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BRAND GUIDELINES

Jortty

Jortty stands for: Just One Resource That Talks You Through It All.

It reflects clarity, guidance, and simplicity — a single place to get trusted tech help, step-by-step.

Jortty is like ChatGPT — but strictly for tech support and beyond.

It's an AI-powered concierge that helps users, especially those 50+, solve everyday tech issues, avoid scams, and feel confident using their devices.

It's designed to be friendly, reliable, and human — never robotic or overwhelming.

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01

Our Logo

- Brand Logo
- Primary Colors
- Alter. Version
- App Icons
- Favicon






Jortty


Jortty

Primary Colors

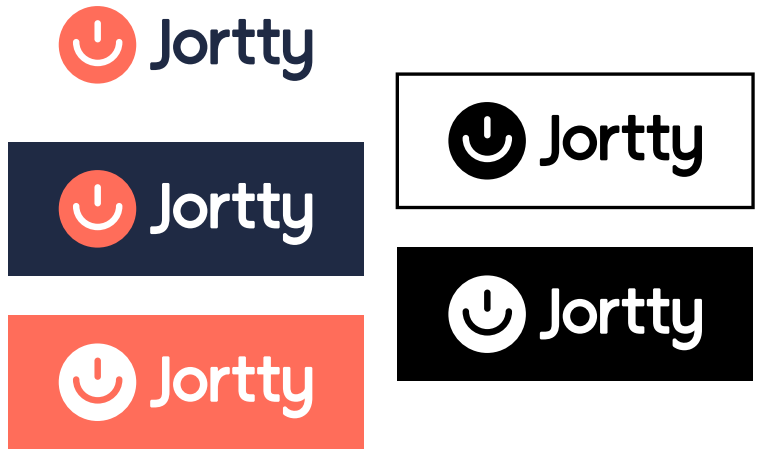
HEX; FF6D5A
RGB; 255, 109, 90
CMYK; 0, 72, 63, 0

HEX; 1F2A44
RGB; 31, 42, 68
CMYK; 91, 81, 46, 47


Jortty

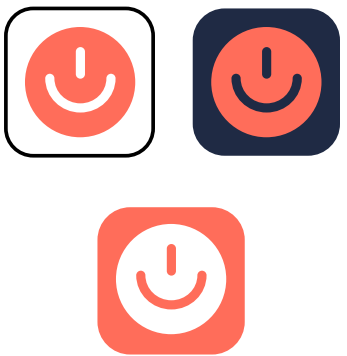
Alternative Version

The logo is optimised for use on light, dark, and neutral backgrounds, ensuring clear visibility and contrast. This flexibility allows the logo to maintain its impact across diverse applications. These are the alternative versions for the logo.



App Icons

The app icons are thoughtfully designed to reflect the brand’s modern and intelligent identity, ensuring clear recognition and consistency across digital platforms.



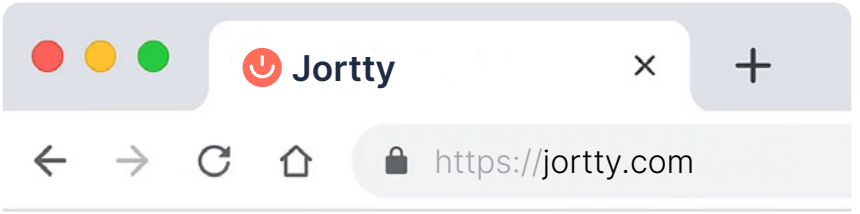



9:41
WED
7
Calendar
Jortty
Mail

Favicon

The favicon showcases a streamlined version of the Jortty logo, encapsulating the brand's essence in a minimalist design, optimized for clarity and recognition in browser tabs and bookmarks.







02

Logo Usage

- Incorrect Usage
- Clear Space
- Correct Usage
- Logo Placement
- Minimum Size



Incorrect Usage

To preserve brand integrity, the logo must always be used as outlined in the guidelines. Any modifications or incorrect usage can undermine the brand's credibility and visual impact.



