BRAND GUIDELINE

2022-2023

JOVE

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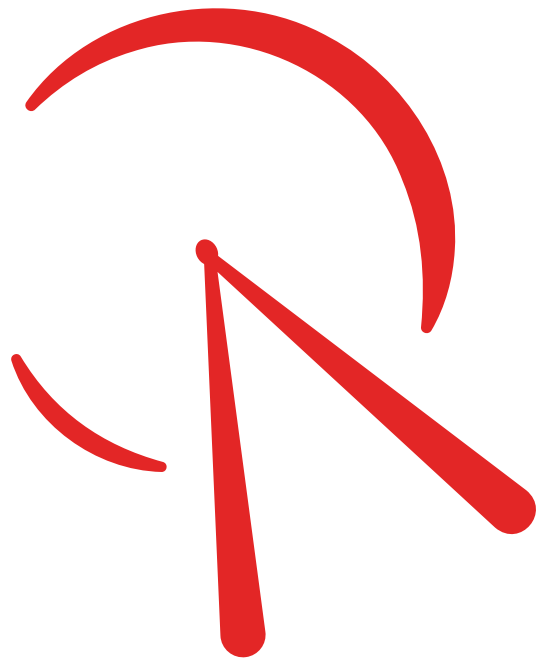
Mission Statement

Our mission statement is to foster creativity and celebrate diverse music genres.

Tagline

Father Of All Drums

Description

About Us

Jove is a drum head and accessories company that tailors the highest quality equipment for every drummer's needs. We are a team of diverse creatives who seek to highlight various music and musicians. Jove has been around for forty-five years and we consider ourselves the "father of all drums".

Our Products

Jove sells drum heads and sticks of the highest quality. We strive to find the best-suited drum heads and gear for you. Our biggest competitors are Pearl, Evans, Vic Firth, Promark, and Yamaha.

Our Audience

We invest in the other creatives of all ethnicities and their perspective on music, especially percussion. Our main target demographic are professionals, of all ethnicities, 25-50 years old, and our secondary demographic are casual musicians 18-30 years old also of all ethnicities.

Primary Logo (Stacked)

This is the primary logo for Jove. It is the stacked version, and should be the first choice for displaying the brand. The logo is the wordmark combined with the icon in PMS 485 C. The signature should be used observing the clear space, which is represented by the "o".

2A

JOVE

2B

JOVE

Secondary Logo (Horizontal)

This is the secondary logo for Jove. It is the horizontal version, and should be the second choice for displaying the brand. The logo is the wordmark combined with the icon in PMS 485 C. The signature should be used observing the clear space, which is represented by the "o".

1A

2B

Margin Reference

The Icon

This is the iconic logo for Jove. The icon by itself should be used when the wordmark is not ideal for the space provided. This should be applied to circumstances such as on a drum head, a sticker, or other small or similar products. The icon should be produced in PMS 485 C, white, or black.

3A

3B

3C

The Favicon

This is the favicon for Jove. The favicon should be used when the signature is not ideal for the space provided. This should be applied to circumstances such as ona bookmark for a website. The favicon should be produced in PMS 485 C, white, or black.
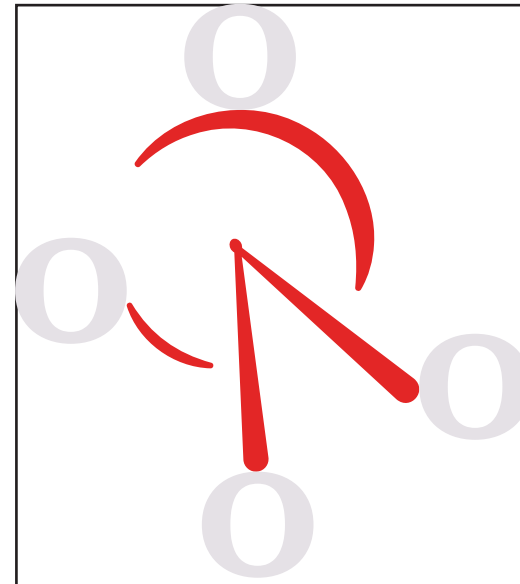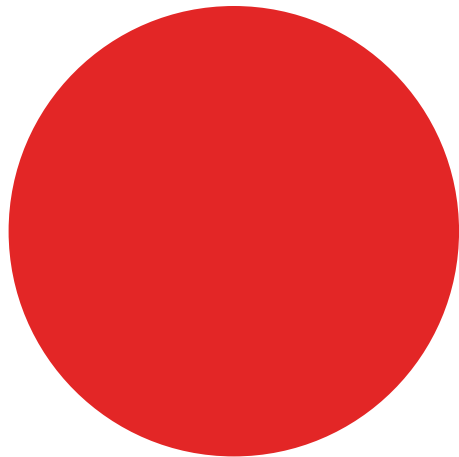
4C
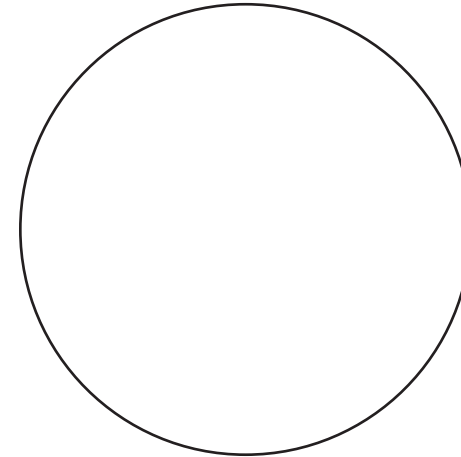
4A

