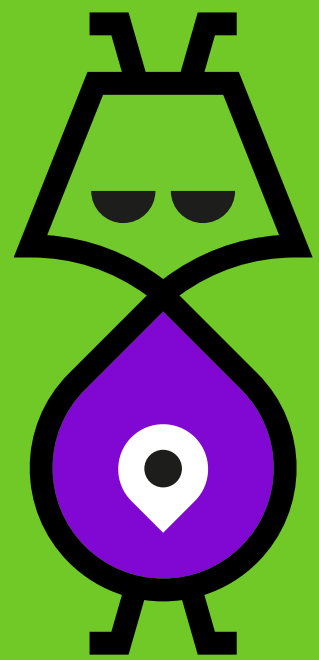


Brand Guidelines

March 2020



JustNav®

A bold new brand awaits. And you get to bring it to life.

A tech start-up turned global navigation company very name becomes a verb deserves a holistic brand system that's instantly recognizable, works around the world, and is widely accessible.



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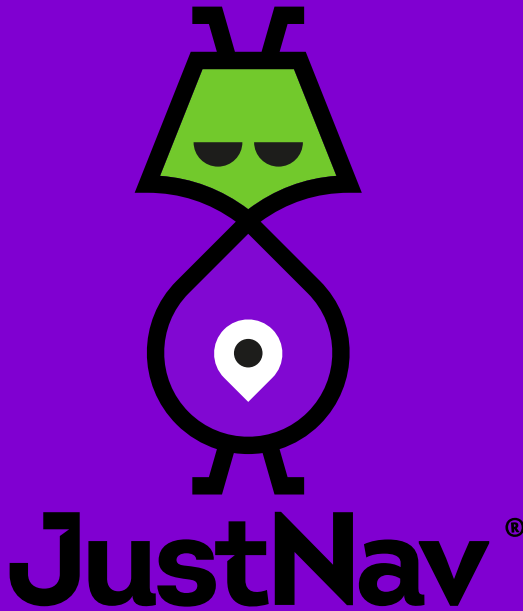
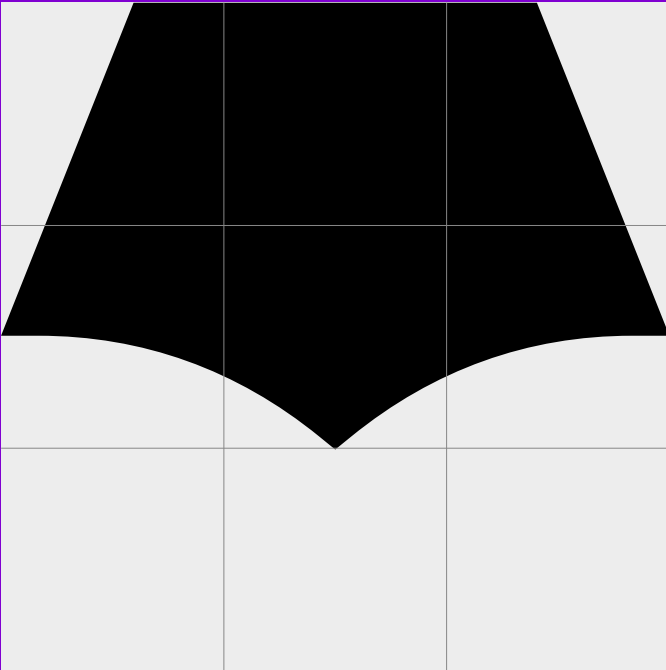
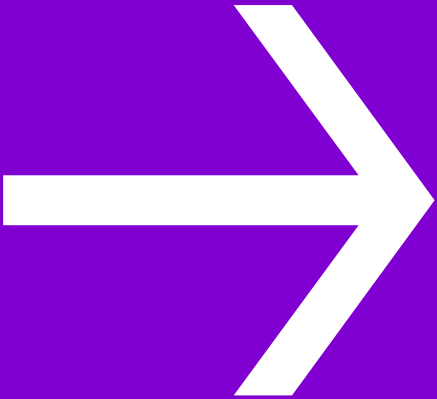
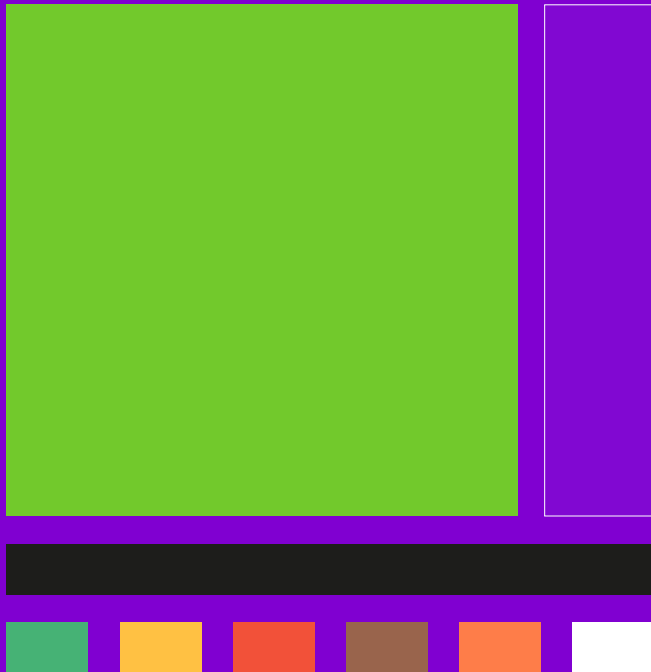
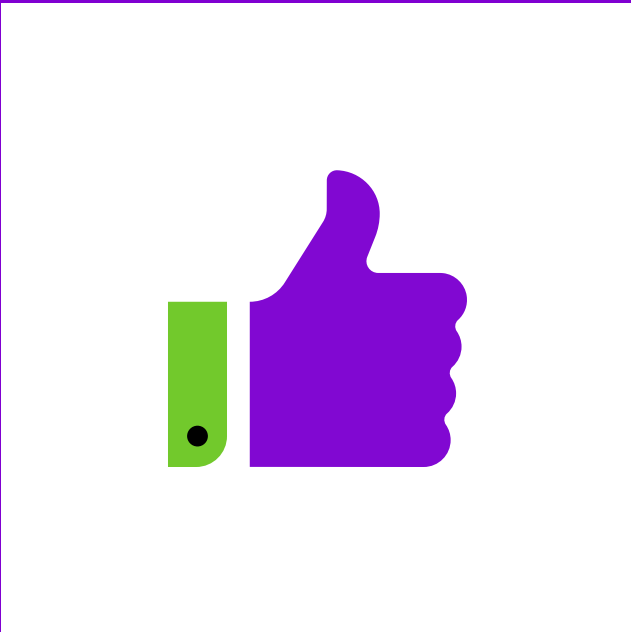
Brand system

Our brand system is simple, flexible, global,
and recognizable. It was built after a research
from global brands.

System elements

The JustNav brand system is comprised of nine core elements.

This document contains guidance for each element along with examples that illustrate how and when they combine.

Logo 	Composition 	Typography Navigate Navigate Navigate Navigate	Iconography 
Color 	Photography 	Badges 	Tone of voice Hello

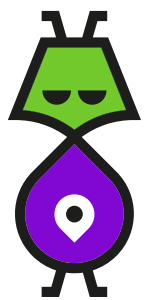
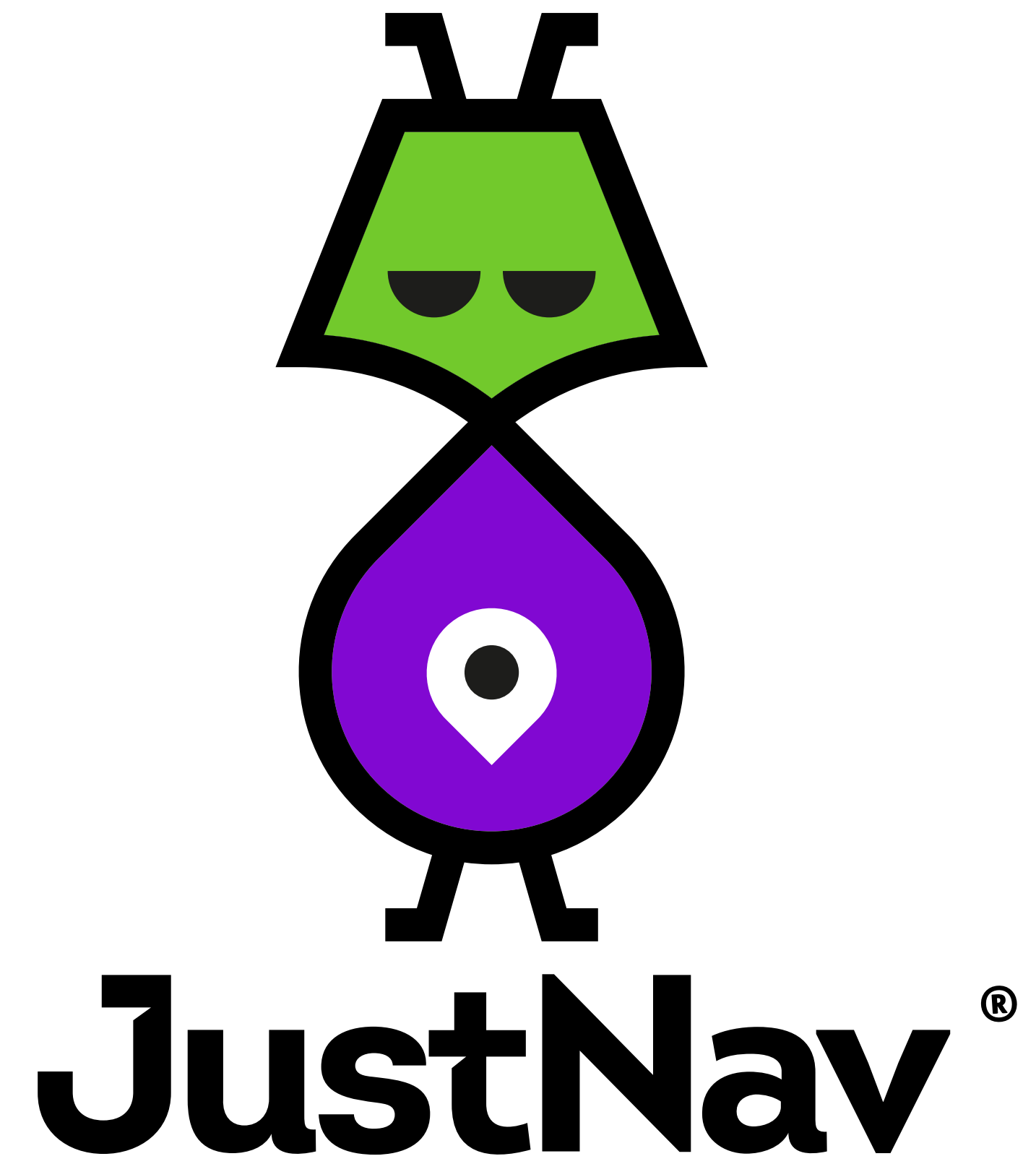
Logo

Our logo is approachable, easy to read, and takes full advantage of our name recognition.

Optical kerning, refined weight, and defined clear space, as well as well delineated placement in relation to other content all help to make it as instantly recognizable as possible at all sizes and in all contexts.

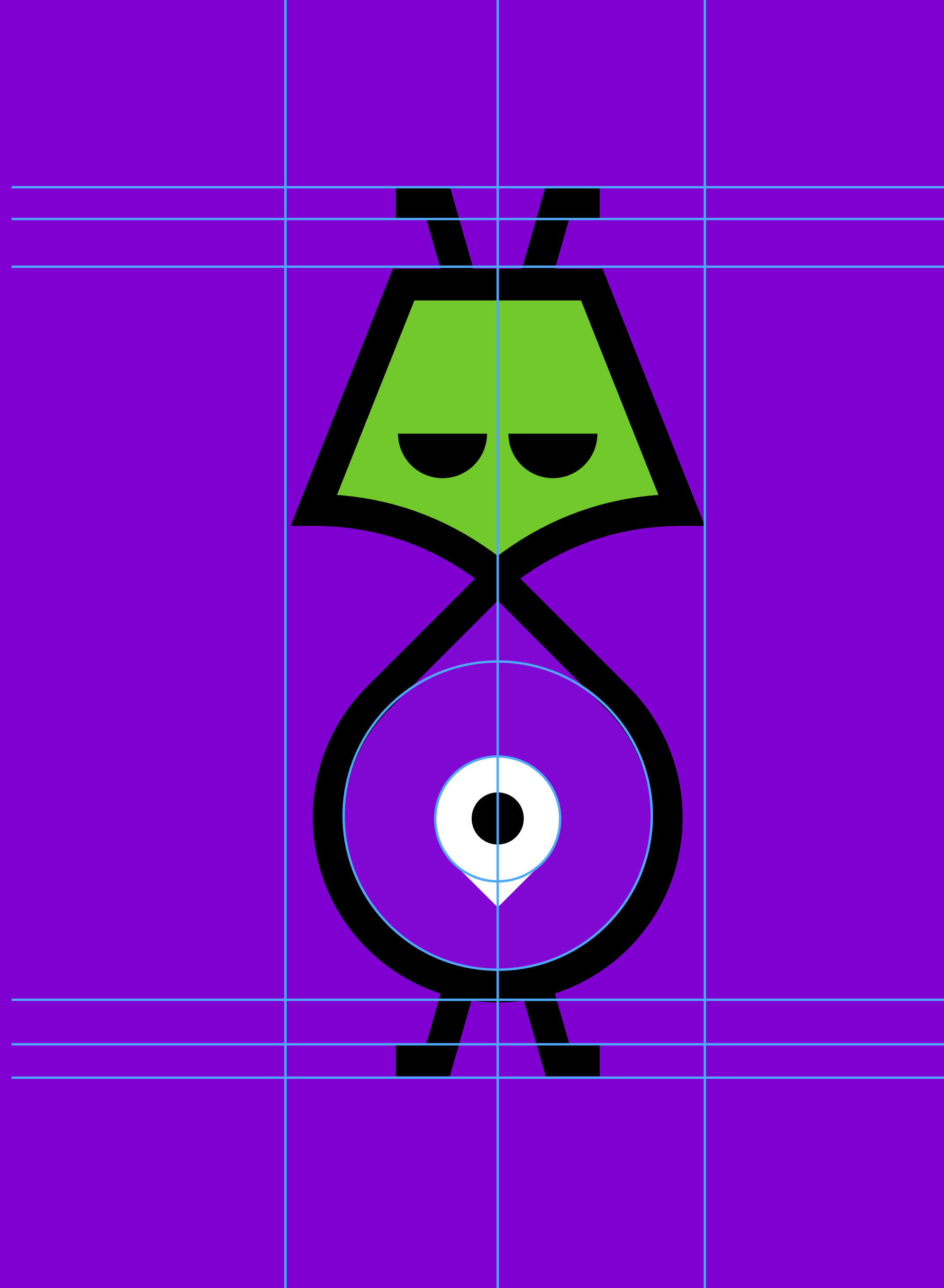


Logo



Construction

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.



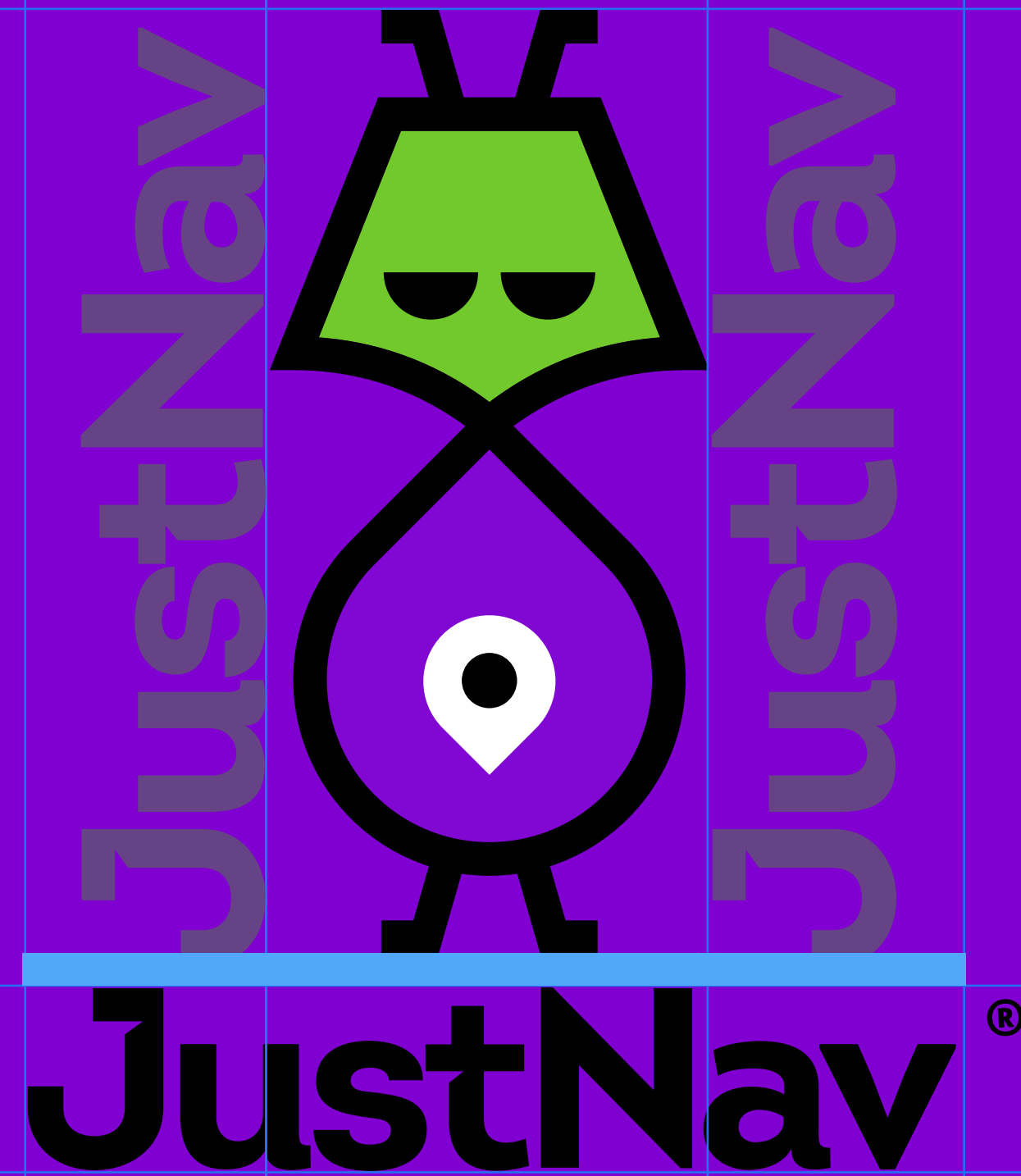
Construction

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

JustNav[®]

Clearspace

Clearspace around the logo, with
Equal stroke/thickness of type and
symbol.



Clearspace exceptions

The logo placement depends on the type of communication and use.