(Don't blurr the logo)



(Don't drop the shadow of logo)



(Don't squize the logo)



(Don't rotate the logo)



(Don't color the logo)



(Always use logo on legible background)

Clear Space

To ensure maximum visibility and impact, a clear space equal to the 50px must be maintained around the logo. This area should remain free of any text, images, or other elements to uphold the logo’s clarity and prominence.







Correct Usage



(Always use proper logo)



(Always use proper logo on dark background)



(Use full white logo on color)



(Use full white logo on dark color)



(Always leave a clear space around logo)



(Use B/W logo if color print is not available)

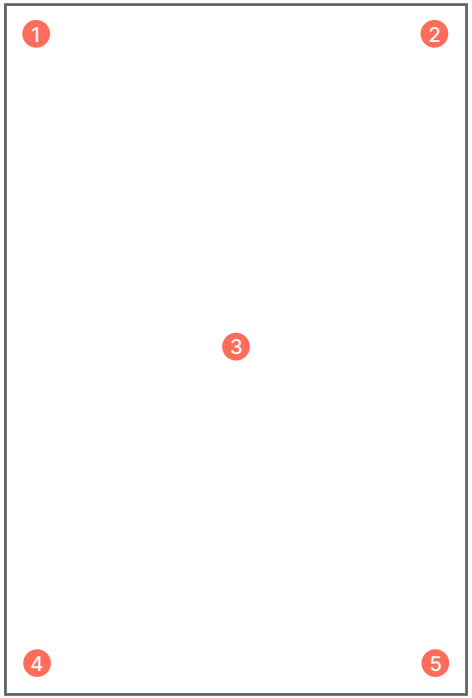


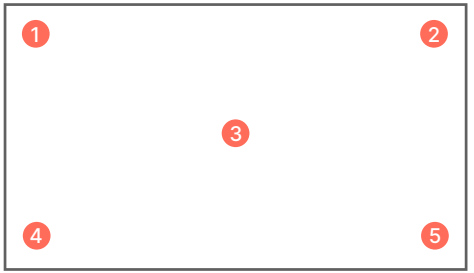
Logo Placement

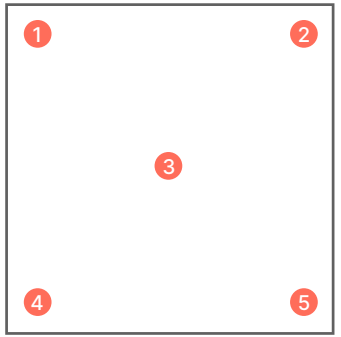
Regardless of communication size or dimension, the LOGO can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough felxibility to accomodate our dynamic graphic system.

Please keep in mind the Logo exclusion zone when placing the LOGO in the corner. In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner







Minimum Size

Minimum size of logo should be 100px in width. Below this logo will lose its optimality



(350px)



(240px)



(100px)



03

Color Palette

- Brand Colors
- Colors Misuses



Color Misuses



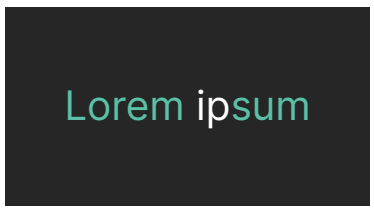
(Do not use colours outside of the brand colour palettes)



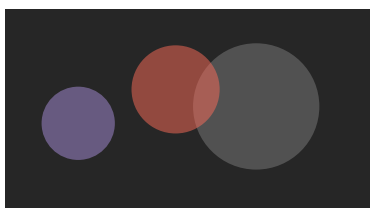
(Do not use unapproved color gradient)



