

The “*Official*” Jungle Jim’s

# Style Guide

*Jungle Jim’s Style Guide*  
*in collaboration with Thirty21*  
**v1** — November 2024

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## 01

# Logo Treatment

The Jungle Jim's logo is a vibrant symbol of global adventure, reflecting the diversity, excitement, and discovery that defines our unique marketplace.

# Approved Logo Usage

Variations of Jungle Jim's iconic logo help it stand out against different backgrounds while maintaining brand integrity.



**Solid One-Color**  
(Approved for web usage)



**Simple Outlined**



**Retro Outlined**



# Logo Integrity

Keeping the integrity of our logo means not altering, recoloring, or placing the Jungle Jim's logo haphazardly.



**Do not** skew the logo



**Do not** recolor the logo



**Do not** obscure the logo with a drop shadow



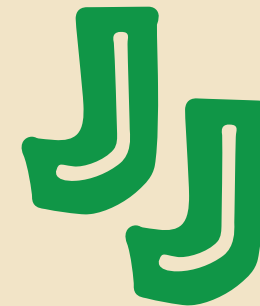
**Do not** place logo over Jungle's pixelated face



**Do not** get jiggy with it

# Monogram

The JJ monogram is a condensed version of our iconic logo. It can be used when brand recognition is needed as a tertiary element, or when visual real estate is at a premium.



## Single Color Monogram

For use on single color blocks or simple backgrounds.



## Two Color with Carrier Shape

For images or complex patterns. The carrier shape should be used to provide enough contrast for legibility.

*A one color version may be used on backgrounds that provide sufficient contrast, such as **Coconut Cream**.*

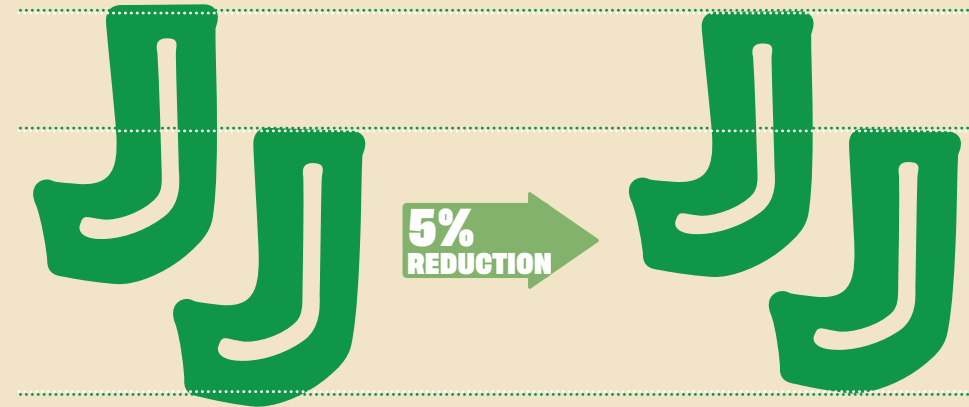
# Monogram Carrier

Depending on the context of the monogram, you may choose to use it inside the official carrier shape.

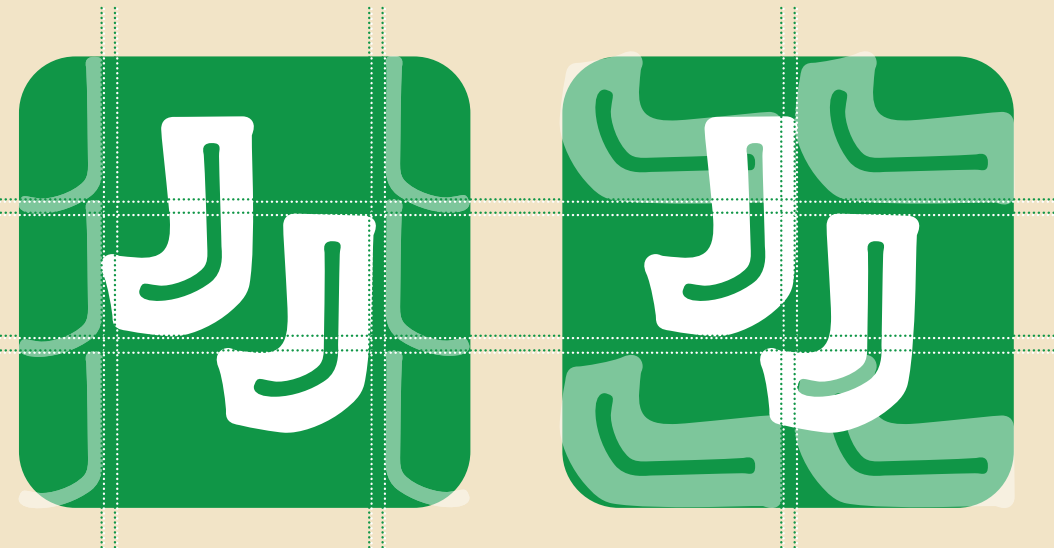
**Geometric Construction**  
The JJ Monogram is finicky inside of squares, so only use the approved placement, which is derived from the geometry of the J lettershape and its counterform.