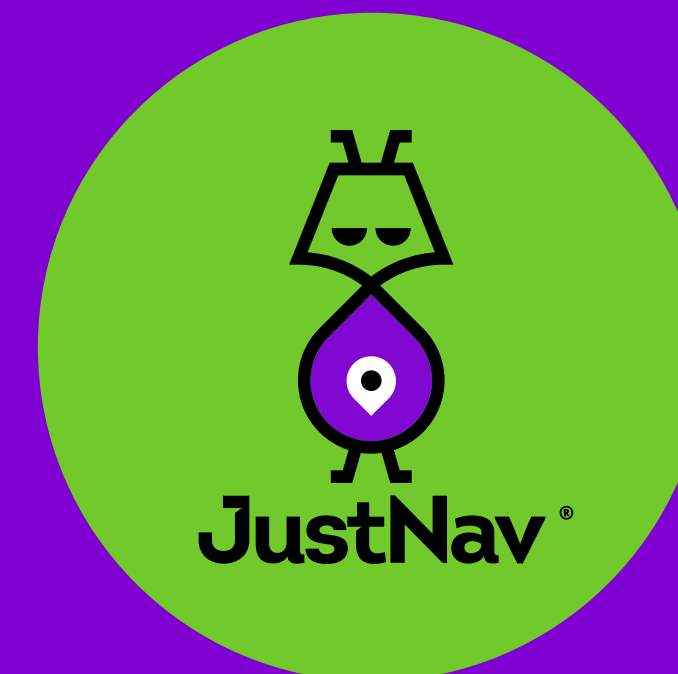
App icons



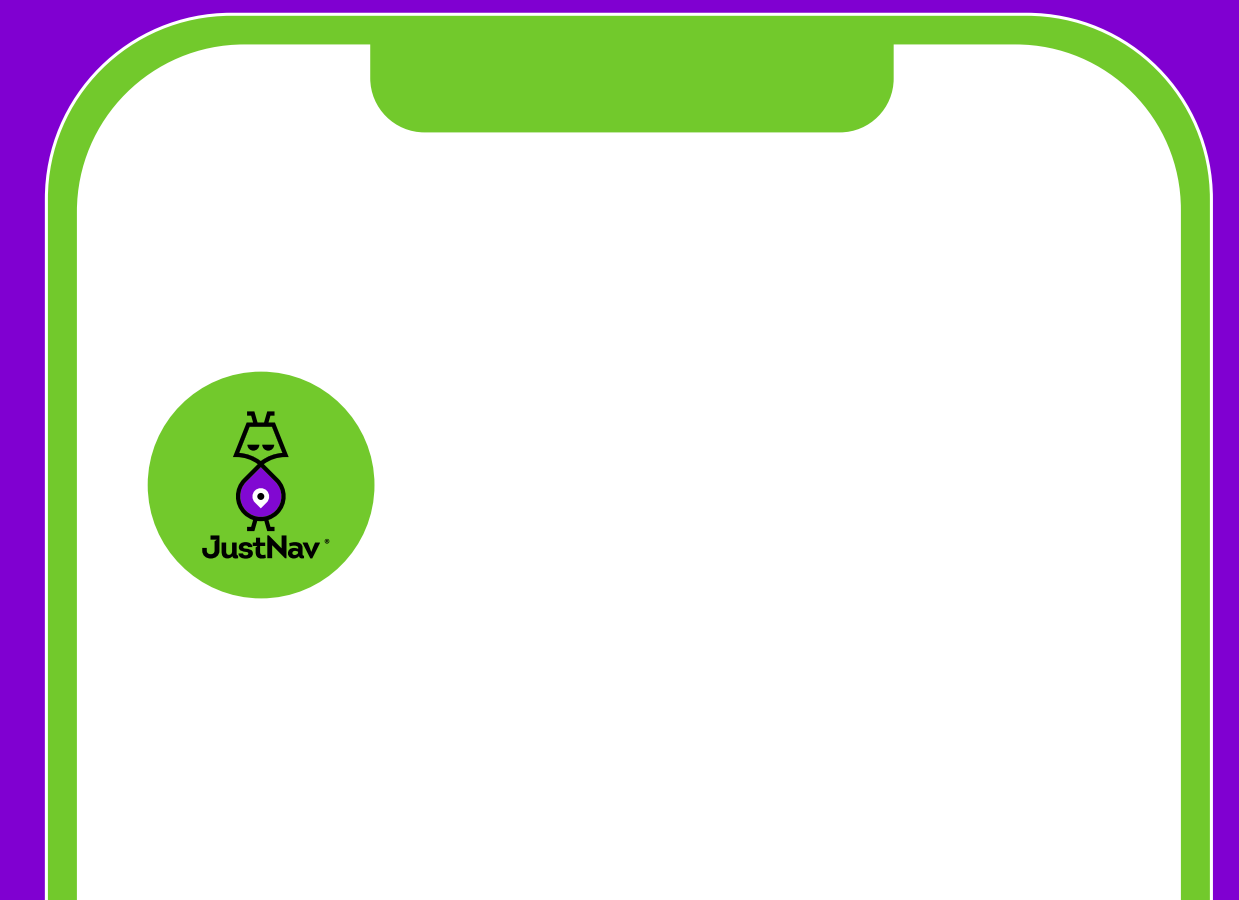
Signage with limited space



Tradedress

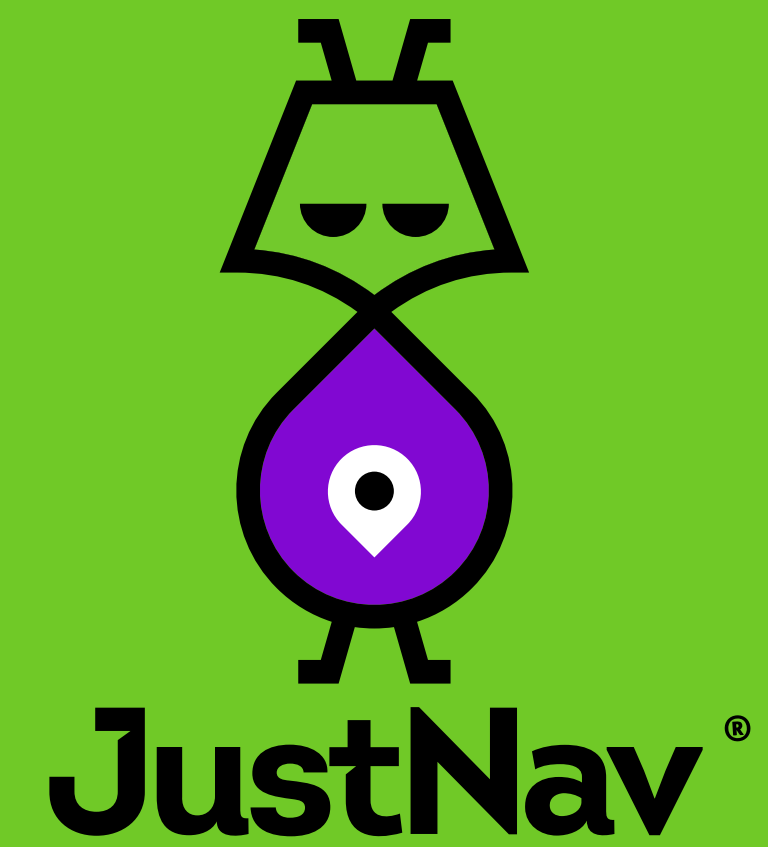


Social icon



Color

Logo should be white on darker backgrounds and black on lighter backgrounds.

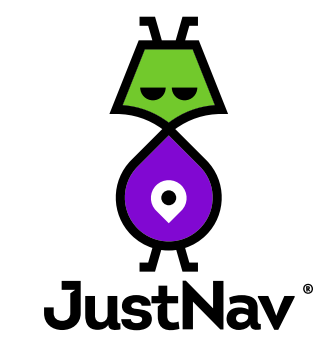
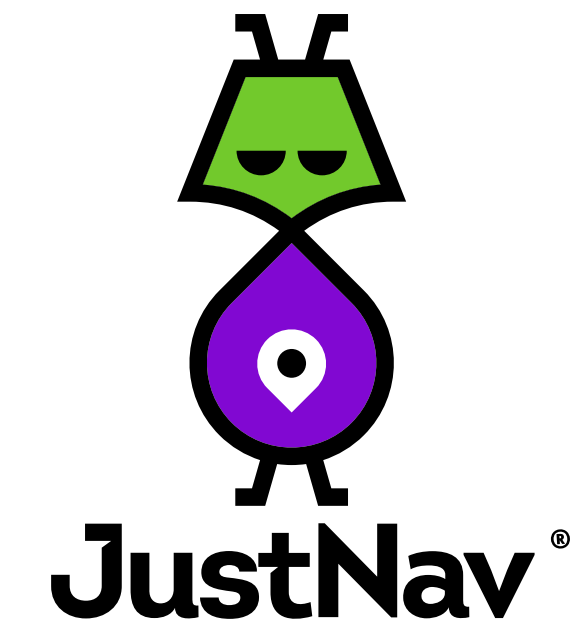
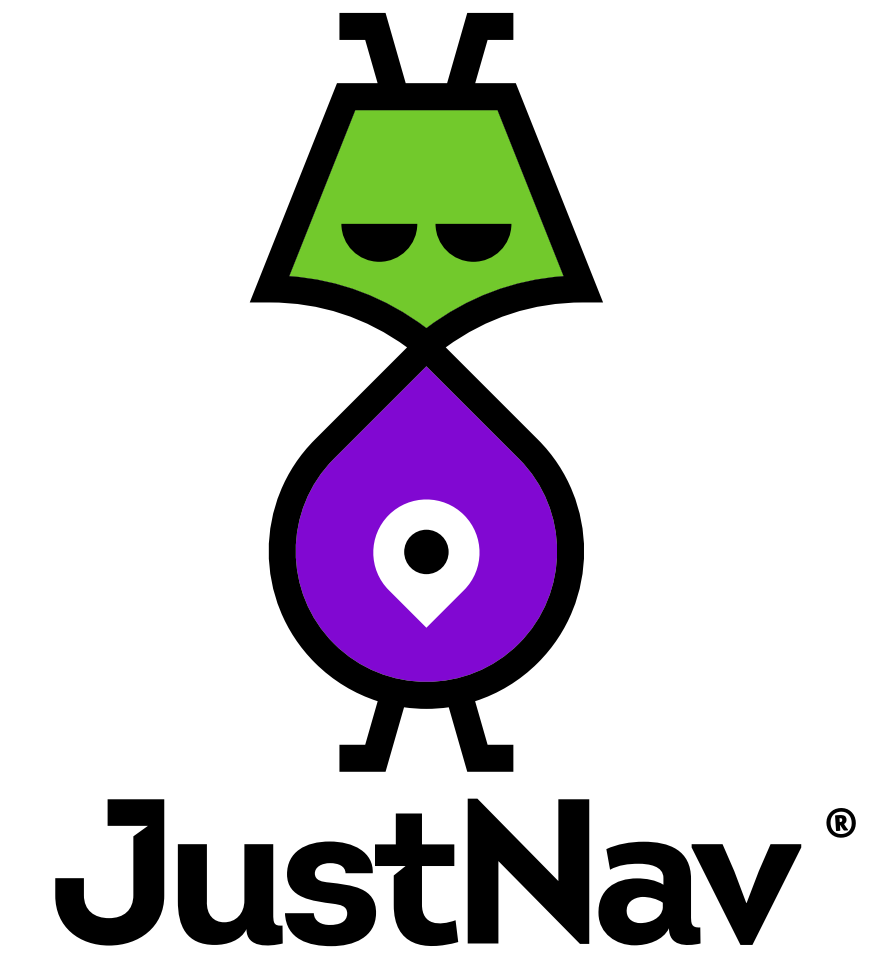
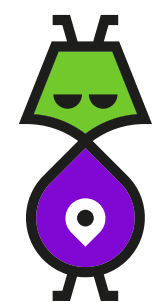


Scale

Our Logo is designed to scale to small sizes on print and screen.

Smallest size

18 pixels wide
0.25 inch wide
0.635 centimeter wide



Placement

The logo placement depends on the type of communication and use.

Bottom left



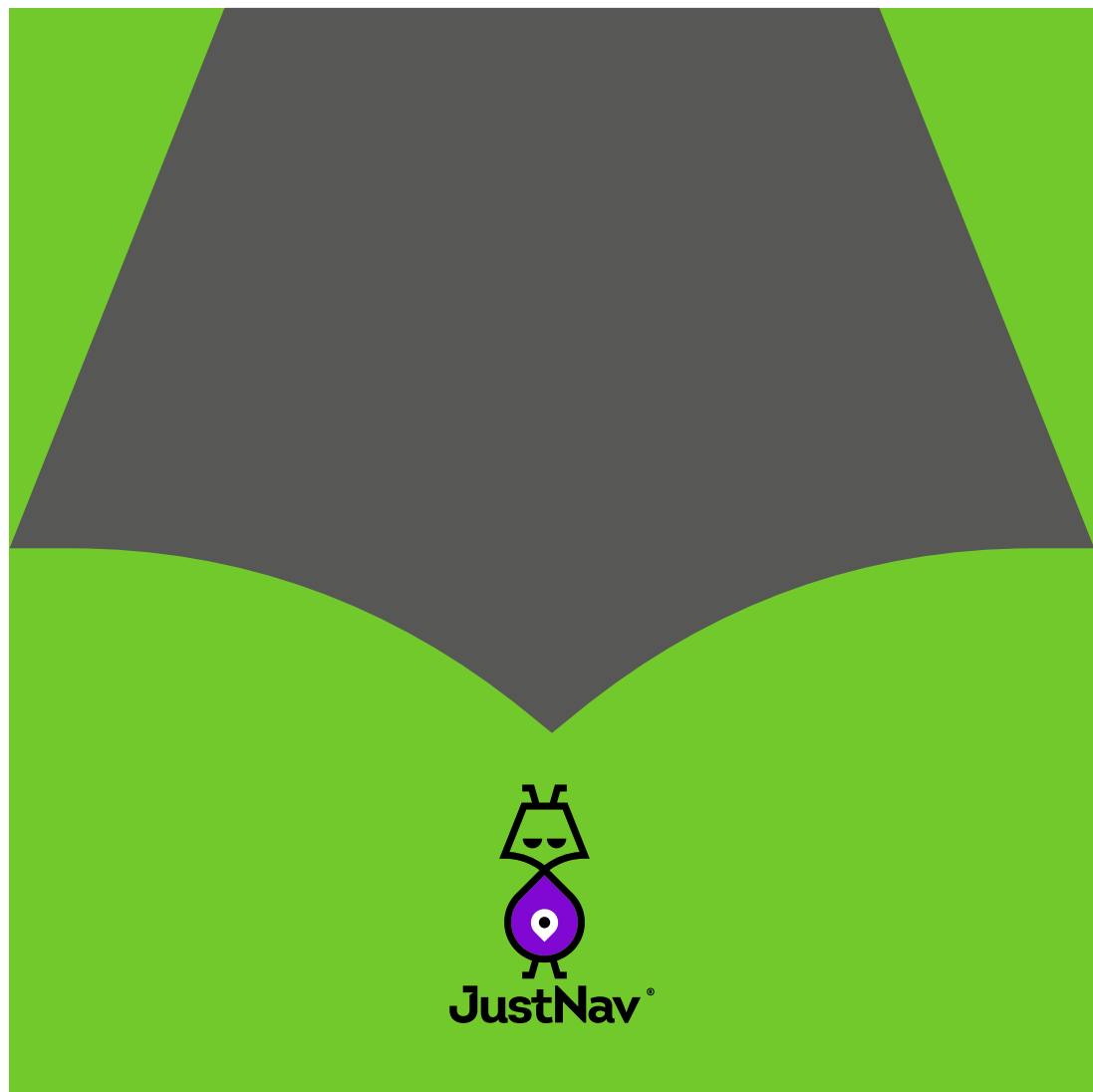
General communications that includes text, logo should be placed bottom left of composition.

Bottom right



Communications in languages that read right-to-left: place logo bottom right of composition.

Centered

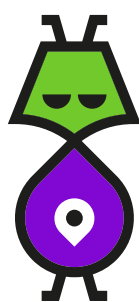


Compositions using a Bold Ant-frame can be center aligned. Depending on the compositions image(s), logo should be placed south center aligned in composition.

Upper left



Digital communications such as call-to-actions and websites, as well as functional applications such as environmental signage: logo should be top aligned.



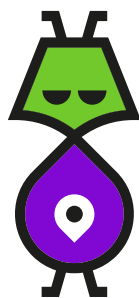
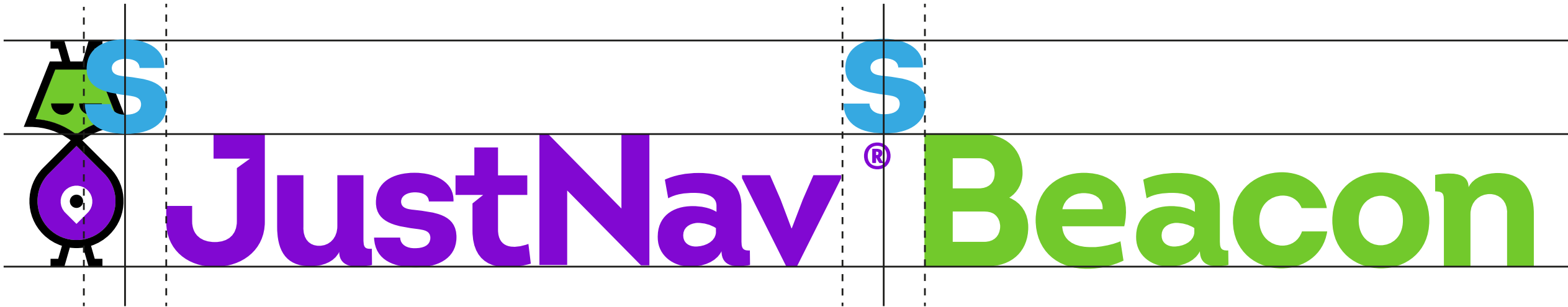
Product lockup

Spacing and alignment guidance for aligning product names with the logo.

Vertical lockup



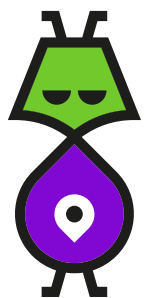
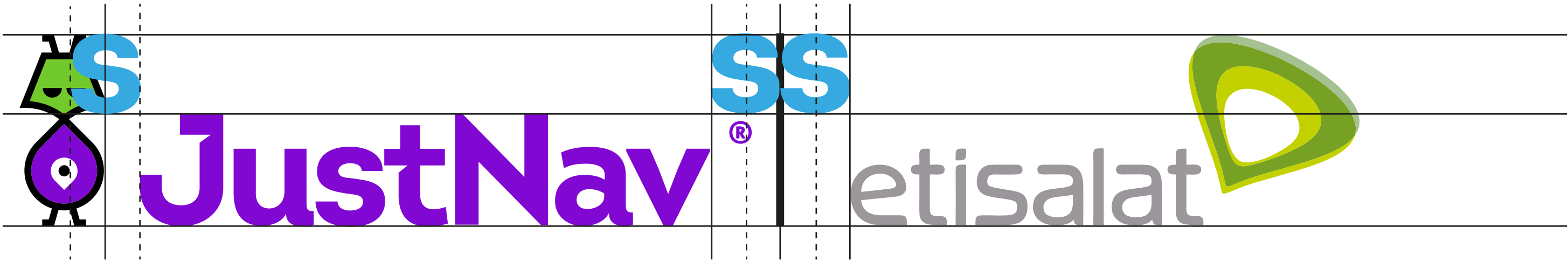
Horizontal lockup



Partnership lockup

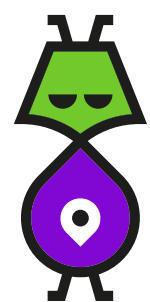
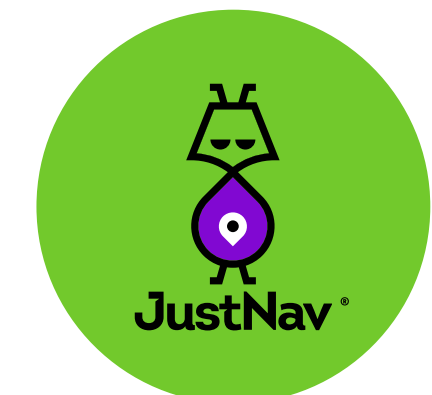
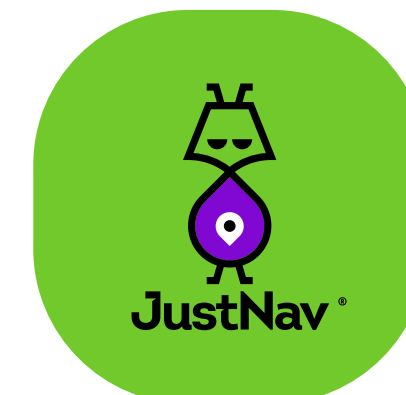
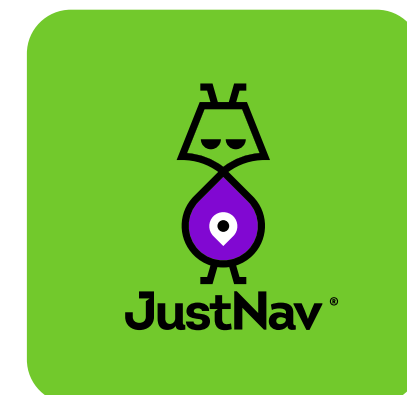
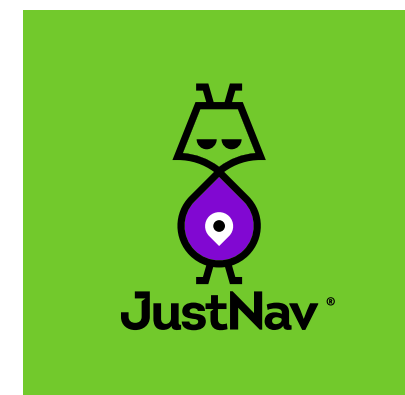
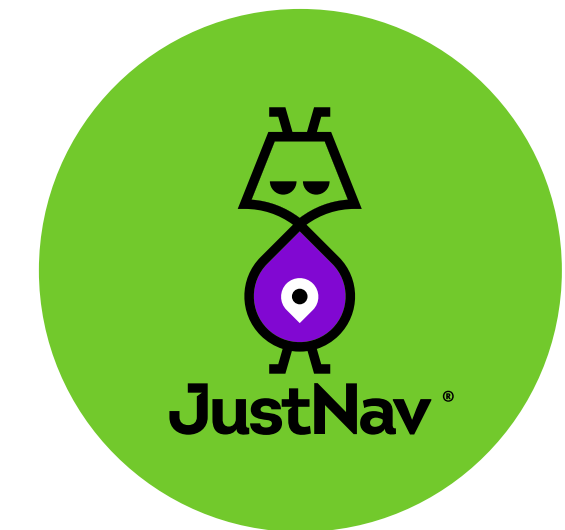
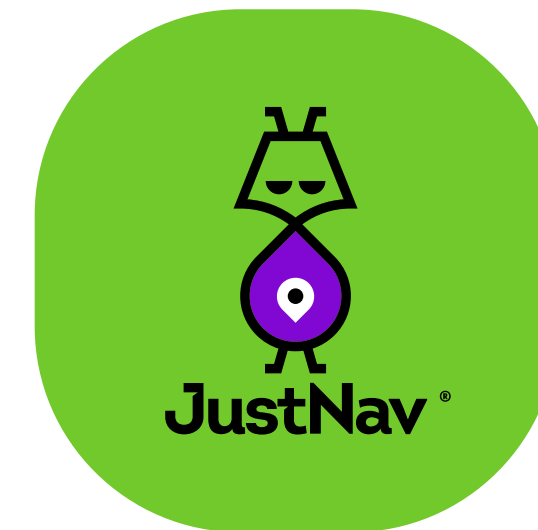
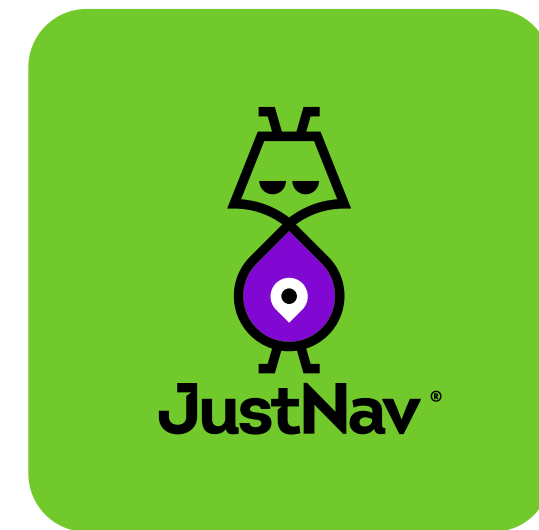
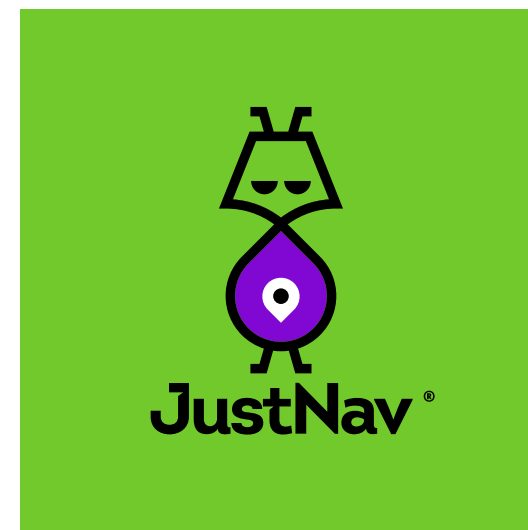
Aligning partnership logos should follow clear space rules. The separating line between logos can be created by the vertical line.