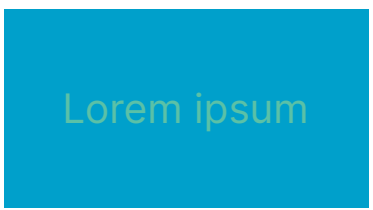
(Do not use logo colors outside of colour palette)



(Do not use to many colors and maintain consistency)



(Do not adjust the transparency of colours)



(Do not use illegible colour combinations)

04

Typography

- Logo Font
- Hierarchy



Logo Font

Jortty

UPPER CASE

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w

x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *

Hierarchy

Headings
Inter Bold
Size: 72pt / 72pt
Tracking : 0

Headings
Inter Semibold
Size: 37pt / 40pt
Tracking : 0

Body Text
Inter Regular
Size: 13pt / 16pt
Tracking : 0

Buttons
Inter Semibold
Size: 18pt / 20pt
Tracking : 0

Main Heading

Sub Heading

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Get Started

05

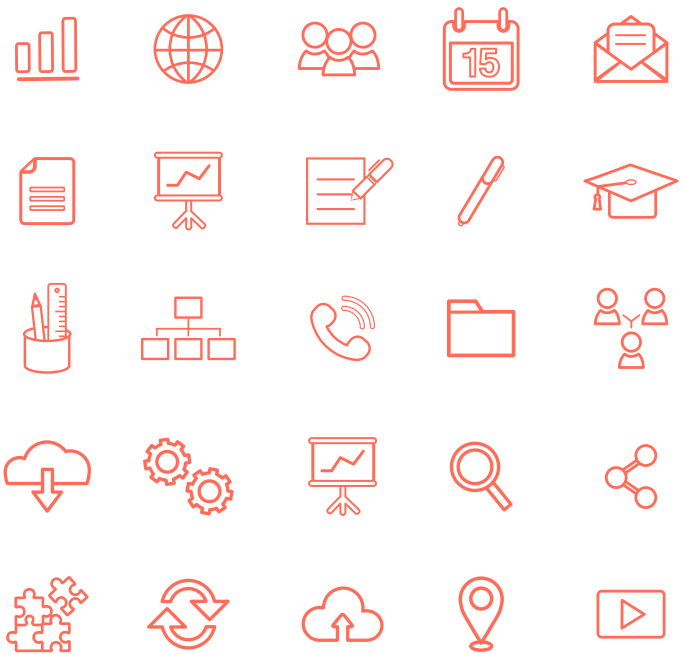
Brand Visuals

- Icons
- Social media icon
- Pattern
- Imagery

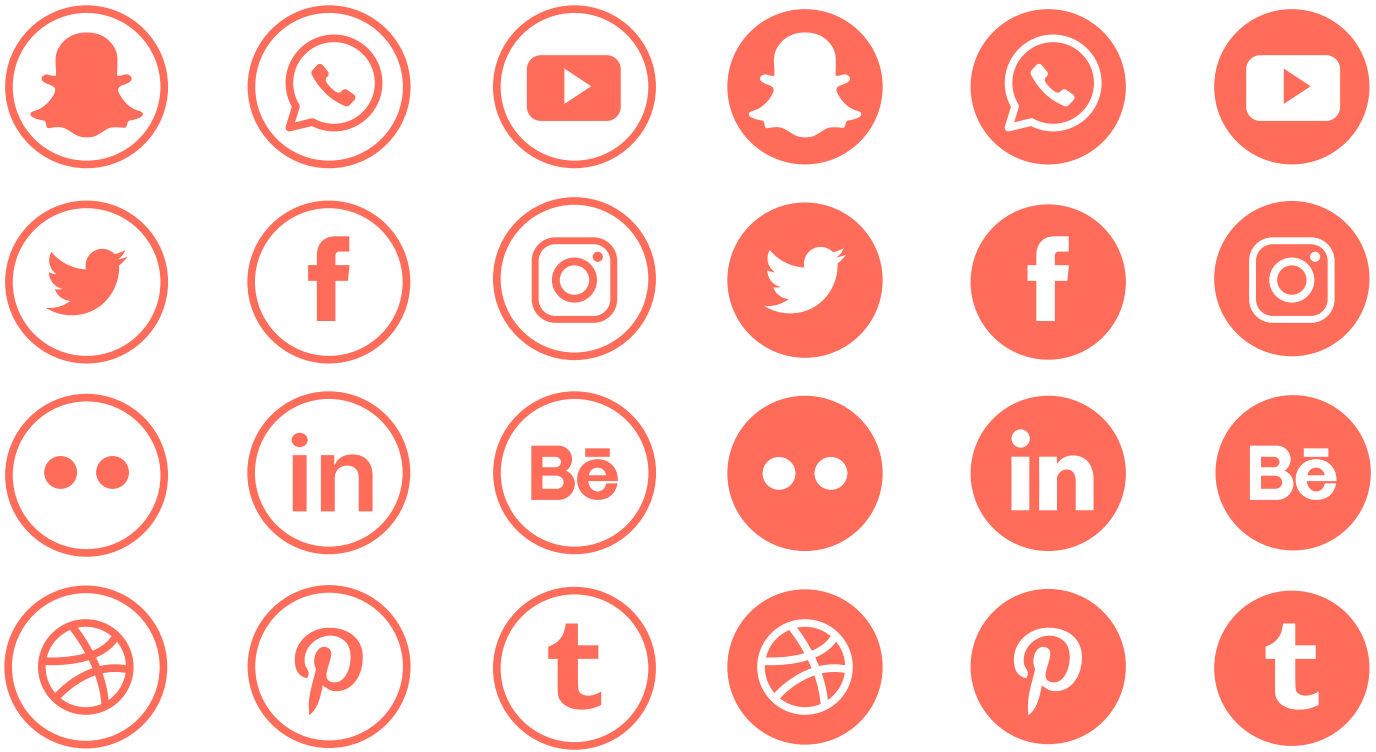


Icons

