



# Table of Contents

- 00 Introduction
- 01 Logo
- 02 Typography
- 03 Color
- 04 Frames
- 05 Layouts
- 06 Applications

# Introduction

Welcome to our brand guidelines. This document will introduce you to the basic elements of our identity system and explain how we use them to build our visual identity. It covers our brand platform and visual assets. It also includes implementation examples to help visualise how our brand looks as a whole.

Using these guidelines properly will help keep a consistent expression that is true to our brand.



# Logo

- 1.1 Logo Overview
- 1.2 Clear Space
- 1.3 Minimum Sizes
- 1.4 Logo & Color Usage
- 1.5 Usage
- 1.6 Misuses

Joepegs logotype represents the digital world of NFT art through the J evolving in a pixel-made shape. Besides the main logotype, we have a secondary option endorsed by Trader Joe.

Endorsed Logo

The image shows the 'Endorsed Logo' for Joepegs. It features a pixelated 'J' icon to the left of the word 'Joepegs' in a bold, sans-serif font. Below 'Joepegs', the text 'by Trader Joe' is written in a smaller, lighter sans-serif font.

Logotype

The image shows the 'Logotype' for Joepegs. It features a pixelated 'J' icon to the left of the word 'Joepegs' in a bold, sans-serif font. The text 'by Trader Joe' is not present in this version.

Endorsed Logo



Logotype



The logotype's clear space is defined by the height of the Joepegs logo.

Endorsed Logo



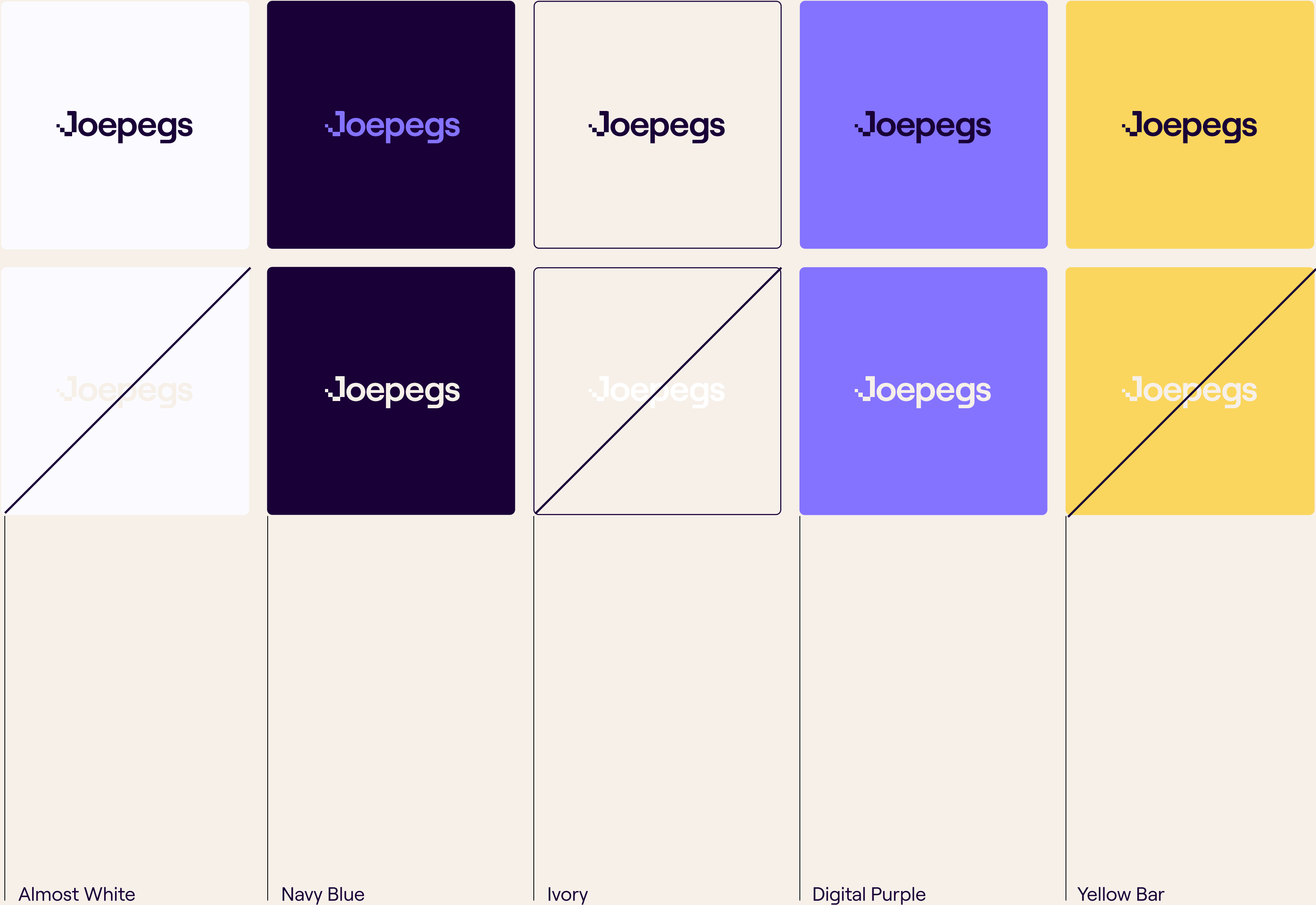
Digital: 100px  
Print: 15mm

Logotype



Digital: 90px  
Print: 10mm

To maintain the logo's legibility, minimum sizes, as shown to the right, must be respected.



The logotype can be used over a colored background. Shown to the right are the best color combinations to ensure legibility.

To keep consistency across all touch points, please consider the following examples for references when using our logo.

①②Endorsed Logo

We use the Endorsed logo in any external environment where we want to leverage Trader Joe's brand equity to drive awareness and trust in Joepegs.

③④Logotype

Use the standalone Joepegs logo in owned channels where it is not felt a Trader Joe endorsement is necessary. For example social media or on the Joepegs website.



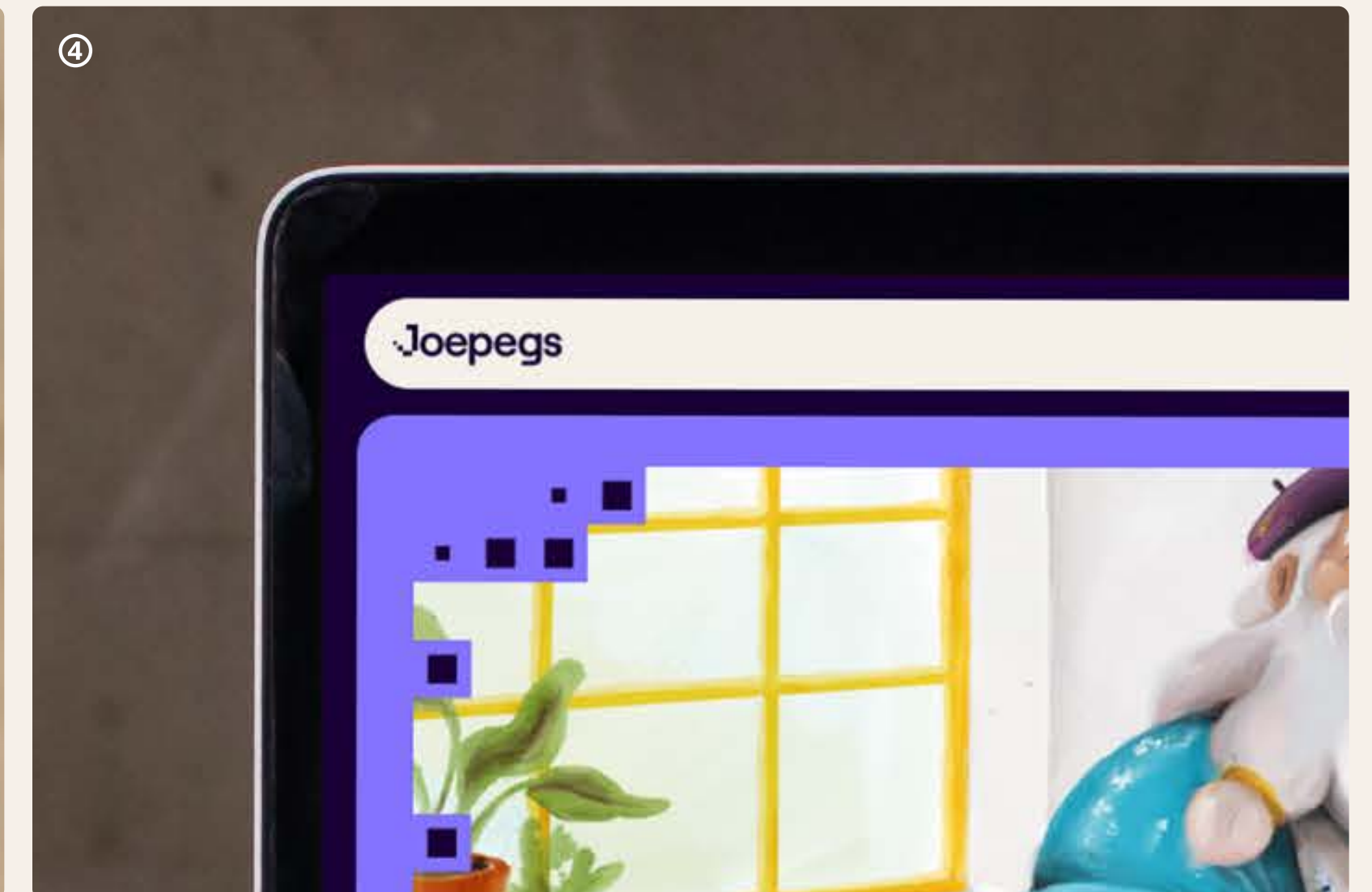
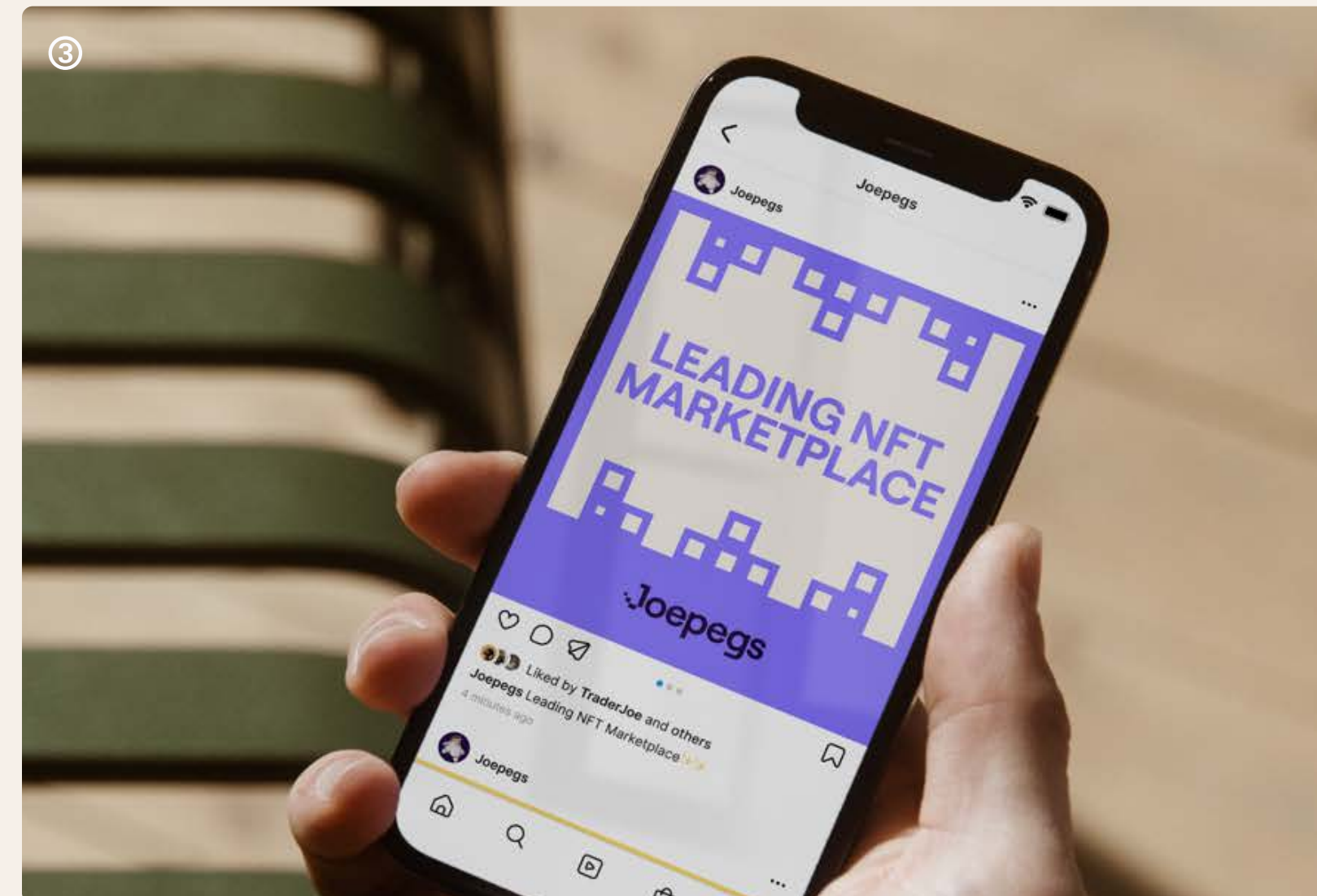
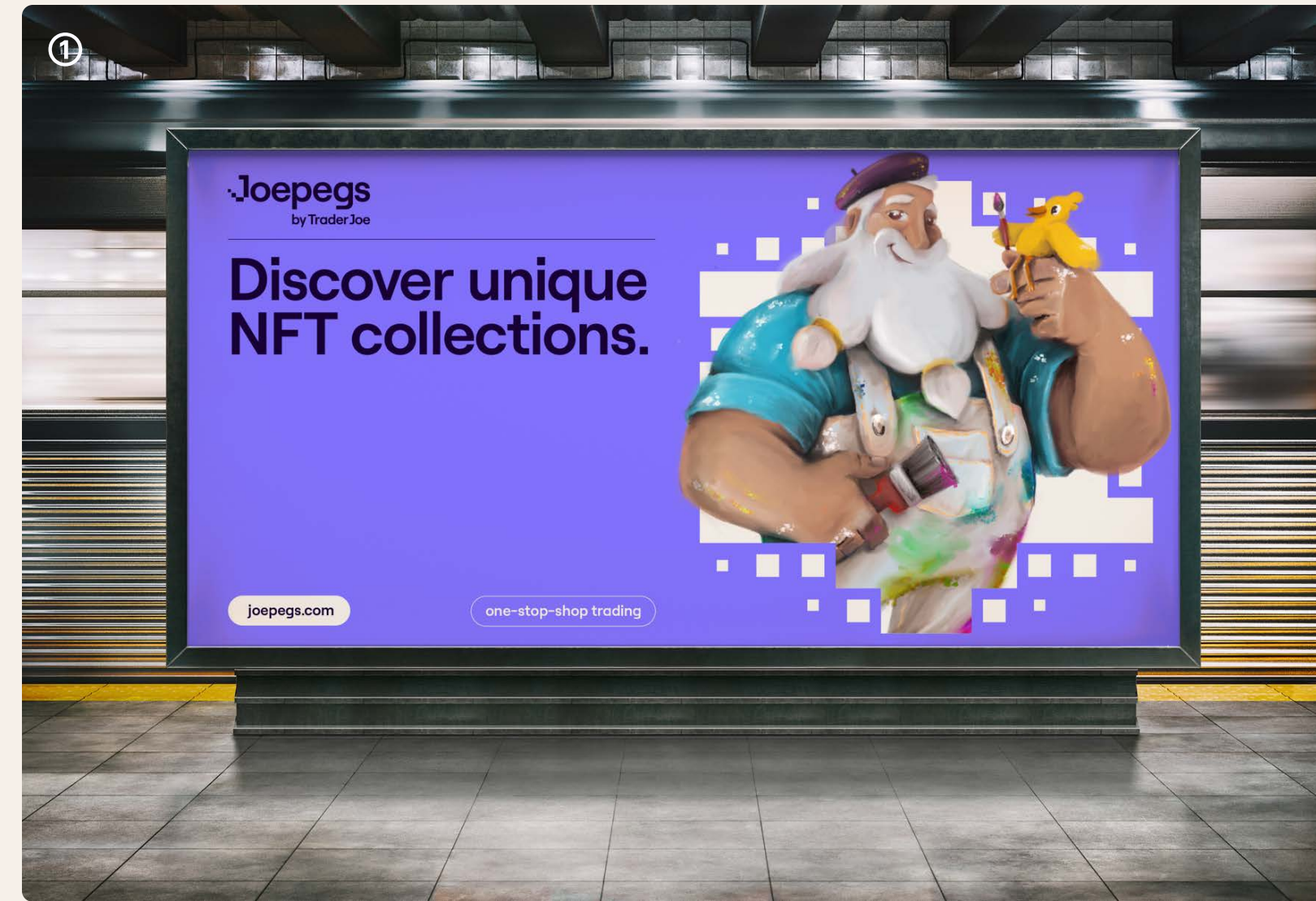
To keep consistency across all touch points, please consider the following examples for references when using our logo.

### ①② Endorsed Logo

We use the Endorsed logo in any external environment where we want to leverage Trader Joe's brand equity to drive awareness and trust in Joepegs.

