



AMERICAN
JERK

GRAPHIC STANDARD

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INTRODUCTION

The American Jerk logo provides a strong visual identity and has helped to shape the company. It is the visual representation of the American Jerk company, looking out at the world and saying that our jerky is better.

This Graphic Standard system will allow all users of the American Jerk logo to more accurately and more efficiently increase the quality of our communications efforts. The impact and impressions of having a strong, solitary set of guidelines for visual depiction will ultimately foster a powerful sense of affiliation and brand loyalty within our customers.

The American Jerk logo appears on a variety of media, including letters, business cards, envelopes, and many others. The following pages provide examples of the logo used in conjunction with these applications.

If situations or questions come up that are not addressed in the following pages, please consult the American Jerk Communications office for help.

GENERAL SPECIFICATIONS

Minimum Size

The American Jerk logo is designed to be used in a variety of ways. However, in print uses, the logo should never be smaller than 1" tall. This maintains the visibility of the type portion of the logo.

This 1" limitation applies to both the Square Form and the Standard Form.

In the future, when the brand identity of American Jerk is more widely known, the type and image can be used individually as separate logo elements. When this occurs, a new set of graphic standards will be released that allows the logo to be smaller than 1" tall. At this stage, though, it is necessary to include both text and image to emphasize their relationship.

There are no maximum size restrictions. However, all elements of the logo must remain intact as it increases in size.



AMERICAN
JERK



Standard Form



Square Form

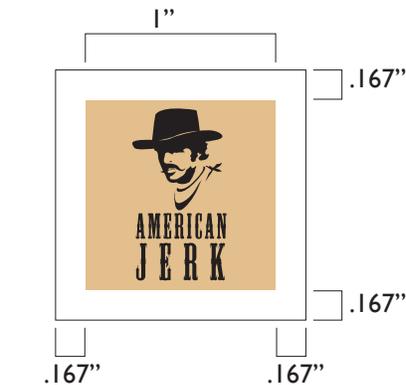
Space Requirements

The American Jerk logo requires space on each side of it to maintain its visual impact and legibility. The “buffer” space is determined by the size of the logo.

The minimum space required is a sixth of the width, or $0.167w$, given that “w” equals width.

Therefore, if the logo is 2.25” wide, the buffer space is .375” or three-eighths of an inch.

This ratio stays the same if the logo is viewed alone or if it is in its square logo form.



Color Protocol

The primary color used in the American Jerk square logo is the tan you see to the right.

This is the only color to be used as a backdrop to the American Jerk logo. The colored, Square Logo should appear whenever a situation requires color, whereas the black and white, Standard Logo is to be used in all general situations.

If print specifications limit the color options and are not capable of printing the American Jerk Tan, the Square Logo is to revert to the Standard Logo. This measure is to avoid the printing of an off-brand color or gray scale version on American Jerk products.

In extremely rare circumstances – such as the company envelope – American Jerk Tan may be used as the color of the American Jerk and/or at a 20 percent version of its normal value. These are normally to be considered breaches of the standard unless specifically approved by the VP of Marketing and Design at Corporate Headquarters.

American Jerk Tan	
CMYK	11C 24M 49Y 0K
RGB	227R 191G 140B
Web	D9BA86

American Jerk Tan	20%
CMYK	11C 24M 49Y 0K
RGB	227R 191G 140B
Web	D9BA86

Typography

There are two typefaces preferred by American Jerk for use on products and documents, both official and external. These are various Gill Sans fonts and Mesquite Std Medium.

These typefaces should be used in conjunction with the American Jerk logo. The consistent use of these typefaces will establish a long lasting, easily recognizable and memorable visual identity.

The text size should be readable on any document or object from a reasonable distance given the nature of that particular item. However, the American Jerk logo should always be the primary feature when paired with text. In other words, the text should always be significantly smaller than the logo. The sole exception to this is the business card, where legibility is as important for the text information as it is for the logo.

Mesquite Std Medium
24 pt.