Horizontal Lockup



Social icons

App icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape.

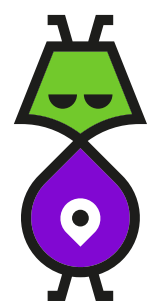


Typeface as logo

The regular weight of **INTRO BOLD** fonts is the same weight as the logo however our logo has been optically kerned.

When a headline uses the word **JustNav**, make sure to it matches the logo. If a logo is present outside of the headline, follow headline to logo sizing rules from the typography section of this document.

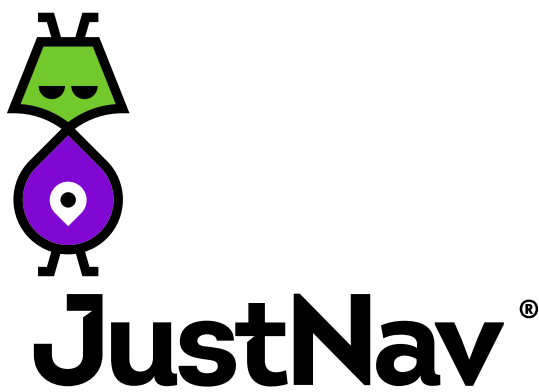
If space does not permit the logo and the headline to be present, the logo type in the headline can act as the logo.



Guidance

The logos is our face. We are not allowed to add or remove anything or amend or modify it.

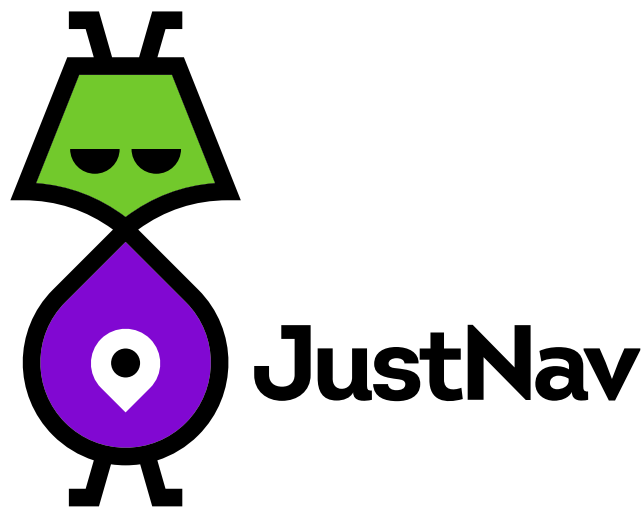
✗



✗



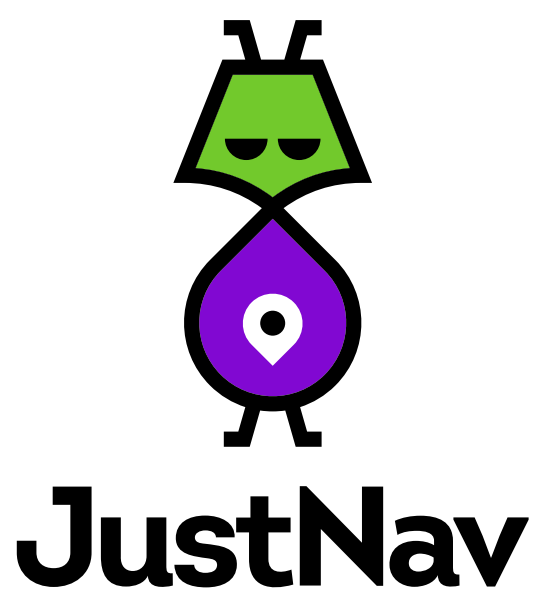
✗



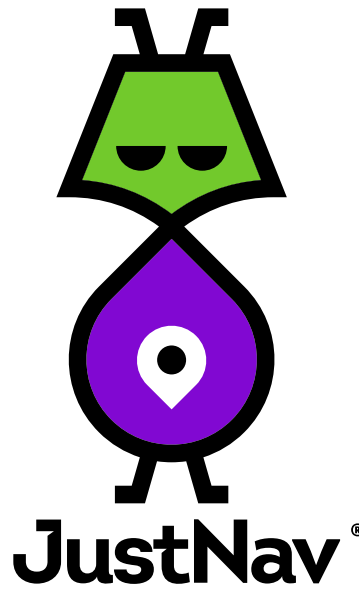
✗



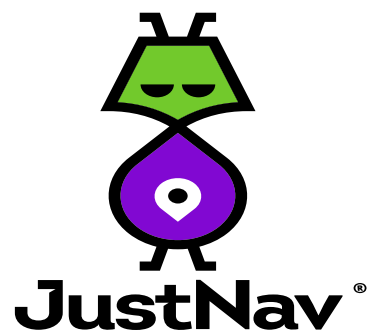
✗



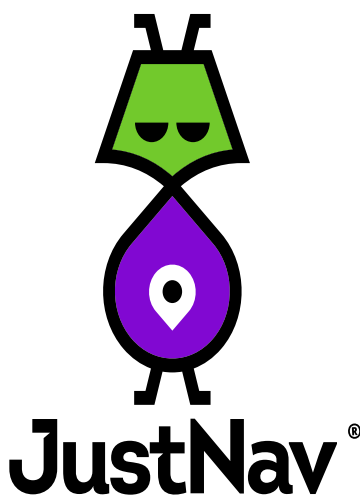
✗



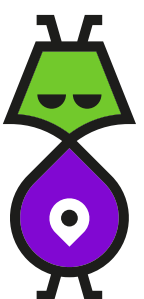
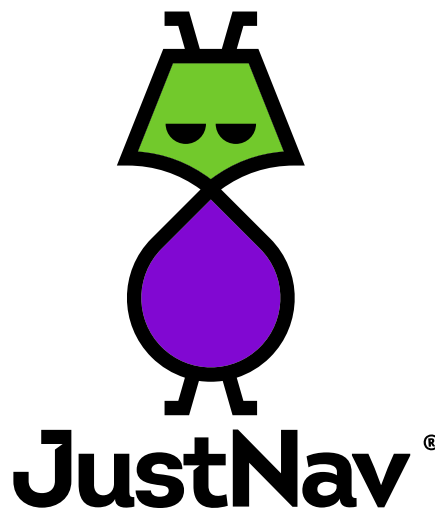
✗



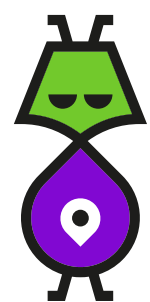
✗



✗

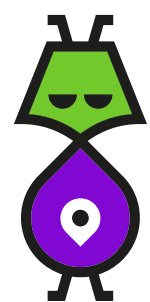


Logo Applications





Simplicity rules
Consistent
experience
Embrace the power
of Green & Purple



Composition

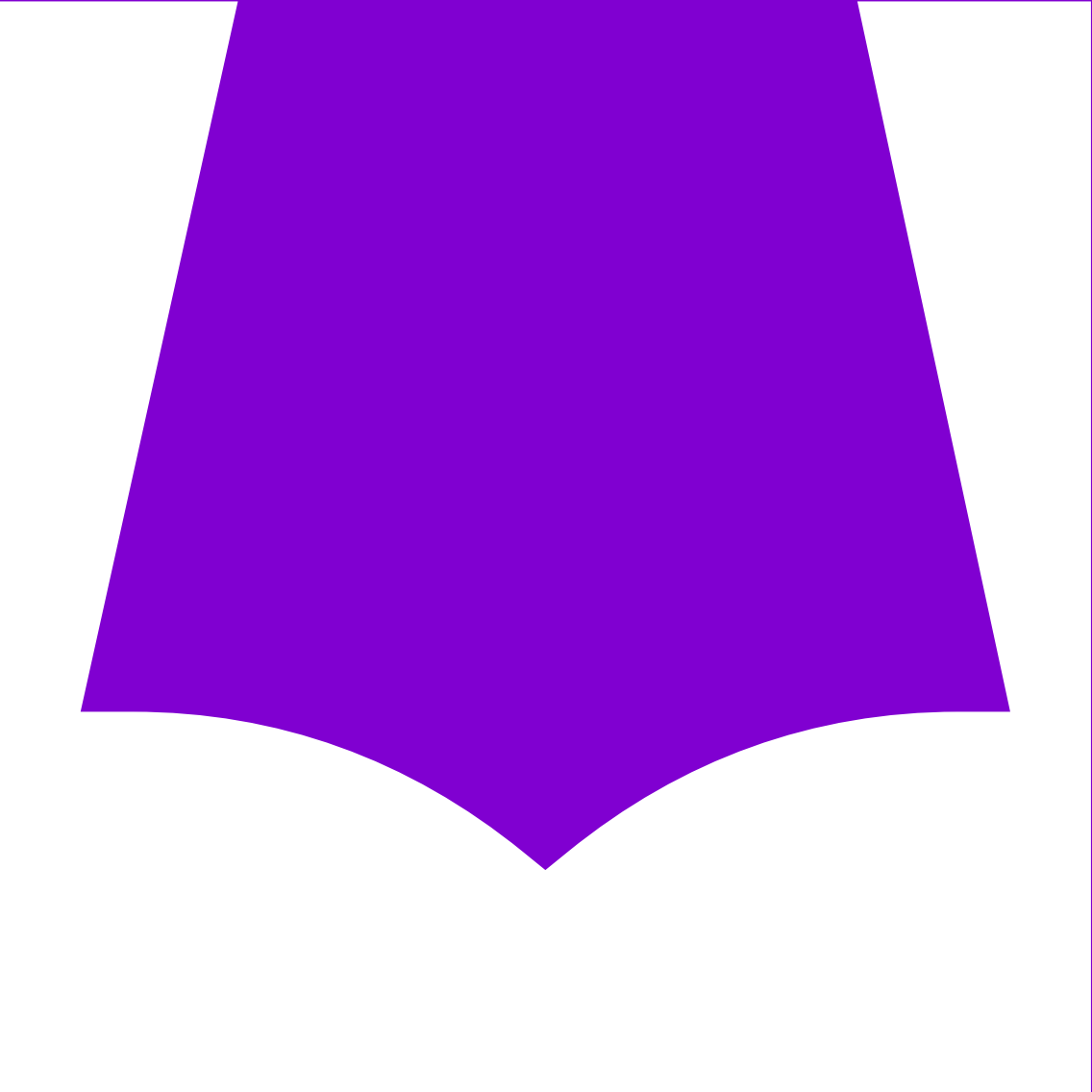
Our composition system is elegant in its sheer simplicity of use—plus, it creates a subtle “Ant Face” wherever it appears.

By defining the grid based on the logo (and exploring how columns scale across different sized compositions), the system stays flexible and beyond easy to apply. We’ve looked at different frame variants, how type works in different layouts, and are wire-framing our dynamic composition web tool to prepare for the initial build.

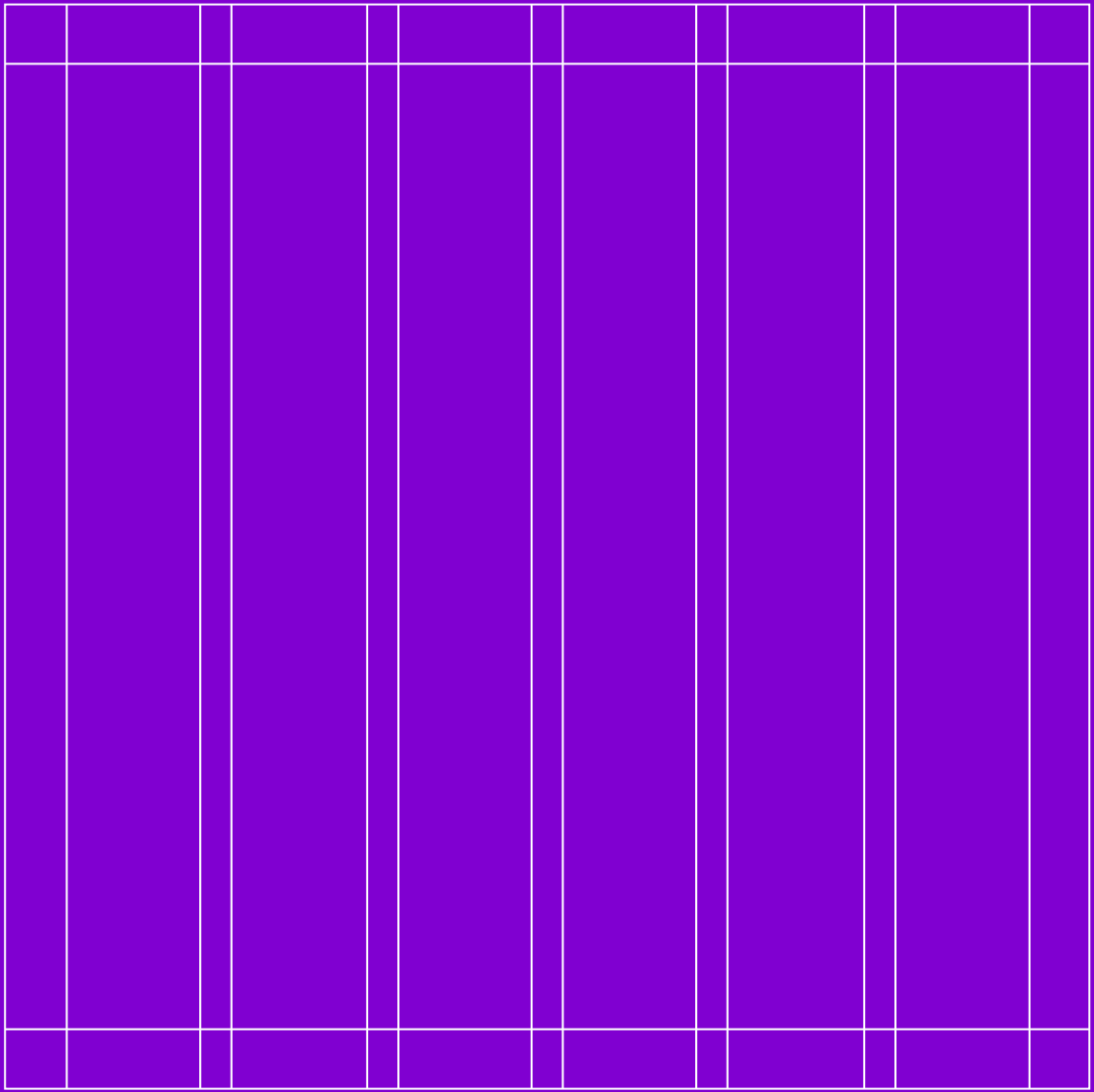


Elements

Layout and Ant-frame



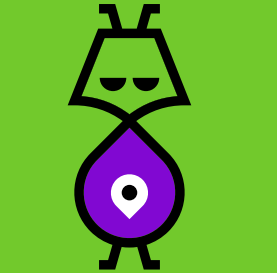
Grid guidance



Compositional spectrum

Functional

Emotional



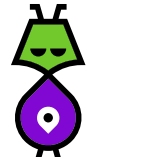
JustNav®

The Header should go here.

This the link →

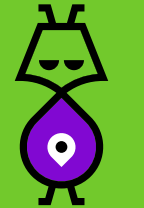
Headline is 1.5 x logo point size

Subhead is 0.5 x headline
point size & set in regular



JustNav®

Express



JustNav®

Headline is 1.5 x logo point size & set in regular

Subhead is 0.5 x headline
point size & set in book

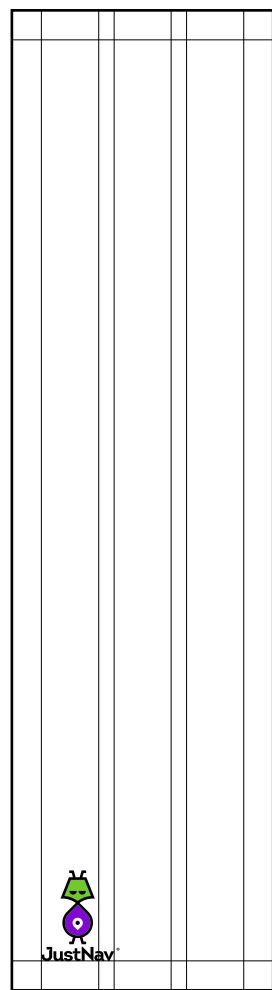
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip ex ea
commodo Lorem ipsum dolor sit amet,
consectetuer 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 Lorem ipsum dolor sit amet,

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 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 Lorem ipsum dolor sit amet,