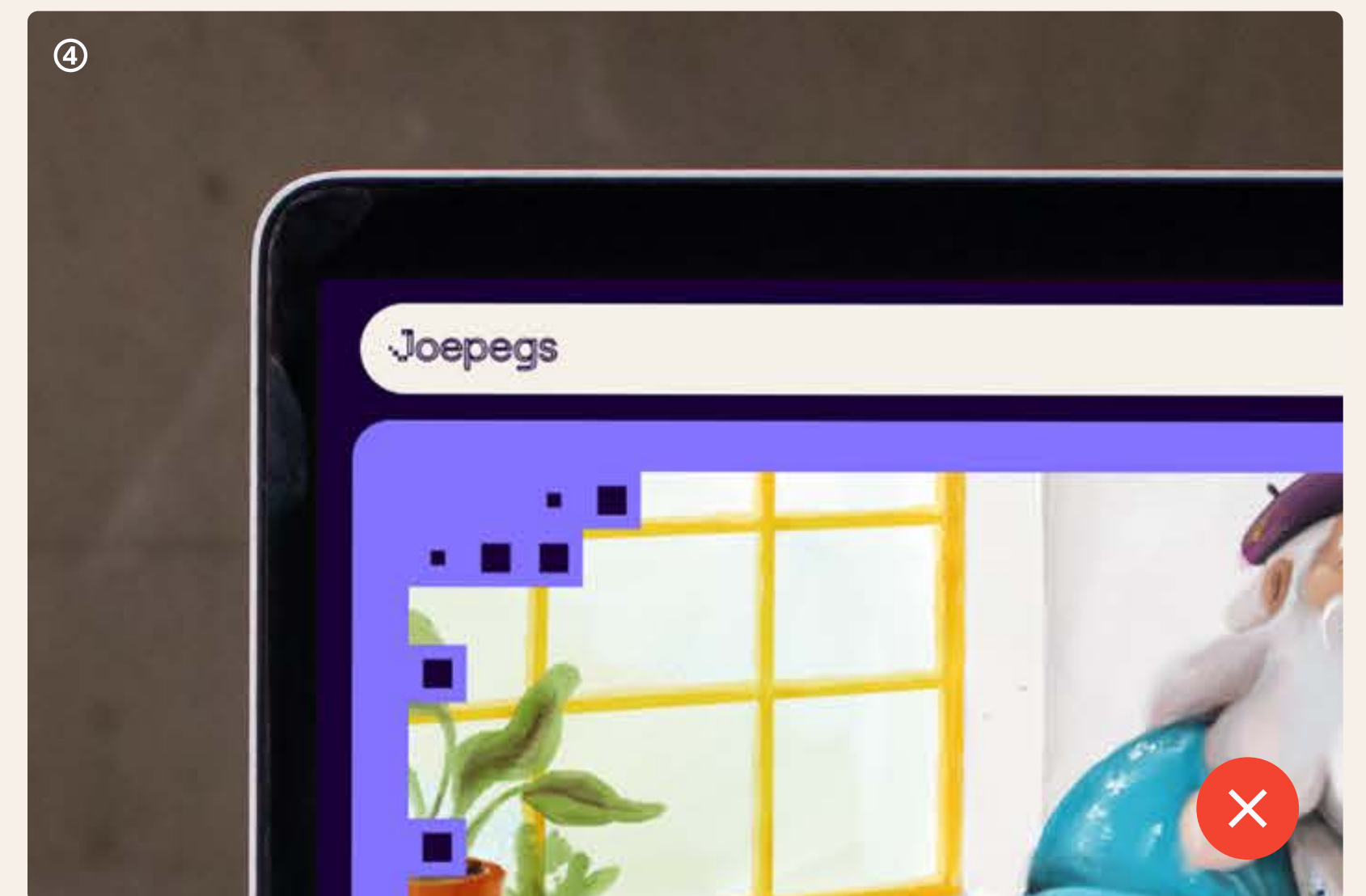
### ③④ Logotype

Use the standalone Joepegs logo in owned channels where it is not felt a Trader Joe endorsement is necessary. For example social media or on the Joepegs website.



It's important that the appearance of the logo remains consistent. Avoid using the logo mistakes shown on this page or altering the logo in any other way.

- ① Do not apply effects.
- ② Do not rotate or distort.
- ③ Do not add a stroke.
- ④ Do not outline.



# Typography

2.1 Overview

2.2 Main Typography

2.3 Hierarchy

2.4 Usage & Alignment

2.5 Typography Color Combination

2.6 Typography Color Combination over Joe's Black & White

2.7 Misuses

2.8 Type Alternative – Noto Sans

Roobert  
Display  
Type  
Foundry

AaBbCcDdEeFfG  
gHhIiJjKkLlMmNn  
OoPpQqRrSsTtU  
uVvWwXxYyZz  
0123456789

Aa

Roobert  
SemiBold

Roobert is a mono-linear geometrical sans-serif font family designed by Martin Vácha and published by the Displaay Type Foundry. The font finds its roots in electronical music and design and it is entitle to Robert Moog the inventor of Moog synthesizer.

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lowercase | Roobert Regular<br>abcdefghijklmnopqrstuvwxyz<br>1234567890&%([{\$€¥@#})©®                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| UPPERCASE | ROOBERT REGULAR<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>1234567890&%([{\$€¥@#})©®                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Body Text | <div> Lorem ipsum dolor sit amet consectetur. Lacus morbi vitae est sit lectus luctus. At rhoncus aliquam ipsum tellus tellus. Ut quisque pellentesque est pharetra pharetra morbi dictum viverra. Natoque lorem ullamcorper amet nisl neque quam viverra at sed. Tristique eget consectetur metus facilisis fermentum amet. Mi sagittis volutpat molestie hendrerit mauris. Ornare ac convallis condimentum.</div> <div> Lorem ipsum dolor sit amet consectetur. Pulvinar mi commodo fringilla morbi in. Lacinia sed ipsum mauris congue pellentesque quam condimentum. Nullam accumsan egestas sed ipsum. Ullamcorper lectus odio sapien ut vel. Laoreet venenatis tristique aliquet maecenas dictum id. Elementum molestie porttitor maecenas non imperdiet. Viverra vitae at ut congue rhoncus et quis sagittis egestas. Lacinia.</div> |

Lorem ipsum dolor sit amet consectetur. Nam senectus mi in non vitae. Netus vel erat pulvinar enim mauris. Neque odio condimentum ultrices congue scelerisque elit mauris mattis. Fermentum ut neque.

Typographic hierarchy is used to guide the reader’s eye through the text in the most natural order.

- ①
- Left and right paragraph alignment refers to how the text is positioned based on the edges of the page/ canvas. Left alignment creates a strong impact for the eye to follow and it aids readability and organisation.

**Headlines/Titles**  
Roobert SemiBold for main text  
–5pt letter spacing  
96% line height  
Usually lowercase

**Subheading**  
Roobert Regular  
0% letter spacing  
96% line height  
Always lowercase

**Body text**  
Roobert Regular  
0% letter spacing  
130% line height  
Always lowercase

**Footnotes**  
Roobert Regular  
0% letter spacing  
130% line height  
Always lowercase

**Buttons**  
Roobert SemiBold  
0% letter spacing  
130% line height  
Always uppercase

①

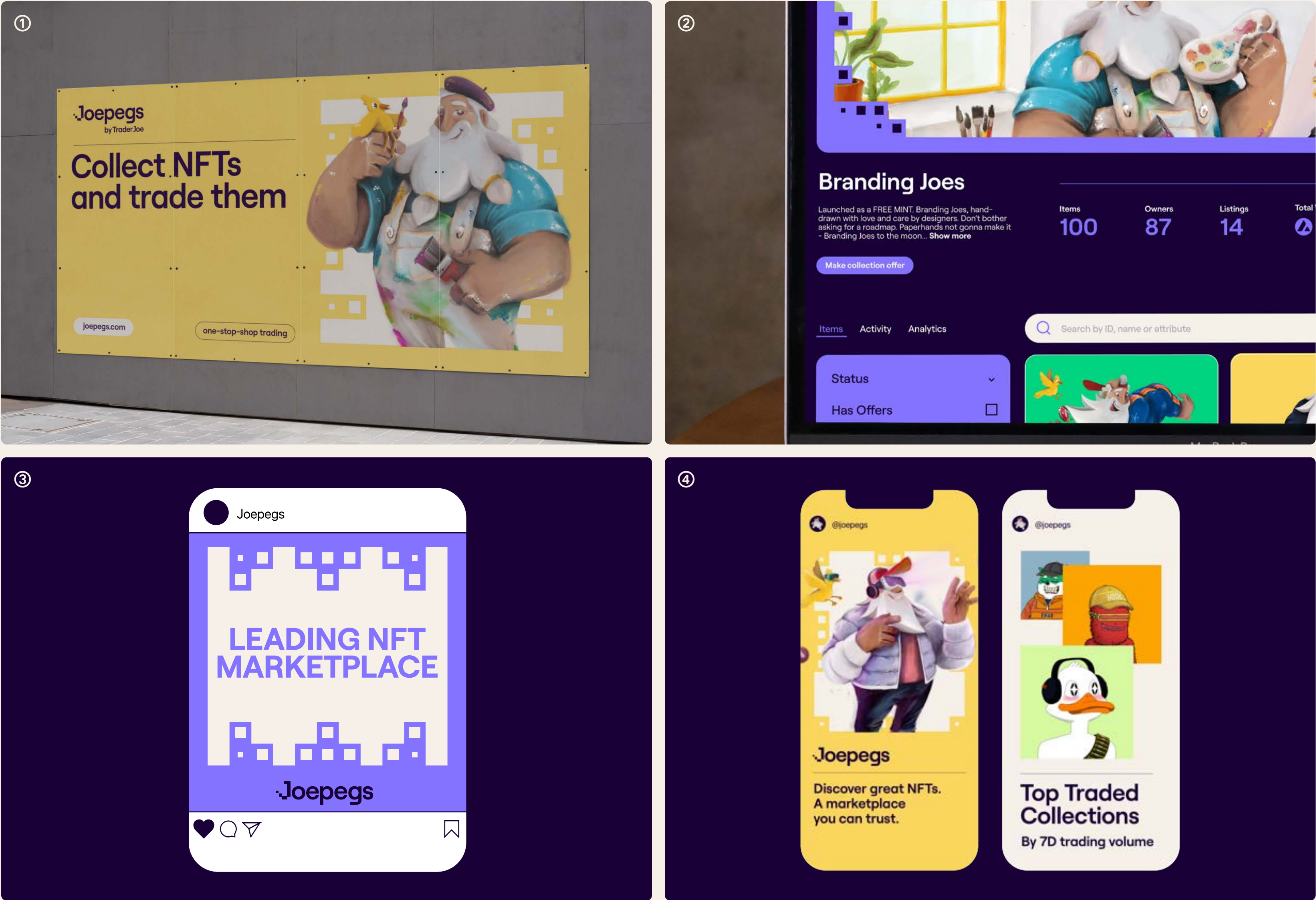
Leading NFT Marketplace

Lorem ipsum dolor sit amet consectetur. Lacus morbi vitae est sit lectus luctus. **At rhoncus aliquam** ipsum tellus tellus. Ut quisque pellentesque est pharetra pharetra morbi dictum viverra. **Natoque lorem** ullamcorper amet nisl neque quam viverra at sed. Tristique eget consectetur metus facilisis fermentum amet. Elementum molestie.

2X is distance from the line.

This is a good rag.

Paragraphs and headlines as well as most titles should be left-aligned. This is a good rag.



- ①② Paragraphs and headlines as well as most titles should be left-aligned.
- ② Text inside frames can be all caps and center-aligned.
- ③ Headings, short paragraphs, and notes can be the same size as long as they differ in weight.

|           |  |                      |                                  |                      |                                  |                      |
|-----------|--|----------------------|----------------------------------|----------------------|----------------------------------|----------------------|
| Heading   |  | <div><b>Aa</b></div> | <div><b>Aa</b></div>             | <div><b>Aa</b></div> | <div><sup>①</sup><b>Aa</b></div> | <div><b>Aa</b></div> |
| Body-copy |  | <div>Aa</div>        | <div>Aa</div>                    | <div>Aa</div>        | <div>Aa</div>                    | <div>Aa</div>        |
| Heading   |  | <div><b>Aa</b></div> | <div><sup>②</sup><b>Aa</b></div> | <div><b>Aa</b></div> | <div><b>Aa</b></div>             | <div><b>Aa</b></div> |
| Body-copy |  | <div>Aa</div>        | <div>Aa</div>                    | <div>Aa</div>        | <div>Aa</div>                    | <div>Aa</div>        |
|           |  | Almost White         | Navy Blue                        | Ivory                | Digital Purple                   | Yellow Bar           |

①② While it is allowed to use Ivory typography over Navy Blue background it is preferable to use Digital Purple in bold communication cases, leaving the Ivory use for smaller typography.

|           |                                       |                                       |                                       |                                       |            |
|-----------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|------------|
| Heading   | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> |            |
| Body-copy | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> |            |
| Heading   | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> |            |
| Body-copy | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> | <div><div>Aa</div><div>Aa</div></div> |            |
|           | Almost White                          | Navy Blue                             | Ivory                                 | Digital Purple                        | Yellow Bar |

Colored typography can be used over Joe’s Black & White background. Shown to the right are the best color combinations to ensure legibility.

- Please avoid the following misuses when making typographic layouts.
- ① Avoid rags with too much distance from the paragraph's right margin
  - ② Avoid orphans and widows in text paragraphs
  - ③ Don't right align text
  - ④ Don't get too close to margins with text paragraphs

①

# Leading NFT Marketplace

Lorem ipsum dolor sit amet consectetur. Lacus morbi vitae est sit lectus luctus. **At rhoncus aliquam** ipsum tellus tellus. Ut quisque pellentesque est pharetra morbi dictum viverra. **Natoque lorem** nisl neque quam viverra at sed. Tristique eget consectetur metus facilisis fermentum amet. Elementum molestie.



②

# Leading NFT Marketplace

Lorem ipsum dolor sit amet consectetur. Lacus morbi vitae est sit lectus luctus. **At rhoncus aliquam** ipsum tellus tellus. Ut quisque pellentesque est pharetra pharetra morbi dictum viverra. **Natoque lorem** ullamcorper amet nisl neque quam viverra at sed. Tristique eget consectetur metus.



③

# Leading NFT Marketplace

Lorem ipsum dolor sit amet consectetur. Lacus morbi vitae est sit lectus luctus. **At rhoncus aliquam** ipsum tellus tellus. Ut quisque pellentesque est pharetra pharetra morbi dictum viverra. **Natoque lorem** ullamcorper amet nisl neque quam viverra at sed. Tristique eget consectetur metus facilisis fermentum amet. Elementum molestie.



④

# Leading NFT Marketplace

Lorem ipsum dolor sit amet consectetur. Lacus morbi vitae est sit lectus luctus. **At rhoncus aliquam** ipsum tellus tellus. Ut quisque pellentesque est pharetra pharetra morbi dictum viverra. **Natoque lorem** ullamcorper amet nisl neque quam viverra at sed. Tristique eget consectetur metus facilisis fermentum amet.