MESQUITE STD MEDIUM

ABCDABCD1234

Gill Sans Regular
24 pt.

Gill Sans Regular

ABCDabcd1234

Gill Sans Italic
24 pt.

Gill Sans Italic

ABCDabcd1234

Incorrect Usage

There are many ways in which the American Jerk logo can be incorrectly applied. The following examples are some of the more obvious examples of what NOT to do with the American Jerk logo.

In general, use the given Standard or Square Logo whenever possible and avoid making any alterations.

Do not repeat or pattern.



Do not print at an angle.

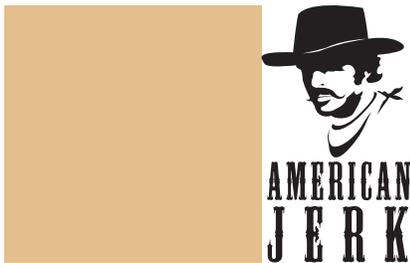


Do not expand or condense.



Do not use different colors for the figure and text.

Do not separate the box and figure elements.



Do not rearrange the elements of the logo.*



Do not color the Standard Logo.*



Do not invert the colors of the Square Logo.



Do not use unauthorized colors.

*Except in special circumstances which have been pre-approved by the VP of Marketing and Design.

LOGO APPLICATIONS

Letter Head

The American Jerk letterhead can be seen, full-size, on the opposite page.

The letterhead is set on 8.5" by 11" paper. The logo is placed .375" down vertically from the top of the paper and .4" horizontally from the left edge. The business information is set in Gill Sans Regular 10/12 point. It is right aligned and is placed 3.125" down from the top of the paper. The right edge of the business information aligns with the right edge of logo.

To the right (on this page), there is a scale version of how the letterhead will appear with text. Notice that the positioning of the body text is based upon the x-height of the body text matching up with the x-height of the address of the American Jerk headquarters. On a full-scale version of the letterhead, there is a .35" gutter between the body text and the business information.



Cruess Hall,
California Ave
Davis, CA 95616
530.123.4567
americanjerk.com

To whom it may concern:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis, sem vel ornare viverra, est justo sodales massa, eu pulvinar nunc tortor eget felis. Donec urna ante, facilisis ut venenatis sit amet, sagittis nec sapien. Curabitur vulputate egestas massa ut dapibus.

Nulla adipiscing, lorem a consequat consectetur, erat ligula volutpat diam, et feugiat quam urna nec orci. Phasellus porttitor tempus ligula vel iaculis. In hac habitasse platea dictumst. Nullam porttitor nunc nunc. Maecenas non risus eu nisi accumsan dapibus. Suspendisse eget lorem diam, eget rutrum ante. In malesuada ante egestas tellus commodo vitae tristique diam viverra.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus eleifend neque sed tortor interdum non auctor enim euismod. Lorem ipsum dolor sit amet, egestas urna, commodo ut, quam pede feugiat, ac vitae purus eget, neque orci dui felis.

Sincerely,
The Jerk



Cruess Hall,
California Ave

Davis, CA 95616

530.123.4567

americanjerk.com

Business Card

An American Jerk business card can be seen on the opposite page.

The American Jerk business card is double-sided. It is set on a standard 2" by 3.5" card that is oriented horizontally.

On the front side, the logo appears on the left side. The logo is .15" from the top, .39" from the bottom, and .23" from the left edge. There is a .29" gutter between the logo and the personal information.

The personal information is set in Gill Sans Regular 8/12 and 8/17 point font, except for the individual's name, which is 10/12 point. The top of the phone number should share the same hang line as the top of the text in the American Jerk logo (i.e., the "American"). Mathematically, this will cause the individual's name to be on a hang line .63" from the top of the card.

The back of an American Jerk business card is American Jerk Tan and it features an expanded image of the American Jerk figure. The top portion of the hat and bottom portion of the bandana extend off of the page. The company website is also on the back of the card. It is located .2" from the left edge of the card and its baseline is up .165" from the bottom.



