

# J A H E

Visual Guidelines



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# Introduction



# Our Story

Deeply rooted in the musical elements of the West African culture, exploring the equality of rhythm, harmony and melody, and the group's sonic adventurous effort combines jazz, liturgical and Yoruba music tradition in the same space. Such expression is what they replicating in their music, and the goal is to be able to transcend with the group into a realm of divine creativity to command an atmosphere of Edification, Exhortation and Comfort.

As much as my music reflect my spirituality and cultural identity, it also address the political issues of our day, and the ultimate end of this is unity; the creation of a bridge at which conflicts cease and trans-generational and lasting relationships are forged. The world is filled with myriads of cultural expressions, each with its peculiar medium, complexities and undeniable richness. Therefore, it is a bold idea to seek unification for so many divergent cultures, but we have as a world seen the power of music to unite and give them a common cause to live for and a sense of belonging, and this through my compositions and renditions is what I seek to achieve, first in a minuscule and then to my country, and the whole world.

# Logó



## About The Logo

The logo is brand name written in an edgy african style. Each element of the logo carries symbolic significance, expressing the nature of jazz music intertwined with Yoruba culture. The sharp angles and bold text represent the rhythmic energy and improvisational nature of jazz, mirroring the syncopated beats and intricate melodies that define the genre. Meanwhile, the intricate movement of the name and cultural motifs embedded within the letters serve as a visual homage to Nigerian Yoruba motif pattern, from indigenous art forms to ethnic uniqueness.



JAHE

## Logo on Backgrounds

The logo should be used on the programmed colour background and background that encourages good contrast.