*Regular Monogram*

*Monogram with Carrier Shape*



**Sized To Fit**  
The monogram for use inside its carrier shape is 5% shorter than its counterpart.

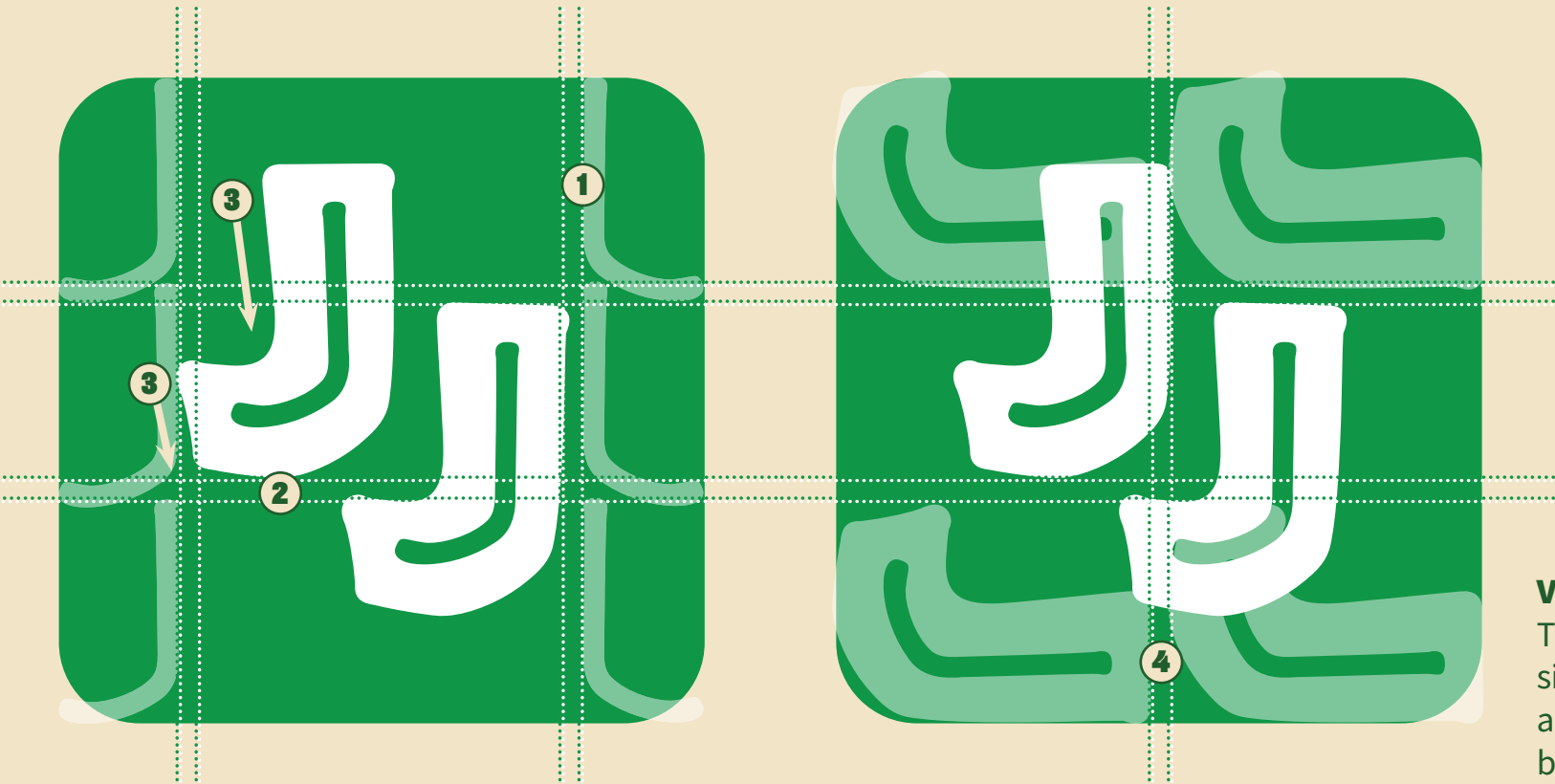


# Anatomy Class

**A Natural Gutter**

Each of the following geometrical observations dictate a natural gutter size used to center the Monogram:

