way.





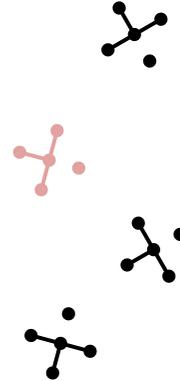
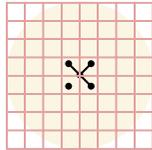
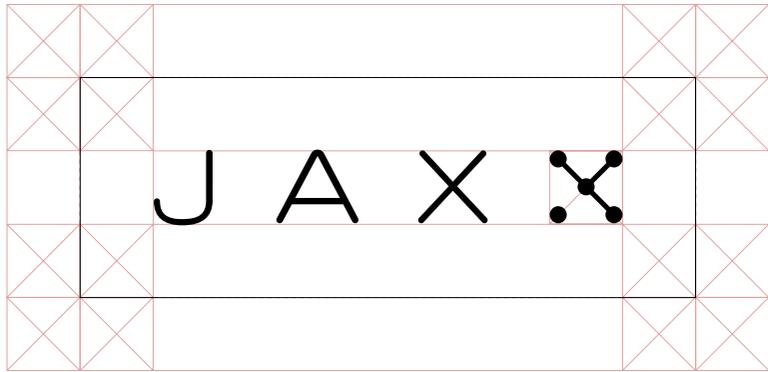
## 2.2 4-Jacks Icon and Single Jacks Icon on Cream

The Jaxx icons may appear separately as a decorative or design elements. They may not replace the Jaxx logo in formal identification.

The 4-Jacks icons must be displayed as shown, or in the versions outlined in this guide. It is typically used in a corner, although it may be used centered on a page.

The single jacks in a cream circle may be used only a corner, centered over 4 meeting, square corners or centered on the design.





J A X X

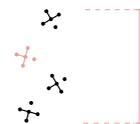


1.7 cm



0.25 cm

1.25 cm



1.5 cm

## 2.3 Logo and Icon Protection Area

The protection area prevents other elements from invading the identity, ensuring presence, hierarchy and readability.

## 2.3 Minimum Size

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.

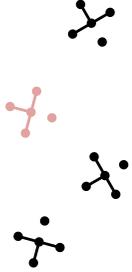
## 2.5 Logo Versions

The logo is used in black on a white background and with the white 80% rectangle over color photography.

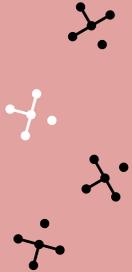
The 4-Jacks should be displayed in the palette colors and order as shown to the left.



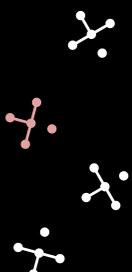
J A X [Jack icon]



J A X [Jack icon]



J A X [Jack icon]



When the background is black or in the branded pink, the logo is used in black on a white background and with the white 80% rectangle over color photography.

The 4-Jacks should be displayed in the palette colors and order as shown to the left.

The Single Jacks icon on Cream is shown on this page centered over 4 meeting, square corners. The color of the circle or the jack may not be altered.