# Aa

# Noto Sans

Noto is a global font collection for writing in most of the modern and ancient languages. Noto Sans is an unmodulated (“sans serif”) design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts. Noto Sans can be downloaded from [Google Fonts](#).

|                             |                                                                                                 |
|-----------------------------|-------------------------------------------------------------------------------------------------|
| <u>Noto Sans Arabic</u>     | هي مجموعة خطوط عالمية للكتابة بمعظم اللغات الحديثة والقديمة.                                    |
| <u>Noto Sans Chinese</u>    | 是一个全球字体集合，用于用大多数现代和古代语言书写。                                                                      |
| <u>Noto Sans Greek</u>      | Είναι μια παγκόσμια συλλογή γραμματοσειρών για γραφή σε όλες τις σύγχρονες και αρχαίες γλώσσες. |
| <u>Noto Sans Japanese</u>   | 現代および古代のすべての言語で書くためのグローバル フォント コレクションです。                                                        |
| <u>Noto Sans Korean</u>     | 모든 현대 및 고대 언어로 쓰기 위한 글로벌 글꼴 모음입니다.                                                              |
| <u>Noto Sans Vietnamese</u> | Là một bộ sưu tập phong chữ toàn cầu để viết bằng tất cả các ngôn ngữ hiện đại và cổ đại.       |

# Color

- 3.1 Color Palette
- 3.2 Color System
- 3.3 Compositions

Almost White  
HEX #FBFBFF  
RGB 251.251.255  
CMYK 1.1.0.0

Navy Blue  
HEX #190037  
RGB 25.0.55  
CMYK 90.95.40.60

Ivory  
HEX #F6F0E9  
RGB 246.240.233  
CMYK 5.5.5.0

Yellow Bar  
HEX #FAD65E  
RGB 250.214.94  
CMYK 0.15.75.0

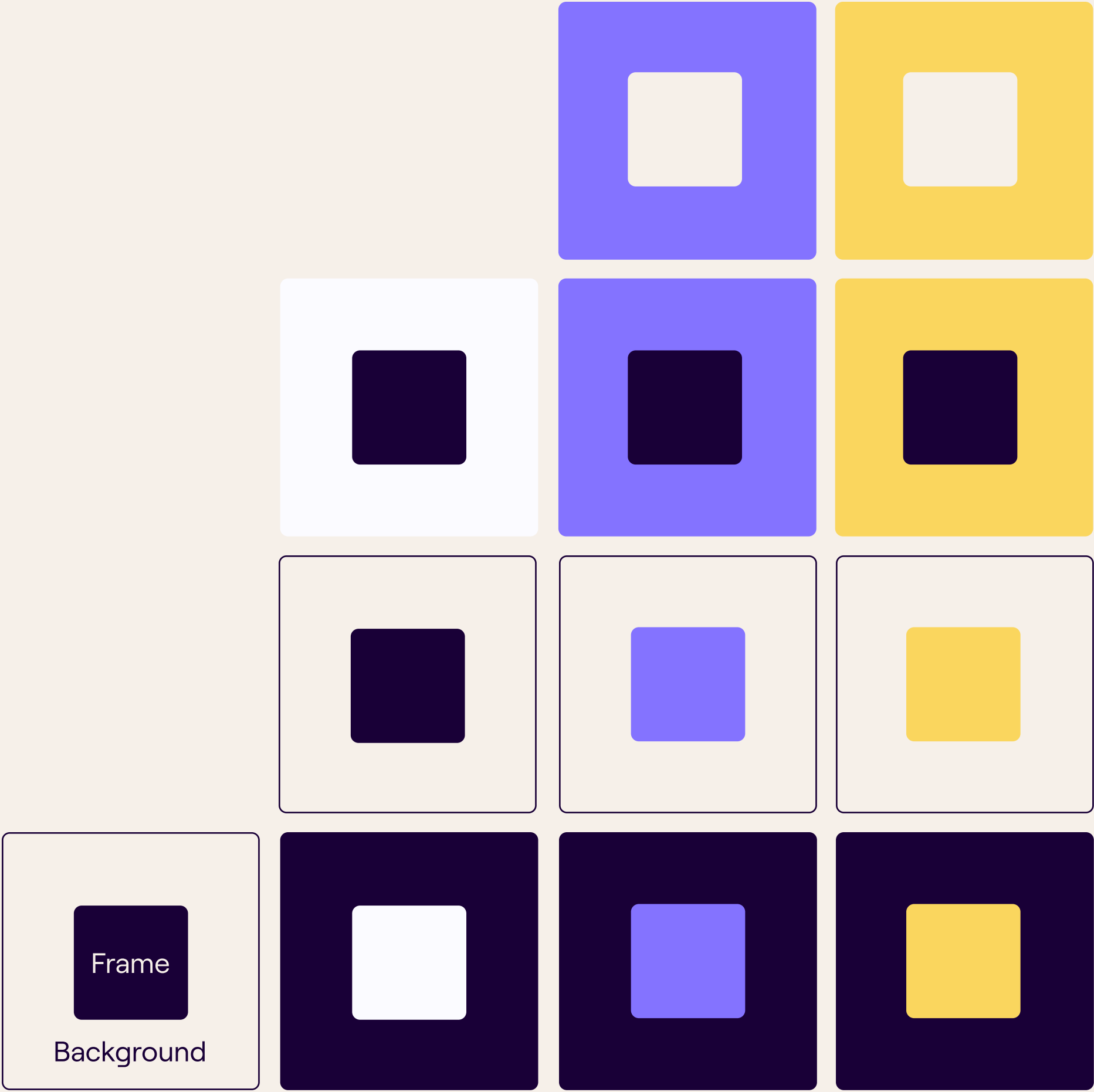
Digital Purple  
HEX #8473FF  
RGB 132.115.255  
CMYK 0.31.46.7

Our identity has a base of 3 colors (Almost White, Navy Blue and Ivory), with 2 additional colors that add character and contrast (Yellow Bar and Digital Purple).

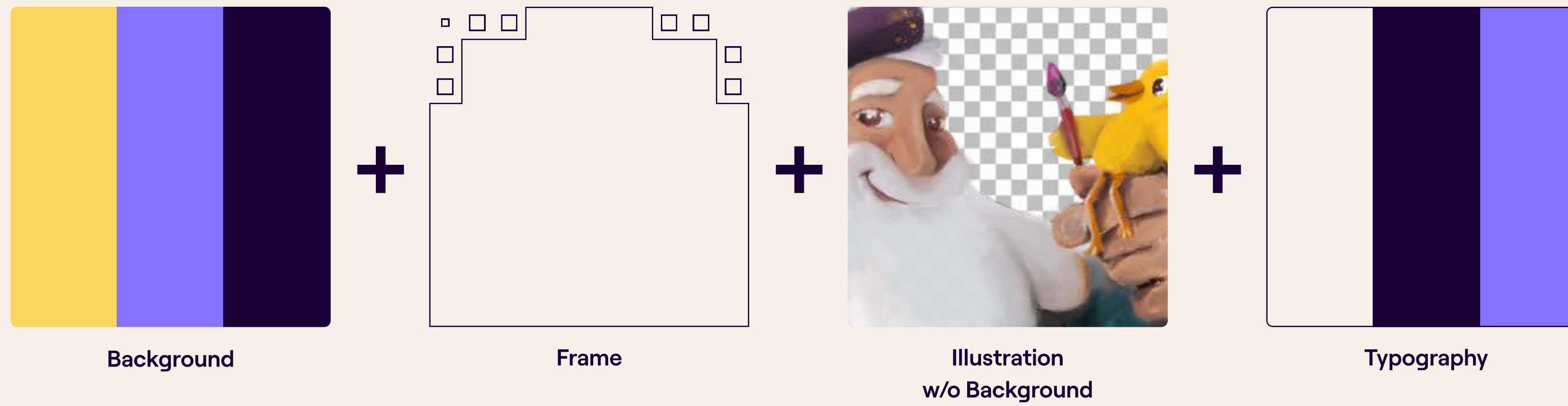
Website Base Colour

Joe’s “Black & White”

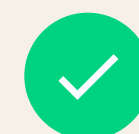
Primary Colors



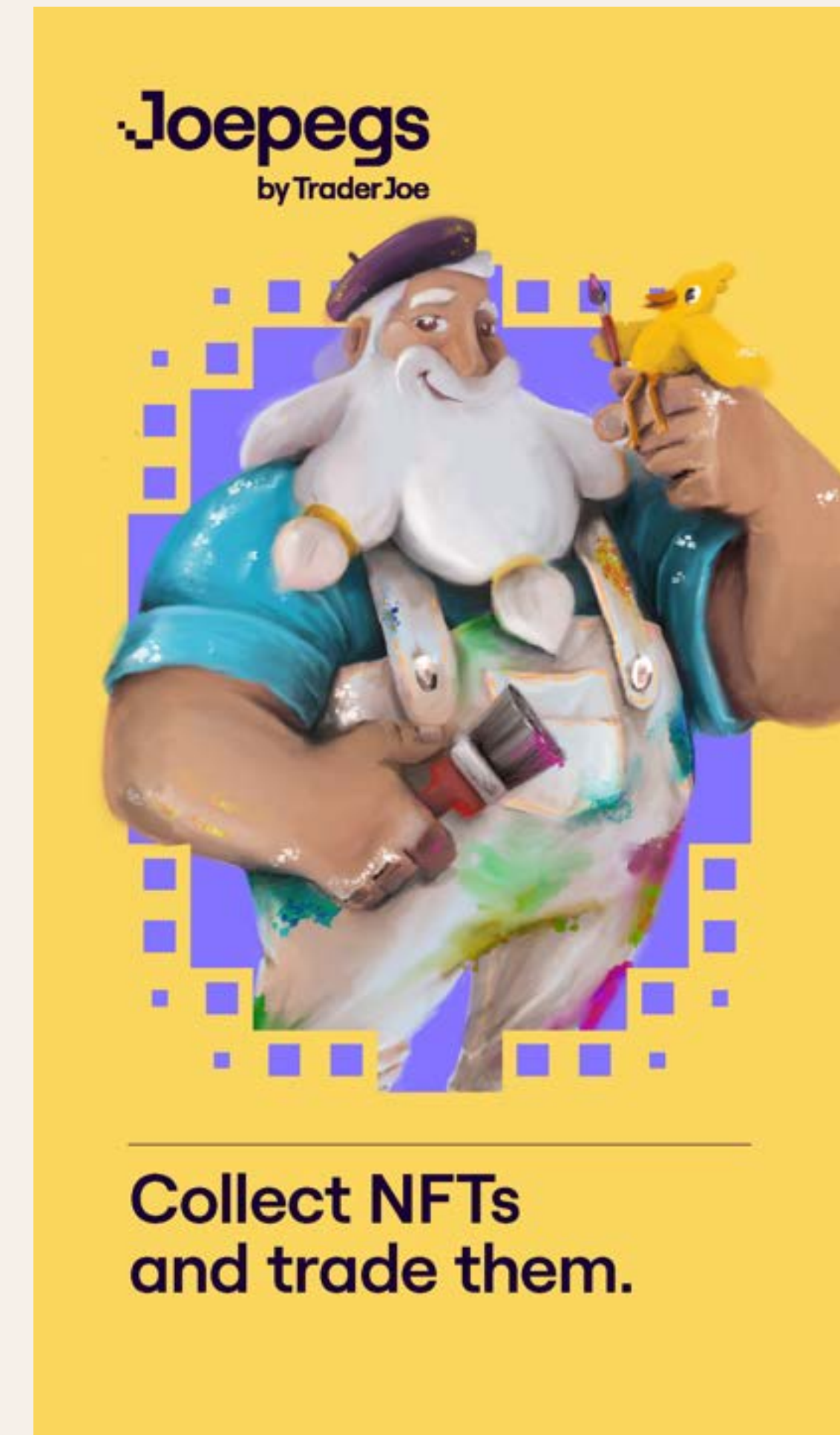
It is never allowed to have a coloured frame over a coloured background. Here you can find the only possible combinations.



Over a coloured background it is mandatory to use an Ivory frame together with a transparent background illustration and a typography color, following the rules from page 17 and 18.

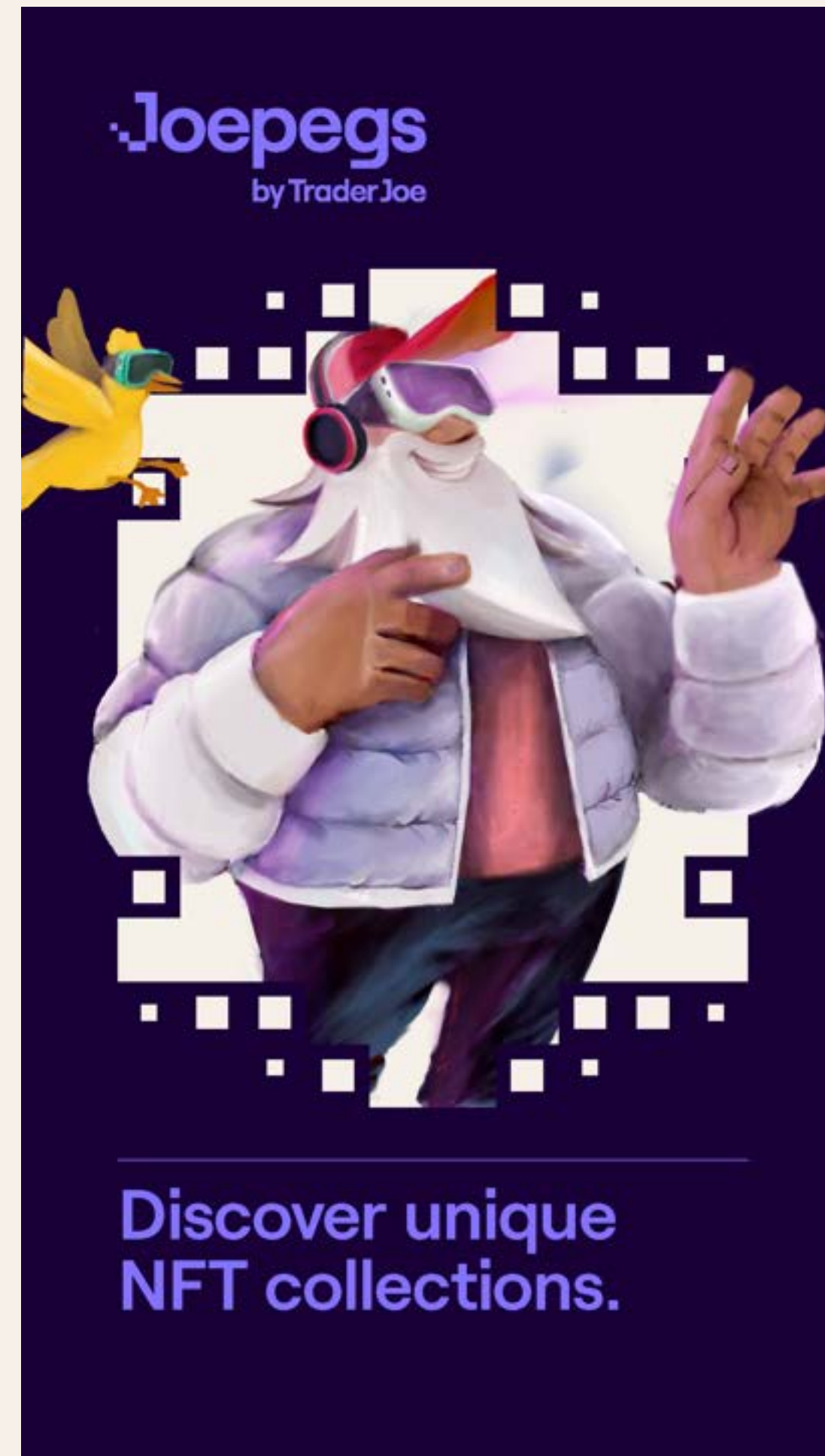


RIGHT COMBINATION



WRONG FRAME COLOUR

Over a Yellow Bar background, the frame is to be used in Ivory while the typography is to be used in Navy Blue.



RIGHT COMBINATION

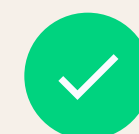


WRONG TYPOGRAPHY COLOUR

Over a Digital Purple background, the frame is to be used in Ivory while the typography is to be used in Digital Purple.



Over a colored background, a framed illustration can be used with either Almost White, Digital Purple, or Navy Blue typography.

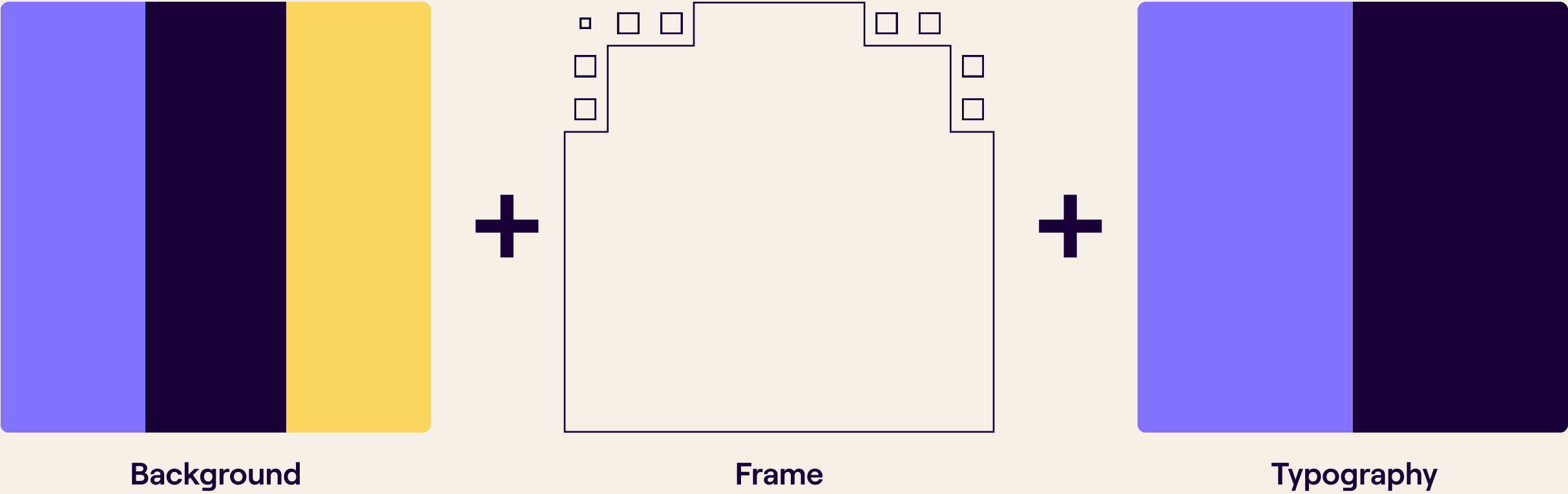


RIGHT COMBINATION



WRONG TYPOGRAPHY COLOUR

It is never allowed to have the typography in any of the other colors apart from Digital Purple, Ivory and Navy Blue.



Over a colored background we can use an Ivory frame together with a typography in either Digital Purple or Navy Blue.



RIGHT COMBINATION

As a reminder, text inside frames can be all caps and center-aligned as it's described on page 16.