Grid setup

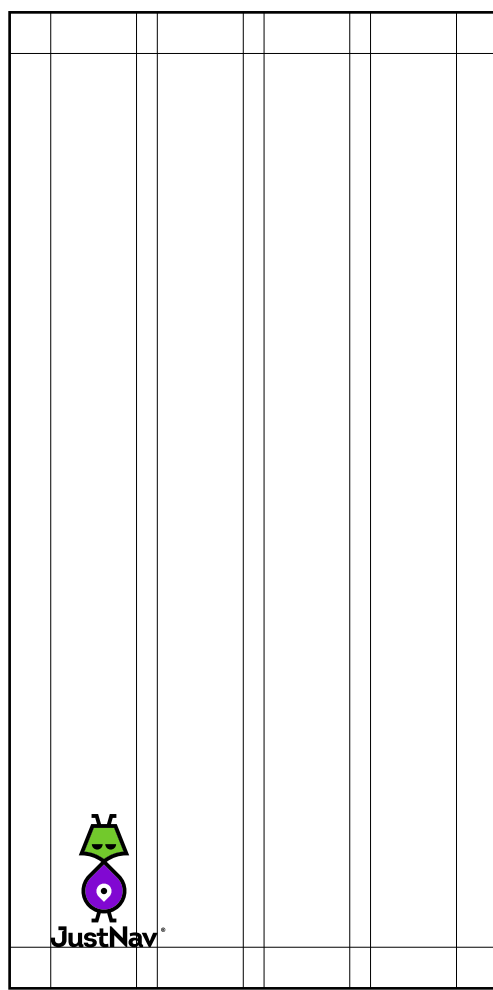
Column breakdown

3-Column



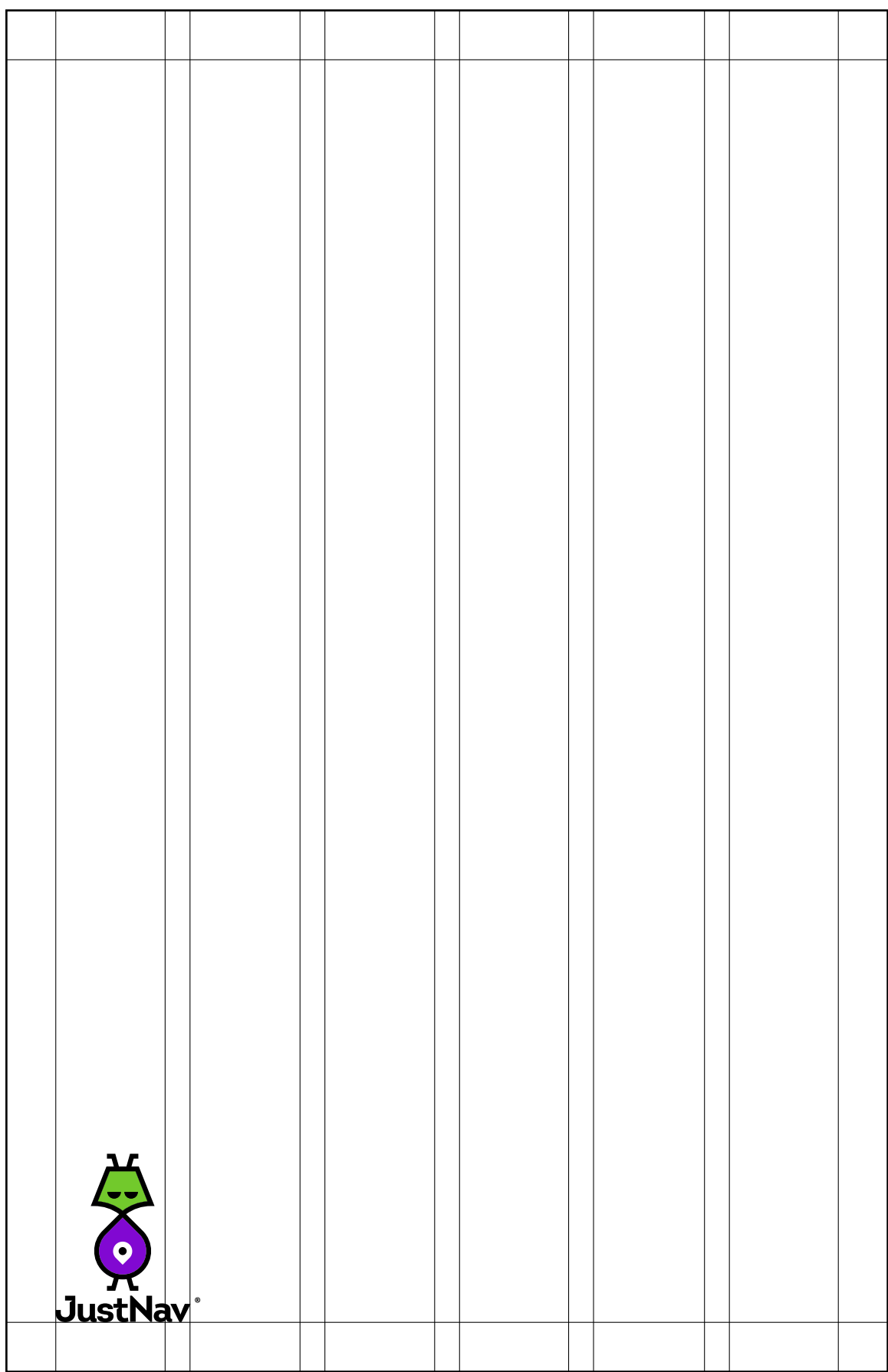
Banner ad

4-Column



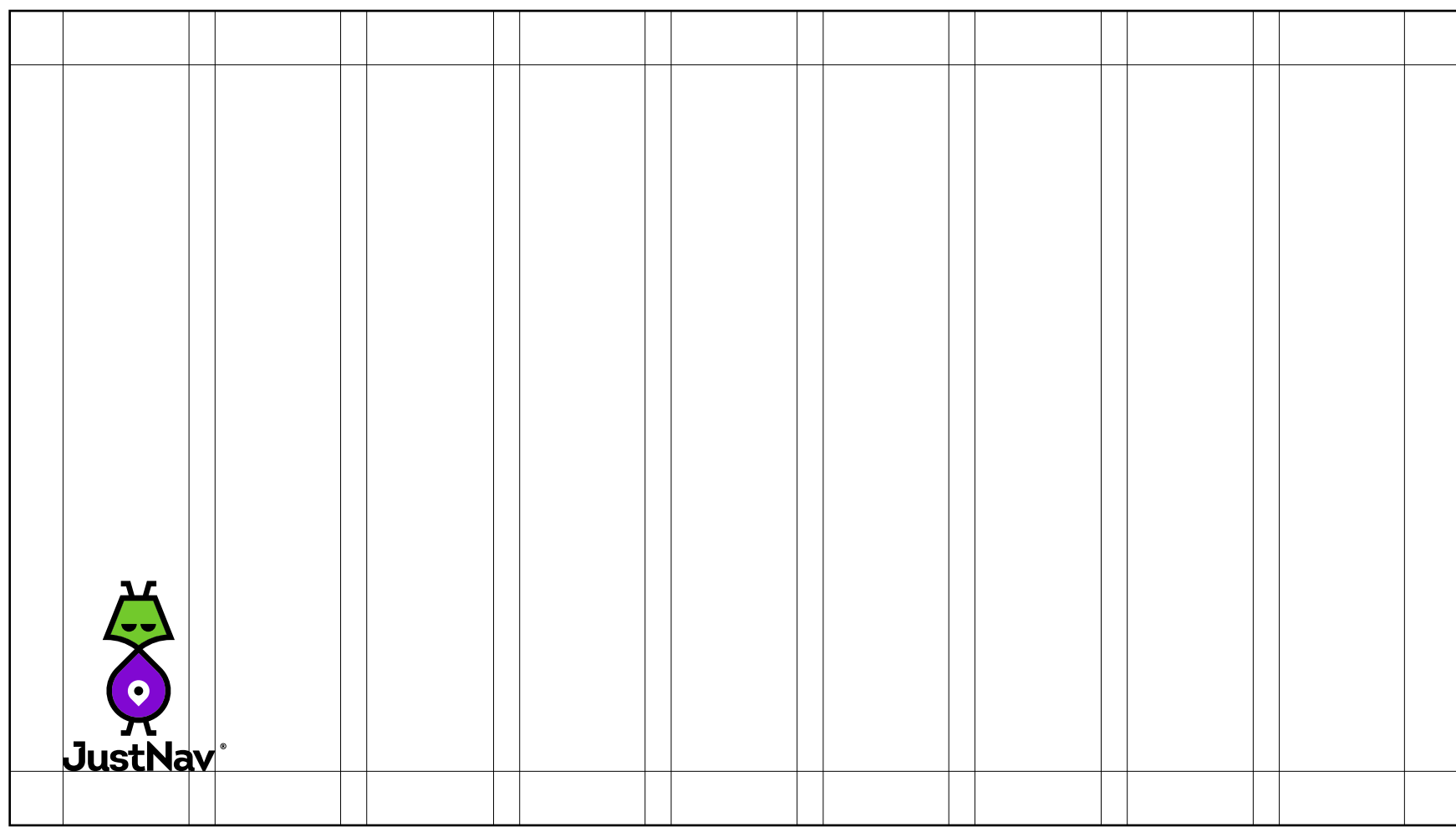
Banner ad
Event signage

6-Column



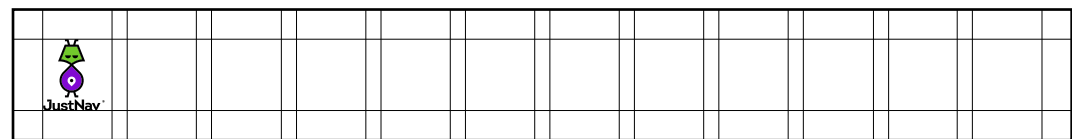
All A sizes
Legal
Tabloid
Letter

9-Column

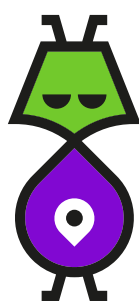


16:9 Presentation

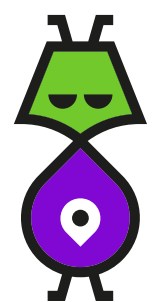
12-Column



Banner ad



Content dictates the format
Don't force the Ant-frame
Reserve Ant-frames for key
moments



Typography

Our typography is as unique and easy to use as we are.

Inspired by the world's best used navigational app examples, it was designed to maximize its impact across all applications while keeping it easy to read, ownable, and highly recognizable. The name is: Intro™ by Fontfabric



Intro™

Intro™

Intro™

Intro™

Intro™

*Intro™ is the name of
our typeface, not a tagline.

Intro™ Headlines & Sub Headline

Intro typeface works to maintain consistency, create clarity, and provide equity to the brand.

We have **Intro Bold** used for headlines and used for sub headlines **Intro Book**.

Intro™ Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Book

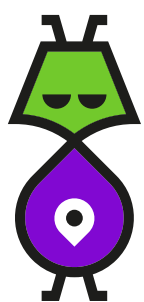
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...

Intro™ Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+--@©=x%/>([?!])...



Alternative body copy fonts

AccordAlt typeface works to maintain consistency with Intro™, create clarity, and provide equity to the brand.

We have **AccordAlt Regular** used for main body copy and used for smaller text **AccordAlt Medium**.

AccordAlt Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+–@©=x%/>([?!])...

AccordAlt Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+–@©=x%/>([?!])...

AccordAlt Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+–@©=x%/>([?!])...

AccordAlt Light

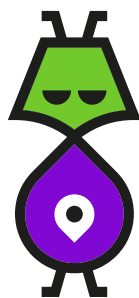
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+–@©=x%/>([?!])...

AccordAlt Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+–@©=x%/>([?!])...

AccordAlt Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #→+–@©=x%/>([?!])...



Pairings — Display

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Bold weight should be paired with Book weight, and Regular weight should be paired with Book weight.

Option 1

Header

Intro™ Bold

Subhead

Intro™ Book

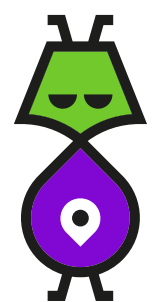
Option 2

Header

Intro™ Regular

Subhead

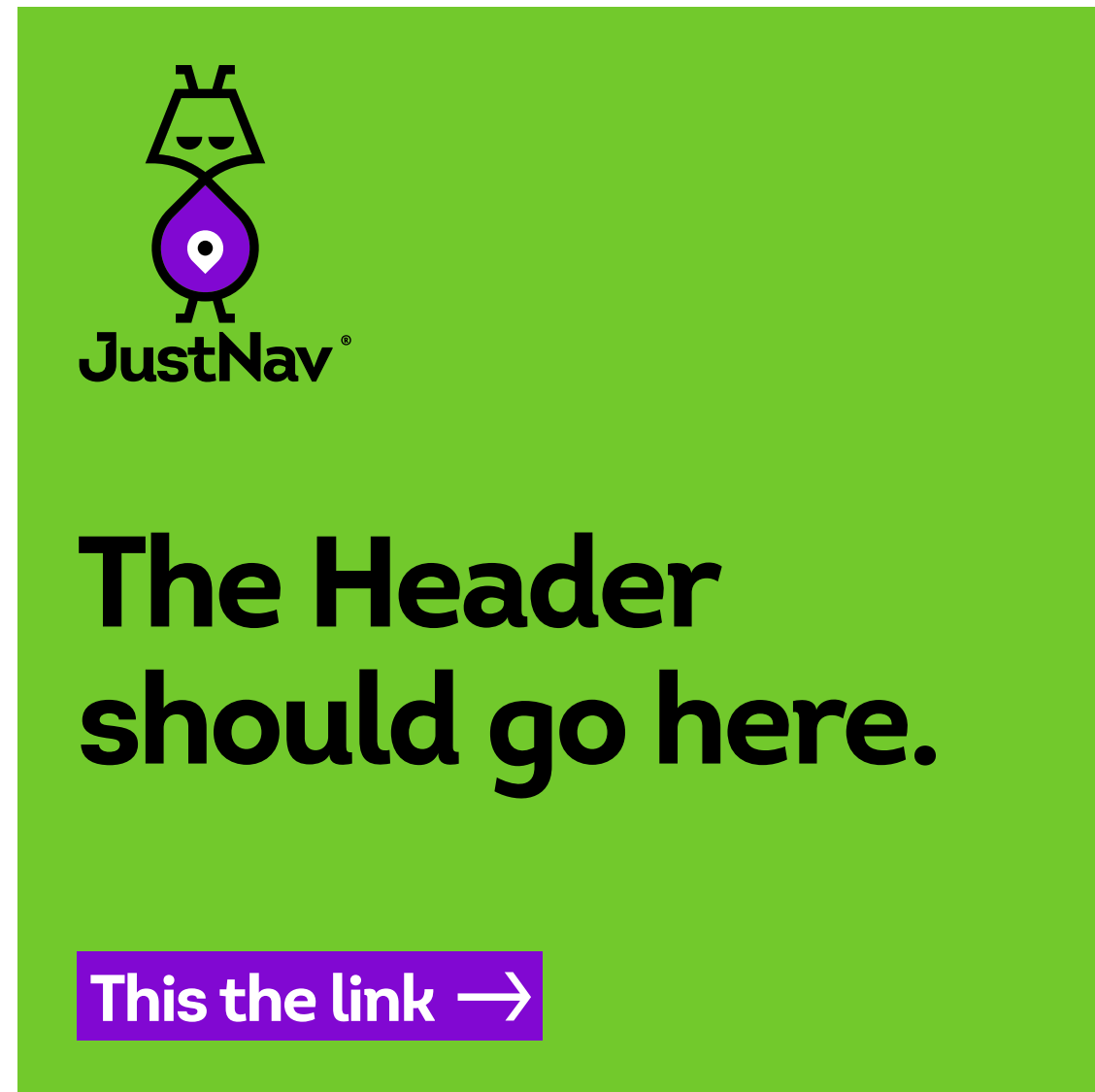
Intro™ Book



Usage

Use the four criteria below to determine whether or not to use the ant-frame in your composition.

Functional



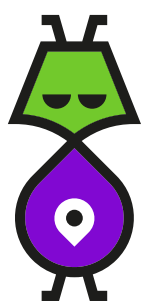
Storytelling



Expressive



Long-form



Hierarchy example

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Headline

Intro Bold
Intro Regular

6 words or more
1.5x logo point size
(minimum)
1.0 leading
-40 tracking

**This headline is
three lines and
set in bold**

Subhead

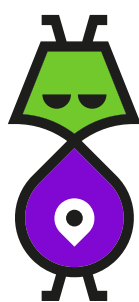
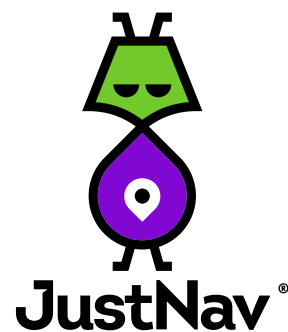
Intro Regular

½ headline
1.2 leading
-40 tracking

This subhead is ½ the point size
of the headline and set in regular

Logo

Logo height =
composition margin
width



Hierarchy example

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Headline
Intro regular

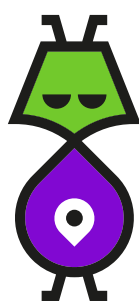
5 words or less
2x subhead (minimum)
1.0 leading
-10 tracking

Subhead (optional)
Intro book

½ headline
1.2 leading
0 tracking

A short and regular headline

This subhead is ½ the point size of the headline and set in book



Hierarchy example

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Headline

Intro regular

6 words or more
2x subhead or 1.5x logo
1.0 leading
-10 tracking

This headline is
two lines long

Subhead

Intro Book

½ headline size
1.2 leading
0 tracking

This is a subhead is ½
the point size of the headline

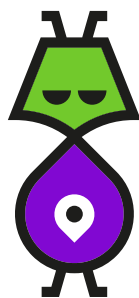
Body copy

AccordAlt Regular

⅓ subhead
1.2 leading
0 tracking

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
avliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscepit lobortis nisl ut aliquip ex ea commodo
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Lorem ipsum dolor sit amet, consectetur
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aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscepit lobortis nisl ut aliquip ex ea commodo
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh



Hierarchy example

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Headline
Intro Regular

3x body copy
1.0 leading
0 tracking

Body copy
AccordAlt Regular

1/3 headline
1.2 leading
0 tracking

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna avliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Headline
Intro Regular

2x body copy
1.0 leading
0 tracking

Body copy
AccordAlt Regular

1/2 headline size
1.2 leading
0 tracking

This is a Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna avliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Headline
AccordAlt Bold

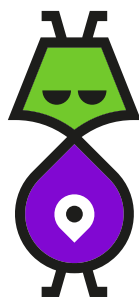
1x subhead
1.0 leading
0 tracking

Body copy
AccordAlt Regular

1x headline
1.2 leading
0 tracking

This is a Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna avliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation



Calls to action

There are 2 ways to create and identify call-to-actions for brand communications. Use Intro Bold for Action and Intro Regular for Buttons.

Action

Construction



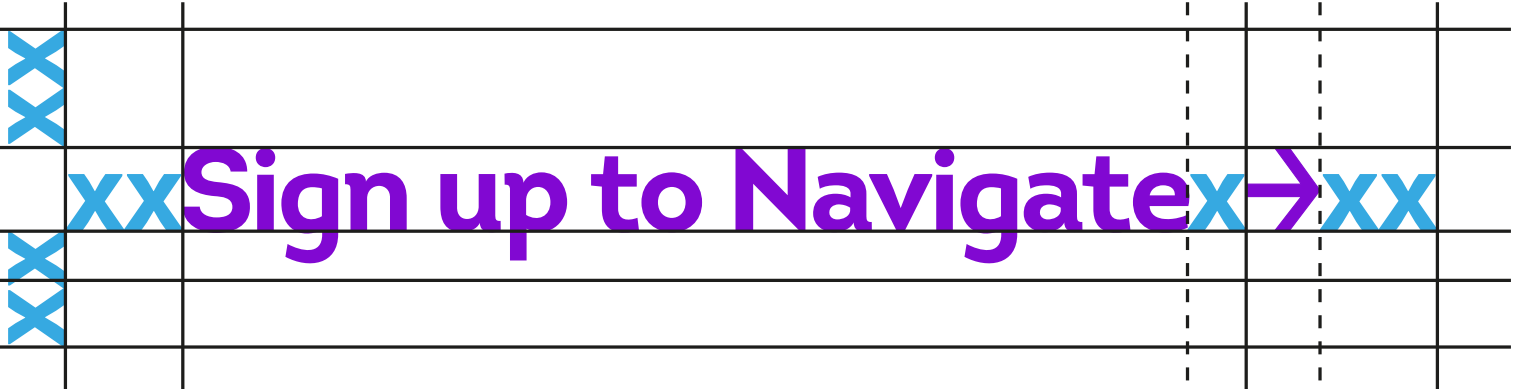
Inactive

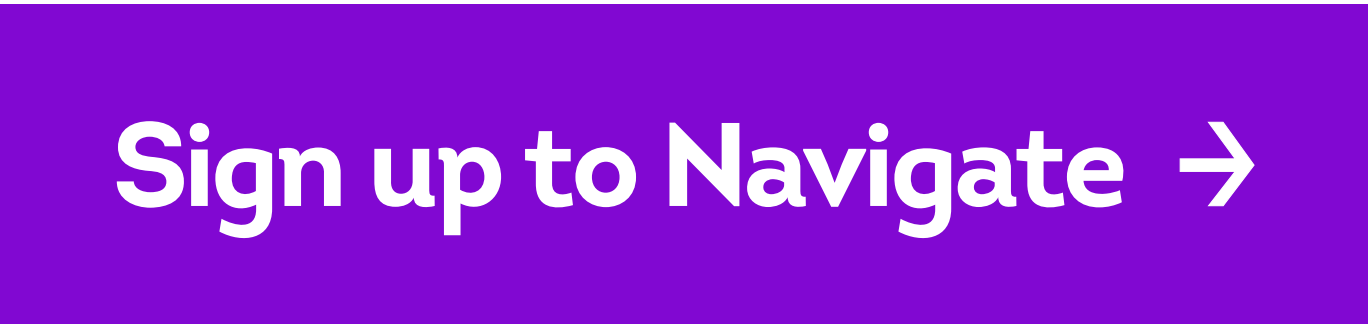


Hover/Active

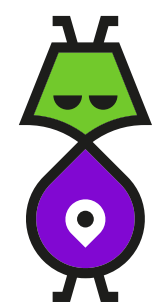


Button





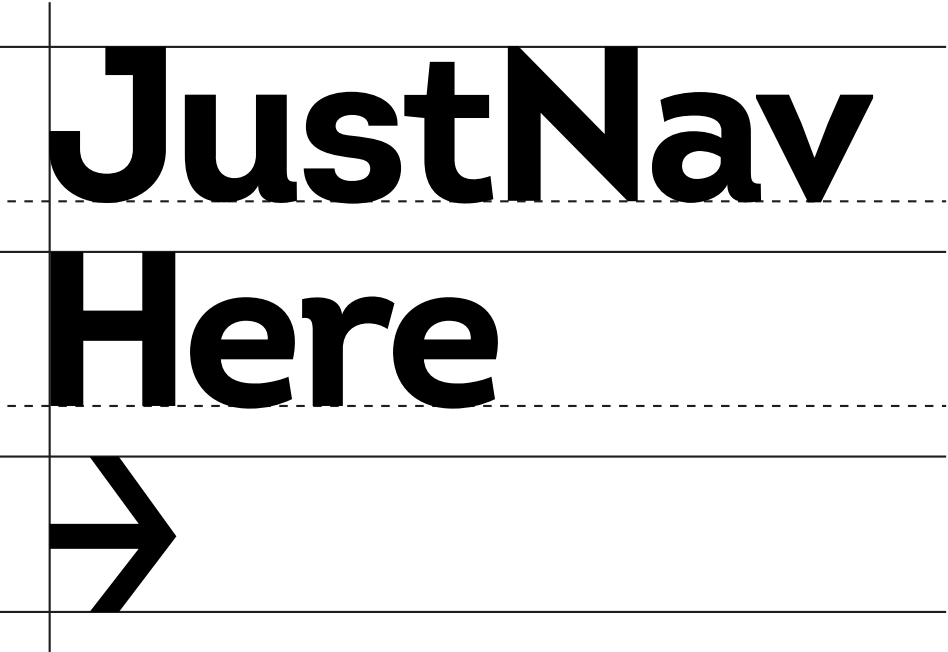




Calls to action

Iconography should be treated like glyphs within the typeface. Aligning typography with iconography should follow the same rules as partnership lockups. Whether for digital or physical mediums, allow for typography to work in horizontal and vertical format.