1

J A X

2

J A X X

3

J A X X

4

J A X X

5

J A X X

6

J A X X

7

J A X X

8

J A X X

9

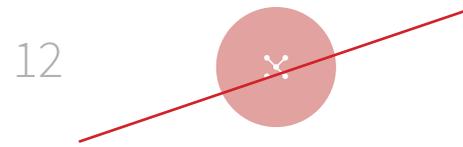
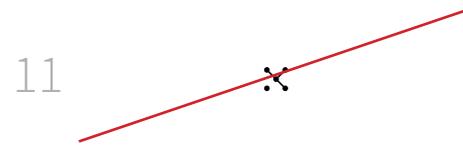
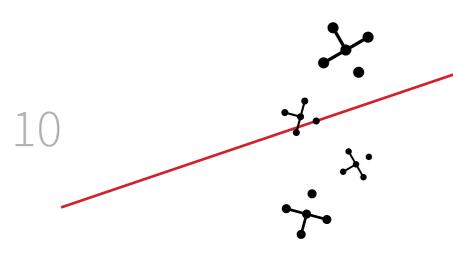
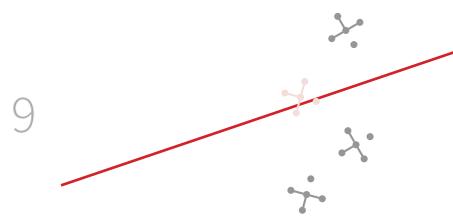
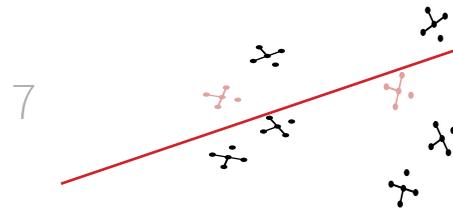
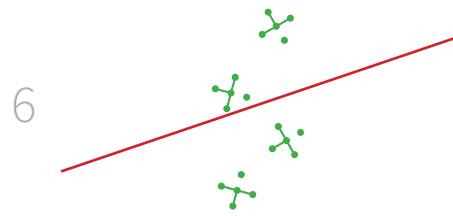
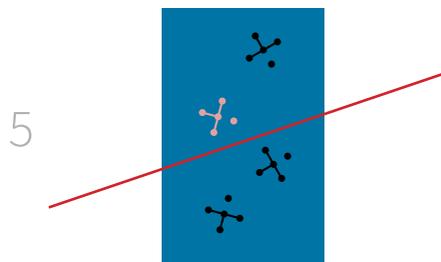
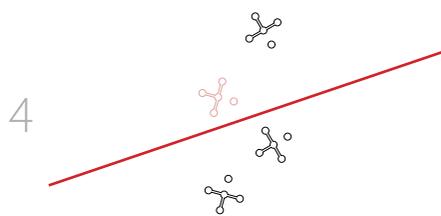
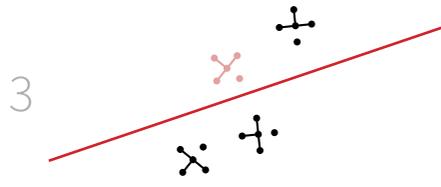
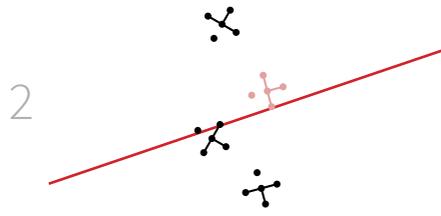
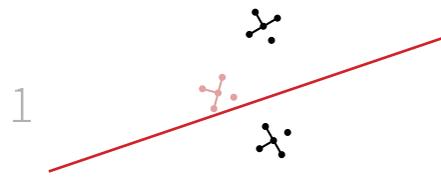
J A X X

10

*no sustituir el logotipo cuando J A X X aparece como palabra.*

## 2.6 Incorrect Logo Usage

1. Do not eliminate elements.
2. Do not alter elements.
3. Do not rotate.
4. Do not outline.
5. Do not compete with the background.
6. Do not alter colors.
7. Do not deform.
8. Do not apply effects.
9. Do not use transparencies or percentages.
10. Do not use text between the lines.



## 2.7 Incorrect Icon Usage

1. Do not remove elements.
2. Do not alter elements.
3. Do not rotate.
4. Do not outline.
5. Do not compete with the background.
6. Do not alter colors.
7. Do not deform.
8. Do not apply effects.
9. Do not use transparencies or percentages.
10. Do not change the size of any individual jack(s).