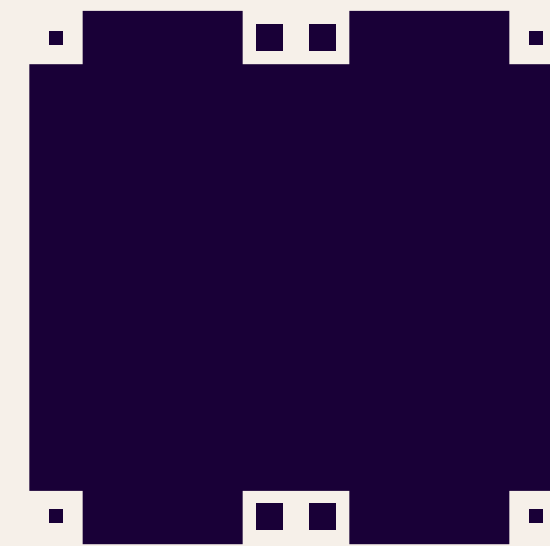
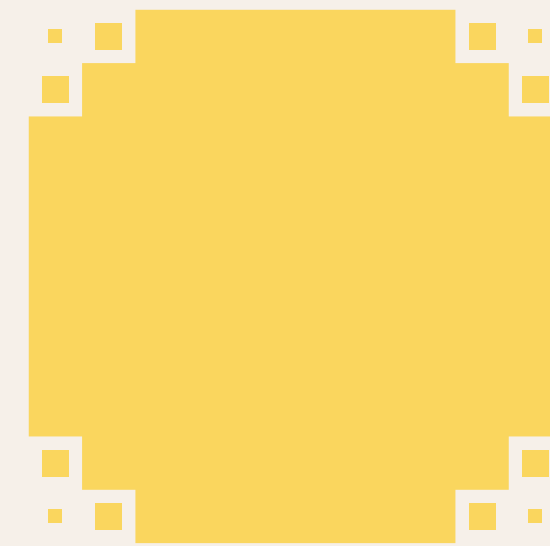
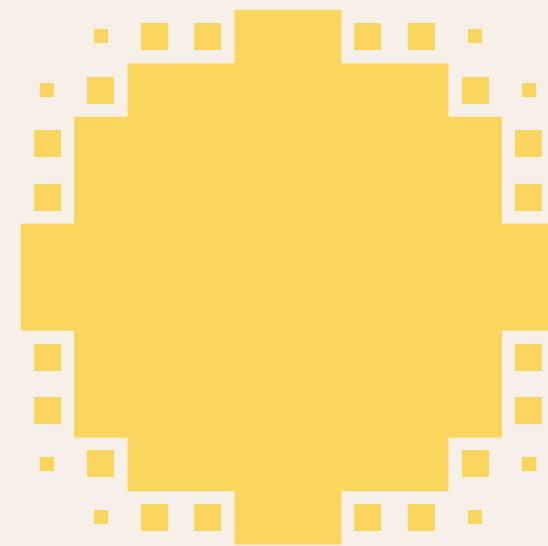
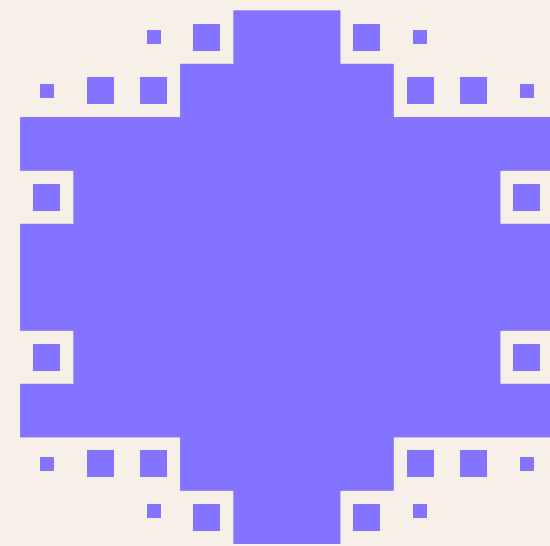
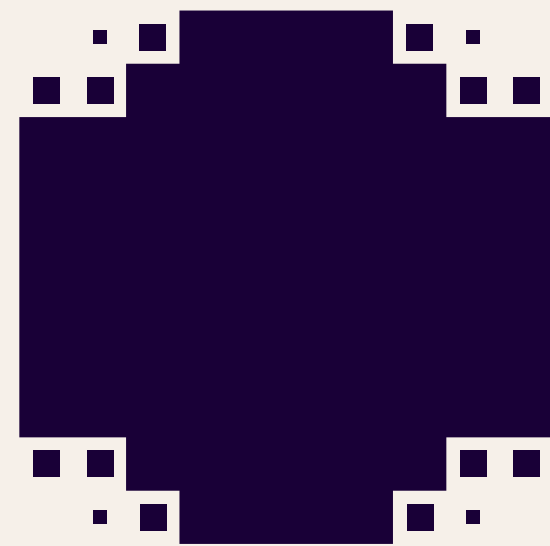
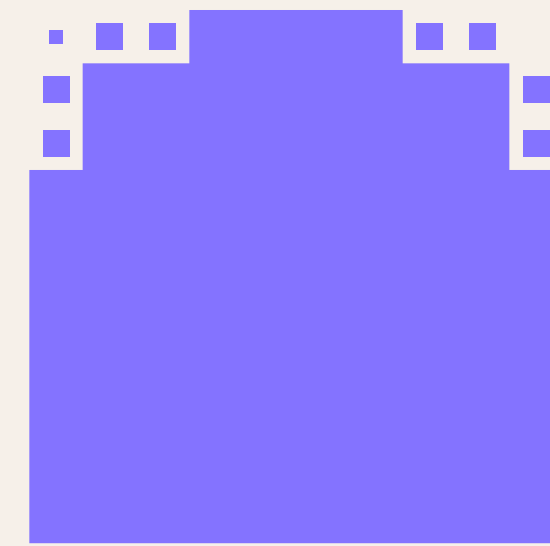
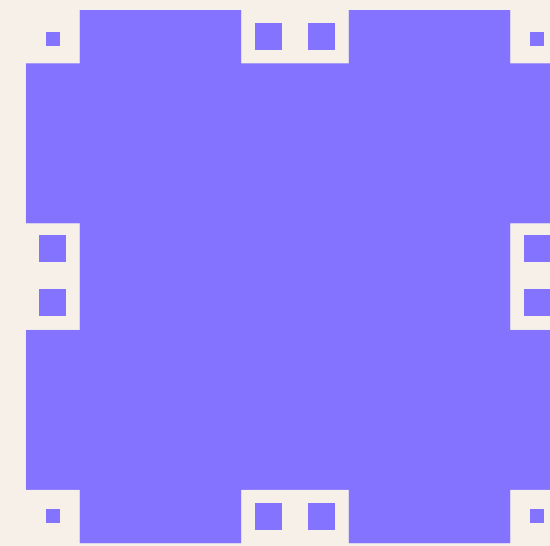
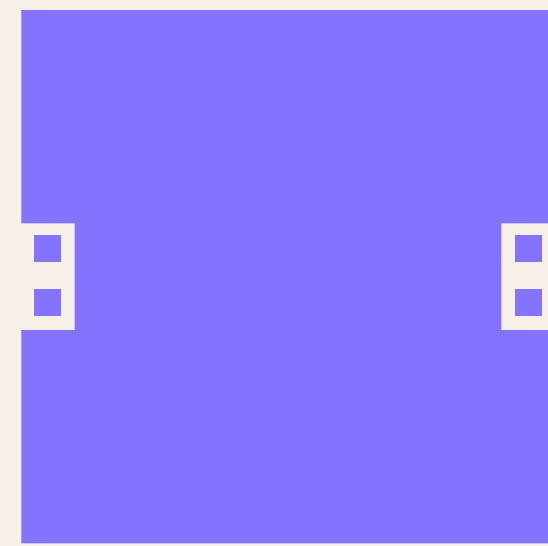
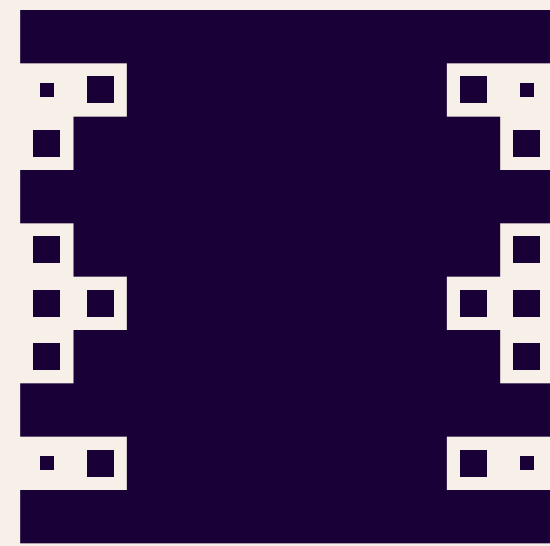
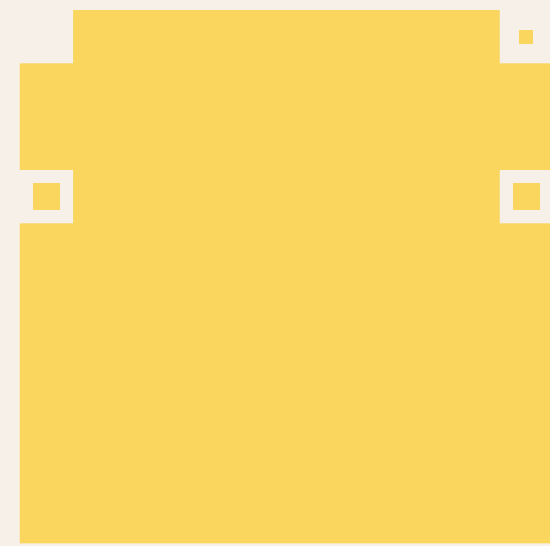
RIGHT COMBINATION



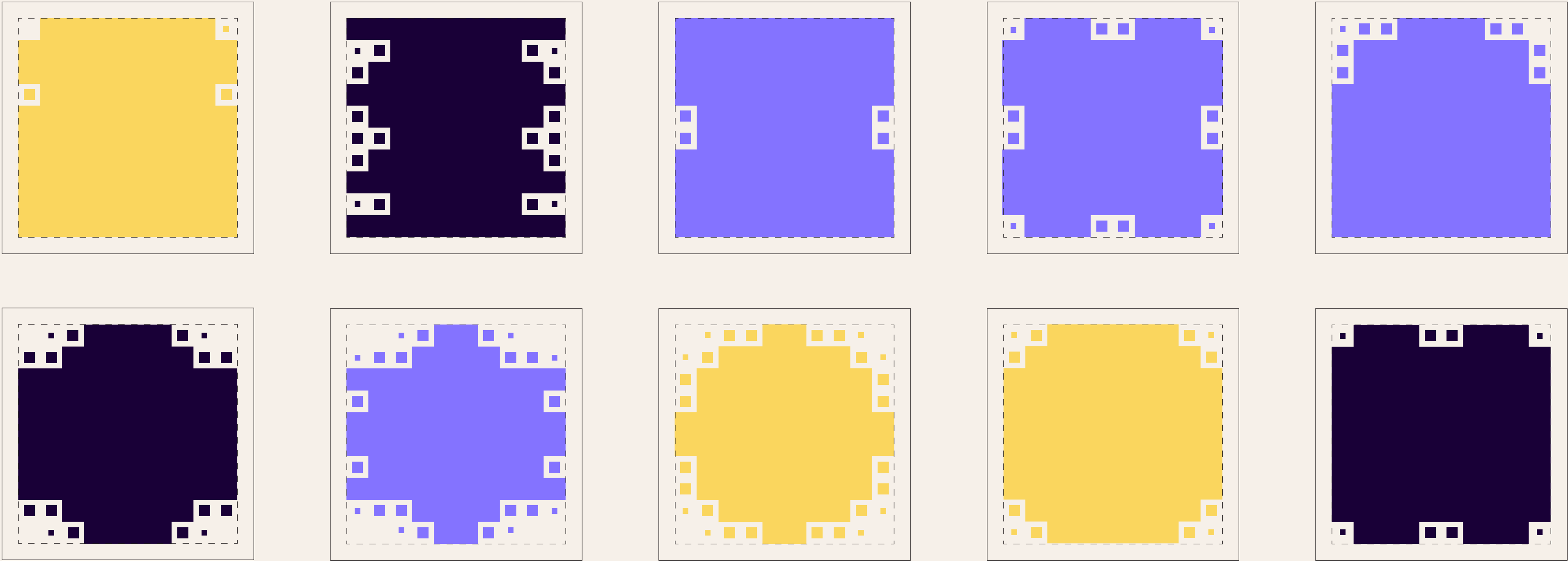
WRONG TYPOGRAPHY COLOUR

# Frames

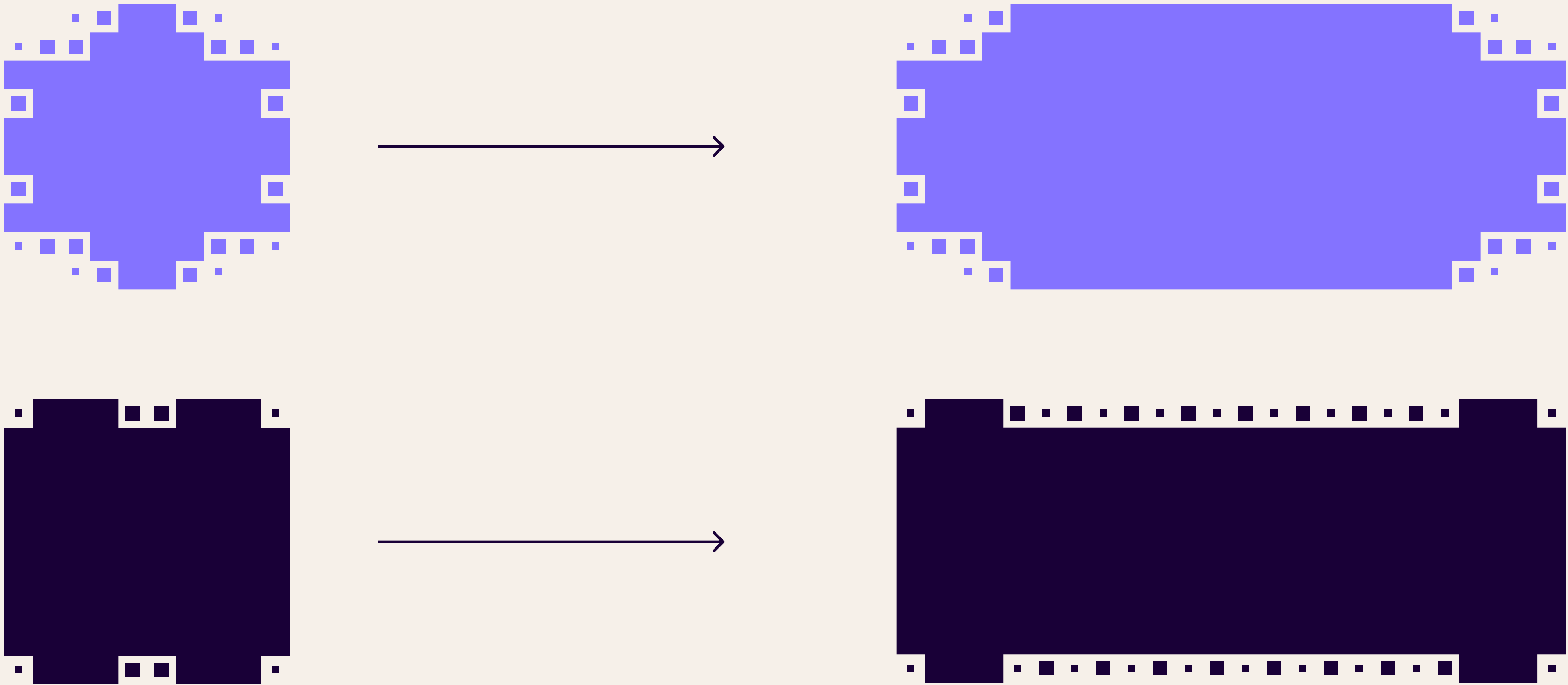
- 4.1 Overview
- 4.2 Joepegs Frames
- 4.3 Joepegs Frames Safe Area
- 4.4 How to Extend The Frames
- 4.5 Joepegs Frames Composition
- 4.6 Sizing Guide for Joepegs Frames
- 4.7 Joepegs Frames Usage
- 4.8 Joepegs Frames Misuses



Joepegs frames are the result of a digital transformation of the Trader Joe's frames. They get voxelized in the NFT world and become square shaped in order to be scaleable and not lose their structure.



----- Optical Area  
———— Safe Area



The Frames can be extended horizontally or vertically to create adaptable backgrounds.