All brand icons should be designed to be as simple as possible whilst sometimes communicating big ideas. Our icons act as a prompt, not a complete narrative and therefore are used to enhance our content and quickly communicate an idea rather than tell an entire story.



Social Media Icons



Pattern

We have developed a pattern styles using the JORTTY icon that are approved for usage as backgrounds, in print materials, and packaging. When using these patterns, feel free to invert the colorways (switch the background and foreground colours), but do not otherwise modify the colours.



Imagery

AI - Driven Precision & Automation

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Human-AI Collaboration & Professionalism

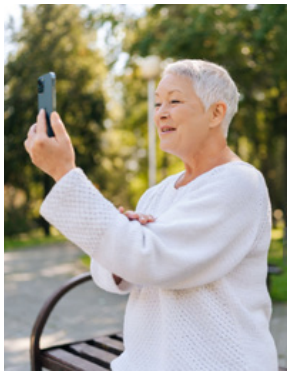
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Scalable & Cost-Effective Solutions

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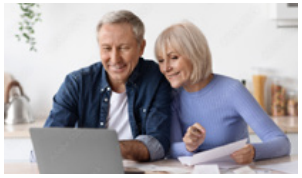












06

Social media

- Profile Picture
- Banner Templates



Profile Pics



Banner Templates



(Linkedin Banner)



(Facebook Banner)



(Youtube Banner)



(X Banner)

