

Updated  
Apr 2025



# Jeweld Consulting

**Brand Guidelines**

# Introduction

## **Purpose**

These guidelines ensure consistent and effective representation of Jeweld Consulting, a proud Black and woman-owned business, across all platforms and materials. They are designed to maintain the integrity and coherence of our brand while celebrating our deep commitment to our community and equity.

## **Overview**

Jeweld Consulting's brand identity is a blend of warmth, competence, and a strong community focus. As a Black and woman-owned business, we emphasize equity in everything we do. This document provides guidance on using brand elements consistently while allowing for flexibility in sub-brands and events.

# Who We Are

Use this boilerplate copy any time you need to give an overview of Jeweld Consulting.

## **Short Version**

Based in Oakland, Jeweld Consulting helps organizations and leaders create a more just, equitable future through tailored consulting, coaching, and event management.

## **Long Version**

Based in Oakland, Jeweld Consulting partners with government agencies, nonprofits, and leaders to build a more just, equitable future.

We provide tailored consulting, executive coaching, and event management to drive strategic planning, leadership development, and lasting community impact.

# Language Commitment

Because of our commitment to equity and respect for individuals, Jeweld Consulting prefers to use the term “Black” when referring to racial identity.

“Black” is a broader and more inclusive term, recognizing that not all Black individuals in the U.S. identify as African American. For example, someone from Jamaica who lives in the U.S. may identify as Black but not African American.

We also capitalize “Black” as an acknowledgment of its significance beyond color—it reflects a shared identity, culture, and history. This choice is intentional and aligns with our values of inclusivity and respect for the diverse identities within our community.

# Tone of Voice

All copy, presentations, surveys, webpages, social media posts, emails, etc. should embody these attributes.

## **Empowering & Uplifting**

Reflects the strength, pride, and resilience of the Black community and women entrepreneurs.

Our messaging should inspire confidence, using language that highlights positive change, leadership, and the impact of collective action.

## **Competent & Trustworthy**

Content should convey expertise and reliability.

## **Personal & Authentic**

Reflects the genuine and personal nature of Jeweld Consulting's approach. Avoid overly formal language.

For example, instead of "We facilitate leadership development programs," say "We help leaders grow and succeed through tailored coaching and training."

## **Bright & Lively**

Positive, hopeful, and enthusiastic while remaining grounded in expertise.

## **Equitable & Inclusive**

Ensures language is inclusive and promotes fairness and equal opportunities.

## **Clear & Understandable**

Clear, easy-to-understand language; avoid jargon and corporate-speak. Use straightforward sentence structures and active voice whenever possible.

For example, instead of "Facilitation of strategic planning sessions will be conducted," say "We will facilitate strategic planning sessions." Avoid technical or industry-specific jargon unless necessary, and always provide explanations when complex terms are required.

# Brand Identity

## Use Full Name, Title Case

When first mentioning the organization, the full name should always be written in title case: Jeweld Consulting.

Subsequent mentions of the organization may be shortened to “Jeweld.”

## Do Not Italicize or Bold the Brand Name

Never italicize or bold Jeweld Consulting unless the text around it is bold or italicized.

### Correct Style

**We met with Jeweld Consulting last week.**

### Incorrect Style

We met with **Jeweld Consulting** last week.

### Correct Style

*We met with Jeweld Consulting last week.*

### Incorrect Style

We met with *Jeweld Consulting* last week.

# Primary Colors

## Dark Green

Hex	132D1E
CMYK	81, 53, 79, 69
RGB	19, 45, 30

## Pear

Hex	CADB2B
CMYK	25, 0, 100, 0
RGB	202, 219, 43

## Timberwolf

Hex	F0E7EB
CMYK	4, 8, 3, 0
RGB	240, 231, 235

# Secondary Colors

## Persimmon

Hex F16622  
CMYK 0, 75, 100, 0  
RGB 241, 102, 34

## Mint

Hex BDD6D2  
CMYK 26, 6, 16, 0  
RGB 189, 214, 210

## Brinjal

Hex 4C2C69  
CMYK 83, 96, 28, 16  
RGB 76, 44, 105

## Chocolate Cosmos

Hex 38151F  
CMYK 53, 82, 62, 71  
RGB 56, 21, 31

# Fonts

## Zin Display

### Headers & Logo

A modern font used for impact and distinctiveness

## Gill Sans

### Body Text

A clean sans-serif font for readability



# Using Fonts

Both of these fonts will need to be downloaded and installed to your computer.

Only use **Zin Display** for headers. Gill Sans should be used for subheaders and body copy.

When using Gill Sans, only use **Bold** and Regular options. You may use **SemiBold** in rare circumstances where the font is too small to be legible.

## Choosing Font Size

For simplicity, we recommend using the 2:1 rule when selecting font sizes. This means that headers are 2x the size of body copy.