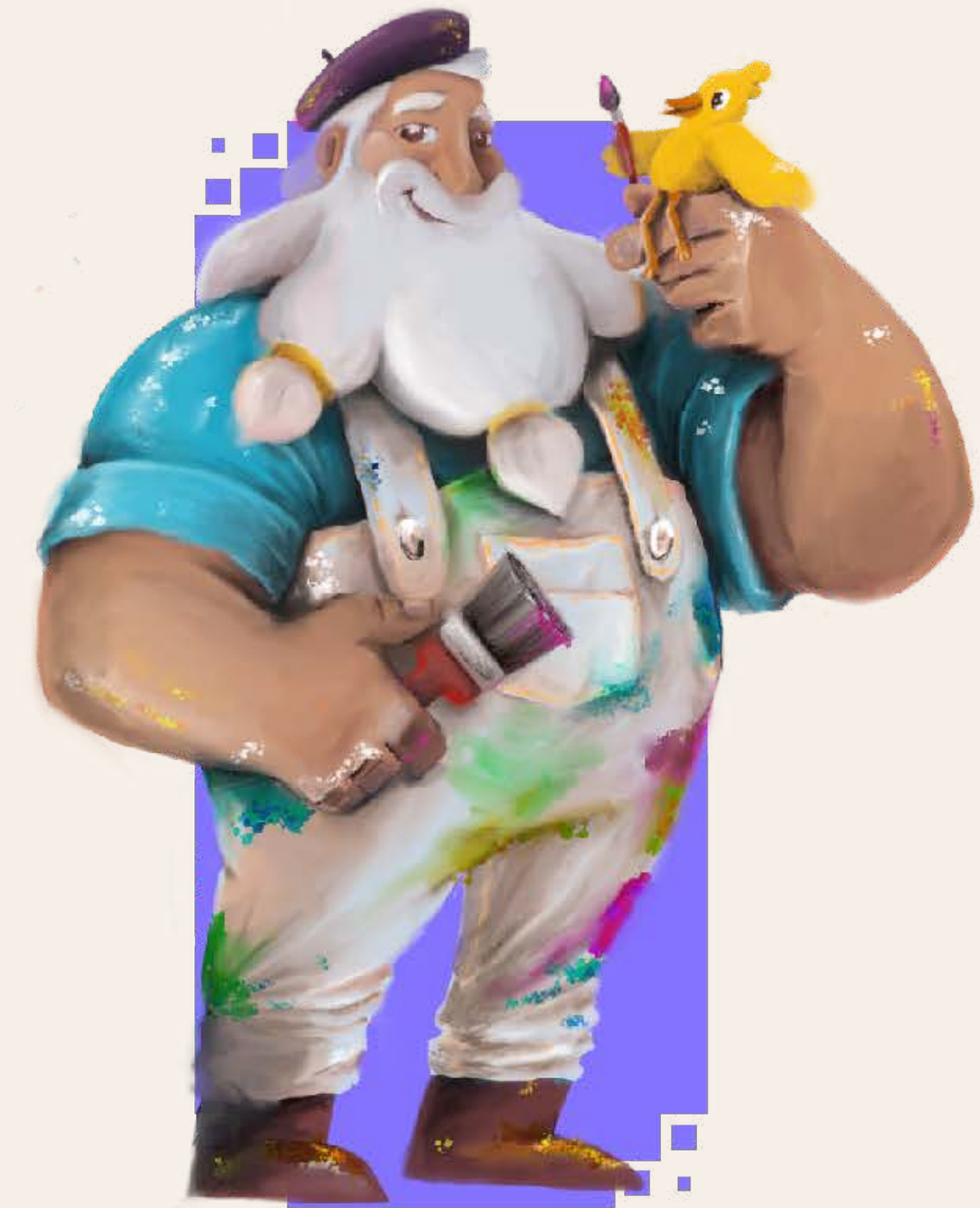




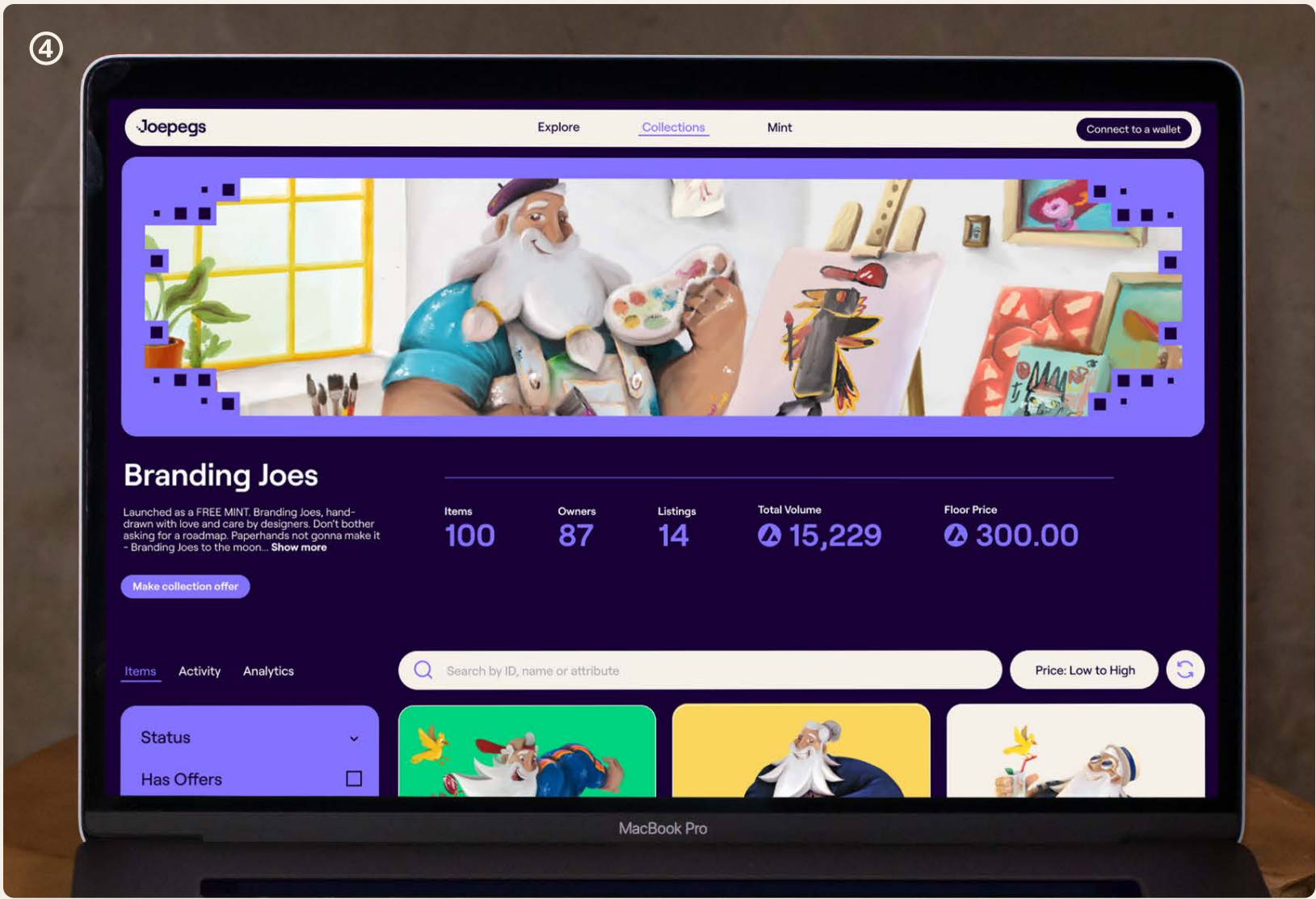
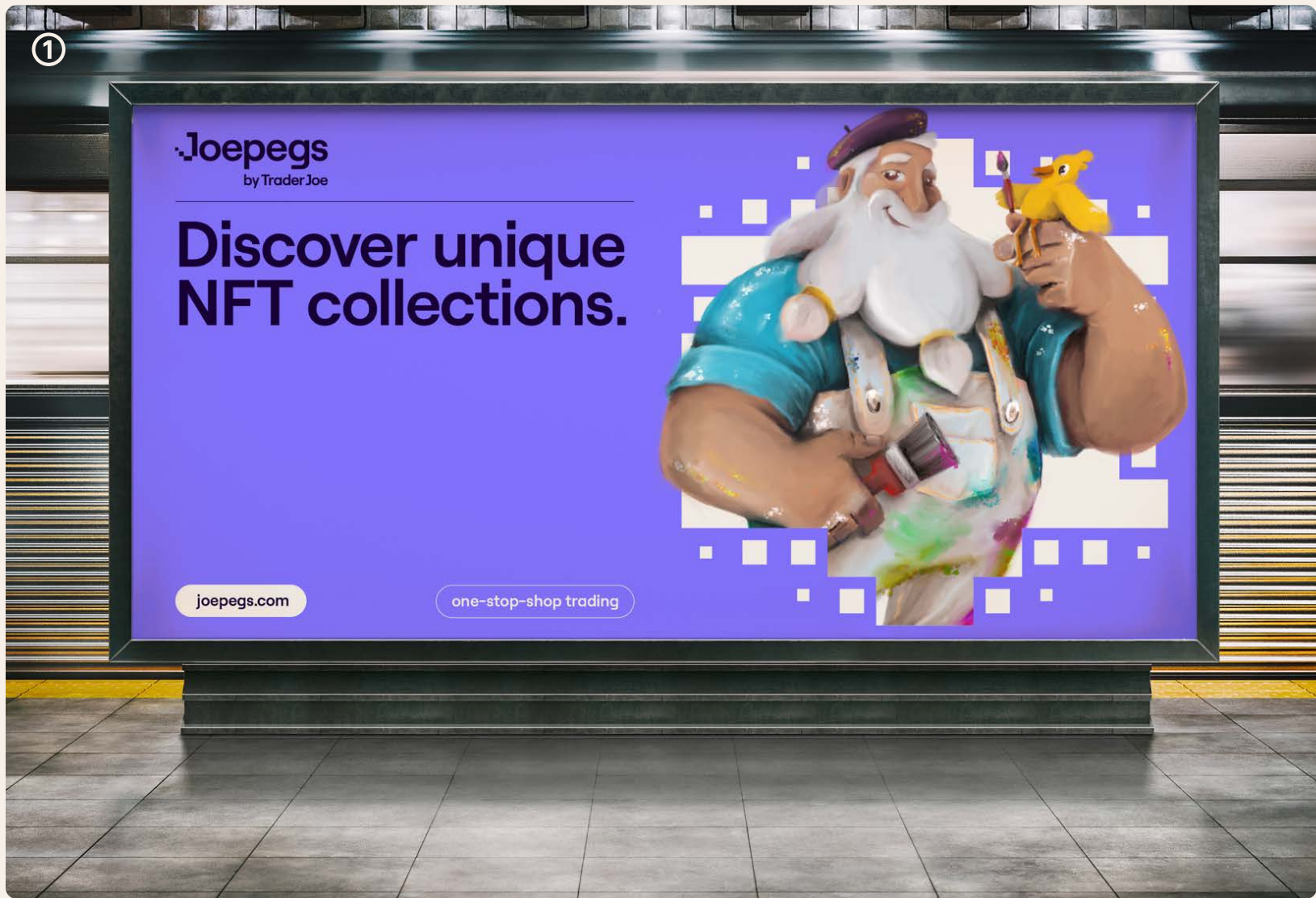
TOO SMALL



JUST RIGHT



TOO BIG



- ①② Joe + Text + Frame
- ③ Frame + Text
- ④ Frame + Joe + Scenario

# Layouts

5.1 Layout Variation Examples

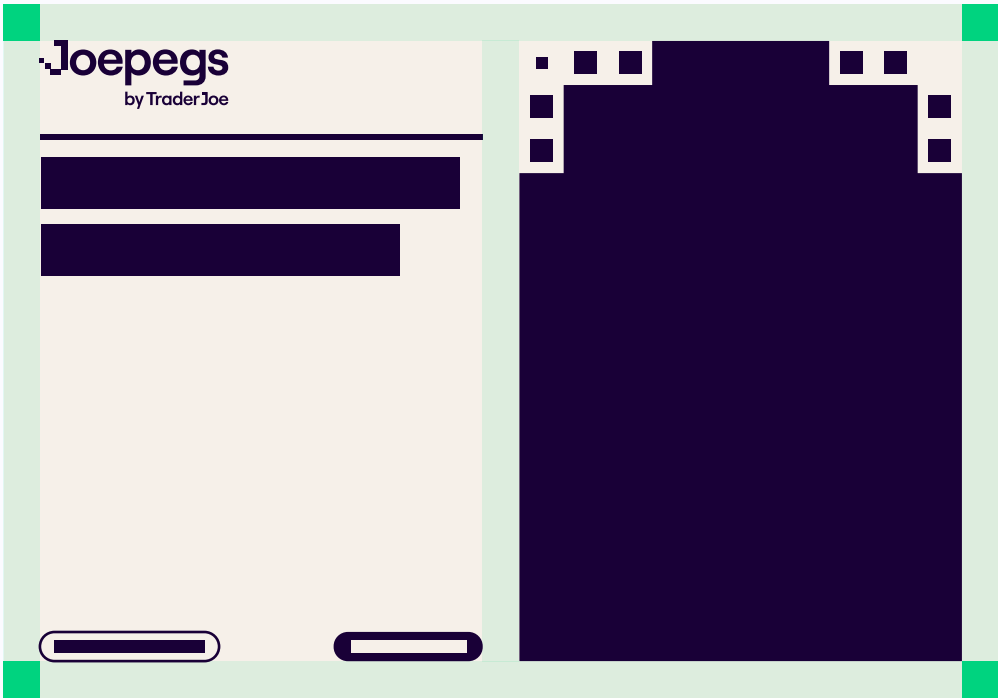
5.2 Usage

5.3 Misuses

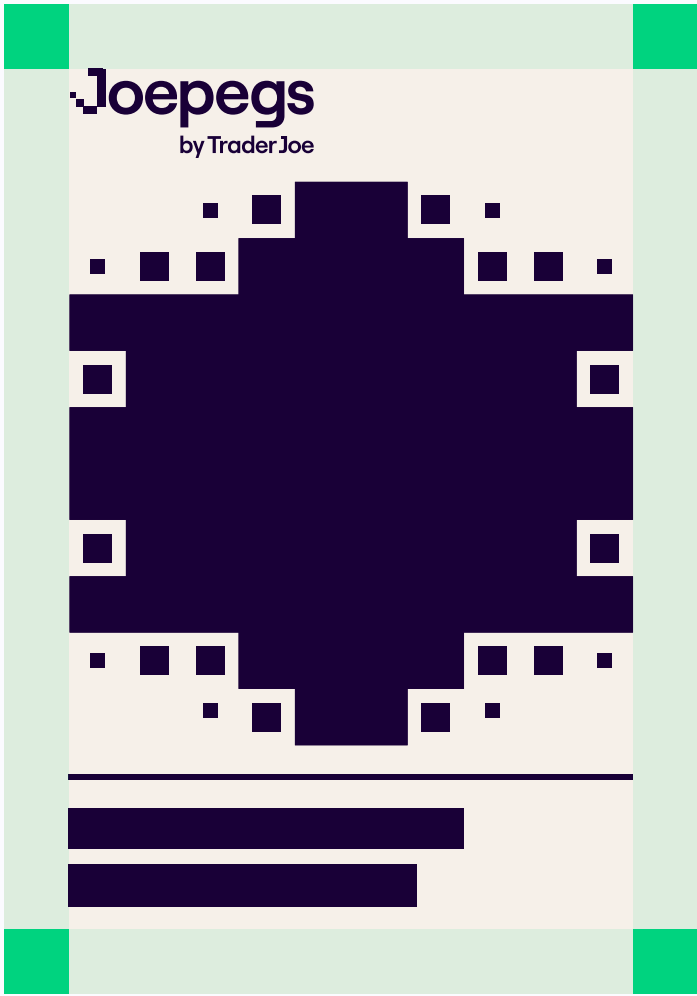
Our layouts are the result of combining all the previous elements: frames, typography, illustrations, colors and logotype.