Vertical lockup



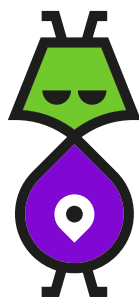
Vertical lockup



Horizontal lockup



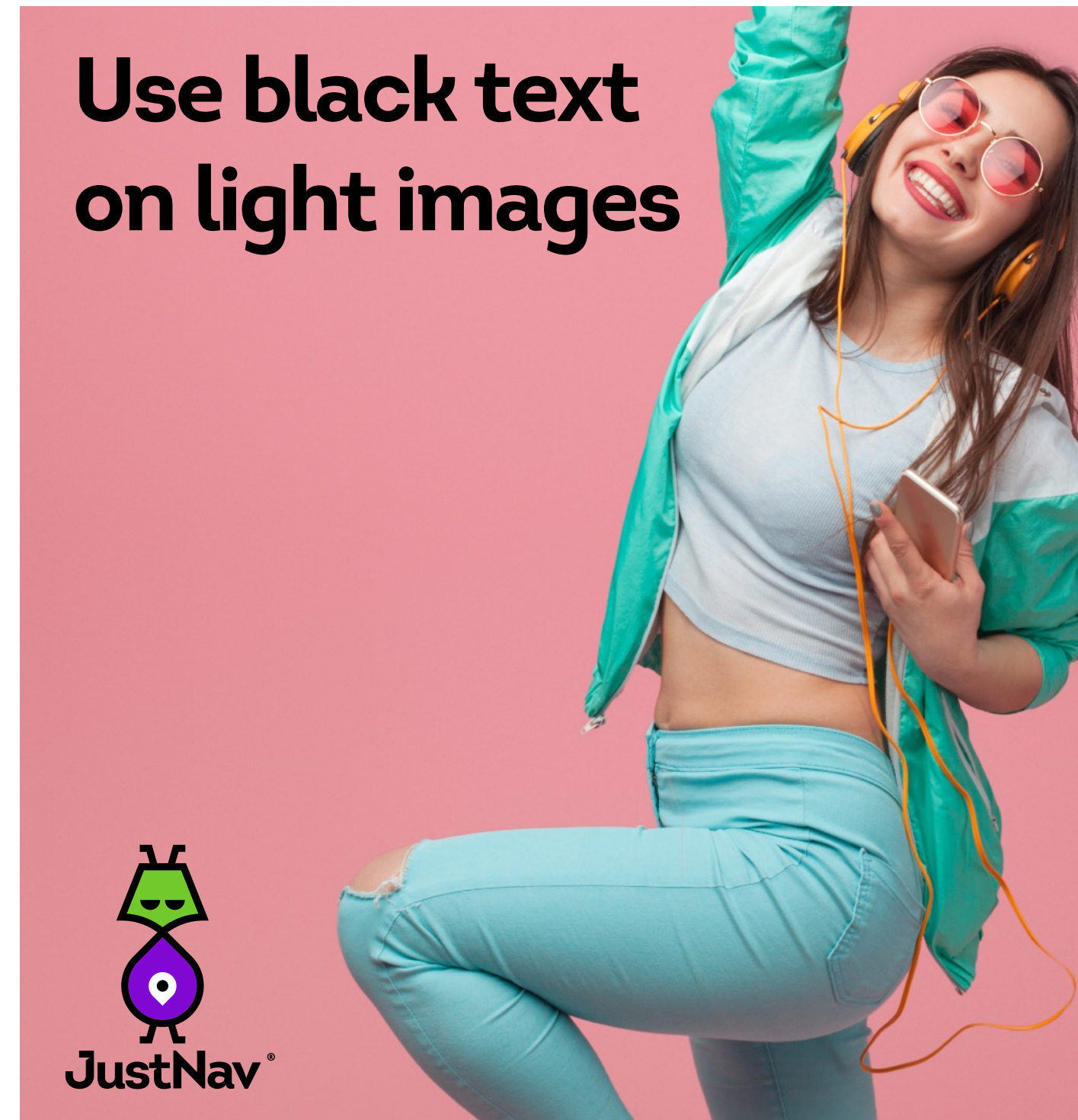
Horizontal lockup



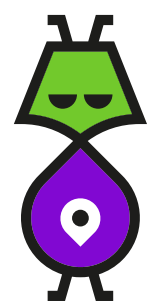
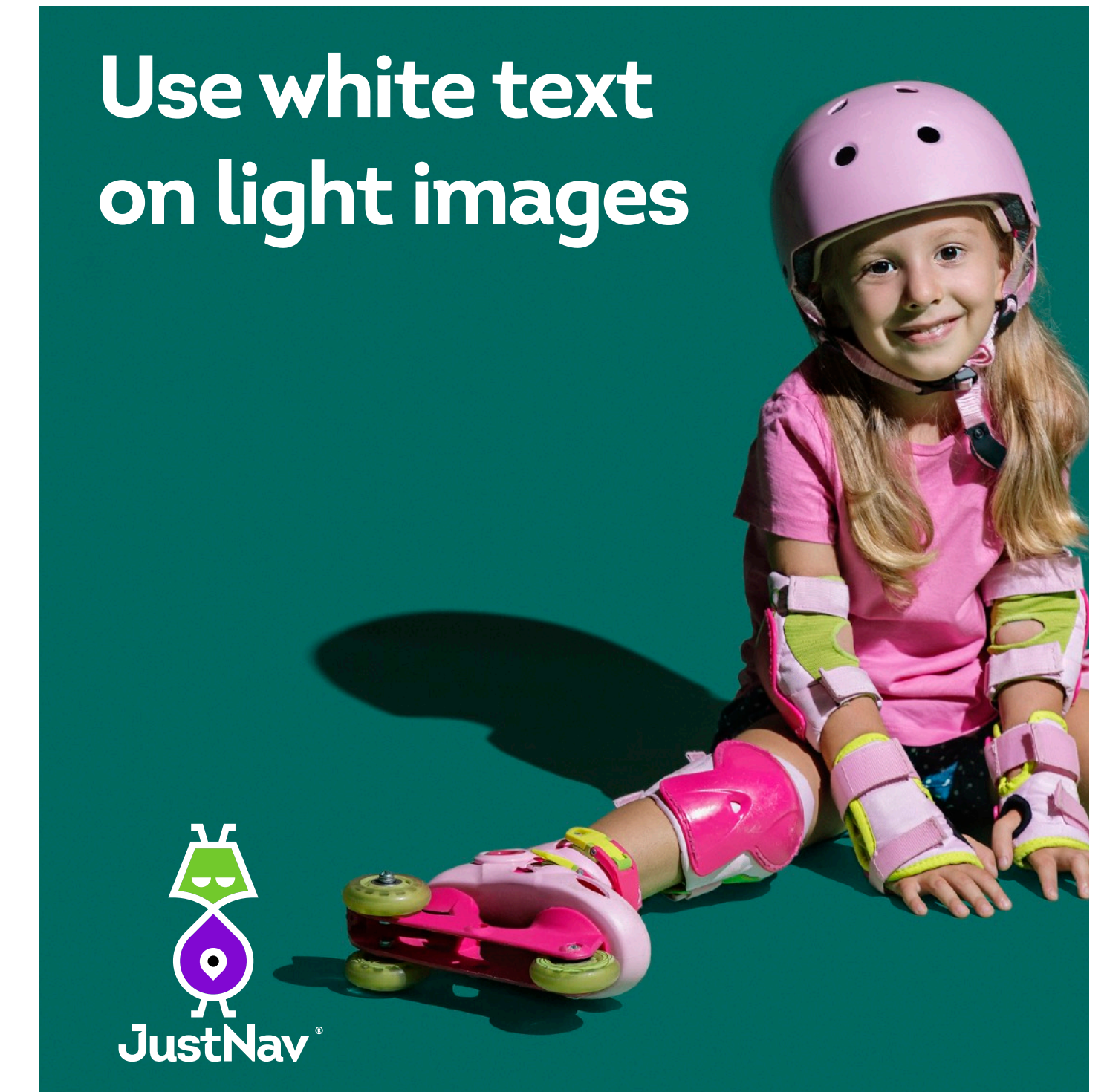
Imagery

Typography should either be black on light imagery or white on dark imagery. When aligned with the logo, typography and logo should be the same color.

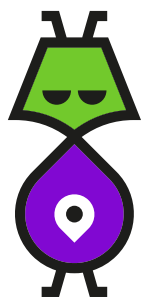
Light image



Dark image



Our typeface is a pillar of our brand
Aim for contrast across type hierarchies



Iconography

Our iconography is connected to our typography at a fundamental level to maximize recognition and ownability.

Icons and their usage principles were designed to communicate quickly and effectively across all touchpoints (from product to environment to marketing).

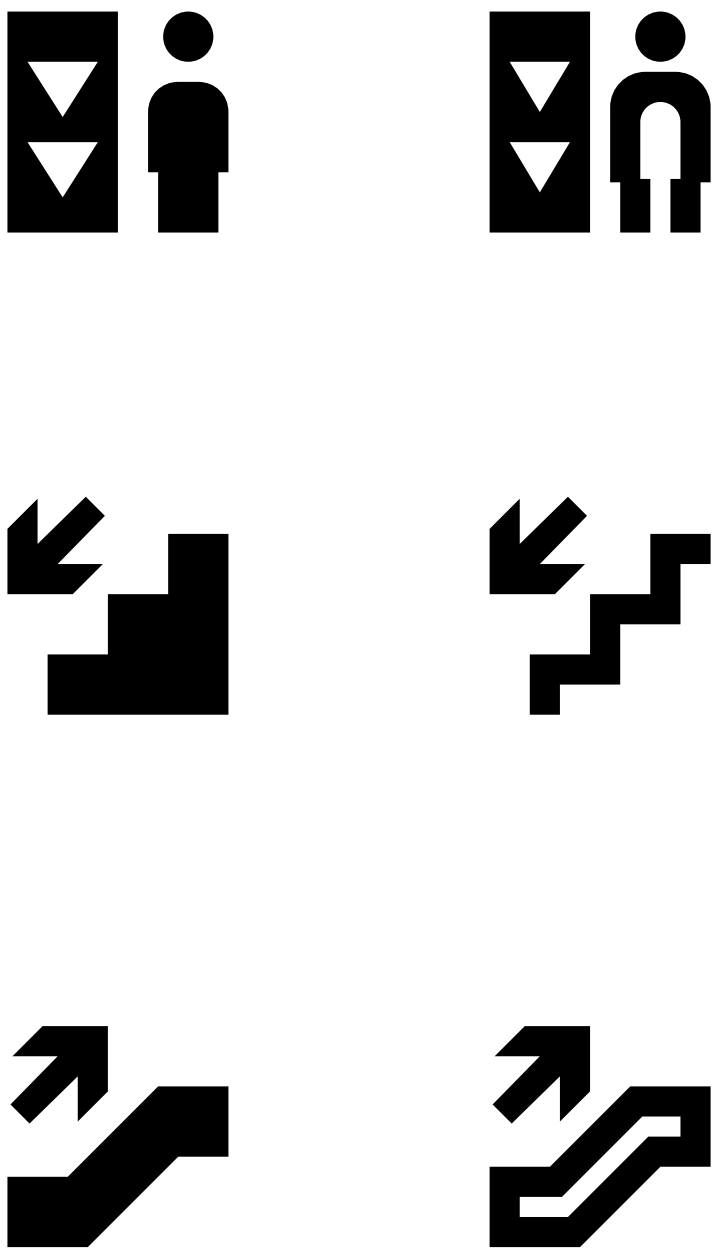


Taxonomy

Functional

Emotional

System icons



Badges



System icons

Our icon system is inspired by navigational iconography. It aims to be bold, communicative, and hard working.

Each icon has an outline and fill version. Filled versions work well at small sizes in product while the outlined version works better in signage and marketing.



Arrows

		arrow_circular upgrade, update, repeat			arrow_zigzag_up high, zigzag, trending, demand, upwards
		arrow_clockwise refresh, renew, repeat			chevron_down chevron, down, caret, expand
		arrow_counter_clockwise reset, backwards			chevron_down_small chevron, down, caret, expand
		arrow_divert route, better, alternative, divert			chevron_left chevron, left, caret, previous, back
		arrow_dot_right swipe, right			chevron_left_small chevron, left, caret, previous, back
		arrow_down arrow, down, navigate			chevron_right chevron, right, caret, continue, next
		arrow_left arrow, left, backwards, back, previous			chevron_right_small chevron, right, caret, continue, next
		arrow_left_right adjust, left, right			chevron_up chevron, up, caret, collapse
		arrow_left_up directions, slight, left, up, diagonal			chevron_up_down chevron, caret, expand
		arrow_return_delivery return, delivery, turn			chevron_up_small chevron, up, caret, collapse
		arrow_return_left history, back			navigate_right_up navigation, puck, dart, direction, map, location
		arrow_right arrow, right, navigate, forward, next			navigate_up navigation, puck, dart, direction, map, location
		arrow_right_up directions, slight, right, up, diagonal			
		arrow_three_down low, fares			
		arrow_three_up high, fares			
		arrow_turn_left directions, turn, left, corner			
		arrow_turn_right directions, turn, right, corner			
		arrow_up arrow, up, directions, straight			
		arrow_up_down up, down, swap			
		arrow_zigzag_down low, zigzag, demand, downwards			

Locations

		mosque mosque, prayer, worship, location
		church_cross church, cross, religion, worship, christian
		concert_hall concert, hall, music, podium, stage
		green_light_hub green, light, hub, driver, center
		hindu_temple hindu, temple, religion, prayer, worship
		home home, house, living, location
		landmark landmark, monument, statue, location
		location_marker location, marker, map, location
		location_pin location, pin, map, location
		location_share share, location, safety
		bank bank, money, location
		mothers_room mother, room, children, baby, sleep
		parking parking, lot, queue, car, park
		restaurant restaurant, food, rest, eat
		restroom restroom, toilet
		school school, university, study, student, learn
		shop shop, purchase, bag, mall, retail
		stadium stadium, sport, concert, event

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Controls

		checkbox check, done, completed, unselected
		checkbox_checked check, done, completed, selected
		checkmark check, done, completed, selected
		checkmark_double viewed, done, completed
		circle_check check, done, completed, selected
		circle_minus remove, minus, forbidden, delete
		circle_plus circle, plus, add
		circle_slash cancel, forbidden, remove, discontinue, stop
		circle_stop added, stop, dropoff, pickup
		circle_stop_cross stop, remove, pickup, dropoff
		circle_x stop, remove, delete
		minus minus, remove, subtract
		player_next player, next, skip, music
		player_pause player, pause, music, hold, call
		player_play play, music, triangle
		player_previous player, music, previous, back
		plus plus, add
		plus_minus good, bad
		x close, cross, delete, remove

Food & Drink

		bread bakery, food, eat, sandwich
		burger burger, food, eat, snack
		cup_coffee cafe, cup, coffee, mug
		glass_beer beer, drink, alcohol, bar, beverage
		glass_cocktail cocktail, drink, alcohol, bar, beverage
		glass_wine wine, drink, alcohol, bar, beverage
		ice_cream ice, cream, snack, shop
		pizza pizza, food
		sushi sushi, food
		wine wine, drink, alcohol, bar, beverage

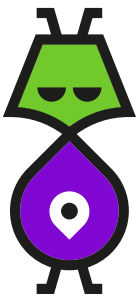
Hands

		finger_swipe adjust, pickup, move, map, pan
		hand_stop stop, request, hand, hammertime
		hand_tip tip, hand, receive, gratuity, money, coin
		thumb_down thumb, down, disapprove, rating
		thumb_down_outline thumb, down, disapprove, rating, outlined
		thumb_up thumb, up, approve, rating
		thumb_up_outline thumb, up, approve, rating, outlined

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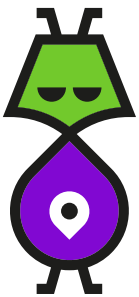
Objects

		beacon beacon, light			credit_card payment, pay, money, charge, number			gear settings, preferences, configuration
		bed hotel, bed, sleeping, rest			delivery_bag delivery, bag, courier			gears gear, process
		bell notification, notify, ring			delivery_bag_remove delivery, bag, courier, remove			gift_box gift, box, referral, birthday, surprise, promotions, invite
		bookmark bookmark, saved, later, marked			desktop computer, mac, pc, screen			globe globe, language, international, country
		bookmark_outline bookmark, saved, later, marked			document document, file, paper			heart heart, favorite, love, valentine
		box_heart perks, gift, bonus			door door			key key, lock, open, car
		briefcase work, suitcase, baggage, luggage, business			dumbbell gym, weight, sport, fitness			lifebuoy help, rescue, safety
		bug bug, error, defect			elevator_down elevator, down			light_bulb learn, study, idea, important
		burst burst, fireworks, attention			elevator_people elevator, people, lift			lightning power, battery, flash
		calendar schedule, calendar, appointment, date, month			elevator_up elevator, up			lightning_cross power, flash
		camera camera, photo, picture			envelope email, message, contact, letter, send			link link, connection, url
		camera_flip camera, flip, selfie, photo			envelope_open email, message, contact, letter, read			list agenda, list, lines, bullets
		car_seat car, seat, safety, belt			escalator_down escalator, down			lock lock, key, padlock
		car_seat_baby carseat, baby, toddler, infant, safety			escalator_up Escalator, up			lock_open unlock, key, padlock
		clipboard survey, questionnaire, audit, inspection			festival_tent event, festical, music, tent, circus, celebration			masks event, performing, arts, theater, drama
		clock clock, recent, time, schedule			flag flag, quest, important, location			megaphone feedback, loudspeaker, amplify
		clock_arrow_right clock, eta, share, move, future			folder folder, documents, group			microphone microphone, speak, speech, recognition
		compass compass, navigation, direction, north			tree park, trees, nature, grass			microphone_2 event, concert, music, performance
		compost compost, garbage, waste			trophy trophy, sports, champions, winning			money money, cash, bills, tip, payment, earnings

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		network network			sound sound, on, volume, music			music_note music, performance, sound, song, tone
		pencil edit, write, change, draw			sound_off sound, off, volume, mute			siren_light emergency, police, safety
		pencil_line signature, autograph			speech_bubble contact, text, message, sms, comment			contacts contacts, address, book, friends, people
		phone phone, contact, call			speech_bubbles user, generated, content, comments, opinion			wheelchair wheelchair, access, vehicle, disabled
		phone_arrow_left phone, contact, call, incoming			speedometer speed, gauge, limit			umbrella umbrella, insurance, rain, service
		phone_arrow_right phone, contact, call, outgoing			staircase_down Staircase, down			wrench reparation, service, fix, damaged
		phone_cross phone, contact, call, missed, cancel			staircase_up Staircase, up			
		photo_landscape photo, cover, landscape			stairs stairs, walk, up, staircase			
		photos photo, gallery, slideshow			star star, important, rating			
		pill pharmacy, drugs, medicine, hospital, doctor			steering wheel steering, wheel, drive, driving, driver, style			
		podium event, conference, speech, talk			stethoscope hospital, doctor, health			
		presentation_screen presentation, screen, slideshow, movie			stopwatch stopwatch, eta, time			
		printer print, paper, document			tag tag, discount			
		qr_code qr, code, scan			ticket ticket, movie			
		receipt expense, receipt, bill, paper			traffic_cone accident, careful, alert			
		shield shield, safety, protection, police			trash trash, waste, garbage			
		shield_2 shield, safety, protection, police			trash_can trash, can, waste, garbage			
		shield_check shield, safety, protection, police			sliders configure, settings, preferences, adjust, tweak			
		shopping_cart shopping, grocery, retail			smartphone phone, iphone, android, contact			

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People

		accessibility accessibility, arms, person
		person person, personal, rider, human
		person_add person, add, invite, extra
		person_cross rider, person, remove, cancel, delete
		person_driver person, driver, steering, wheel
		person_female person, rider, human, female, woman
		person_group pool, people, hotspot, riders, drivers, busy
		person_male person, rider, human, male, man
		person_multiple people, team, multiple, friends
		person_share share, status, location, eta, rider, teen
		person_speech_bubble contact, message, text
		person_unaccompanied_minor person, rider, child, minor
		person_walk walk, direction

Vehicles

		airplane airport, fly, flight, terminal
		airplane_arrive arrivals, airport, airplane
		airplane_depart departure, airport, airplane
		bike bike, rack, bicycle
		bike_person bike, bicycle, person, cycling, riding
		bus bus, vehicle, transit, stop, terminal
		car_front car, ride, driver, vehicle, front
		ferry ferry, boat, water, vehicle, ship, yacht
		subway subway, metro, underground, vehicle
		traffic traffic, cars, jam, congestion
		train train, rail, vehicle

Weather

		weather_clouds weather, cloudy, clouds
		weather_fog weather, fog
		weather_lightning weather, lightning, severe, weather
		weather_moon weather, clear, night, moon
		weather_partly_cloudy weather, partly, cloudy, sun
		weather_rain weather, rain
		weather_sleet weather, sleet
		weather_snow weather, snow, winter
		weather_sun weather, clear, day
		weather_wind weather, wind



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Misc.

		alert alert, triangle, warning, accident			pin_entry pin, entry, code, access, number			id_check id, check, alcohol, drivers, license
		boost_consecutive boost, consecutive			power power, turn, on, off			location_return return, bike, rebalance
		boost_ride fare, multiply, incentive			recycle recycle, reuse, environment			missing_glyph missing, glyph
		center center, me, location, position, map			report report, mistake, error			offline offline, internet, connection, wifi
		circle_i info, information, help, assistance			report_map report, map, mistake, error, location			pet dog, cat, service, animal, paw, pet
		circle_question_mark help, question, assistance, info			route route, overview			surge surge, multiplier, fare, incentive
		copy copy, duplicate, multiply, double			route_flag route, flag, quest, city, incentives			three_dots more, etc
		credit credit, balance			search search, find, look			three_lines menu, drag, hamburger
		download download, cloud, arrow, save			share_android share, android			upload upload, cloud, arrow, save
		exit exit, leave, out, door			share_ios share, ios			wifi wifi, internet, online
		filter filter, sort			show show, privacy, display			
		fullscreen full, screen, presentation, wide			square_chevron_up_down elevator, lift			
		fullscreen_exit full, screen, presentation, minimize			stop stop, place, generic, location			
		geofence area, location, boundaries, border			stop_left stop, left, pickup, dropoff			
		hide hide, eye, privacy			stop_right stop, right, pickup, dropoff			



Promo badges

Our promo badges are inspired by navigational badges. It aims to be bold, communicative, and hard working.

