

JERZY

STYLE GUIDE



4_LOGO

6_COLOR

7_TYPE

13_MARTY

15_TREATMENT



**These guidelines were
created to establish and
maintain a strong,
consistent, and distinctive
look and feel for Jerzy Muzik.**

THE JERZY LOGO
CONSISTS OF A
CLAISSIC,
APPROACHABLE
SCRIPT TYPEFACE.

Jerzy

Jerzy

DO NOT DISTORT, TREAT
OR USE THE LOGO IN ANY
COLOR BUT BLACK, WHITE
AND CREAM.



XX DON'T SQUEEZE OR STRETCH



XX DO NOT COLOR



XX DON'T SKEW



XX NO PATTERNS



XX DON'T ALTER ORIENTATION



XX DON'T APPLY GRADIENTS

STICK TO THESE 3
COLORS FOR A MINIMAL,
TIMELESS LOOK.

BLACK
C100 M100 Y100 K100
R0 G0 B0
#000000
PANTONE
BLACK 6C

CREAM
C0 M0 Y2 K7
R238 G237 B233
#EEEDE9
PANTONE 663C

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF
PANTONE
11-0601 TCX
BRIGHT WHITE



TIDE SANS IS USED FOR HEADLINES.

PLEASE DO NOT USE FOR BODY COPY OR LARGER BLOCKS OF COPY. ALWAYS SET THE FONT TO OPTICAL SPACING AND KERN WHERE APPROPRIATE, ESPECIALLY FOR BOLD HEADLINES.

IT MAY BE USED IN
MULTIPLE WEIGHTS AND
SIZES TO HIGHLIGHT
SPECIFIC MESSAGES.

TIDE SANS CONDENSED 100
TIDE SANS CONDENSED 200
TIDE SANS CONDENSED 300
TIDE SANS CONDENSED 400
TIDE SANS CONDENSED 500
TIDE SANS CONDENSED 600
TIDE SANS CONDENSED 700
TIDE SANS CONDENSED 800
TIDE SANS CONDENSED 900

THE TIDE SANS FONT FAMILY COMES WITH SEVERAL WEIGHTS PLUS MATCHING ITALICS. FURTHERMORE, TIDE SANS INCLUDES EXTENDED OPENTYPE FEATURES AND SUPPORTS MULTIPLE LANGUAGES.

TIDE SANS CONDENSED 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 100 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£\$%^&**

TIDE SANS CONDENSED 200
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 200 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£\$%^&**

TIDE SANS CONDENSED 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 300 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£\$%^&**

TIDE SANS CONDENSED 400 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 400 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£\$%^&**

TIDE SANS CONDENSED 500 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 500 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£\$%^&**

TIDE SANS CONDENSED 600
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 600 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£\$%^&**

TIDE SANS CONDENSED 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890!@£\$%^&*

TIDE SANS CONDENSED 700 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 800
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 800 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

TIDE SANS CONDENSED 900 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*



EASIER SQUARE
MONO IS A
GEOMETRIC SANS
SERIF AND MODERN
MONO FONT
INSPIRED BY
MODERNISM AND
INDUSTRIAL
GRAPHIC DESIGN.

BASIER SQUARE
MONO is used
for body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercitation ullamco laboris
nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse
cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat
cupidatat non proident, sunt in culpa qui officia deserunt mollit
anim id est laborum.

Basier

Square Mono
Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

USE TIDE SANS
CONDENSED WITH
HEADLINES

TIDE SANS CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

USE BASIER SQUARE MONO
FOR BODY COPY AND
SUBTITLES.