- 1 Width of the J-counterform
- 2 Vertical spacing of the two J's
- 3 Horizontal width of the concave slope at the left edge of the J
- 4 Negative space between horizontal J's



**Horizontal Spacing**

First, we align the horizontal gutters to the inside of the counterform shape, then center the monogram between the gutters. Then, we offset the letterforms by one gutter width to the left, to compensate for the uneven horizontal weight of the J.

**Vertical Spacing**

The vertical guides are derived from full sized J's laid horizontally. The gutter is added, aligning with the negative space between the J's as well as the right edge of the first prominent J of the Monogram.

## 02

# Website Colorways

The green and neutral colorways create an organic and authentic atmosphere, symbolizing freshness and a welcoming space for all visitors.

# *“Old to New”*

The current green we use for our logo fill has some problems, particularly on consumer grade or older IPS monitors. To combat this, we are desaturating our green for web.

**ORIGINAL  
JUNGLE  
GREEN**



**WEB SAFE  
GREEN**

**#F2E4C7**

*“Coconut cream”*

**C:4 M:8 Y:23 K:0**

**#85B36F**

*“Afternoon in the Garden”*

**C:52 M:13 Y:73 K:0**

**#205C2C**

*“Jungle Canopy”*

**C:84 M:38 Y:100 K:35**

*Colors that  
feel real and  
organic.*

## For the Web

Green can be a temperamental color,  
so we reworked the greens to feel  
approachable regardless of IPS, OLED,  
or Jungle’s Flip Phone™

# Accessible Variations

Accessibility is paramount in our modern age. To keep our website a safe space for everyone, the HSB values of *“Afternoon in the Garden”* may be tweaked up to roughly 10% to allow the type to speak its mind to all.

	<i>Dark</i>	<i>Mid</i>	<i>Light</i>
H:	110 → 100 → 100		
S:	40 → 38 → 32		
B:	60 → 70 → 80		

## #A0CC8B

*“Dawn in the Garden”*

C:40 M:2 Y:60 K:0

## #85B36F

*“Afternoon in the Garden”*

C:52 M:13 Y:73 K:0

## #6A995F

*“Dusk in the Garden”*

C:63 M:22 Y:78 K:4



## 03

# Texture Elements

Texture is the key to first impressions. When you interact with Jungle Jim's, you should see authenticity and a focus on what's real, not just a corporate facade.



# MAP

**KRAFT**

**BURLAP**

**DENIM**



**CANVAS**

**WOOD**

**NOISE**





RRRIP

04

# Typography

We've compiled a versatile family of fonts to represent our approachable and human-centric business. We make heavy use of contrasting weights and accents for dynamic compositions and skimability.

# Gelica

## PRIMARY FONT

Dave Rowland / Eclectotype / 14 styles

*Light Italic*

**Semibold**

**Black**

*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*

**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**

**0 1 2 3 4 5 6 7 8 9**

## TEXT SAMPLE

Aliam cuptat quam eum  
nihil, tem litat. Mi, corrūn  
dollar orem as rem sedicil  
luptae volup tam, consequ  
odip sant reratis cita tate  
vollar illabo. Nam facea tio  
ommo cullorro tem.