07

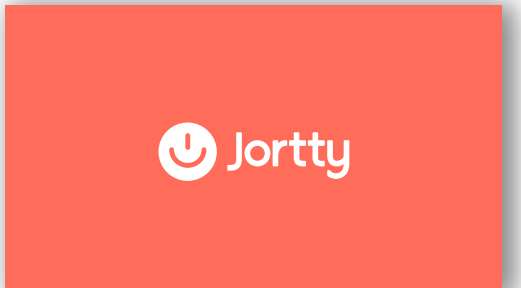
Stationery

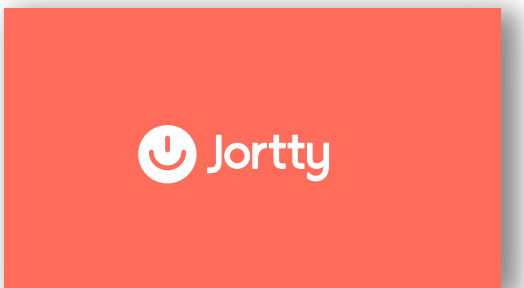
- Business cards
- Letterhead
- Envelope



BusinessCards

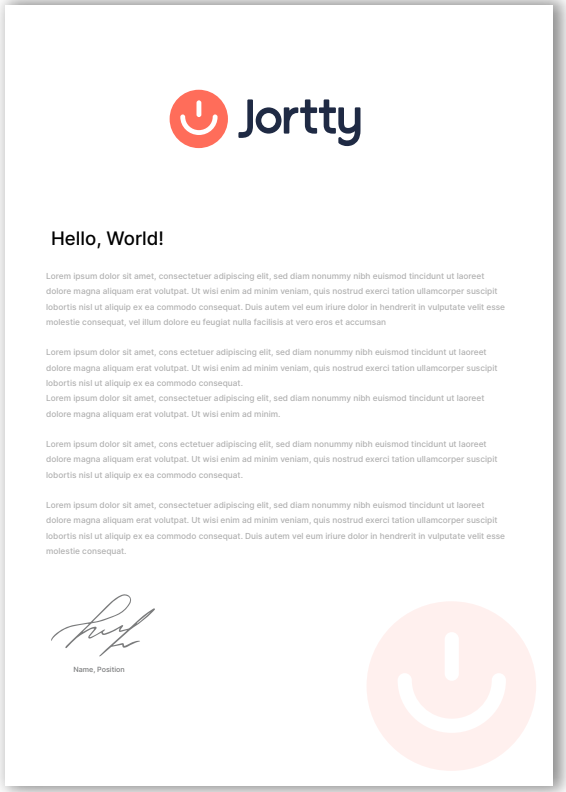




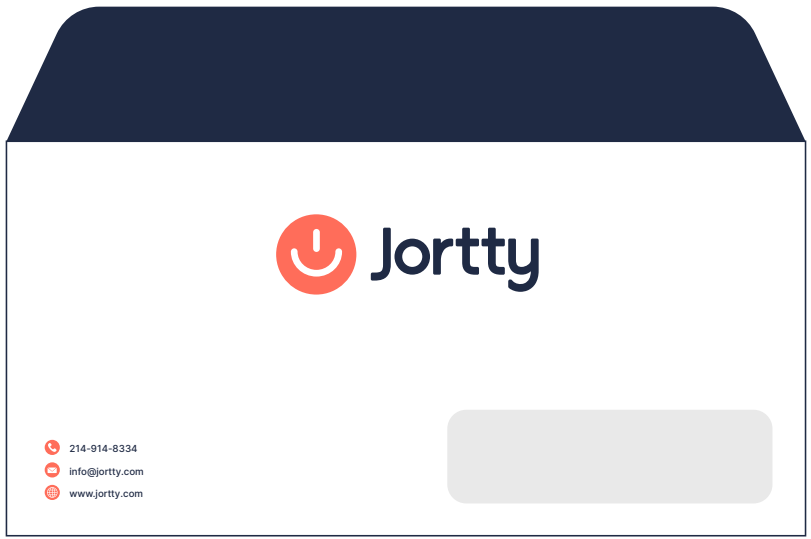




LetterHead


Jortty
Hello, World!
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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
Name, Position