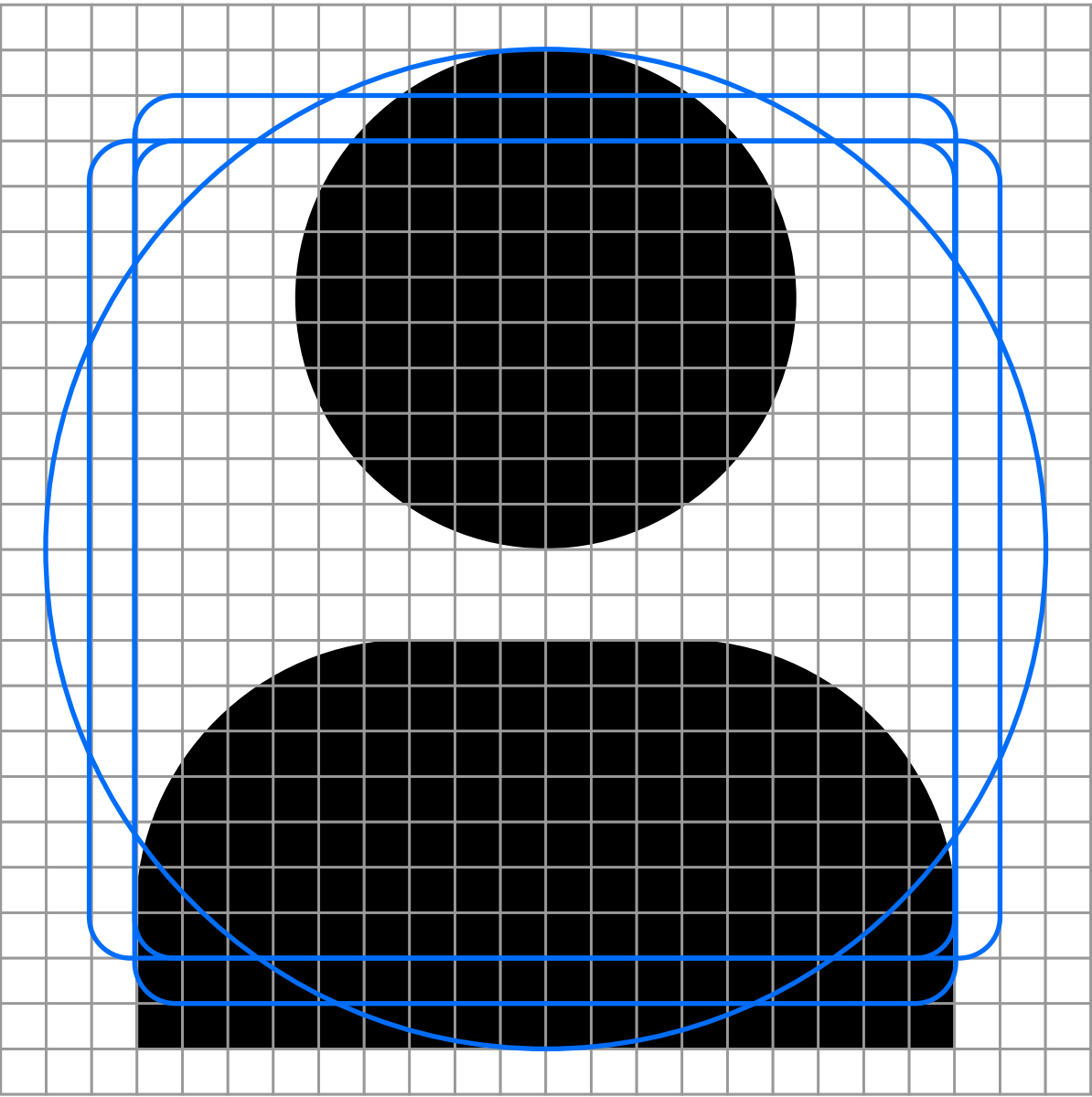
Each work well at small sizes in product works better in signage and marketing.



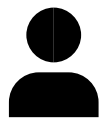
Construction

All icons should be drawn on a 24x24px grid frame, with a 3px stroke width for outlines. Each frame includes keylines and a one pixel padding on all sides as guidance. However, it's acceptable to go beyond the padding or off the key lines if doing so improves the optical balance of the icon.

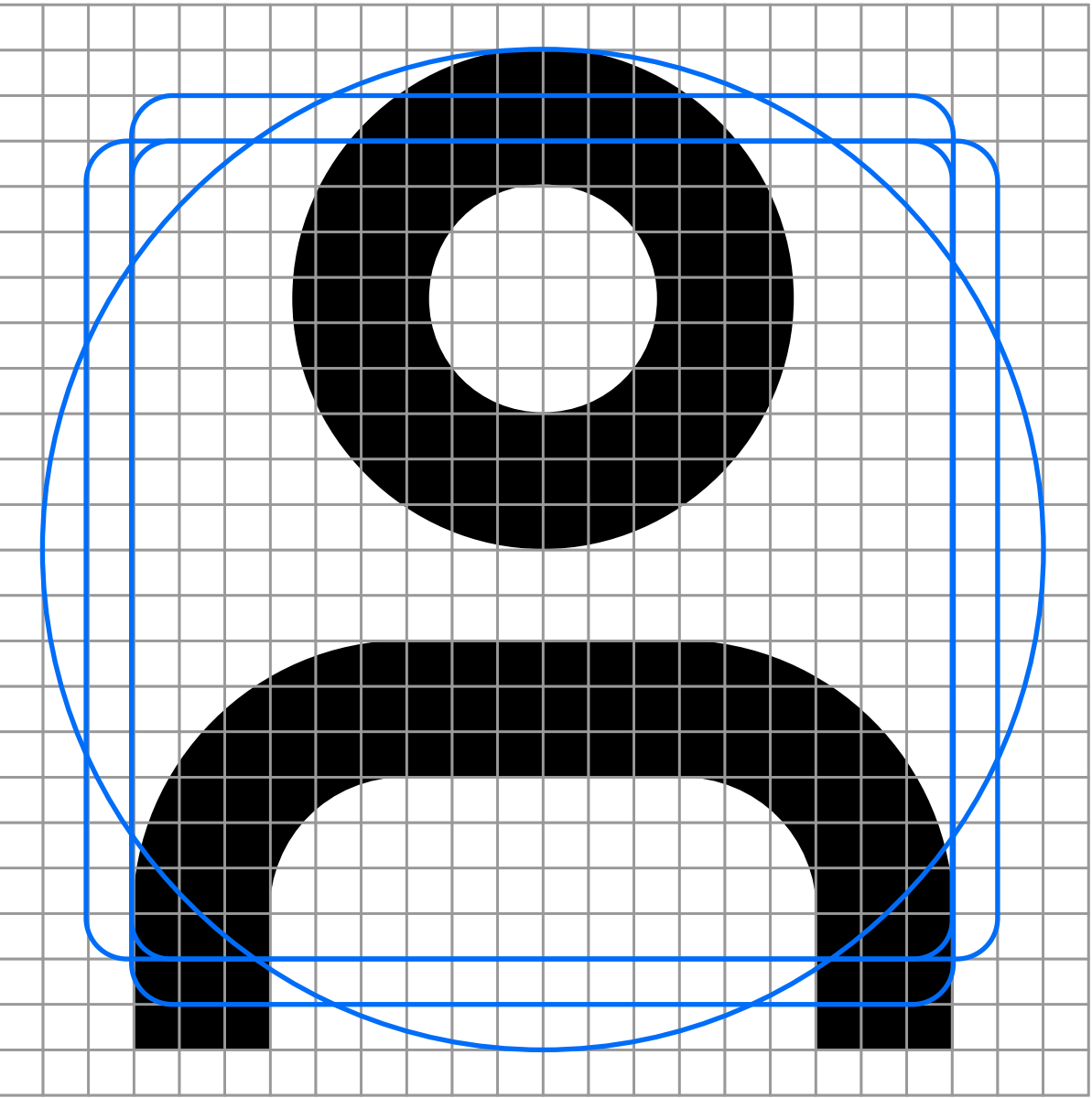
Filled icon



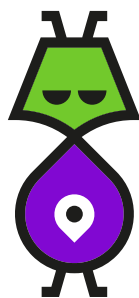
24 × 24
grid



Linear icon



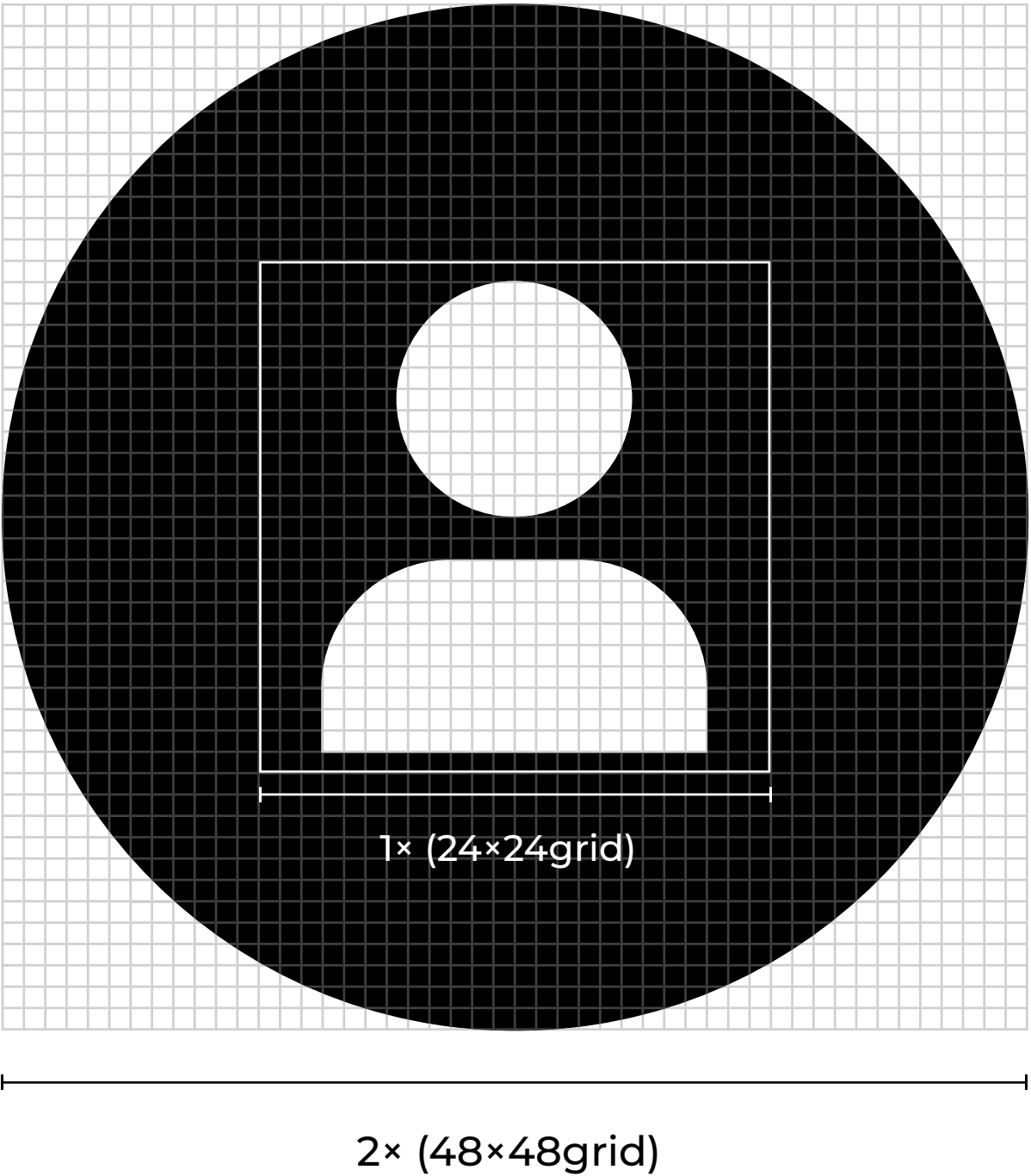
24 × 24
grid



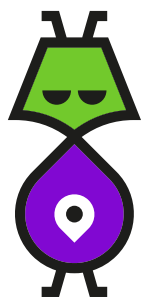
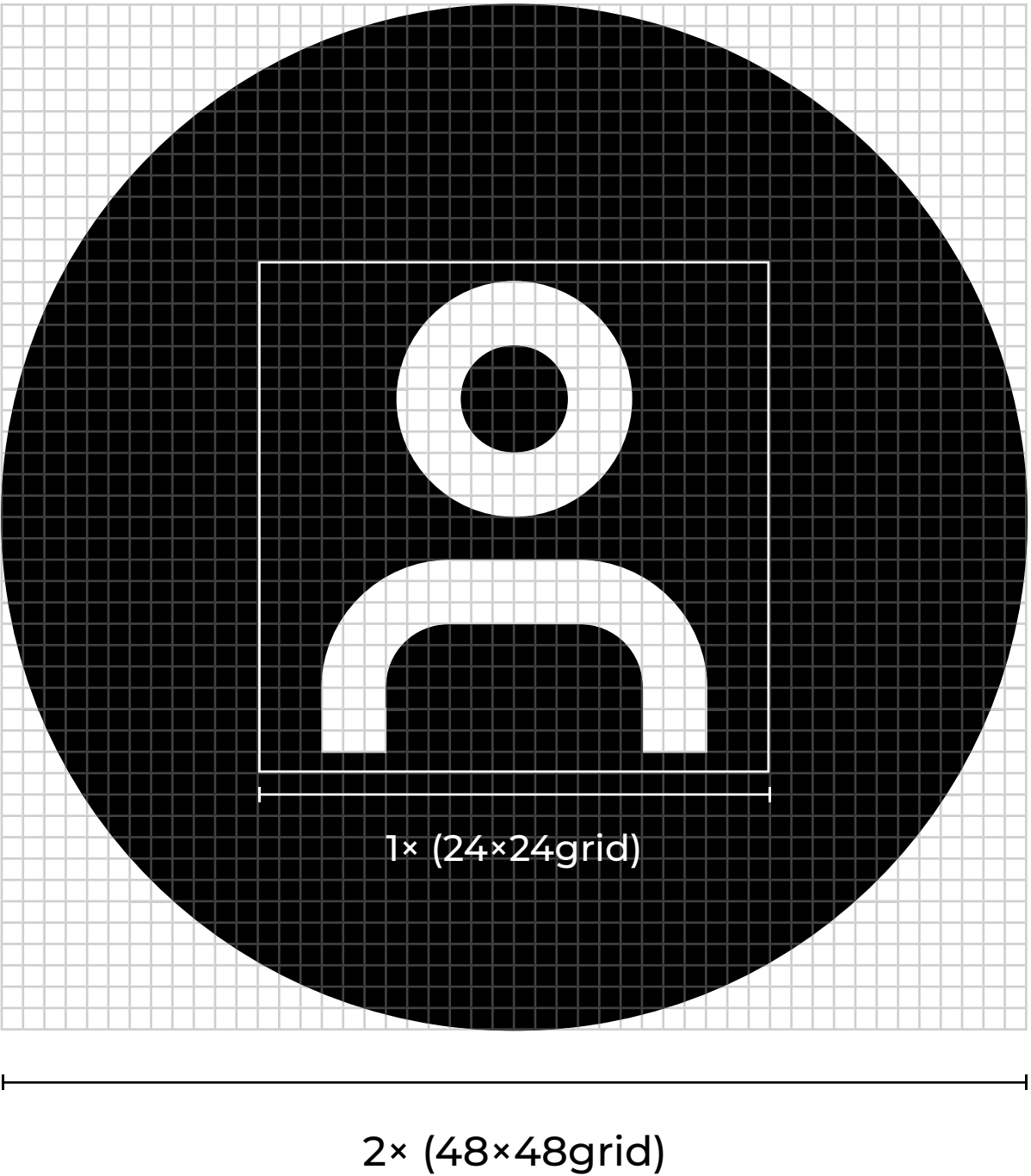
Container

In cases where the icon is contained inside a circle, the diameter of the circle can be determined by doubling the width of the icon. Icons should be optically centered within the container.

Filled icon



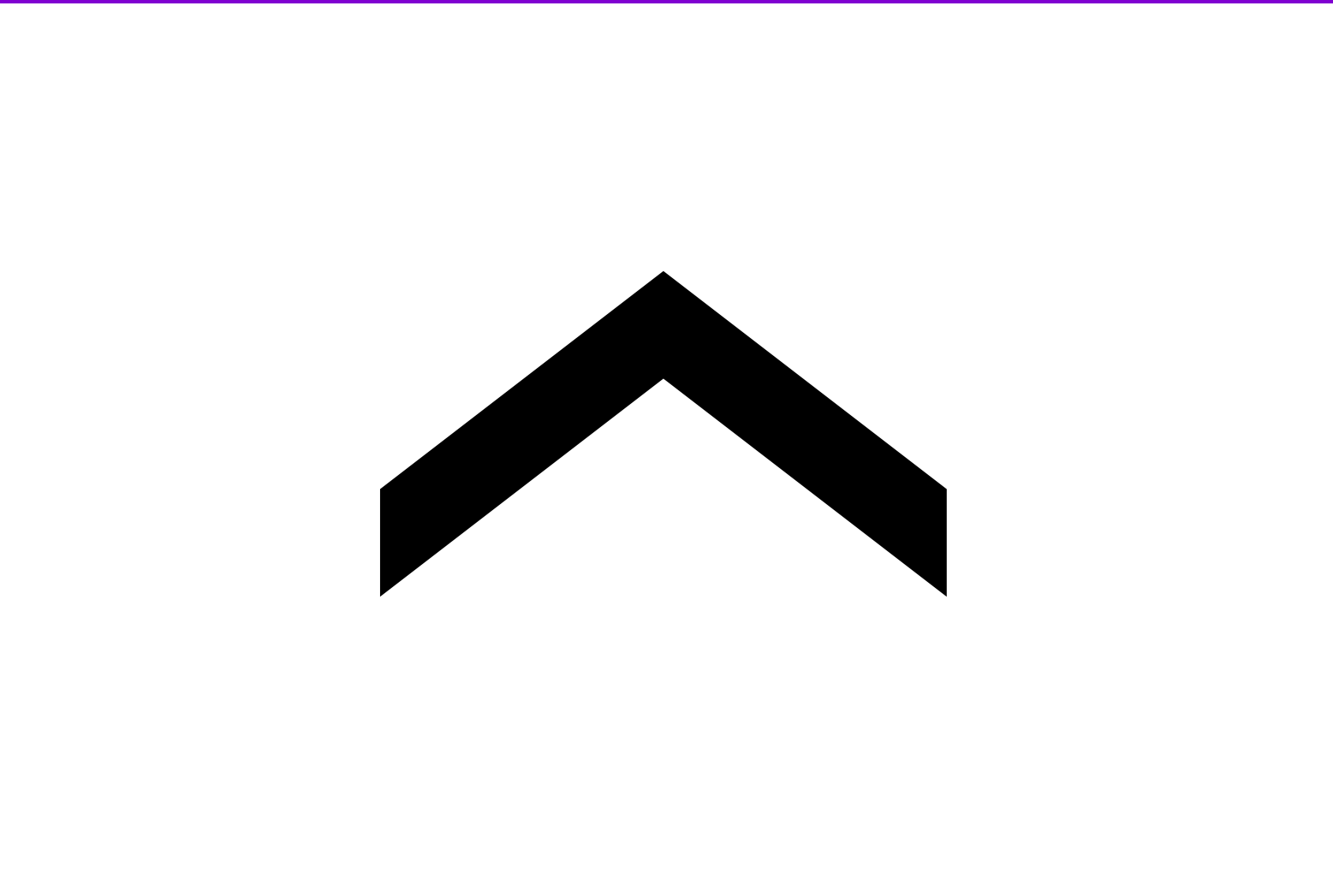
Linear icon



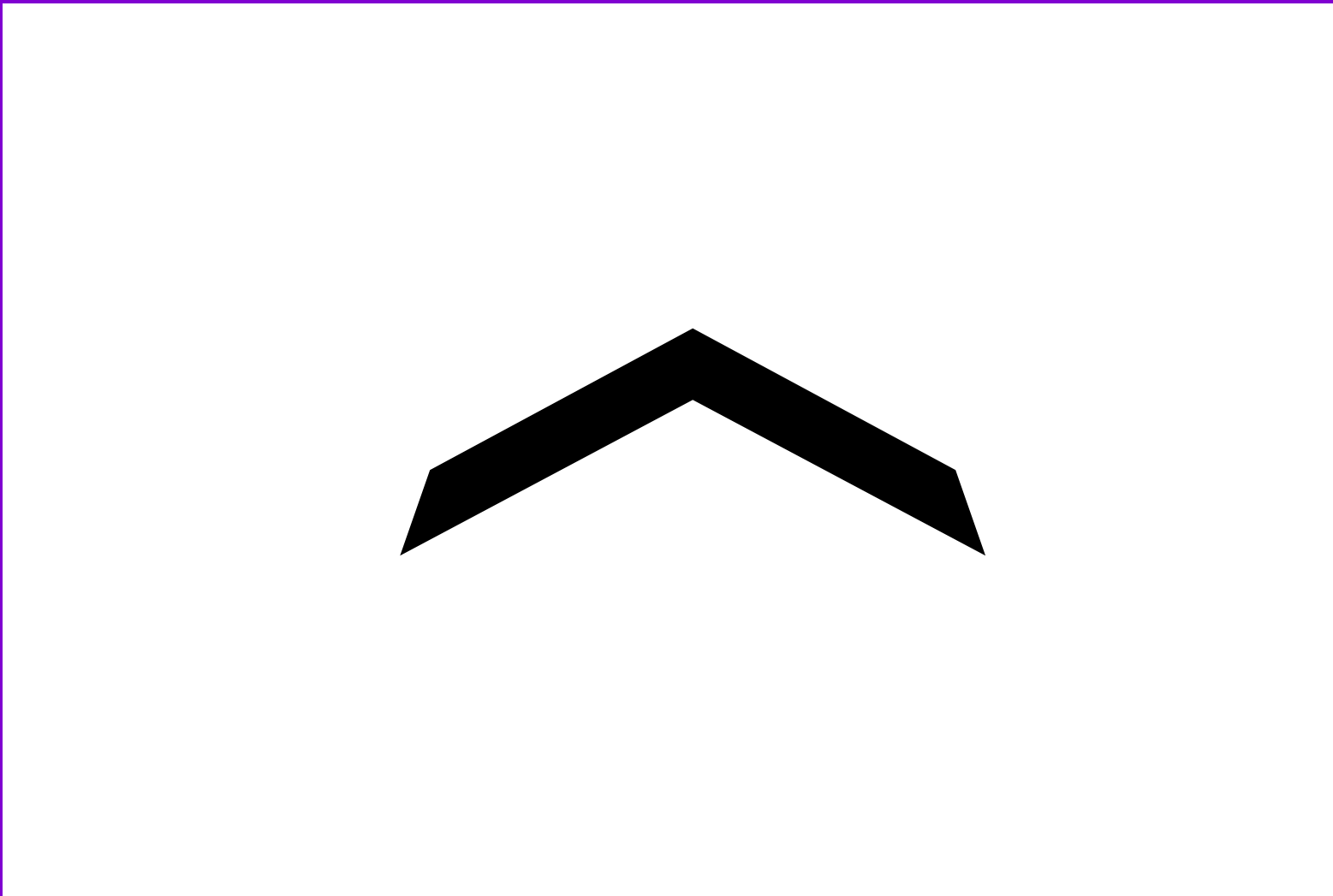
Dimensional icons

Dimensional icons are based on our system icon language, specifically designed for usage in cases such as VR and AR.