Drew Deurlington
Chief Executive Officer

530.123.4567

Cruess Hall, California Avenue
Davis, CA 95616

deurlington@americanjerk.com



Envelope

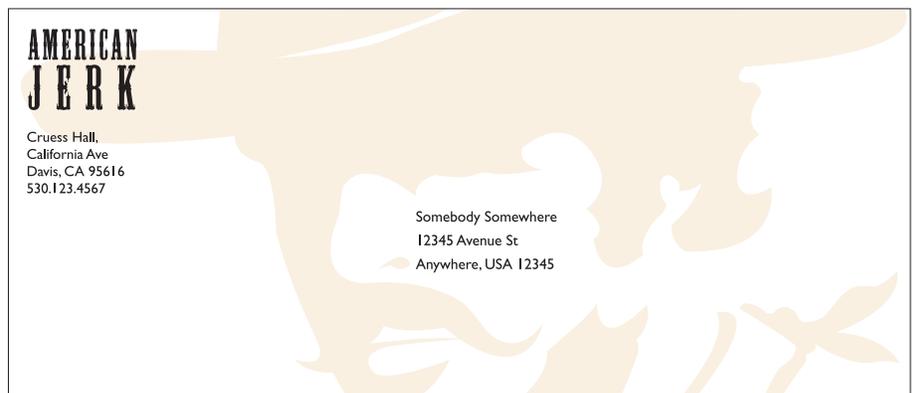
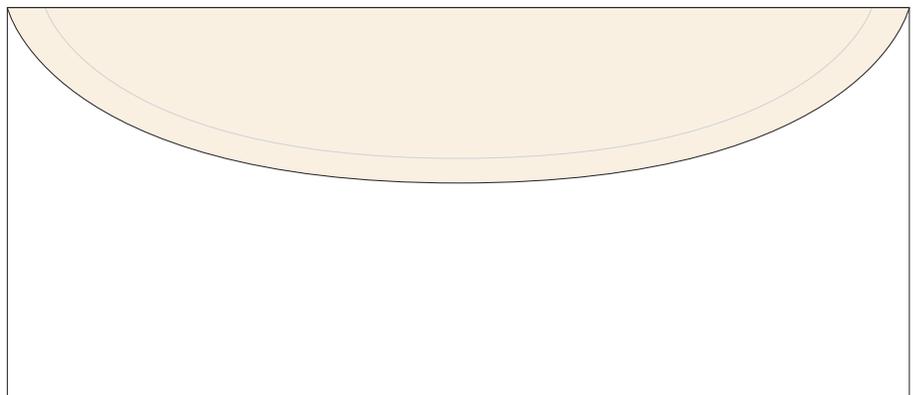
The American Jerk envelope can be seen, full-size, on the opposite page.

The envelope is a standard #10 envelope, 9.5" wide by 4.25" tall. The name of the company, American Jerk, should appear in its logo typeface, Mesquite Std Medium, and should be positioned .217" from both the top and the left edges of the envelope. The business information is left-aligned with the company name and is .21" below the bottom of the company name.

The American Jerk figure should appear in the background and fill most of the envelope. His hat should be placed .125" from the left edge of the envelope and continue until it is .05" away from the right edge. His face, hat, and bandana will extend off the borders of the envelope.

The envelope is one of the special cases where the logo can itself be colored and where American Jerk Tan 20% can be used. This color will also appear on the back flap of the envelope.

The information of the recipient of the envelope should appear within the negative space in the face of the American Jerk figure. This will result in the information being placed approximately 2.125" from the top edge and 4.25" from the left edge.



**AMERICAN
JERK**

Cruess Hall,
California Ave
Davis, CA 95616
530.123.4567

Somebody Somewhere
12345 Avenue St
Anywhere, USA 12345



Vehicle Application

As American Jerk is a small company, it does not have a fleet of vehicles. However, those it does have feature stickers in the rear windows and/or a custom use of the logo along the sides of the vehicle.