## 2.8 Incorrect Single Jack Icon Usage

1. Do not use the symbol without the cream circle color
2. Do not alter the colors

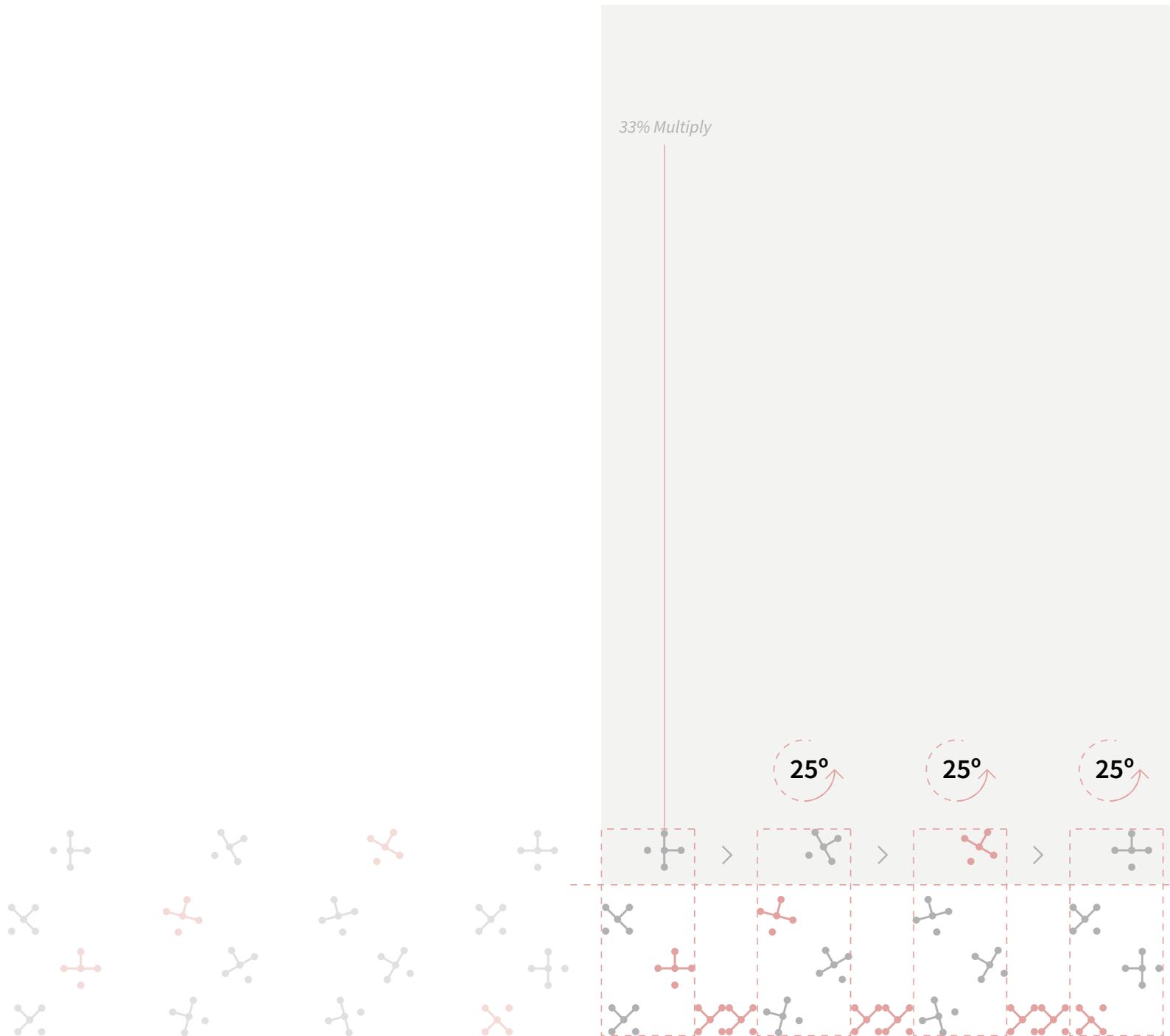
## 2.9 Watermark Guidelines

The lower watermark is made by rotating the jacks icon 25 degrees each time, until it returns to the original position.