System icon



Skewed icon



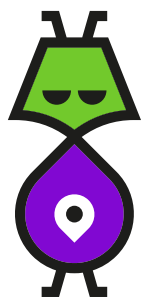
Icon should be skewed based on the perspective of the generated environments

Dimensional icon



Dimensional icons should still feel graphic without skeuomorphic properties, using solid colors to differentiate the surfaces

Iconography Applications



Iconography in marketing

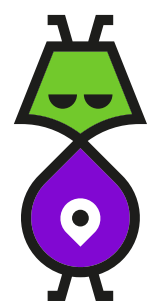
Digital Banner



Signboard



Our icons are inspired by navigation
Iconography is functional and expressive
Build equity in the arrow



Color

Our colors take advantage of our existing strong—and globally positive—association with black.

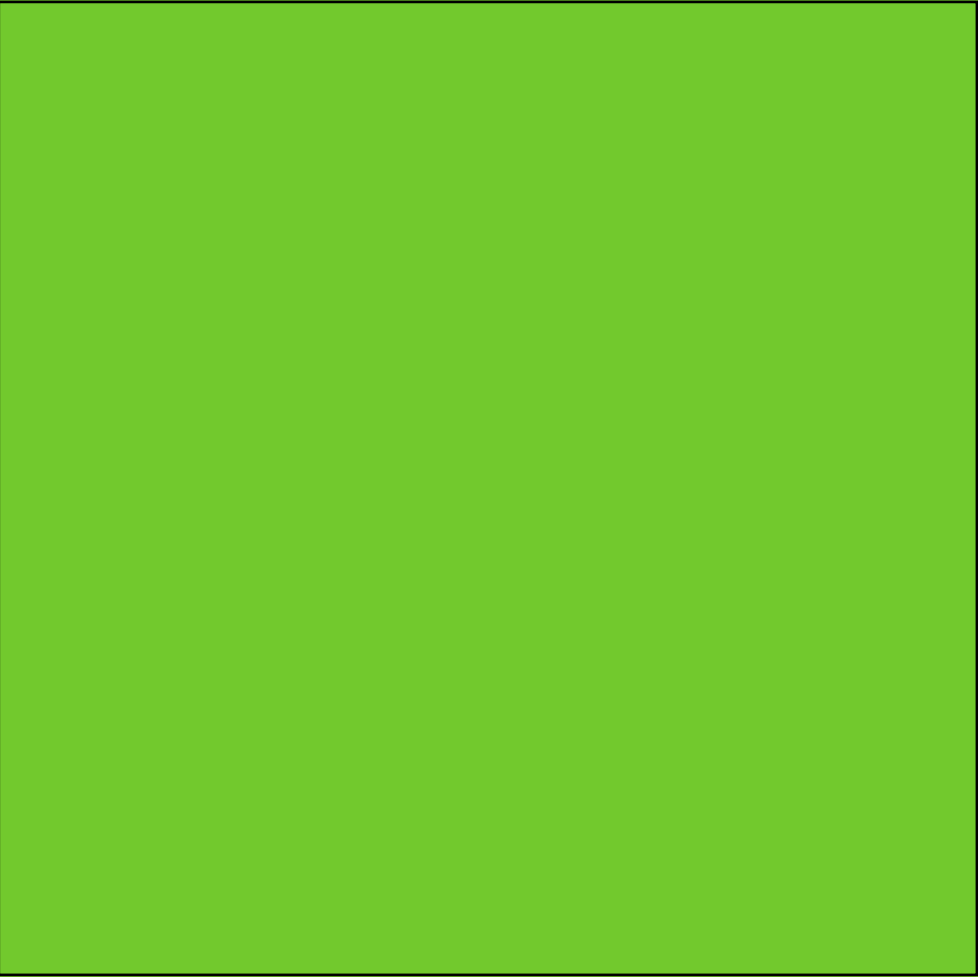
A shift to more white and a manageable range of distinctive secondary and tertiary colors, lets our premium black continue to work for us while letting us embrace a lighter feel. We also have a distinctive blue to add tight focus on important moments.



Primary brand colors

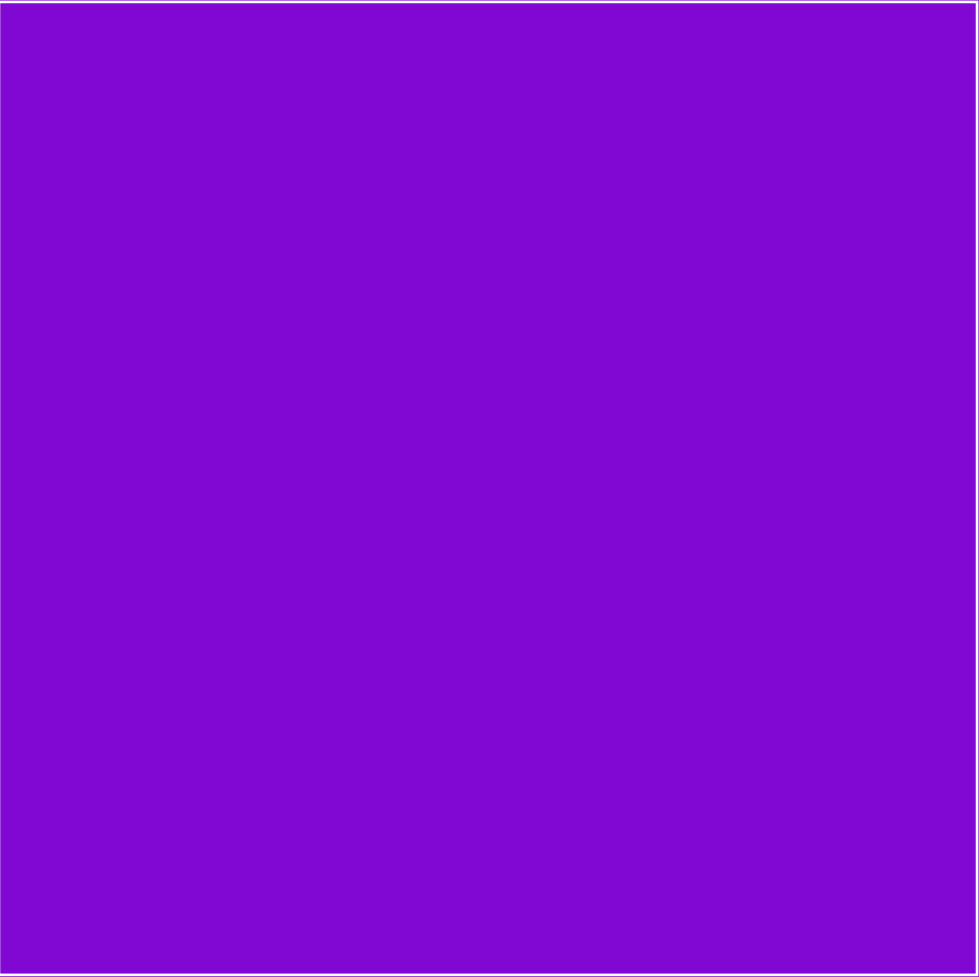
Our primary brand colors are Green and Purple. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

Green



RGB — 114 201 44
CMYK — 59 0 95 0
HEX — 72C92C

Purple



RGB — 129 8 210
CMYK — 76 85 0 0
HEX — 8108D2



Secondary colors

Our secondary colors pull from the colors of Navigation. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

JustNav Yellow



RGB — 255 170 2
CMYK — 0 40 93 0
HEX — FFAA02

JustNav Red



RGB — 240 0 55
CMYK — 0 98 70 0
HEX — F10137

JustNav Pink



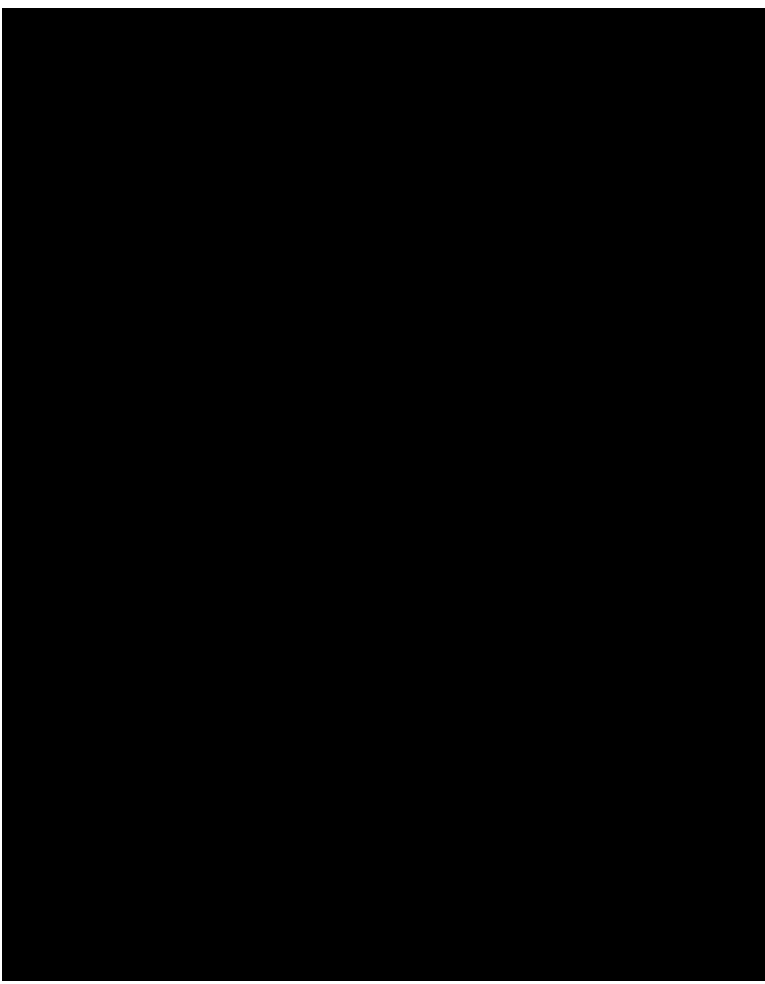
RGB — 255 1170
CMYK — 9 87 0 0
HEX — FF01AA

JustNav Blue



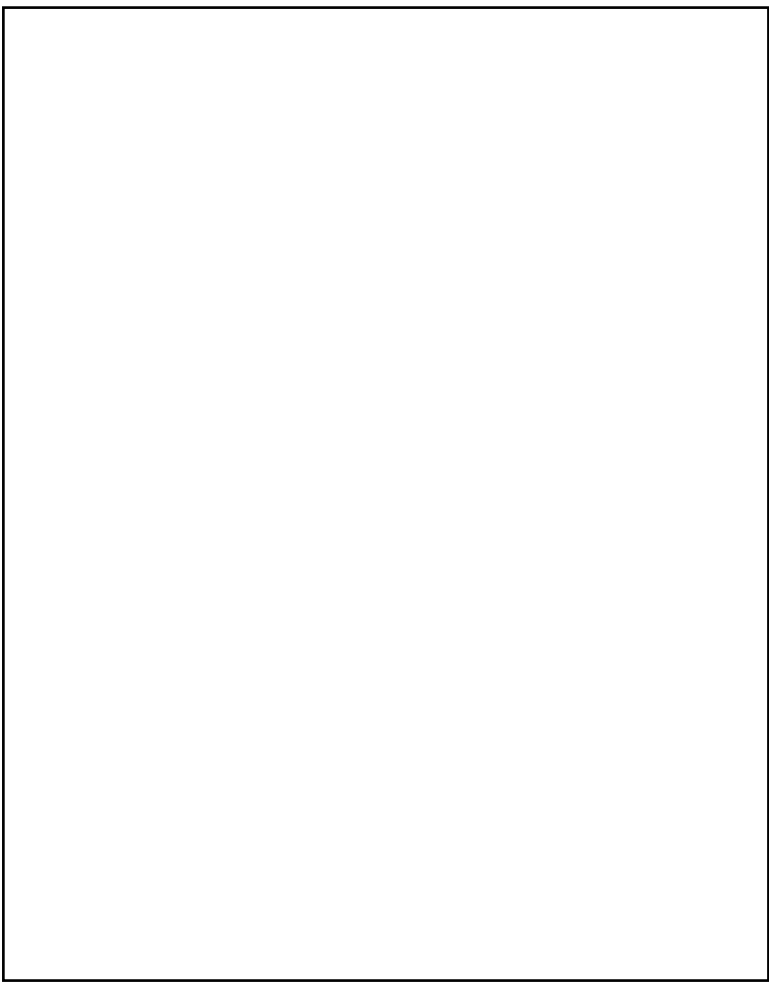
RGB — 2 170 254
CMYK — 70 22 0 0
HEX — 02AAFE

JustNav Black

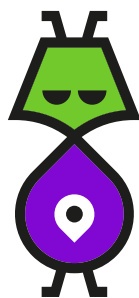


RGB — 0 0 0
CMYK — 90 80 62 98
HEX — 000000

JustNav White



RGB — 255 255 255
CMYK — 0 0 0 0
HEX — FFFFFFFF



Usage proportions

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.

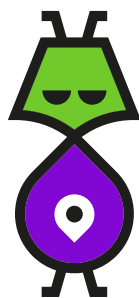
Green & Purple plays very important role in our brand, To balance is we have use black & white.

The secondary colors are only used reasonably for illustrations and within product.

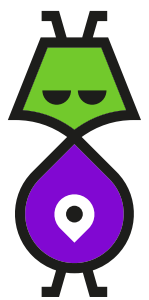
Primary colors



Secondary colors



Color Applications



Ways to incorporate color

Color in illustration



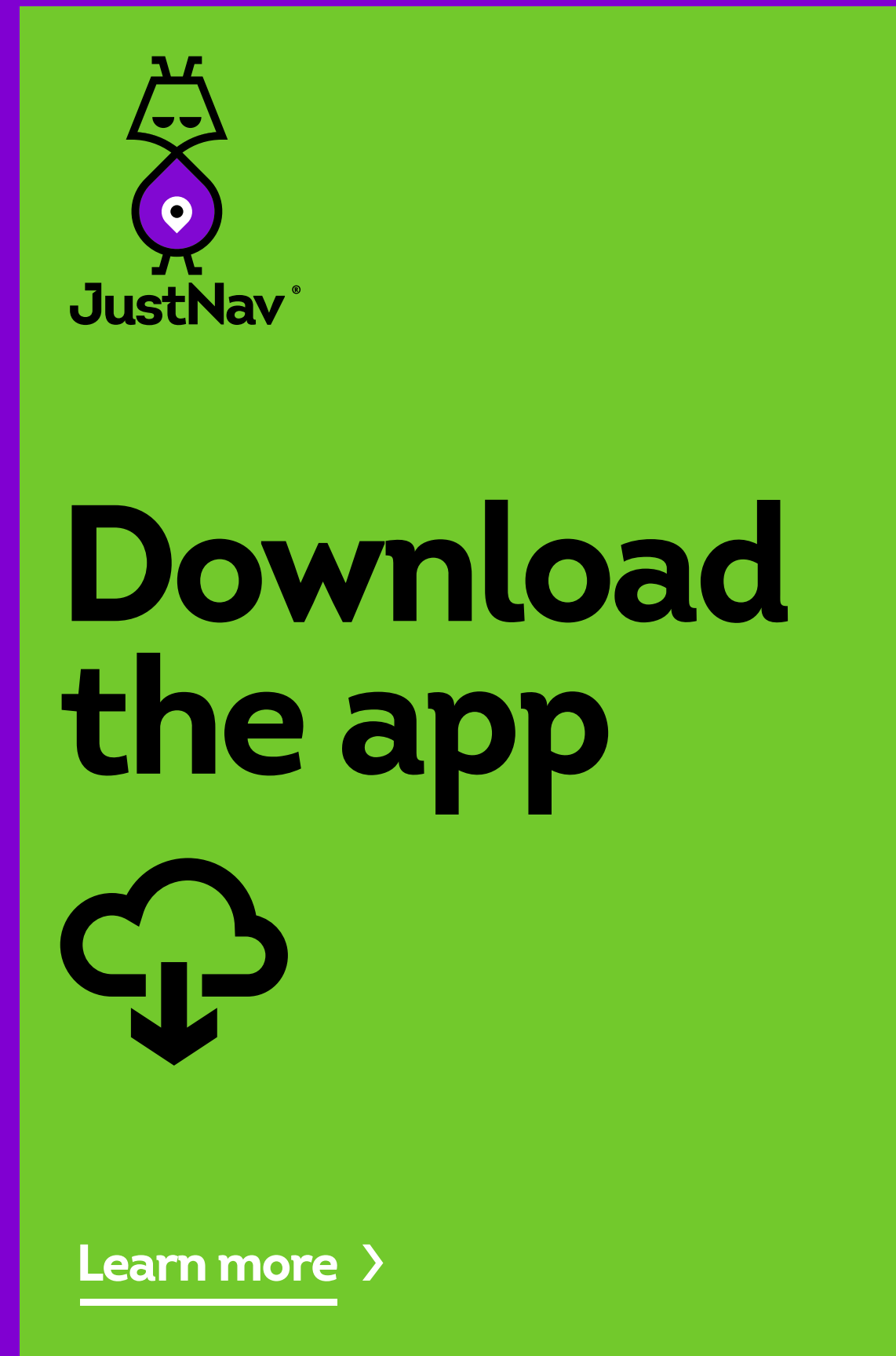
Typographic compositions

2
mins

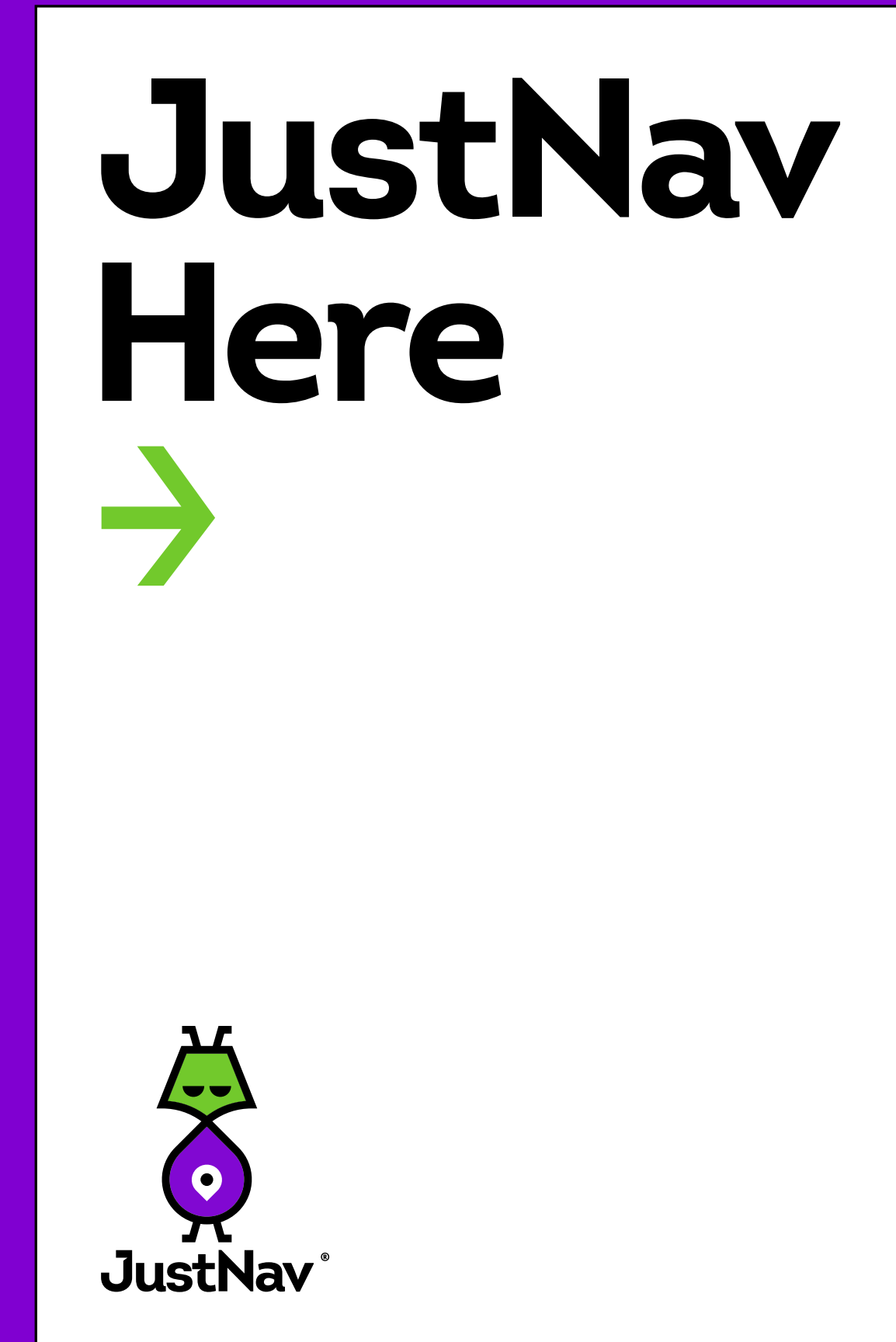
Action

The use of color depends on the communication.