## Wrong Logo Usage

To maintain consistency in the brand, the following should be avoided



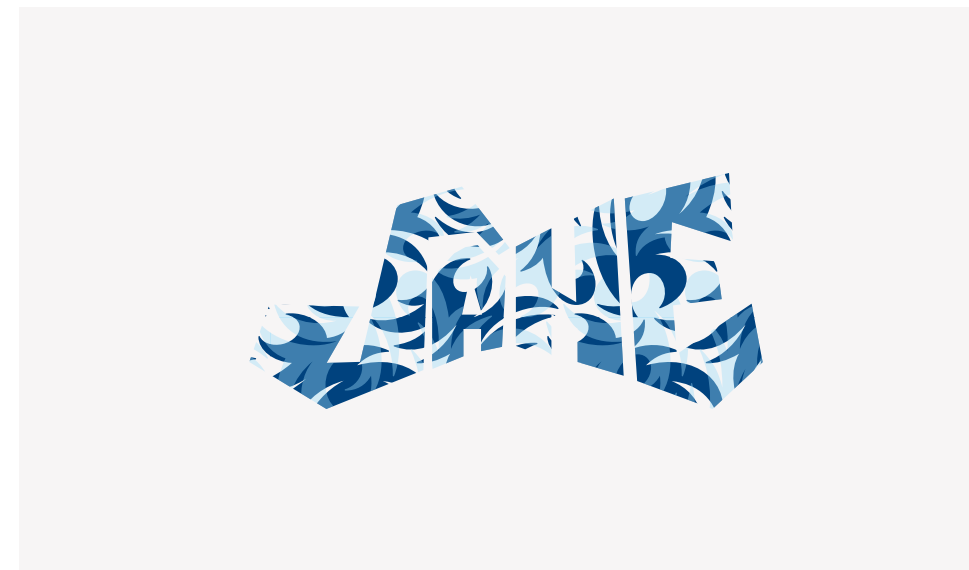
Do not distort the logo