4B

Margin Reference

Color

The colors chosen for Jove are PMS 485 C, PMS 663 C, white, and black.. There should be no other additions to the color palette. Typically, documents should be white with the chosen colors as type and/or design elements. Products should have white, black, or PMS 485 as the majority of the space with the correct type families and headlines. PMS 663 should be used when there is a design element that requires more interest, but does not overwhelm the design.
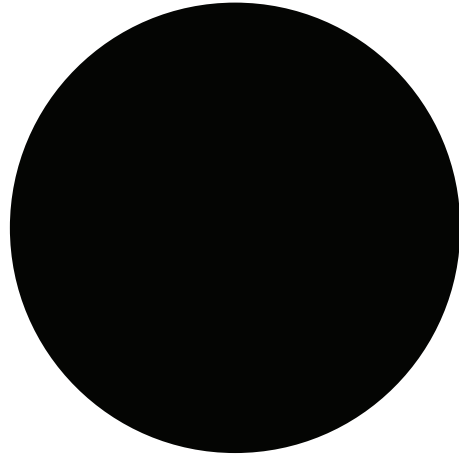
Titanium White

CMYK- 0%, 0%, 0%, 0%

RGB- 225, 225, 225

HEX- #ffffff

Roman Red

PMS 485 C

CMYK- 6%, 98%, 100%, 0%

RGB- 225, 39, 39

HEX- #e12727
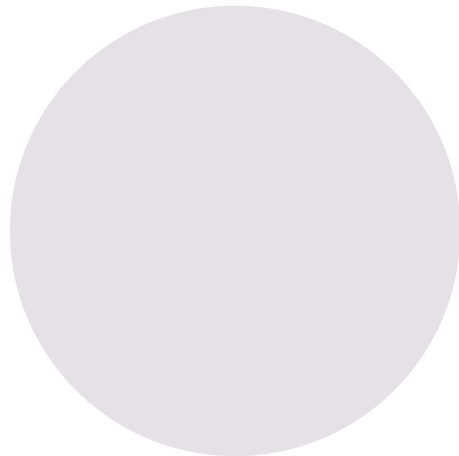
Night Black

CMYK- 0%, 0%, 0%,100%

RGB- 0, 0, 0

HEX- #000000

Concrete Gray

PMS 663 C

CMYK- 9%, 9%, 5%, 0%

RGB- 229, 225, 229

HEX- #e5e1e5

Logo Misuses

The page includes the various misuses of the logo. These examples should not be used in any instance, however there are more misuses that are not shown. This is to streamline logo usage and create a consistent brand, avoid using these logos and signatures.

Changing the font

Rotating the logo

A different color

Low opacity

Stretching the signature

JOVE

Signature at an angle

JOVE

Moving the wordmark

JOVE

Signature with a stroke

JOVE

Typography

The use of typography is crucial because it defines the tone of the brand. A serif and sans serif is used to create contrast within the type itself. The use of typography creates a hierarchy within the text that provides legibility and readability. Use these headlines for the correct occasion.

PRIMARY HEADLINE

Secondary Headline

Subheading

Body

Primary Headline

The primary headline should be used to highlight the title or the first few words of information. The headline should not be longer than two sentences, and must be in all capital letters.

OSWALD BOLD (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
https://fonts.adobe.com/fonts/oswald
Free with Adobe Creative Cloud membership

Secondary Headline

The secondary headline is used when needed to facilitate more hierarchy within the text. In this font, no more than two sentences should be used.

Oswald Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghjiklmnopqrstuvwxyz
0123456789

Subheading

The subheading should be used to highlight body text, also providing more hierarchy. The subheading should not be used for headlines or for body copy, and should not be more than two sentences.

Oswald Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghjiklmnopqrstuvwxyz
0123456789

Body

Body copy is used for blocks of text. This font is a serif and is great for readability. It tells the audience that the brand is serious and classic.

Adobe Caslon Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghjiklmnopqrstuvwxyz
0123456789
https://fonts.adobe.com/fonts/adobe-caslon#fonts-section
Free with Adobe Creative Cloud membership

Typography In Use

JOVE

Home   About   Product   Company   Support

BLACK FRIDAY SALE
20% OFF ALL PRODUCTS
OVER $100
→

ONLY THE BEST
FOR YOU

We can help find what
you need. This quiz is
curated to find the best

curated to find the best products for you. Simple questions with simple answers. →

DISCOVER THE BEST

CATEGORIES

DRUMHEADS

STICKS

BEST SELLERS

BEST SELLERS

<

Coated Roman Snare Batter Head
$29.99

Uncoated Roman Snare Batter Head
$29.99

Jove Classic 5A Oak
$15.99

>

JOVE

FATHER OF ALL DRUMS

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