- ① Logotype + Headlines + Frame (with content) + Footer
- ② Logotype + Headlines + Frame (with content)
- ③ Logo + Frame (with content) + Footer
- ④ Frame (with content) + Footer

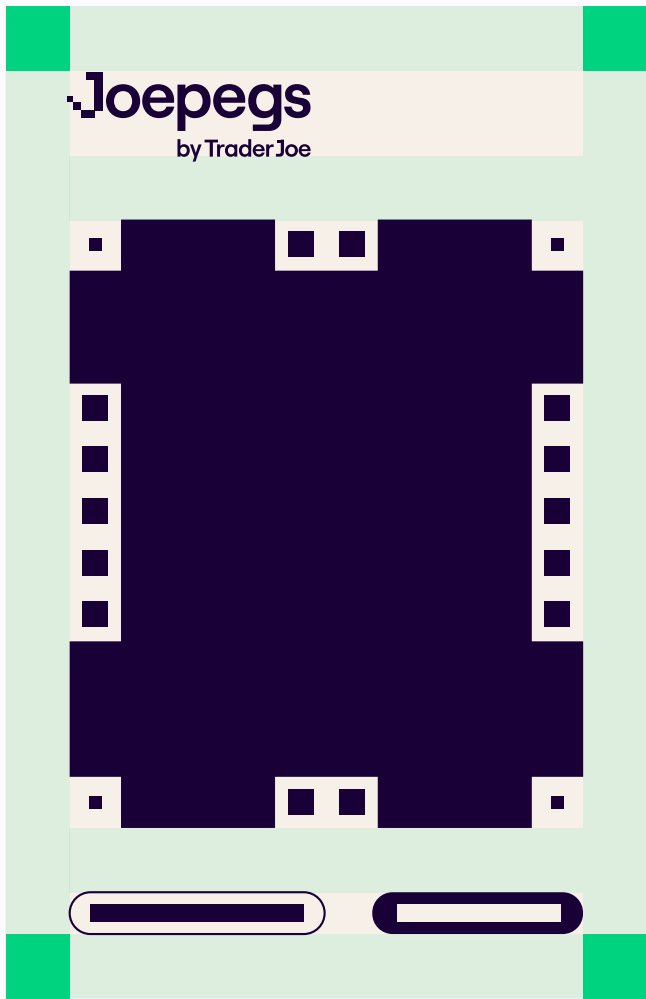
①



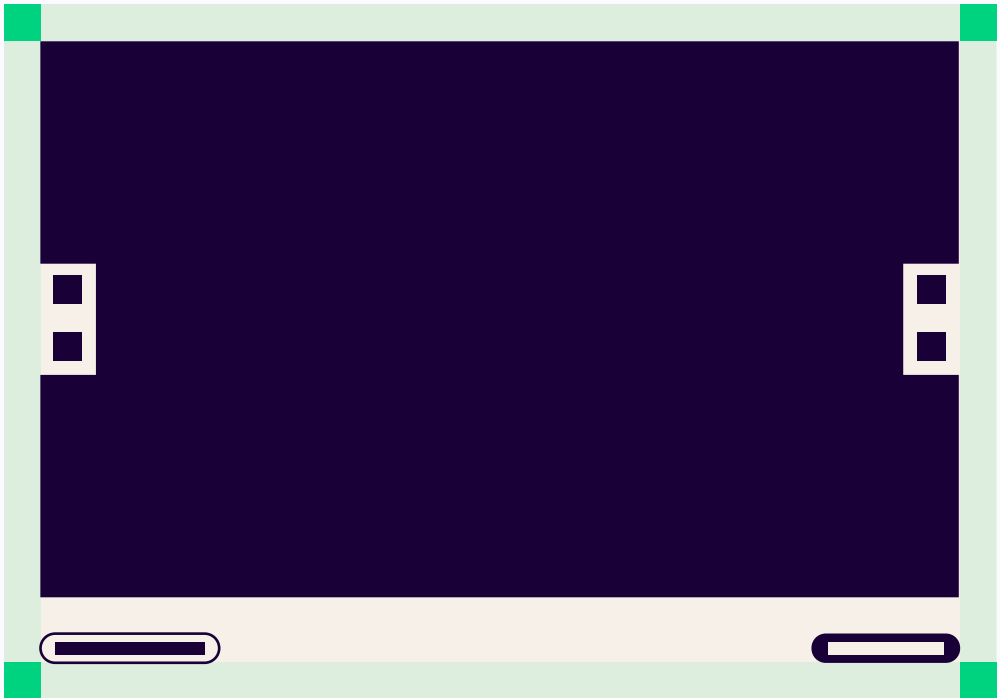
②



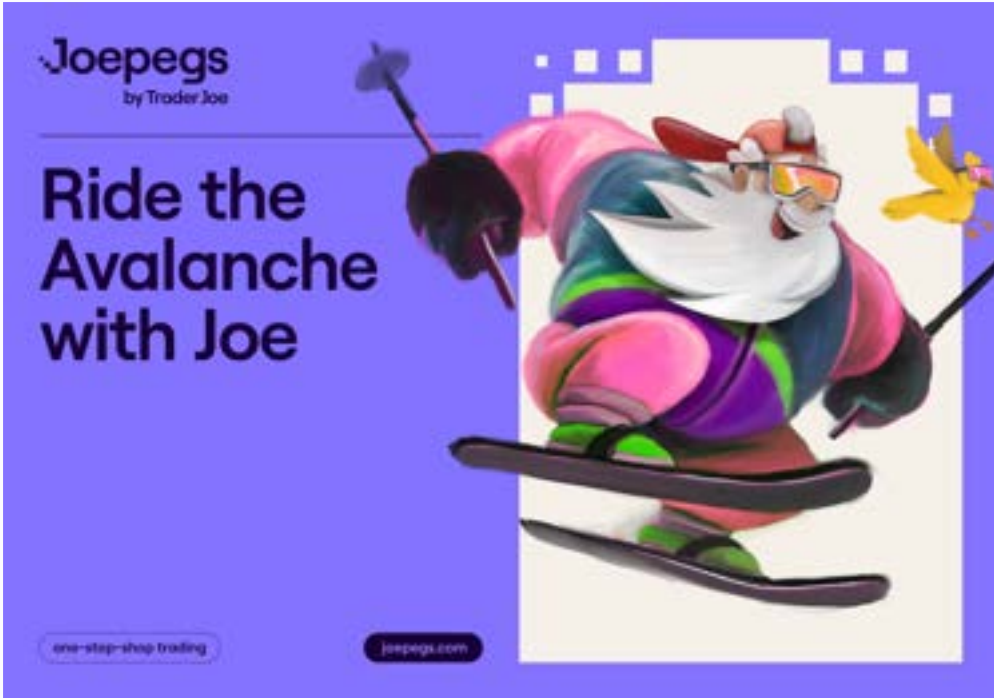
③



④



①



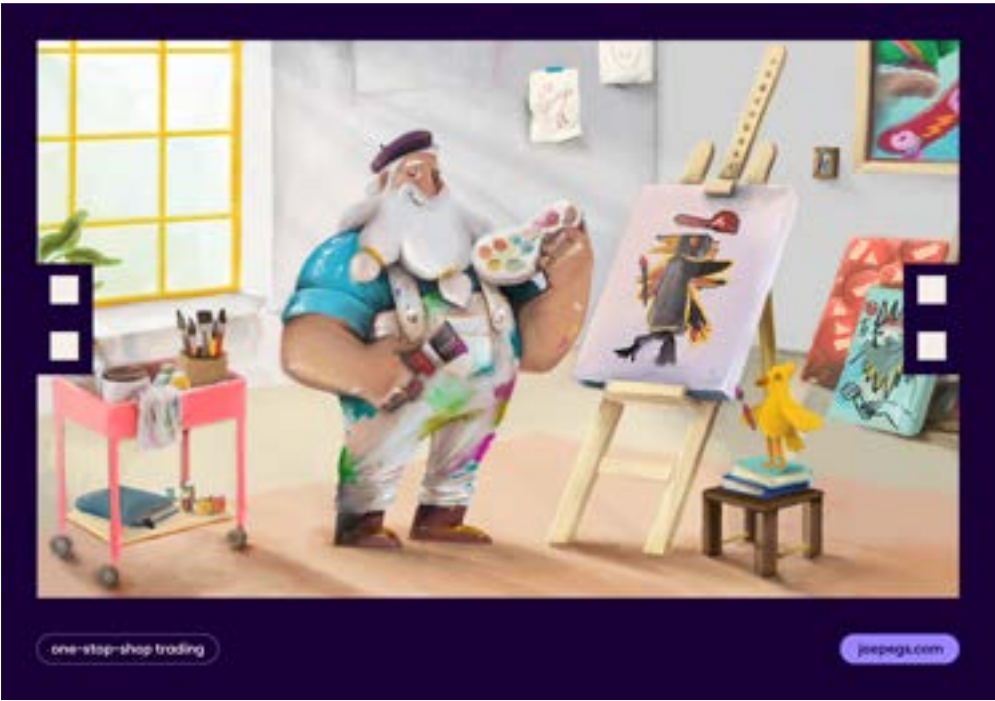
②



③



④



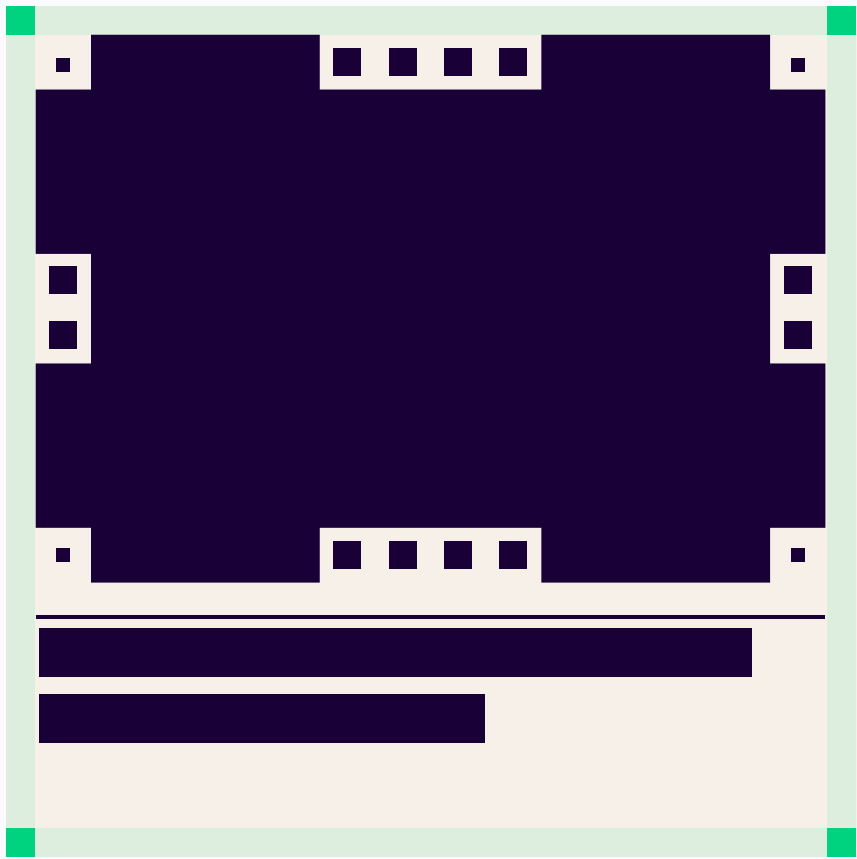
Our layouts are the result of combining all the previous elements: frames, typography, illustrations, colors and logotype.

- ① Logotype + Headlines + Frame (with content) + Footer
- ② Logotype + Headlines + Frame (with content)
- ③ Logo + Frame (with content) + Footer
- ④ Frame (with content) + Footer

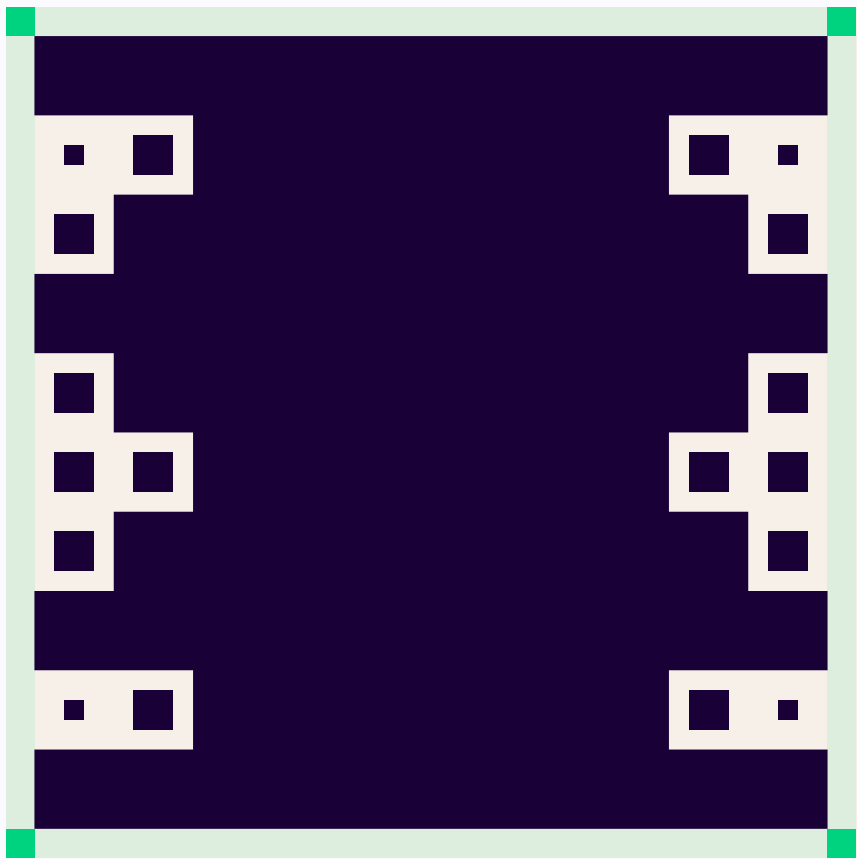
⑤



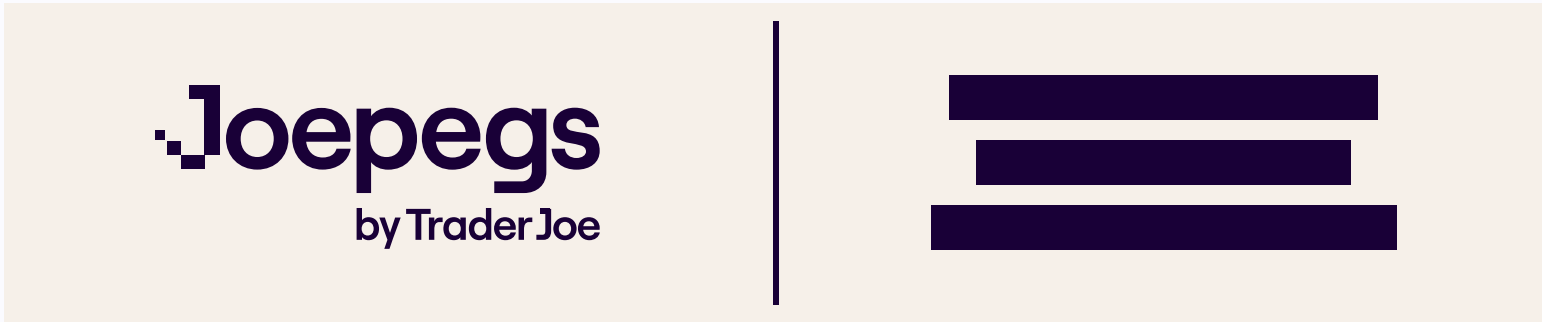
⑥



⑧



⑦

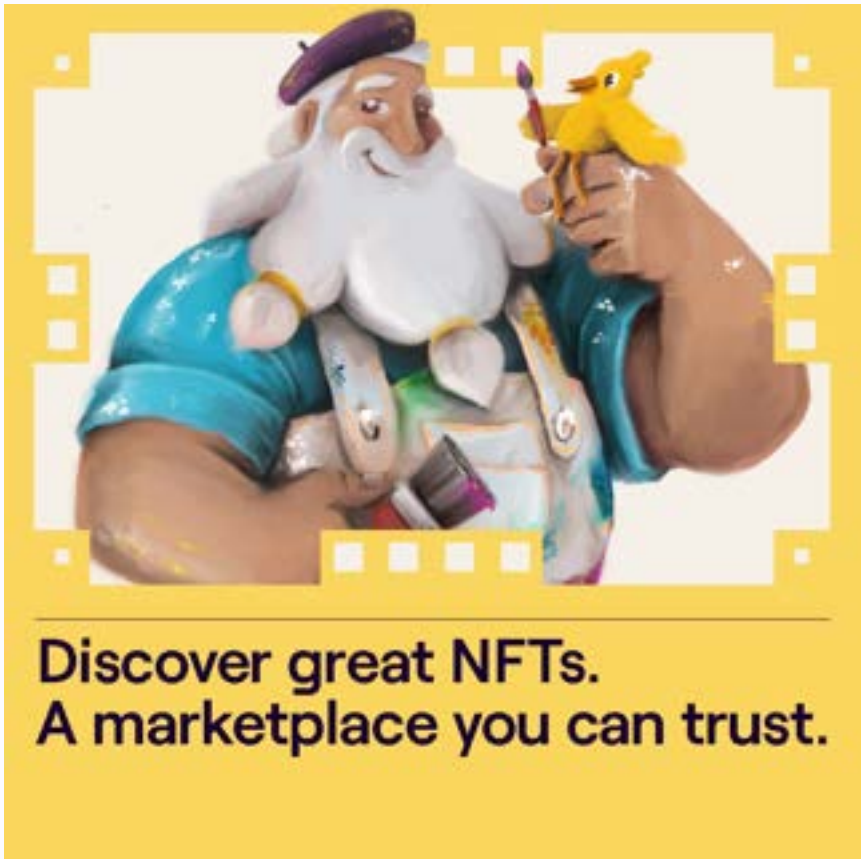


- ⑤ Logo Horizontal + Frame (with content) + Footer
- ⑥ Frame (with content) + Headlines
- ⑦ Logo Horizontal + Headlines
- ⑧ Frame (with content)