This custom use of the logo involves the text of American Jerk placed on either side of the figure. This makes the logo longer horizontally and shorter vertically, allowing it to better fill the space of the medium. The proportions of the logo will vary, depending on the size of the vehicle, but the logo should expand to fill the space provided.

The sticker is transparent except for the letterforms and figure of the American Jerk. They are colored with American Jerk Tan. The transparent background allows the tan to stand out against the dark windows and interior of the vehicle, as seen at the bottom of this page. It also allows drivers to see out of the window.

The sticker should be 18" tall by 22.375" wide. There should be 1" of buffer space along the top, .7" along the left edge, .875" along the right edge, and .875" along the bottom.



A logo for "AMERICAN JERK" featuring a stylized cowboy head silhouette in a tan color. Below the logo, the text "AMERICAN JERK" is written in a tan, serif font. Underneath that, the website "www.americanjerk.com" and phone number "530.123.4567" are listed in the same tan color.

AMERICAN JERK

www.americanjerk.com - 530.123.4567

Signage

The American Jerk logo will appear on several billboards. A reduced, scale model of one of these appears on the opposite page.

These “billing boards” are the standard size at 12” tall by 24” wide. Similarly as to when the logo is applied to vehicles, the horizontal layout of the billboards lends itself to an adaptation of the logo. To maximize the space, the text will be in a horizontal format with the “American” to the left of the figure, and the “Jerk” on the right. The figure itself will extend off of the billboard, requiring an extra component that will be approximately 1.4 feet tall and 2.625 feet wide. These two pieces can be seen on this page.

The logo should have 6” of buffer space on the left and right sides and 9” (or .75 feet) of buffer space between the bottom and the lower edge of the billboard.

If the logo appears on a poster or on any other type of display medium, it should be in its Standard or Square Logo form, with the corresponding guidelines for those standards applied correctly.





Clothing

American Jerk has an extensive line of clothing and accessories featuring the company's logo. The opposite page features four examples.

The vast majority of these will consist of Tee Shirts, Long-Sleeve Tee Shirts, Hooded Sweatshirts, Baseball Caps (both adjustable and fitted), and Belt Buckles. All of these, with the exception of the Belt Buckles, will appear in black or white. If the item is white, the Standard Logo will be used, and if the item is black, the Square Logo will be used. This will minimize printing costs as only one color will be needed.

For the three Shirt items – which will comprise the bulk of items sold – there is a set standard for sizing the logo. On all adult shirt sizes, the top of the logo will be centered and then placed 3" down from the neckline. The logo will be 12" tall and so where it stops will vary depending on the length of the shirt.

On sizes smaller than Adult Extra Small (AXS) or greater than Adult Extra Large (AXL), a calculation – based on the Adult Medium (AM) size – will need to be made to keep the same size-ratio of the logo to the shirt. This ratio will also decide where the top of the logo is to begin.

The logo will be 2.5" tall on the Baseball Caps, and will begin .75" up from where the Cap meets the bill.

Belt Buckles will be 2" tall by 3.5" wide. Their design and color scheme will be the same as what is featured on the back of the business card.



White Tee Shirt with Standard Logo



Baseball Cap



Black Long Sleeve Tee Shirt with Square Logo



Belt Buckle

Packaging

The packaging for American Jerk jerky is a 5.5" long by 3.5" wide by 2" tall box of balsa wood. These measurements apply when the box is lying down. However, for display purposes on store shelves, the packaging will be situated vertically so that it will be 5.5" tall, 2" deep, and 3.5" wide. Regardless of its orientation, though, the American Jerk Standard Logo will be burned into the top of the box, much like a cattle brand.

The logo will be positioned .875" down from the top edge of the rectangle. The logo itself will be 3.25" from top to bottom. This leaves 1.375" between the bottom of the logo and the bottom of the rectangle. If the logo is centered properly, there will be .875" on either side of the logo.

A sticker featuring the nutritional facts, ingredients, and a short, promotional piece for the company will be approximately centered on the rear side of the box.