BASIER SQUARE MONO

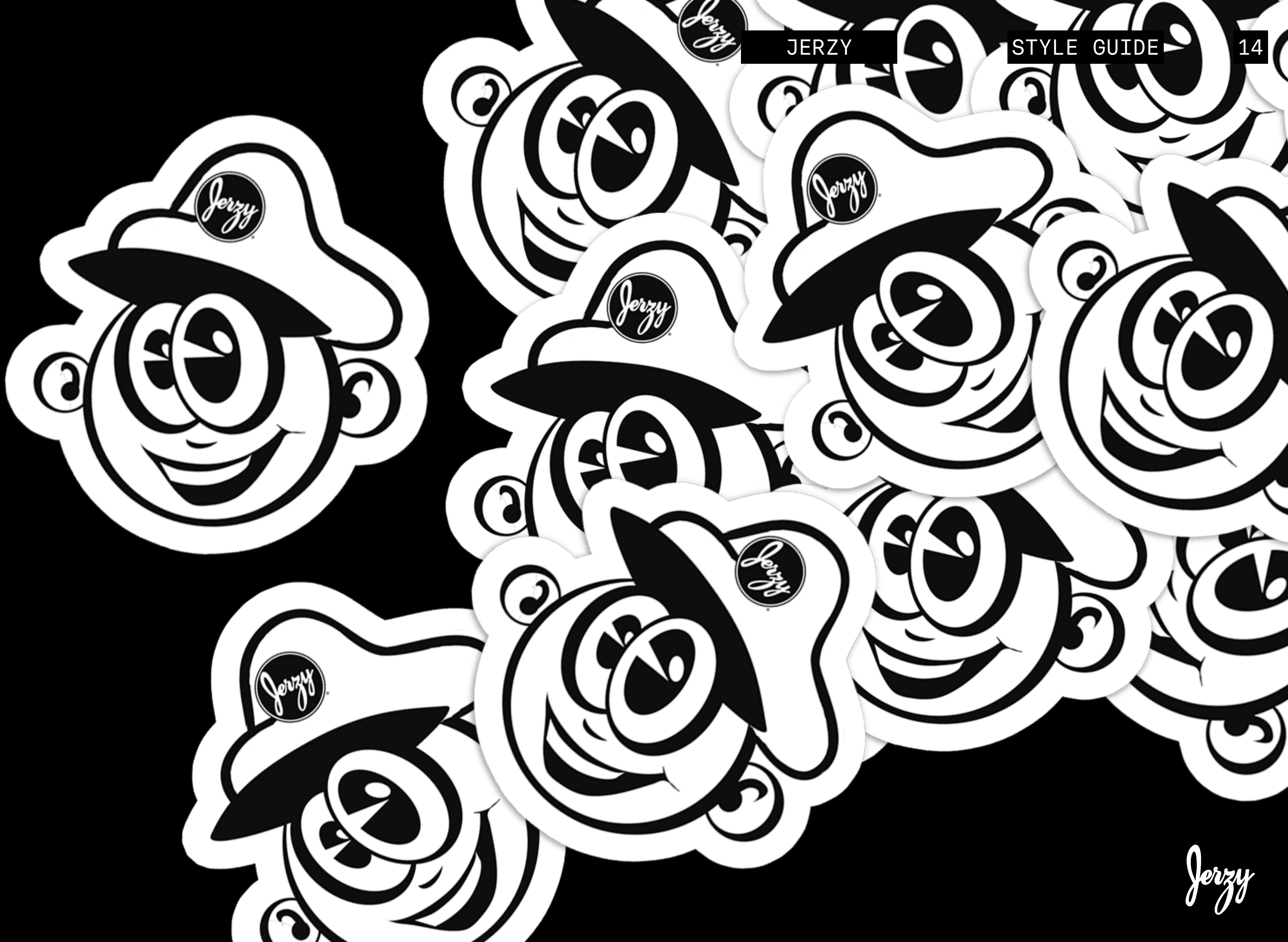
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*



Jerzy

USE MARTY THE MILKMAN AS A GRAPHIC ELEMENT OR ICON.

MARTY SHOULD NOT REPLACE THE LOGO.



NOISE (LEFT)
ADD SOME NOISE TO
PHOTOGRAPHY FOR A
LITTLE VINTAGE GRIT.

HALFTONE (RIGHT)
USE SUBTLE HALFTONE
TEXTURES THAT INSPIRE
A RETRO CLASSIC LOOK.



Jerzy

SOCIAL TEMPLATES ACT
AS EXAMPLES FOR TYPE,
LOGO, & PHOTO
TREATMENT.