The idea is to reflect the style of the Jaxx consumer: dynamic, systematic, fun and sophisticated.

It could be used for example in:

- As a lower boarder where there is information or copy
- In business or marketing documents





## 2.9 Pattern

The watermark pattern is formed by a series of jacks.

It will be used at 20% of the original color (pink and gray from the color palette).

It can be used for example in:

- Paper bag interior
- Wrapping paper
- Folder interior
- Envelope interior
- Presentations
- Wall imagery

# Color Palette & Typography

Process Black C

**CMYK**  
C:75 M:68 Y:67 K:90  
(100% K when necessary)

**RGB**  
R:0 G:0 B:0

#  
000000

Cool Gray 5C

**CMYK**  
C:0 M:0 Y:0 K:29

**RGB**  
R:190 G:192 B:194

#  
BEC0C2

694 C

**CMYK**  
C:0 M:36 Y:21 K:10

**RGB**  
R:225 G:163 B:161

#  
E1A3A1

7401 C

**CMYK**  
C:0 M:4 Y:18 K:0

**RGB**  
R:255 G:242 B:212

#  
FFF2D4

White

## 3.1 Color Palette

The color is one of the principal elements in the recognition of the brand. The right combination and the consistent use will help to reinforce the messages in their communication.

For each color is identified in PMS for color print, CMYK also for color print, RGB and Hex # for web and multimedia uses.



## 3.2 Typography

Typography is an essential component in the construction of the brand image.

The proper management and consistent use of these fonts will support the recognition of the brand.

**Source Sans Pro Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Subtitles in all caps, with  
tracking abcdefghijklmnopqrstuvwxyz  
1234567890 (!@#\$%{...}^&\*')

**Source Sans Pro Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Copy abcdefghijklmnopqrstuvwxyz  
1234567890 (!@#\$%{...}^&\*')

**Source Sans Pro Light** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Copy, Subtitles abcdefghijklmnopqrstuvwxyz  
1234567890 (!@#\$%{...}^&\*')

**Pacifico** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Titles abcdefghijklmnopqrstuvwxyz  
1234567890 (!@#\$%{...}^&\*')

**Alegreya Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Subtitles, Featured Copy abcdefghijklmnopqrstuvwxyz  
1234567890 (!@#\$%{...}^&\*')

**Alegreya Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Subtitles, Featured Copy abcdefghijklmnopqrstuvwxyz  
1234567890 (!@#\$%{...}^&\*')

Applications



# Lorem Ipsum

DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.  
NUNC PULVINAR SEM A, IMPERDIET EUISMOD.

**Dolor sit amet  
Consectetur adipiscing elit.**

---

Etiam ut mi venenatis, ornare ligula nec, sagittis odio. Vestibulum venenatis malesuada arcu, vitae faucibus felis porta ut. Proin sapien arcu, maximus sed porta non, lobortis sit amet purus.

Dolor sit amet

J A X X





# Lorem Ipsum

dolor sit amet, consectetur adipiscing elit.

Dolor sit amet

Dolor sit amet  
Lorem Ipsum



## 4.1 Layout Applications

In the layout applications, the brand components come together accurately and reflect the principal concepts of the brand.

The photography of Jaxx should follow the brand guidelines outlined in this book.