Do not use any colour outside the specified colour palette



Do not apply outline on the logo



Do not mask image in the logo



Do not apply drop shadow on the logo



Do not use the full colour logo on backgrounds with low contrast

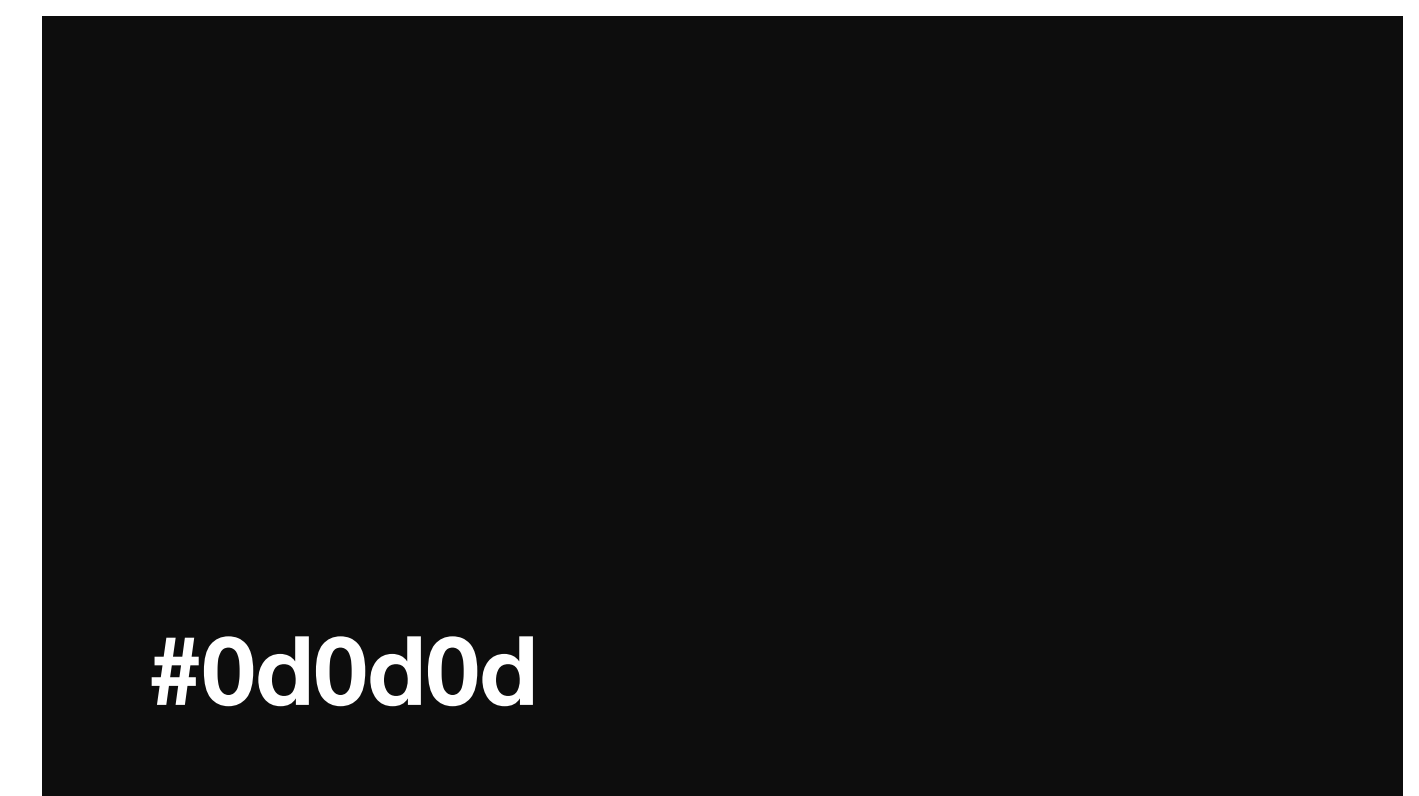
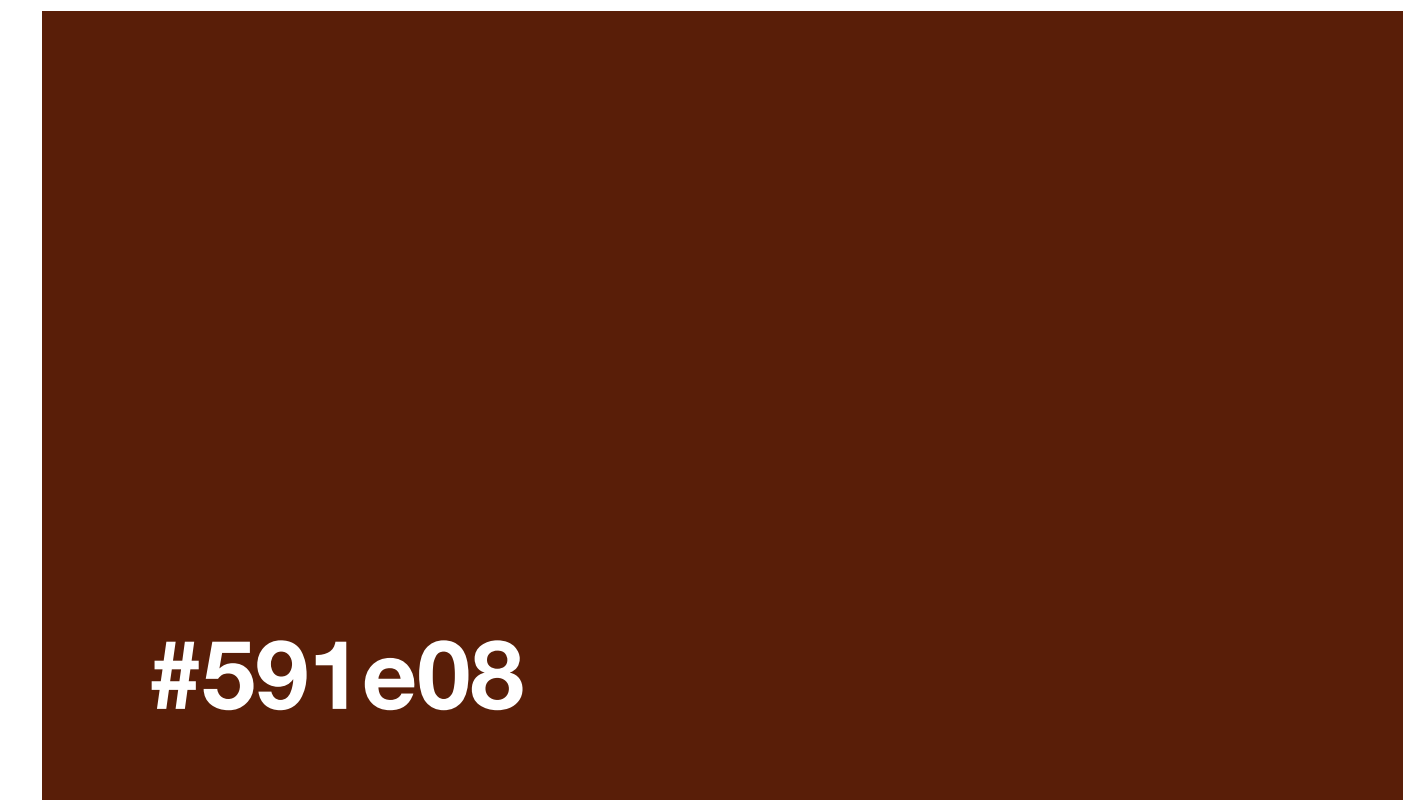
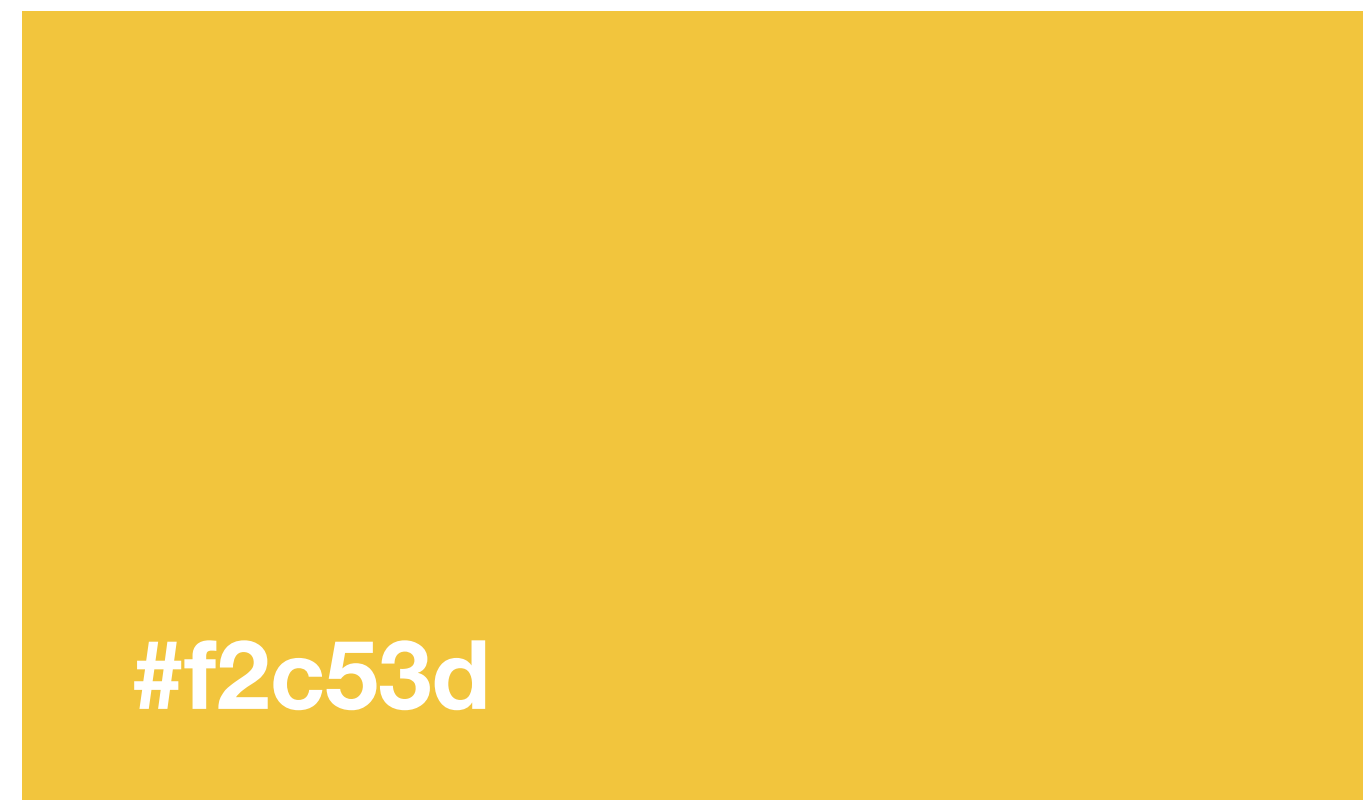