In other words, if your body copy is 12 pt, headers should be 24 pt.

If you use subheads, they should fall halfway between the two sizes, which in this case would be 18 pt.

## This is a 24 Pt Header

### This is a Subhead

For simplicity, using the 2:1 rule is recommended. In this example, this body copy is 12 pt and the header is 24 pt font. The subhead used here is 18 pt, falling halfway between body copy and header.

# Logo Design

## Anatomy of a Logo

The Jeweld Consulting logo represents more than an organization. It represents the community and the inspiration behind the name.



Jeweld  
Consulting

# Logos

## Two Versions

There are two versions of the Jeweld Consulting logo:

- Full Logo
- Icon Only

## Using the Correct Color

Use the light icon/logo on a dark background.

Use the dark icon/logo on a light background.



Jeweld  
Consulting



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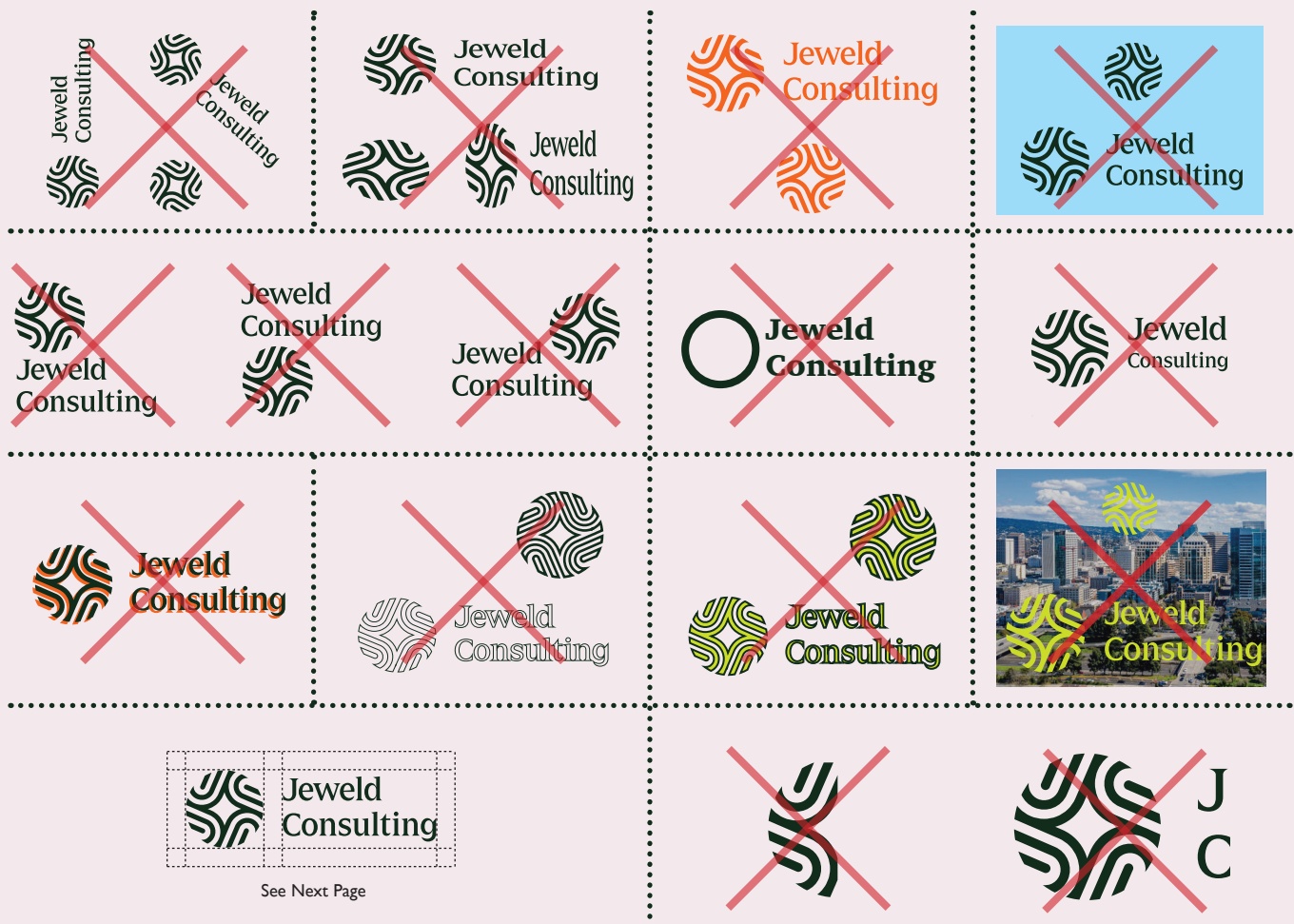
# Logo Usage

## Using the Logo

The logo must be used as-is and not be altered in any way.