Envelope

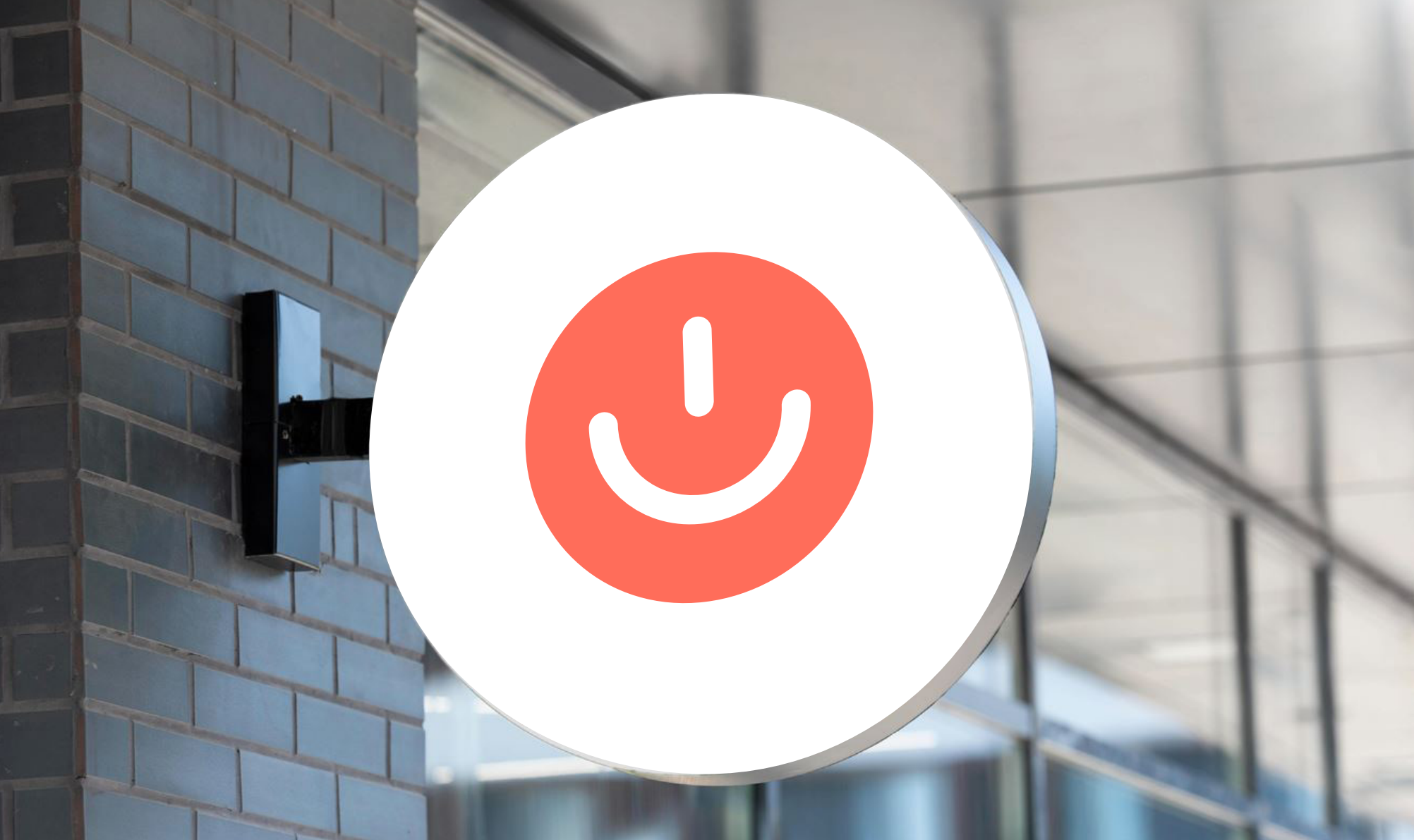


08

Brand Collaterals

- Mockups
- Tshirt
- Cap






Jortty


Jortty


Jortty


Jortty