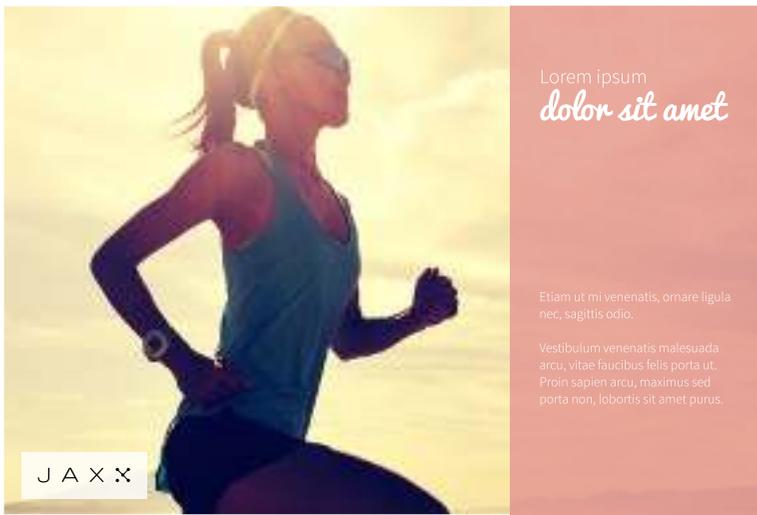
The logo and the icon in the cream circle may or may not be used on the design together. The icon, however, may not replace the Jaxx logo in primary identity situations. The icon with the cream color circle should not compete with the background.

The pink color from the color palette can be used at 75%-80% to add information. See sample in section 4.2 or 4.3. A white strip, as displayed here may also be used at 75%-80%.

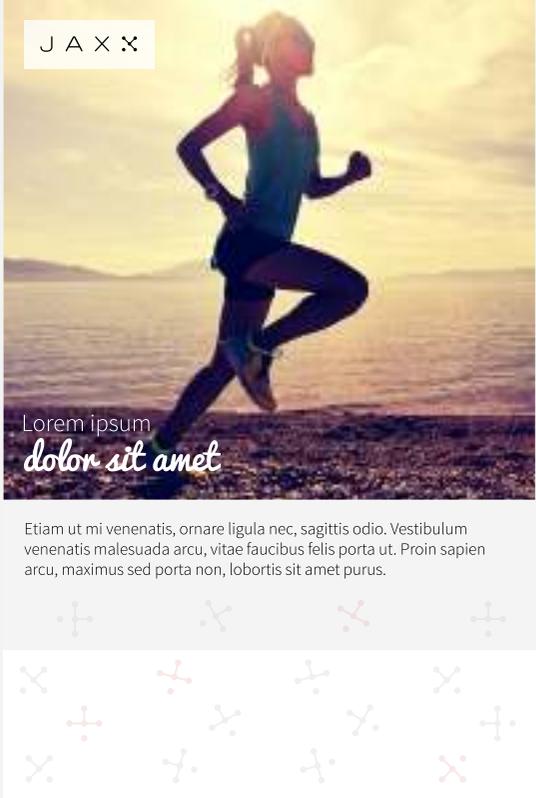
Web buttons can be used in brand colors, preferably pink with white text, as displayed on this page, or white or cream with a pink stroke and black text, as displayed in the previous page.



## 4.2 Horizontal Application Examples



### 4.3 Vertical Application Examples



# 4.4 Corporate Applications Examples





## 4.5 Product Photography Style Examples

The photography will be used on clear backgrounds from the color palette or on white to reflect the principal concepts of the brand.

- Show a person using the product (i.e. a bag, or water bottle) when possible.
- Containers should show clean whole foods: No processed foods, dairy, or white refined grains. Jaxx also does not promote red meat.
  - » Imagery should not show food labels of other brands unless the brand is an affiliate.
  - » Imagery should use a minimalist background using brand colors; preferably white as it represents cleanliness.
  - » Product imagery should be shown in a simple arrangement, not busy. Props in the background should be used sparingly and make sense with the setting (i.e. tomatoes beside a meal with tomatoes in it).
  - » Imagery should use natural light to bring a sense of realness and authenticity.
  - » In staged product pictures, light in images should look natural to bring a sense of realness and authenticity.
- All products should also be displayed on a white background to show the details of the product. (See image to the left)