Do not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Place the logo on a non-brand color (except black or white)
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way.



# Keep the Logo Free of Clutter

## Adhere to Safe Space

The area surrounding the logo must be empty. You may not have text, designs, textured backgrounds, or anything else in this space.



# Co-Branding Logos

## Two Logos

When only two logos are used (Jeweld Consulting + Partner), adhere to the appropriate spacing between the logos.

There should always be a bar between the logos. The space between the bar and each logo should be 2x the space between the Jeweld Consulting icon and the Jeweld Consulting logo.

Logos should be given equal weight, but a logo should not ever exceed the vertical height of the bar. The bar's height should always follow the template on the right.



## Multiple Logos

When multiple logos are used, logos should always fit within the template to the right.

Do not use icon-only logos in any co-branded piece of collateral.



## Questions?

[marketing@jeweldconsulting.com](mailto:marketing@jeweldconsulting.com)

# Visuals & Photography

## Round Cropping

All photos and graphics should be cropped with rounded edges to signify safety, approachability, and friendliness.

## Reflect Our Work

Photos must reflect our work in the Black community. Photos should have an uplifting, empowering feel to them.

## Avoid Posed Photos

We are an action-oriented organization. Photos should show people looking natural and/or taking some sort of action. No posed photos.



Header Here

No sharp edges



Header Here

Good graphic with rounded edges



Photo is good, but it needs rounded edges



Good photo with rounded edges



No posed photos. Show people in natural and/or action settings

# Letterhead & Presentations

## “Simple” and “Official” Letterhead

The “Simple” letterhead should be used for internal process documentation and any external letters that require the use of multiple or large tables.

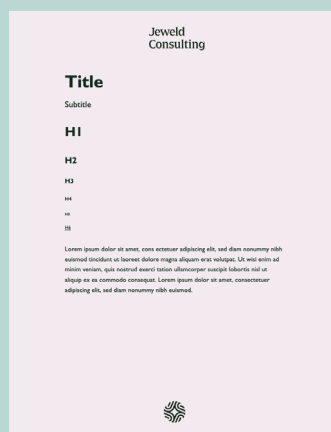
The “Official” letterhead should be used for all external letters that do not require the use of multiple or large tables.

## Presentation Template

When creating a presentation for Jeweld Consulting, whether it is internal or external, you must use this slide template.



Official Letterhead



Simple Letterhead



Slide Template

# Miscellaneous Items

In general, Jeweld Consulting follows AP style.

## Capitalization

Always use Title Case for headings and subheads.

## Numbers

Spell out one through nine; use numerals for 10 and above. Use numerals for ages, percentages, and measurements.

*Example: We had three reports and 15 participants.*

*Example: The 21-year-old ran 5 miles, which was a 3% increase.*

## Dates

Abbreviate all months to three letters. You may also format using dd/mm/yy format, but do not mix and match.

*Example: Our first meeting will be Apr 24, 2025, and we will have a follow-up meeting on Jun 2, 2025.*

*Example: Our first meeting will be 4/24/25, and we will have a follow-up meeting on 6/2/25.*

*Avoid: Our first meeting will be Apr 24, 2025, and we will have a follow-up meeting on 6/2/25.*

## Time

Use a.m./p.m. and avoid “:00.” There should be a space between the time and “a.m.” or “p.m.”

*Example: We will meet at 10 a.m. and adjourn at 10:45 a.m.*

*Avoid: We will meet at 10:00 a.m. and adjourn at 10:45am.*

## Dashes

An en dash (–) is used for numerical ranges

*Example: The event will last 2–3 hours*

## Dashes (Cont.)

An em dash (—) with no spaces is used for breaks in thought.

*Example: We completed the project ahead of schedule—the client was thrilled.*

## Quotation Marks & Punctuation (Follow American English Standard)

Periods and commas go inside quotation marks. Use double quotation marks for direct quotes, single for quotes within quotes.

Colons and semicolons go outside of quotation marks.

*Example: “He said, ‘I believe the meeting was productive.’; however, we need to address the follow-up actions.”*

## Lists

Use bullets for unordered lists and numbers for sequential steps. Do not add punctuation at the end of a bulleted item, but do add punctuation after a numbered item.

Keep lists parallel in structure (start each item with a verb or noun).

## Professional Titles

Capitalize when used before a name, lowercase when used after.

*Example: Account Manager Jane Doe coordinated the project, and John Doe, project manager, ensured it ran smoothly.*

## Academic Titles

Use academic credentials on the first reference. Use prefix + last name on subsequent mentions.

*Example: Jane Doe, PhD, was a guest speaker. We loved hearing Dr. Doe.*



# Questions?

[marketing@jeweldconsulting.com](mailto:marketing@jeweldconsulting.com)