⑤



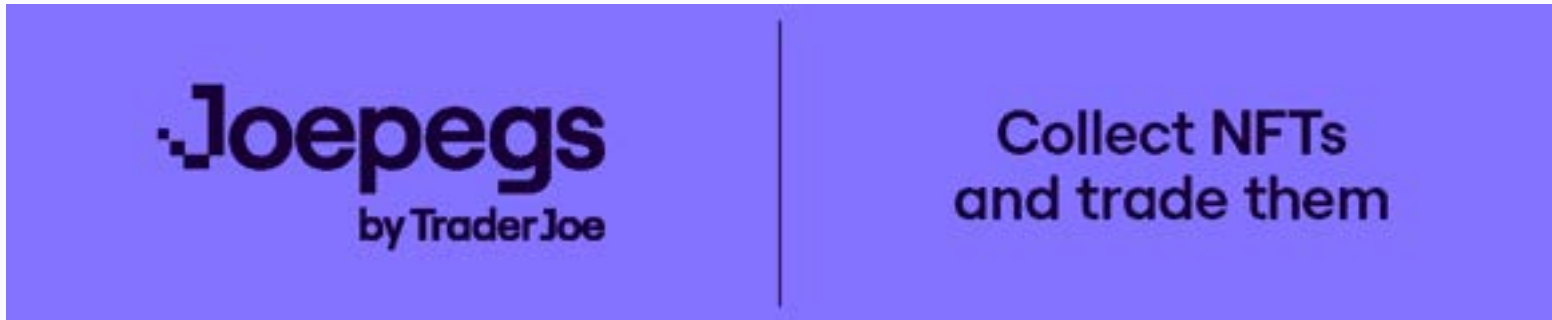
⑥



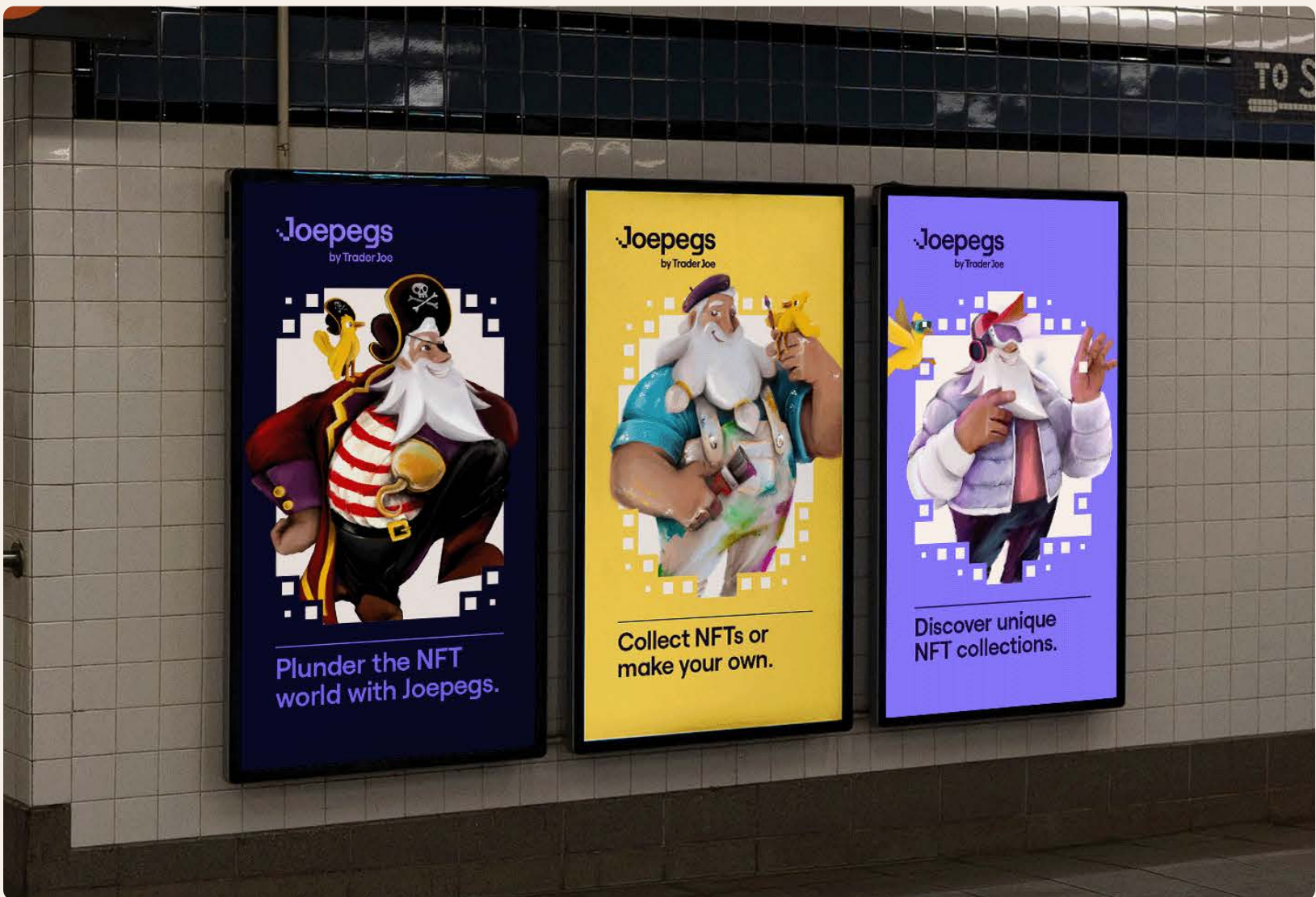
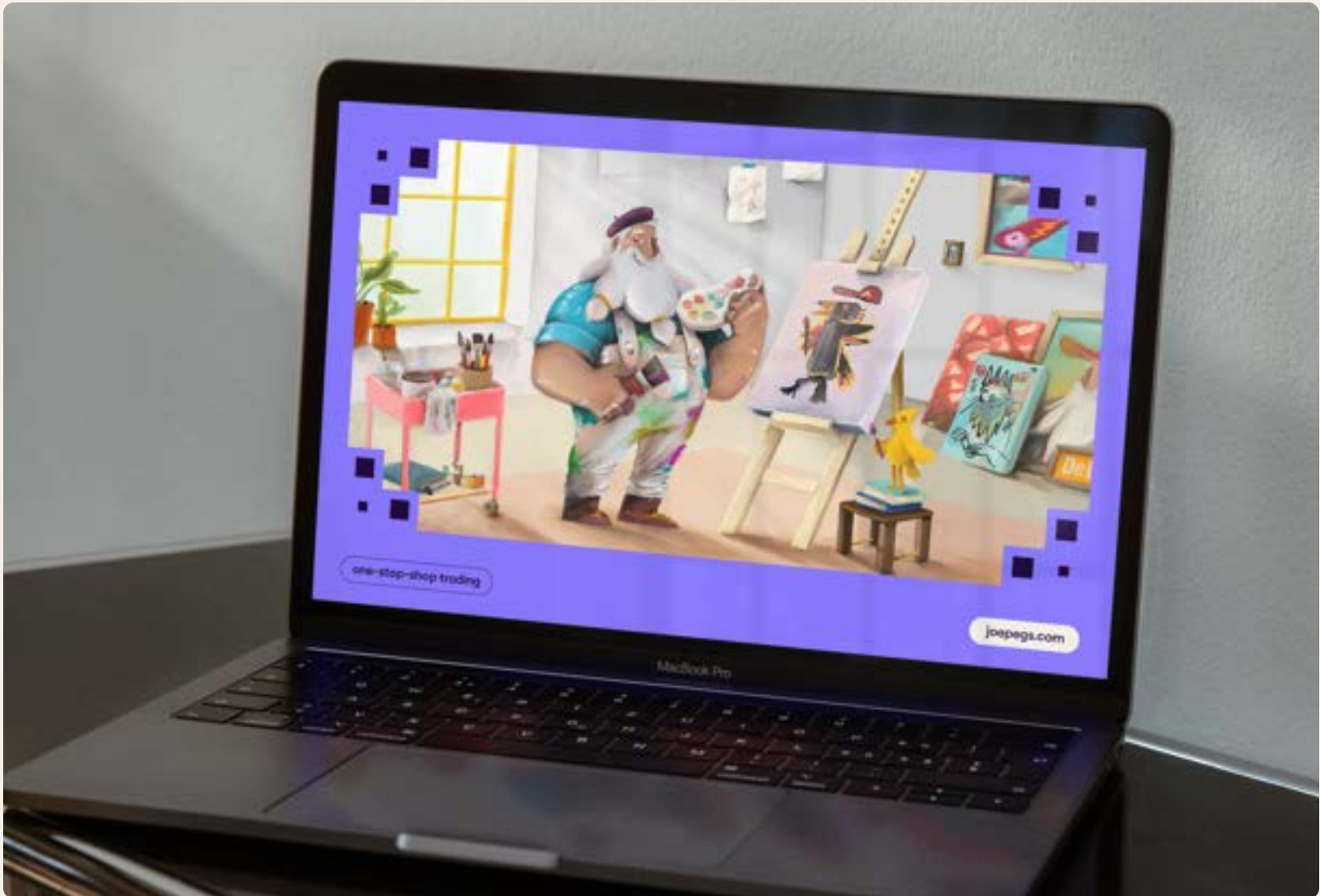
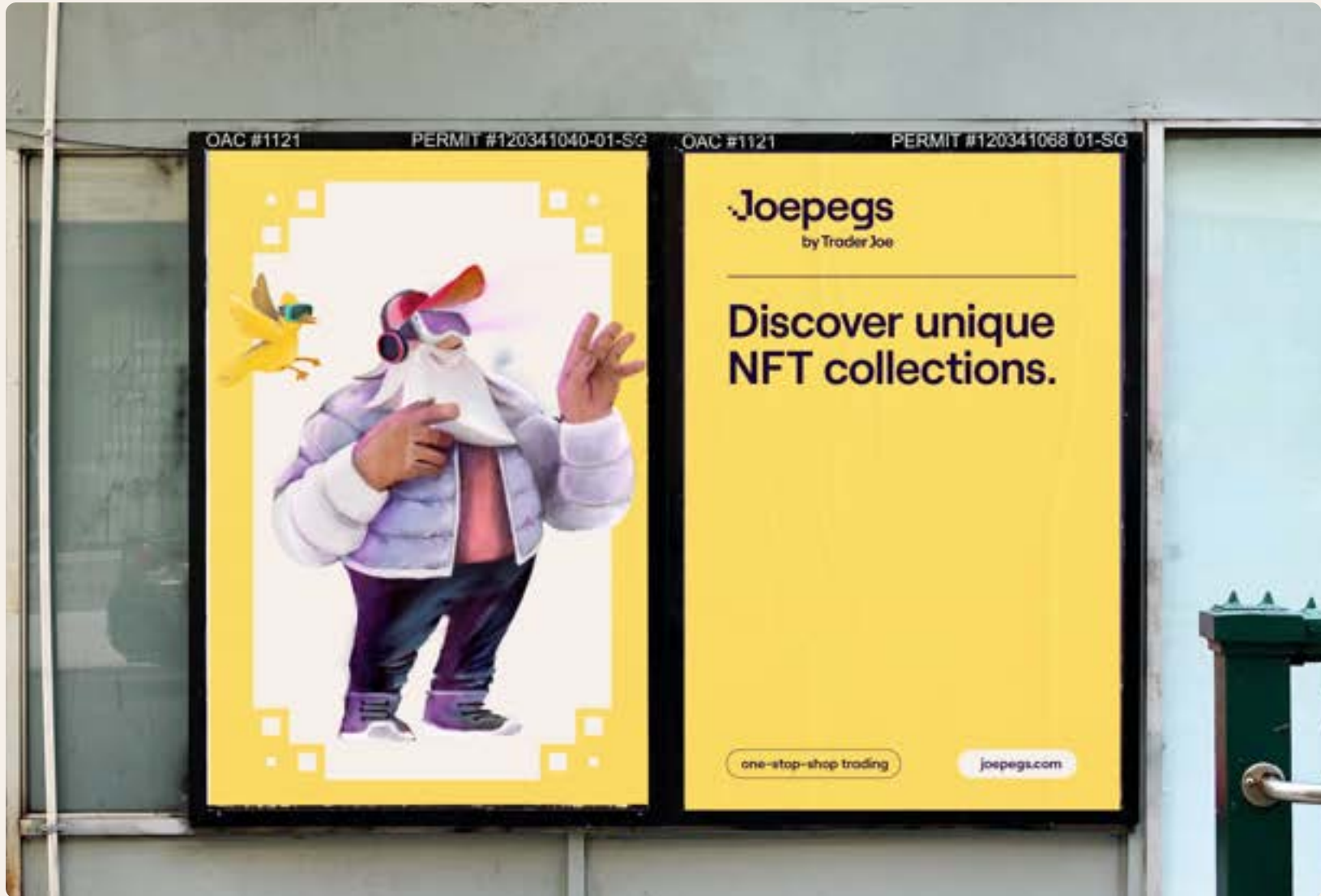
⑧