# Colour



# Primary Colours

Colours have a powerful impact on our emotions and creativity. These colours are chosen to divine creativity, spirituality and cultural identity, and to tap into our imagination and unlock our full creative potential.



## Secondary Colours

The colours are chosen to add subtleness and add to the fun feel and boost the contrast of the primary colours.



#19a54b



#00d8b9



#4533ff



#ff33df

# Typógraphy



**Primary Typeface**

**Rakkas Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz12  
34567890!@#\$%^&\*()":?.,\+-**

Used for:  
Headlines  
Emphasis

**Secondary Typeface**

**Bricolage Grotesque  
Bold**

**abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()":?.,\+-**

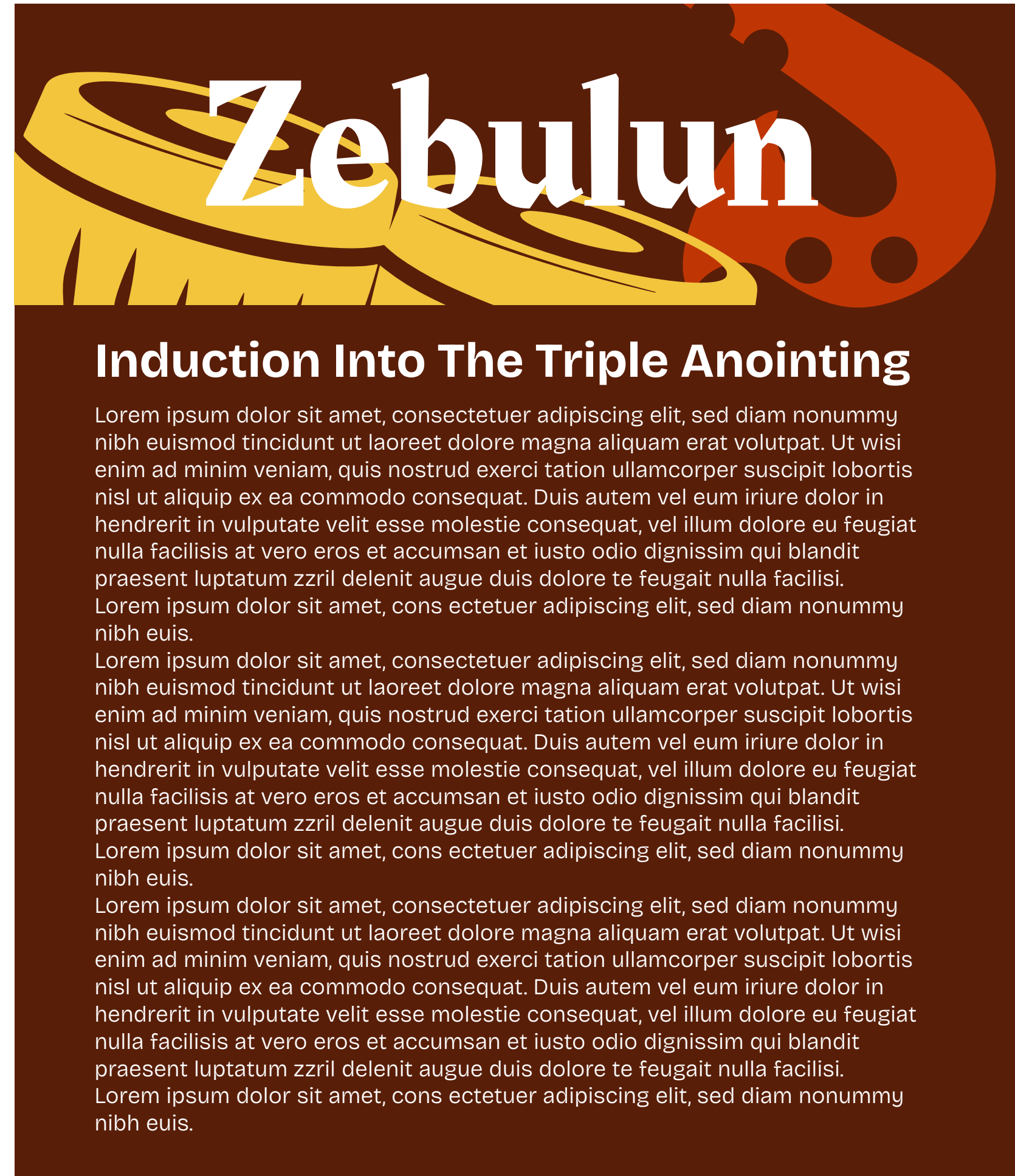
Used for:  
Headlines  
Subheadlines

**Tertiary Typeface**

Bricolage Grotesque  
Light

abcdefghijklmnopqrstuvwxyza  
bcdefghijklmnopqrstuvwxyz1234  
567890!@#\$%^&\*()":?.,\+-

Used for:  
Body text  
Captions



Header  
(Rakkas)

Sub-Header  
(Bricolage Grotesque Bold)

Body copy  
(Bricolage Grotesque Light)

# Visual Application





## Logo on Video

The margin for the watermark on videos should not be less than 95px to the side and 65px to the bottom.

The transparency of the logo should not more than be 50%.