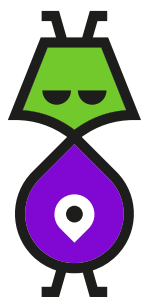
Banner



Signage



Embrace the power of Green and Purple
Bring in color through imagery
Our secondary colors should be used sparingly



Photography

Our photography inspires our audience of young and old, rich and poor, customers and partners, local and global.

Clarification of how JustNav works is unnecessary. We build on how it feels to move from motivation at point A to the emotional payoff go arriving at point B.



How we express the brand in photography

Interactions



Express movement

Compositions



Open with negative space

Casting



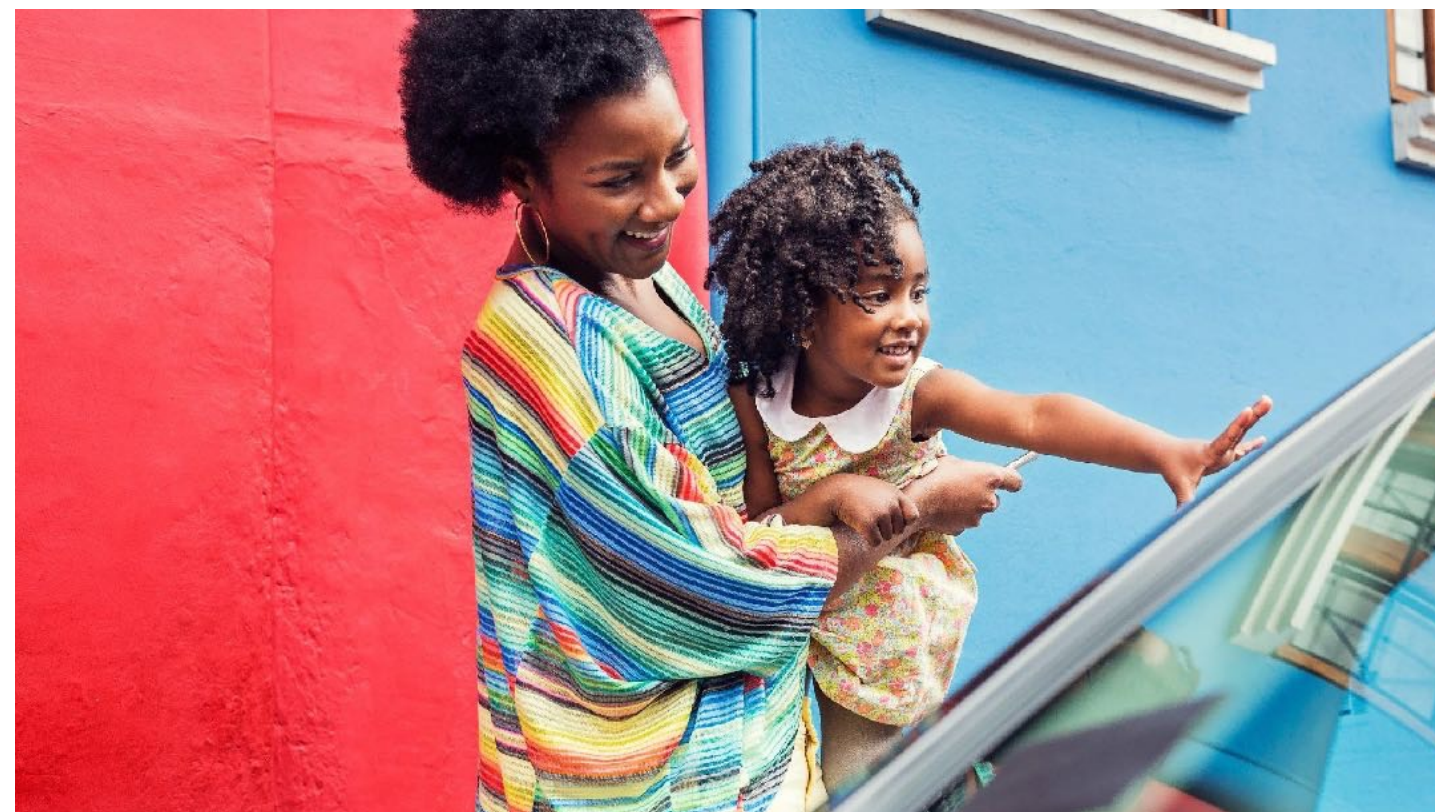
People are relatable

Lighting and color

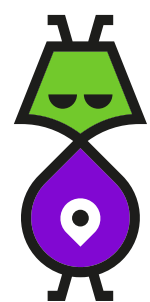


Appears natural

Locations



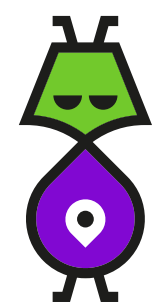
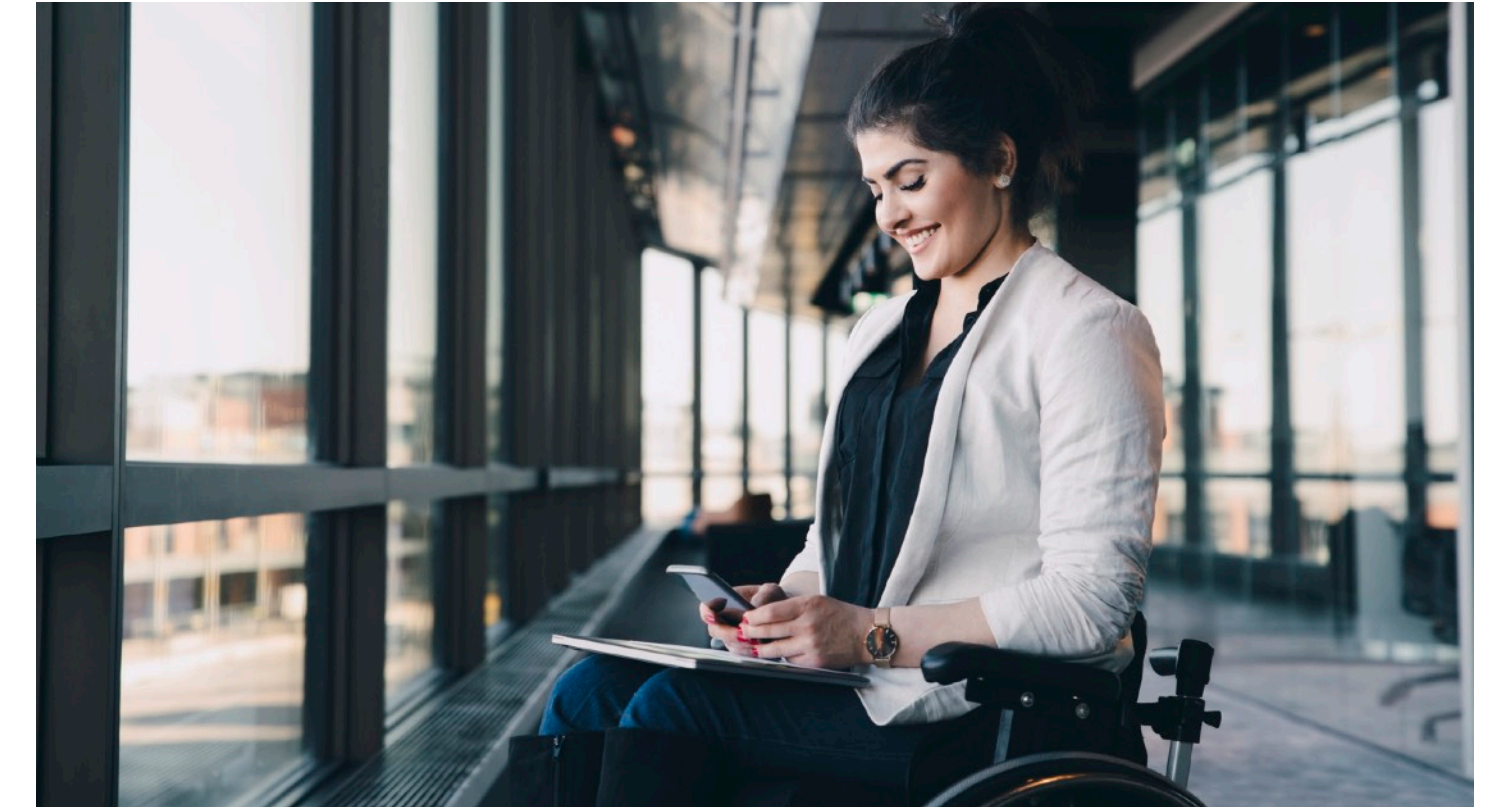
Simplified while showing local character



Interactions

Capture and showcase movement that highlights connections between people and their environments, beyond but not exclusive of literal navigating.

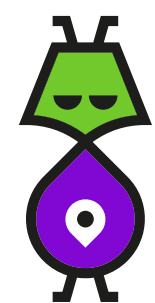
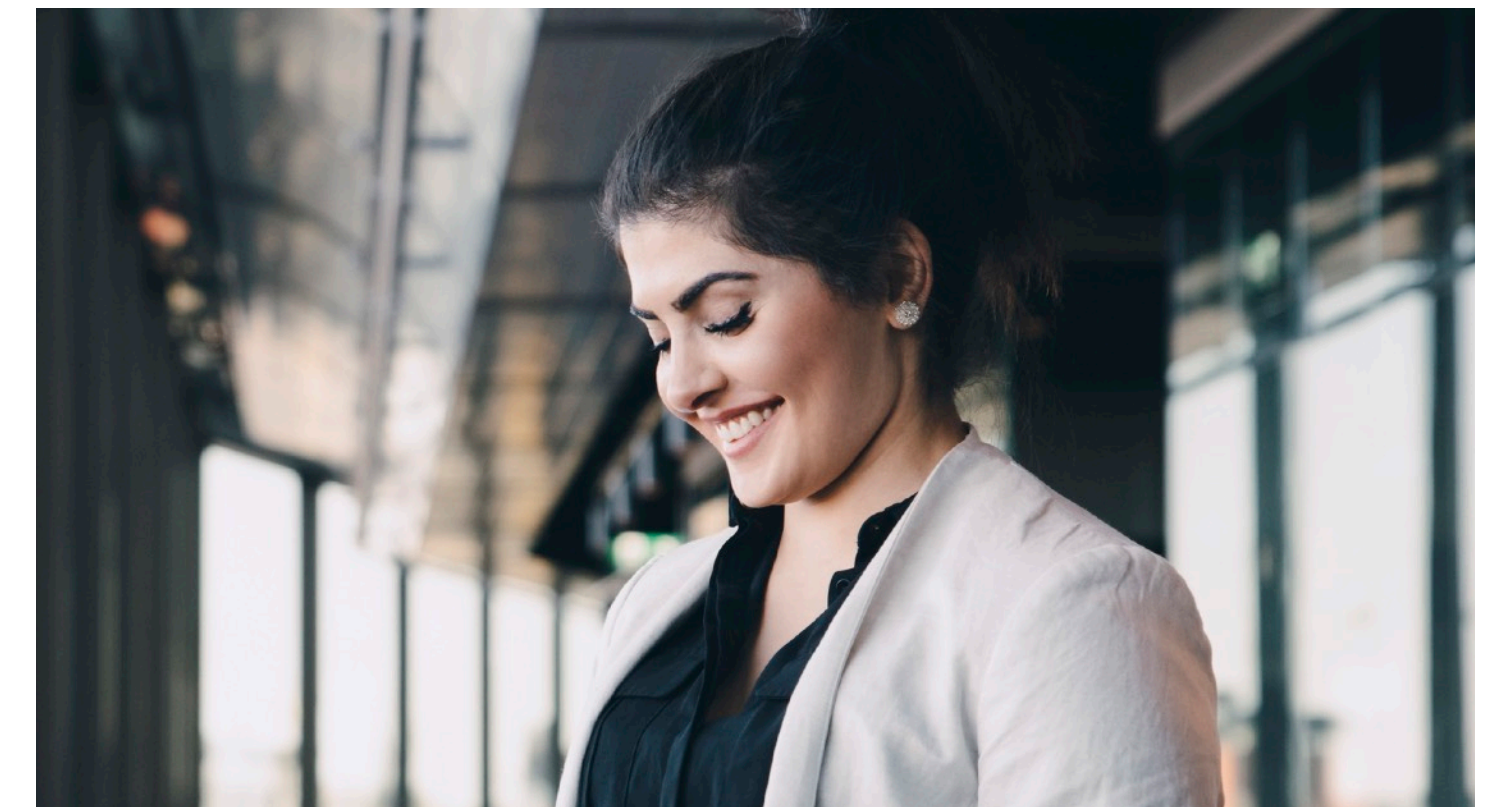
Express movement



Composition

Bold use of open space allows for an inviting expression of optimism.

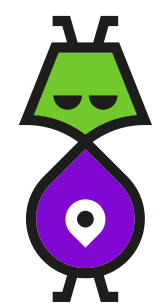
Open with negative space



Lighting and color

Create an inviting, realistic feel showing people and places how they at their best. High dynamic range is key.

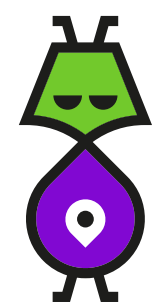
Appears natural



Locations

Capture our global presence and localized nature by zeroing in on colorful, simple, eye-catching locations that speak to people better than generic “could be anywhere” location choices.

Simplified local character



Shot list

This is a rough breakdown of the types of shots that should be captured when creating a shot list for a shoot.

Hero 20%



Hero shots focus on the main person or product from the story and are shot in context, in studio.

Lifestyle 50%



We focus on the opportunities and the connections people make, instead of showcasing the literal journey from point A to B.

Lifestyle w/ product 30%



When product is included it should take up 20% or less of the space of the total composition.

Photography guidance

✗



Cluttered or complex compositions that distract from the main hero

✗



Forcing the talent to pose in unnatural ways or express emotion that is not true to the narrative

✗



Shooting from extreme or unnatural angles that distort the scene

✗



Avoid blown out areas so images holds and edge on white

✗



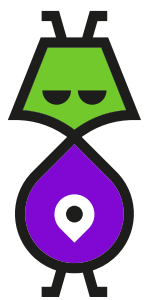
Harsh shadows or lighting on the subject

✗



Unnatural lighting or significantly dark scenes

Photography Applications





A new way to navigate

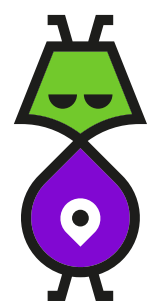
Download the app
and explore



Download on the
App Store

GET IT ON
Google Play

Capture movement
Keep compositions
open and inviting
Casting that reflect
the diversity of our
users



Tone of voice

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our brand personality to the world.

It is designed to serve as an umbrella that informs and unites style guides for departments, countries, and languages.

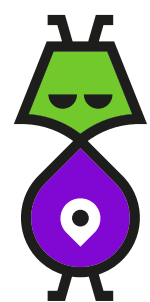


Tone of voice

Voice and tone express a brand's essence, signaling who we are and what we stand for.

They create the feeling:
“that sounds like JustNav.”

And they let us show up in the world as the innovative global navigate company we are.



Considerate Simple & Direct Consistent

Considerate

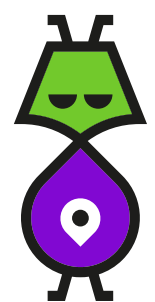
Truly audience-first communication will transform and unite our voice.

Simple & Direct

Writing as straight-forward and easy to understand as the intuitive experience of our products.

Consistent

How we create a recognizable voice and a strong brand.



Supporting

Optimistic

Primary voice characteristic

Problems are solvable, good ideas win out, and the future is bright.

Inviting

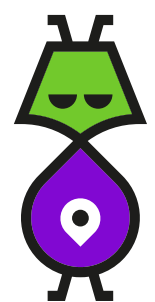
Secondary voice characteristic

JustNav is for everyone.

Bold

Tertiary voice characteristic

We are leaders in our field and enthusiastic to share our innovations.



Tools and tips

Checks for core voice

Considerate

- ☐ Is the focus on the audience?
- ☐ Is why they would care clear?
- ☐ Is the level of formality appropriate?

Simple & Direct

- ☐ Is it easy to understand in a single quick pass?
- ☐ Is it as clear and succinct as possible?
- ☐ Is it scrubbed of any jargon?
- ☐ If the audience is being asked to act, is that action and how to take it clear?

Consistent

- ☐ Does it follow all regional, department, or channel guides as well as these master principles?

Checks for supporting tone options

If going for optimistic...

- ☐ Does it focus on solutions over problems?
- ☐ Are any negatives (no, not, etc.) necessary, or is there a way to rephrase them with positive language?
- ☐ Have we assumed the positive about the situation or audience?

If going for inviting...

- ☐ Does it sound like a warm, caring person wrote it?
- ☐ Are lists bulleted and phrase-based?
- ☐ Is there anything that could be made easier to understand?

If going for bold...

- ☐ Does it grab the audience's attention?
- ☐ Are we speaking as confident leaders?
- ☐ Does it feature strong, specific word choices?

Quick editing tips

Cut the adverbs

All of them! Really, very, and basically. Slash and burn! It will force you to choose the best words (did you drive quickly or rush, race, or speed?).

Choose clear words

Look for complex words and jargon—replace them with easy-to-understand choices.

Look for that

That tends to get overused. Do you need that every time you use it? Go a step further: check who (people) versus that (not people) and that (restrictive) versus which (non-restrictive).

Limit exclamation points

Make word choices to convey excitement, don't lean on punctuation.

Turn passive voice to active voice

A classic. The passive voice was turned to active voice when I turned the passive voice to active voice.

Confirm all homonyms and homophones

Every there/their/they're, it's/its, your/you're, principle/principal, compliment/complement, affect/effect, weather/whether, to/too/two, lie/lay.

Double-check all pronouns

Do all of your pronouns have clear antecedents? This and it are often used without a clear and present subject.

Read everything aloud

It's the best way to catch typos and mistakes and awkward phrasing and lapses in logic.

Make negative statements positive

Force yourself to say what you mean and save on word count in one fell swoop: no shipping fees -> free shipping.

Pick strong verbs

Are they as precise as they can be? Maybe you edited a story, but perhaps you rewrote, revised, or polished it.

Use specific nouns

Is that boat you mention a rowboat, a tugboat, a barge, a cruise ship, or a kayak?

Check adjectives

Are they all necessary? Would a more specific noun choice be better? Is it a big house or a mansion? A brimmed hat or a fedora?

Did you repeat yourself?

Repetition is sometimes effective. Sometimes. Use it sparingly and intentionally.

Check prepositions

Look out for common mistakes: more than versus over, less as opposed to fewer, and further rather than farther.

Hyphenate modifiers

The Civil War occurred in the 19th century; your aunt collects 19th-century corkscrews.

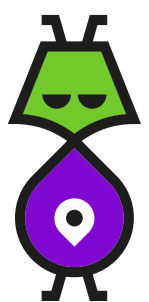
Kill your darlings

Don't keep something because you like it; keep it because it works.

Audience-first communication

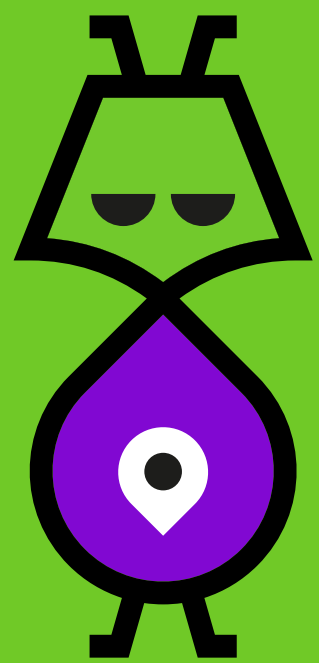
Straight-forward and easy to understand

A recognizable voice through consistency



Our name is now a verb
Don't force the ant-frame
Let the light in
Embrace the power of green & purple
A little black & white goes a long way
Simplicity rules

Thank you.



JustNav®