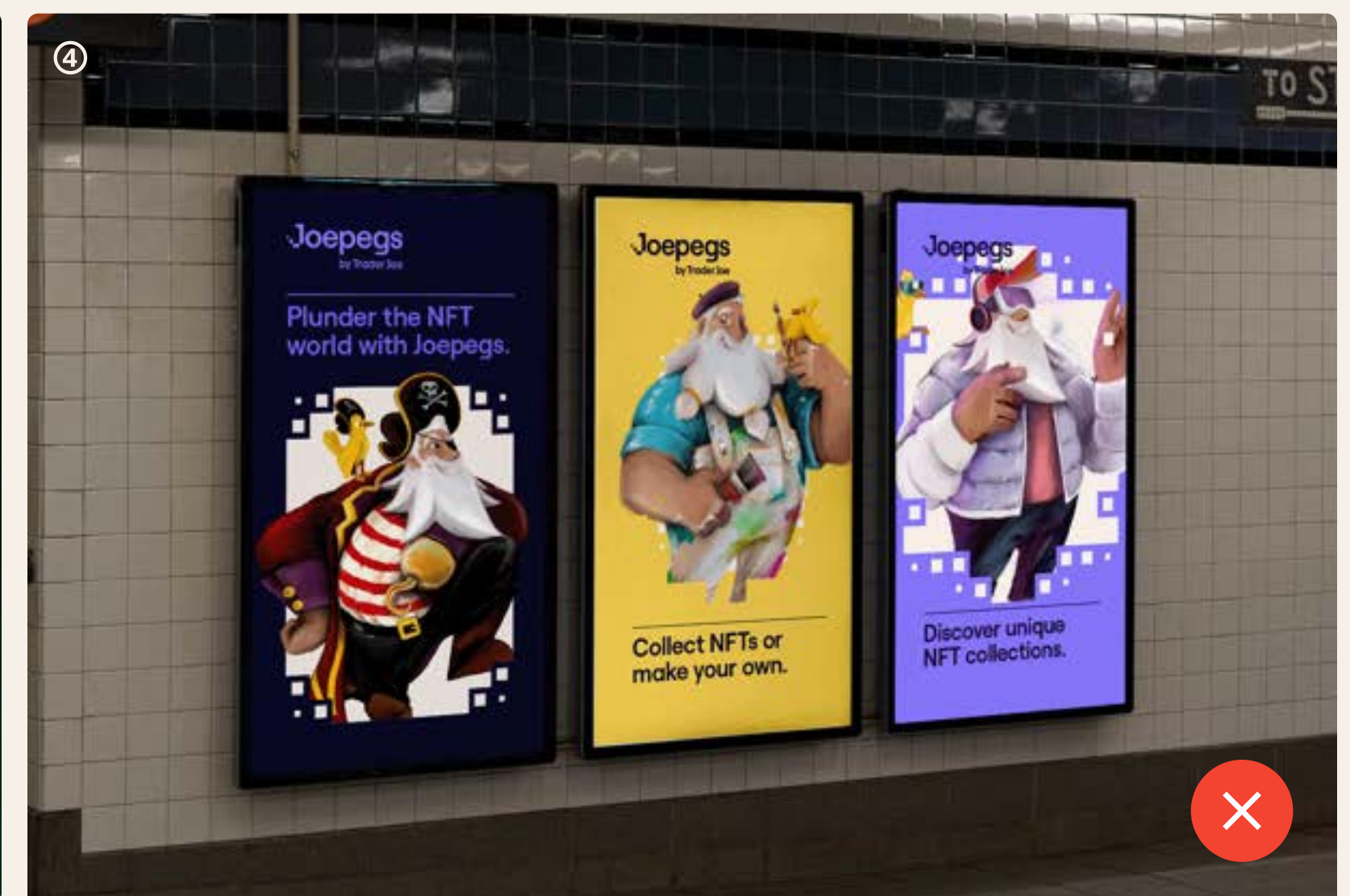
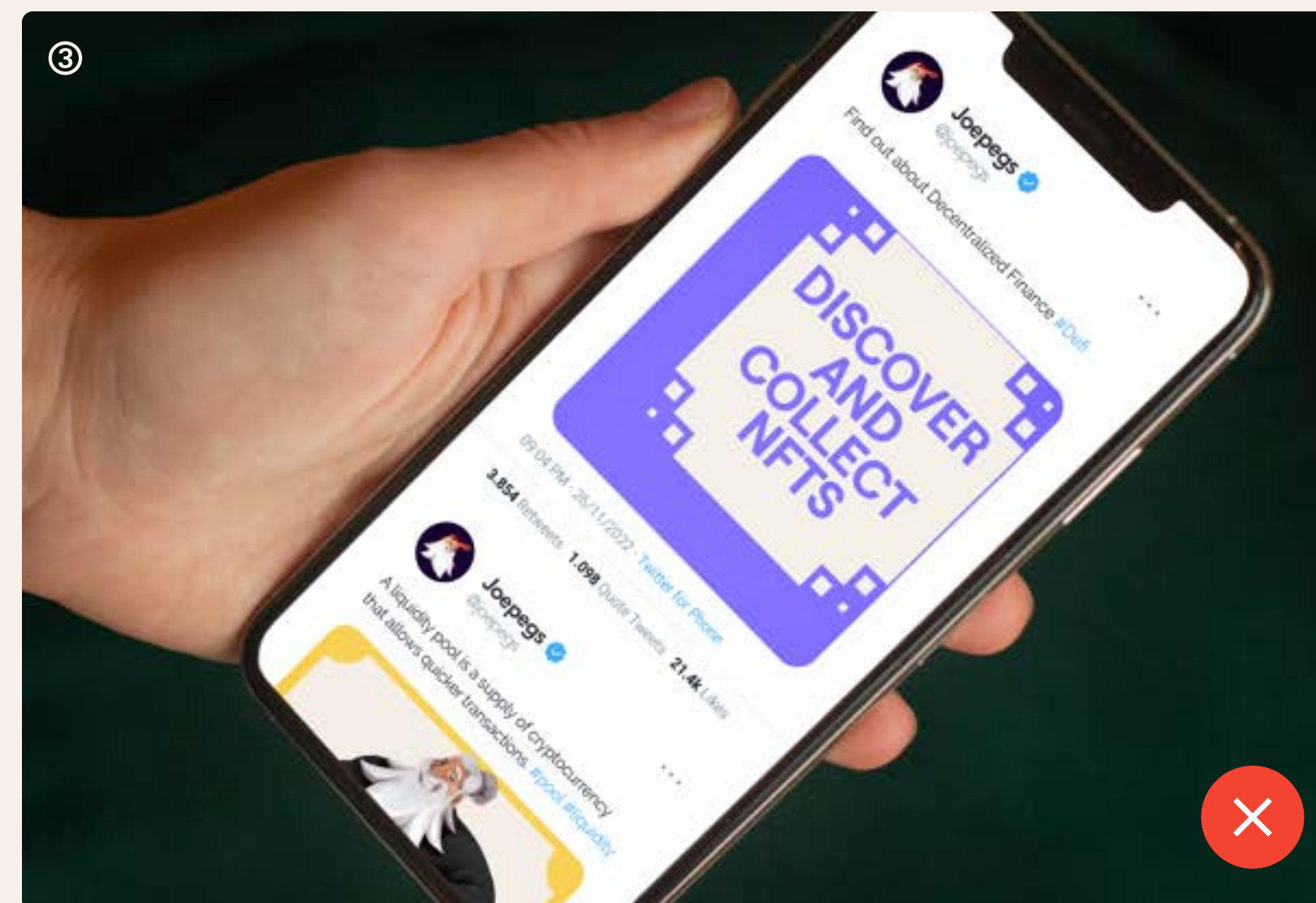
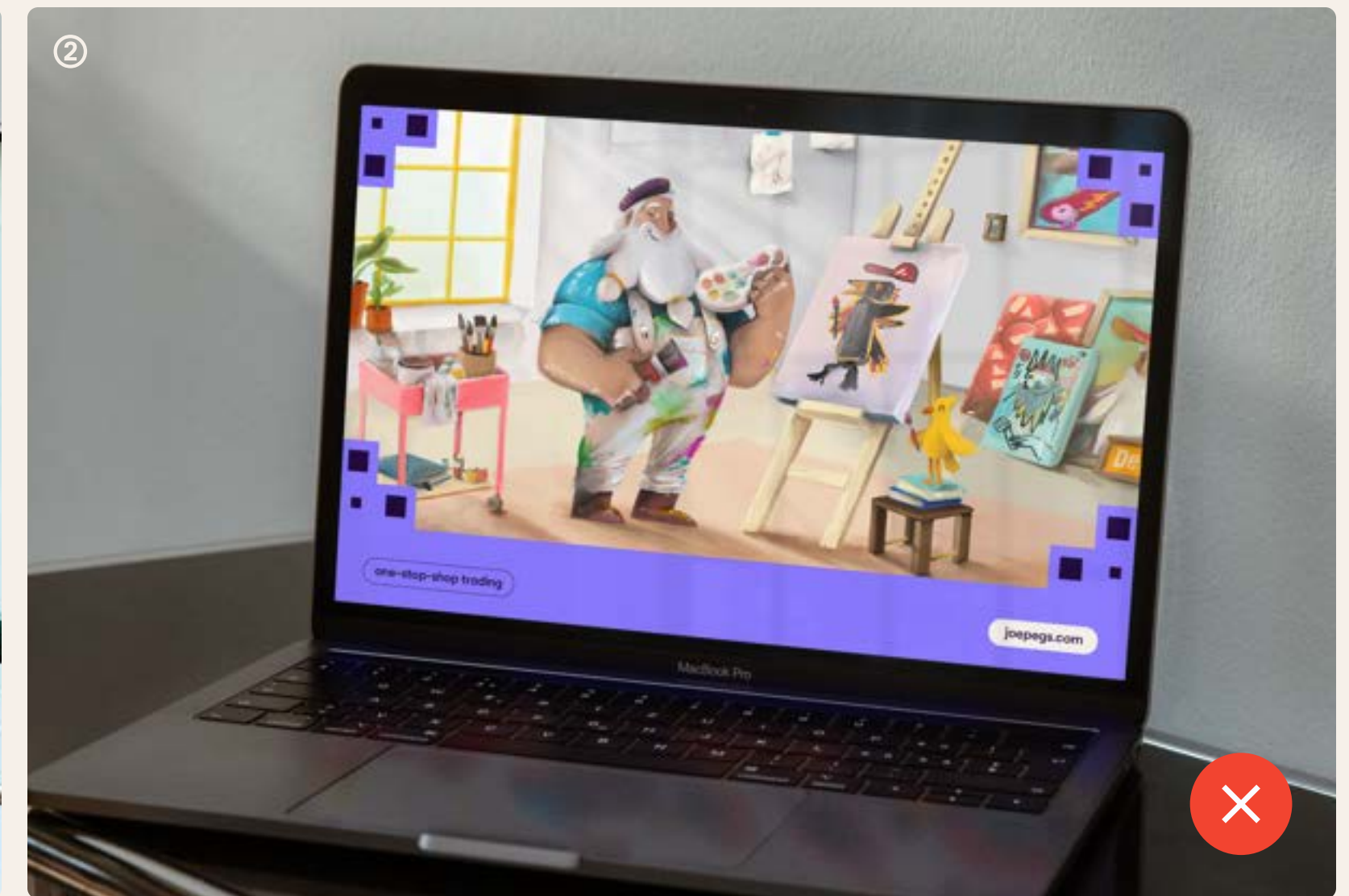
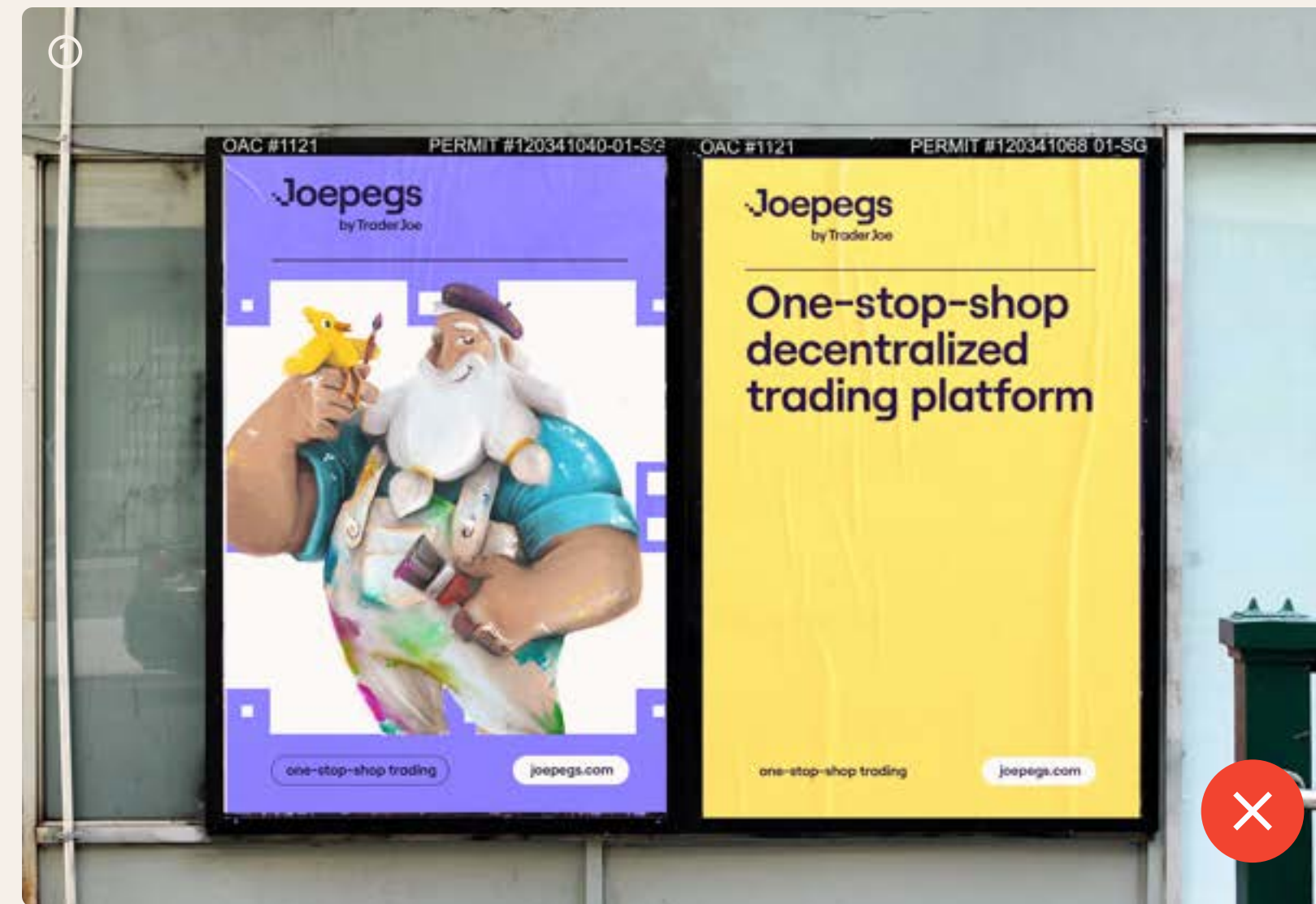
⑦



- ⑤ Logo Horizontal + Frame (with content) + Footer
- ⑥ Frame (with content) + Headlines
- ⑦ Logo Horizontal + Headlines
- ⑧ Frame (with content)



Here are a few examples of how the layouts can be applied.



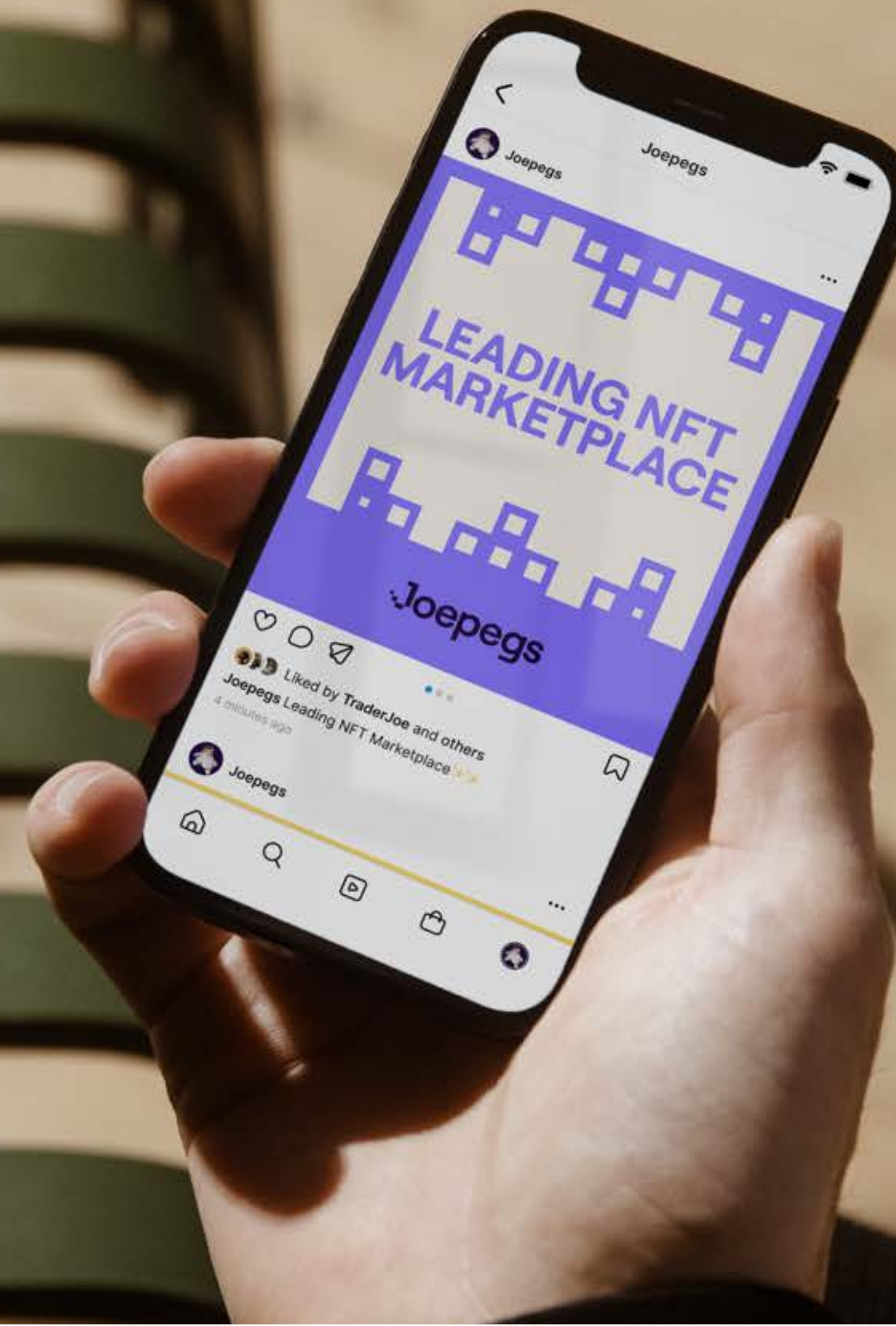
- ①② Each framed composition should maintain its safe space.
- ③ Joepegs frames within a digital layout should be centered.
- ④ All assets need to be visually consistent, keeping the safe margins and spacing between the elements.

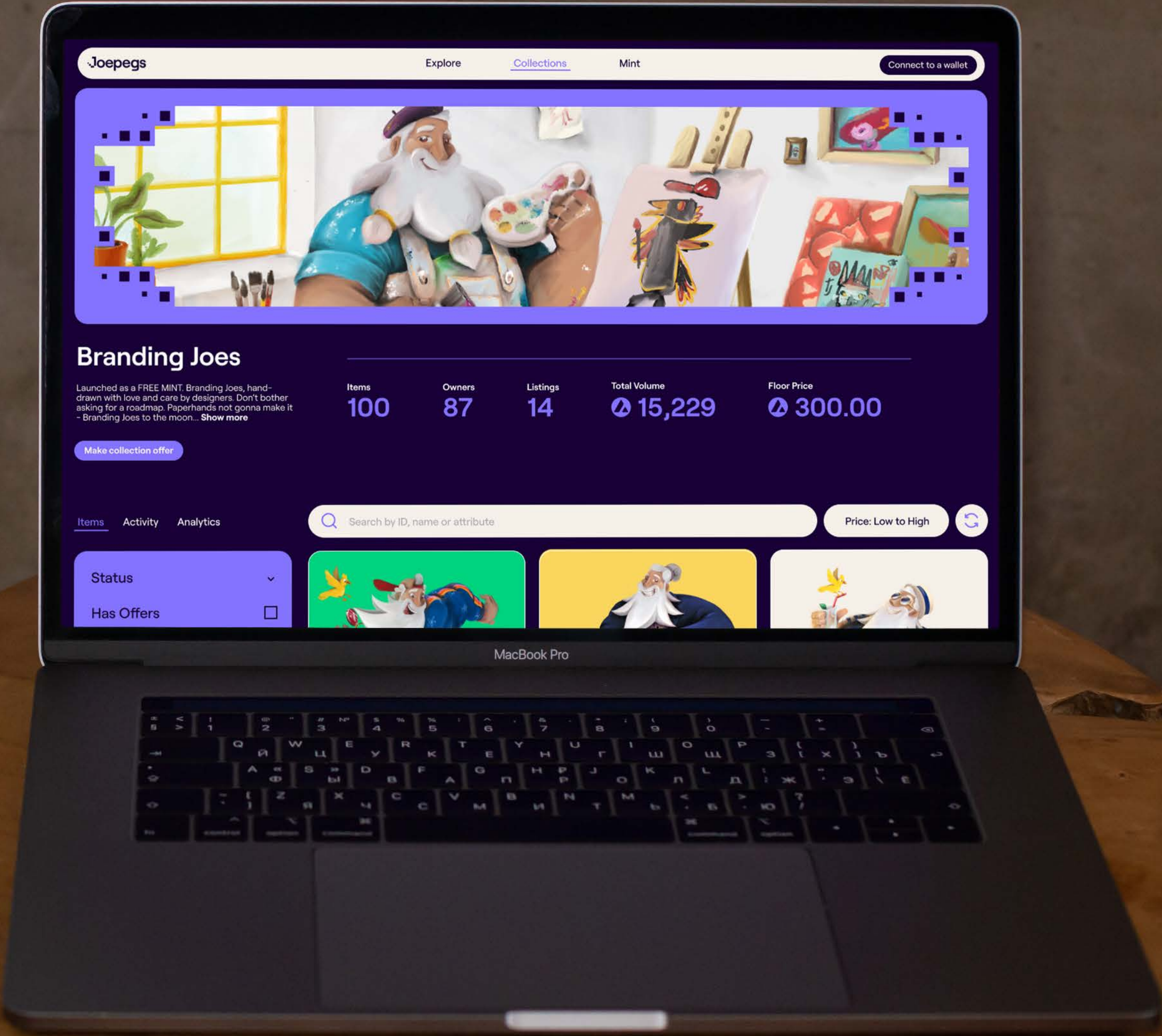
# Applications

6.1 App

6.2 OOH

6.3 Merchandise







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# Thank you!

January 2023

Brand Guidelines