# Source Sans

## TEXT & BODY FONT

Paul D. Hunt / Adobe / 16 styles

*Light Italic*

**Semibold**

**Black**

*abcdefghijklmnop  
qrstuvwxyz*

**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**

**0 1 2 3 4 5 6 7 8 9**

## TEXT SAMPLE

Aliam cuptat quam eum  
nihil, tem litat. Mi, corrun  
dollar orem as rem sedi  
luptae volup tam, consequ  
odip sant reratis cita tate  
vollar illabo. Nam facea tio  
ommo cullorro tem. Apele

# TUSKER GROTESK

## ACCENT FONT

*Lewis McGuffie Type / 30 styles*

**7700  
BOLD**

**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**

**0 1 2 3 4 5 6 7 8 9**

## TEXT SAMPLE

**A  
G  
G  
E  
N  
T**

**ALIAM CUPTAT  
QUAM EUM NIHIT,  
TEM LITAT. MI,  
CORRUN DOLLAB  
OREM AS REM**

**USE**

# RUBIK BLACK

**WEB-SAFE FALLBACK**

*Hubert & Fischer / 14 styles*

**BLACK**

**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**

**0 1 2 3 4 5 6 7 8 9**

**TEXT SAMPLE**

**A  
G  
G  
E  
N  
4** **ALIAM CUPTAT  
QUAM EUM NIHIT,  
TEM LITAT. MI,  
CORRUN DOLLAB  
OREM AS REM  
SEDICIL LUPTAE  
VOLUP TAM.**  
**USE**

**HEADER TYPE**  
*Gelica Medium Italic*

# Lorem Ipsum

**BODY TEXT**  
*Source Sans Regular*

Catque acere, nit, coendit, quonsul tumente, us, quam senitatua spio in Itantium elaribu speculi usquame caperox nos cuppl mula des

Consupplis, quidium istemus iam labulvil tam is omplistam, deripion hactam. Locupie cest? Quo const quam tem nericat roridiem, noculin vicit ressolum atiachucon veris bonvehem. Omnem publica pericaetia rei sum et virmiliciam publist L. Fit, modina sentratque factus An issupim rendeperei is iae am speripse publisse duci in tus.

**SUBHEAD / BIG IDEA**  
*Gelica Semibold Italic*

*“Nam quibu, veligen”*

**BIG OL' STATEMENT**  
*Tusker 7700 Bold*

**H3 & H4 LIST PAIRING**  
*Tusker Bold / Gelica Light Italic*

**OBIS NOBIT IPSAM...**  
*Ibus apelit, nonserio consed mil*

## 05

# Illustrations

Our Jungle Jim Illustrations have a rich history with our store's print and environmental design. These might not be used for web applications but they remain a large part of our brand presence nonetheless.





# *The Super Old, the Kinda Old, and The Mostly New*

## **Pre 1990's**

The Jungle Drawing that started it all. Illustrated by Ted Sarosy, who did many of the hand-painted murals inside both stores through the mid 2010's.



## **2000's (still in use)**

A digital adaptation riffing on the original illustrations, this style has been used far and wide in the Jungle media archive.



## **2020's (proposed)**

A digital age revamping of the classic and whimsical designs, this new posable armature has been proposed for ease of creating new illustrations.



## 06

**BRANDING OPPORTUNITY SPACE**

# Iconography

In the jungle, an adventurer is only as good as their map. Consistent use of iconography can help customers navigate our store both in person and on the web, and make it fun too!

# Department Illustrations

Mostly for internal use, this is a sampling of our whole library of detailed department illustrations.



Deli



Kitchen



Candy



Demo



Liquor



Bakery



Cheese



Front End



Meat



Dairy/Frozen



Cigars



Greenhouse



Natural Foods



International



Cooking School



Grocery



OEC



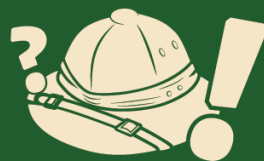
Cookware



HBA



Olive Bar



Customer Service



Herb N' Jungle



Pets



Beer/Wine



# Item Search Icon Pack

Simplified versions of our official department illustrations made into icons that we currently display in our item search results.



## 07

# Photography Guide

Food photography is a major asset in Jungle Jim's arsenal. From the Weekly Ad to social media, a good photograph can help our customers imagine the touch, taste, and smell of unique foods, and make them hungry to try it!



# Social Media

To highlight unique and novel products that are new to our lineup, we prefer to feature thoughtfully staged and lit photographs that are rich with color and texture.





# Weekly Ad

We churn out our weekly ads on a tight deadline each week. For cohesivity balanced with ease and speed, our ad features products on a white background with a softbox overhead.

- Food meant to be eaten cooked should appear cooked. No raw meat.
- Arrange front page items nicely but without props.





# *Event & Lifestyle*

Our event photography is kept candid and light-hearted. We rarely stage or editorialize our event photography, instead keeping it authentic and true to life.