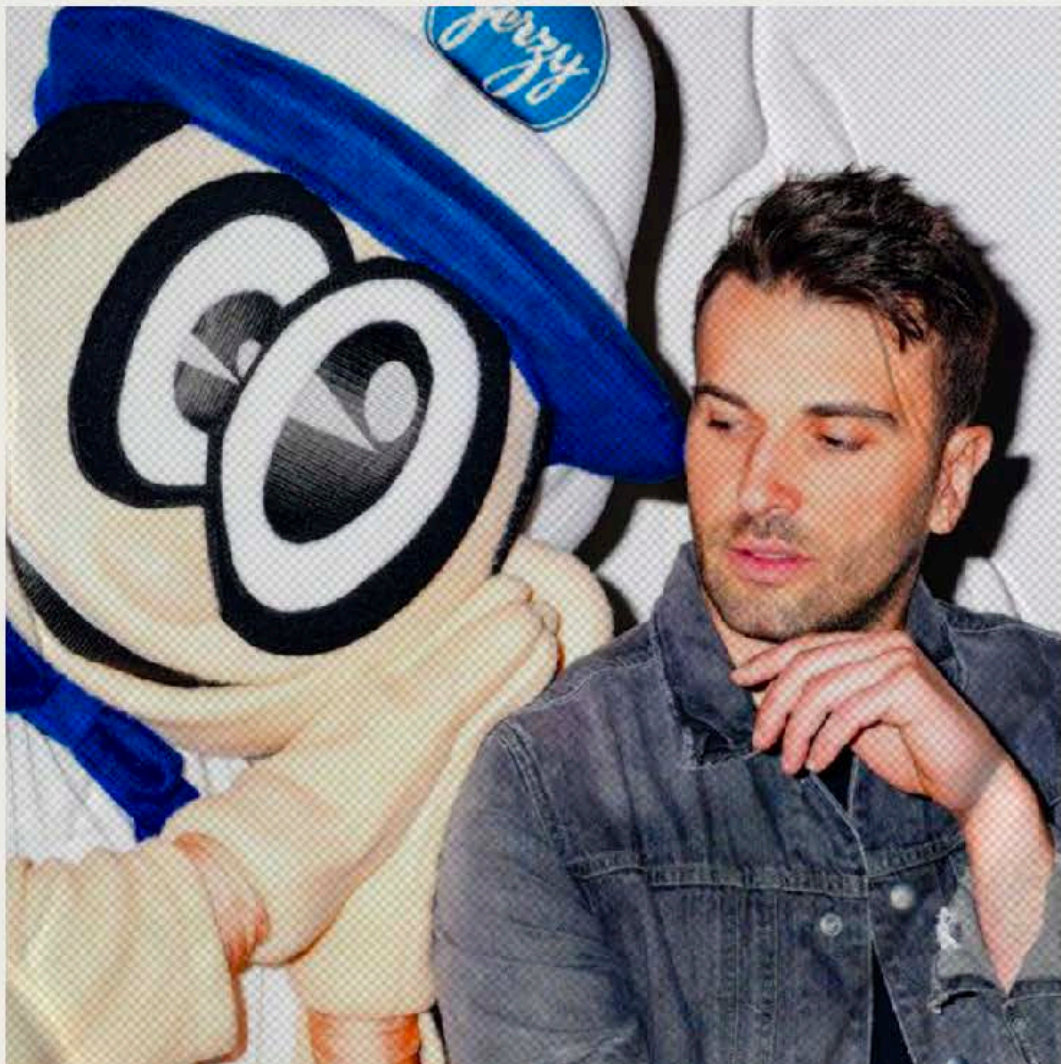
HEADLINE



INSERT EVENT DETAILS HERE
MONDAY, MARCH 15TH 8PM EST
TWITCH.TV/JERZYMUZIK

Jerzy

HEADLINE



INSERT EVENT DETAILS HERE
MONDAY, MARCH 15TH 8PM EST
TWITCH.TV/JERZYMUZIK

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