



JustInne

GRAPHIC STANDARDS GUIDELINES

CORPORATE IDENTITY GRDS 372-01

INSTRUCTOR: STEFF GEISSBUHLER

ANDREW HENRIQUEZ



INTRODUCTION

MISSION STATEMENT

Providing the most guaranteed authentic experience for our guests staying in historic Savannah. In the Justine Inn Savannah, we offer an upscale and cozy visit for those who travel to the Hostess City of the South. We are a 5-room Inn with themed quarters for our guests filled with period pieces and curated furniture

for a representative expression of the historic setting. We offer made-to-order breakfasts, with pet-friendly spaces, local & knowledgeable innkeepers and an evening cheese & wine night. Located just 2 blocks away from Forsyth Park being an epicenter for Downtown Savannah, staying here will ensure a classic Southern stay.

“ We want our guests to feel like they are staying in an authentically historic Savannah allowing them to embrace the way of life and the history of this city. ”

The JustInne, 2020.

RESEARCH

LOCATION

- > 217 E Gaston St, Savannah, GA 31401
- > 2 blocks away from Forsyth Park, old home redone for Inn purposes
- > 2 blocks away from Kroger, very close to a supermarket
- > 2 other inns within 2 block radius.

BACKGROUND INFORMATION

- > Established in 1877, as the Olde Savannah Inn then re-sold in 2017
- > 5-bedrooms all uniquely elegant to a style, (Renaissance, Versailles Court, Provence Room, Bon Vivant, Bellevue Room, etc.)
- > 3 Gas Lamps around the whole Inn
- > Dog Friendly, Home-cooked meals
- > Relaxed Feel
- > Knowledgeable Innkeepers
- > Violinist once a month, Wine and cheese evening, and homemade breakfast
- > Flat screen TVs, Wifi, Gas powered fireplace, Luxury toiletries
- > Library space

IDENTITY

The identity currently seems outdated and inconsistent. They have a variety of uses of the logo and sizes, but nothing is familiar or consistent. Throughout the Inn they do use the logo but there is little reasoning behind its' size and application. The door signs are beautifully hand done but don't hold up to the identity of the logo, other than the 'historic' look. The little notes in the bedrooms explaining the rules and regulations of how to use the fireplace, the amenities and extras inside of the Inn don't even share any identity just information. These are all opportunities to create, unite and tell the beautiful story that this Inn has to tell visually throughout the Inn's space and to insight people who don't know about it yet.

MEANING OF JUSTINE

- Justine:** French girl's name, Latin origin meaning "fair, righteous"
Justine is sleek, and sophisticated, but still user-friendly.
- Righteous:** upright, upstanding, ethical, moral, high-minded, honorable.
- Fair:** just, equitable, trustworthy, impartial, evenhanded.



RESEARCH

INTERVIEW w. INNKEEPER ANNE

What words do you associate the Justine Inn with?

Authentic, cozy, unique.

What do you think about the Inn's current branding?

I like the color green (and how it fits on the sign outside), the logo bridges the authentic and historic feel of the inn.

What's the process of choosing the furniture for the Inn?

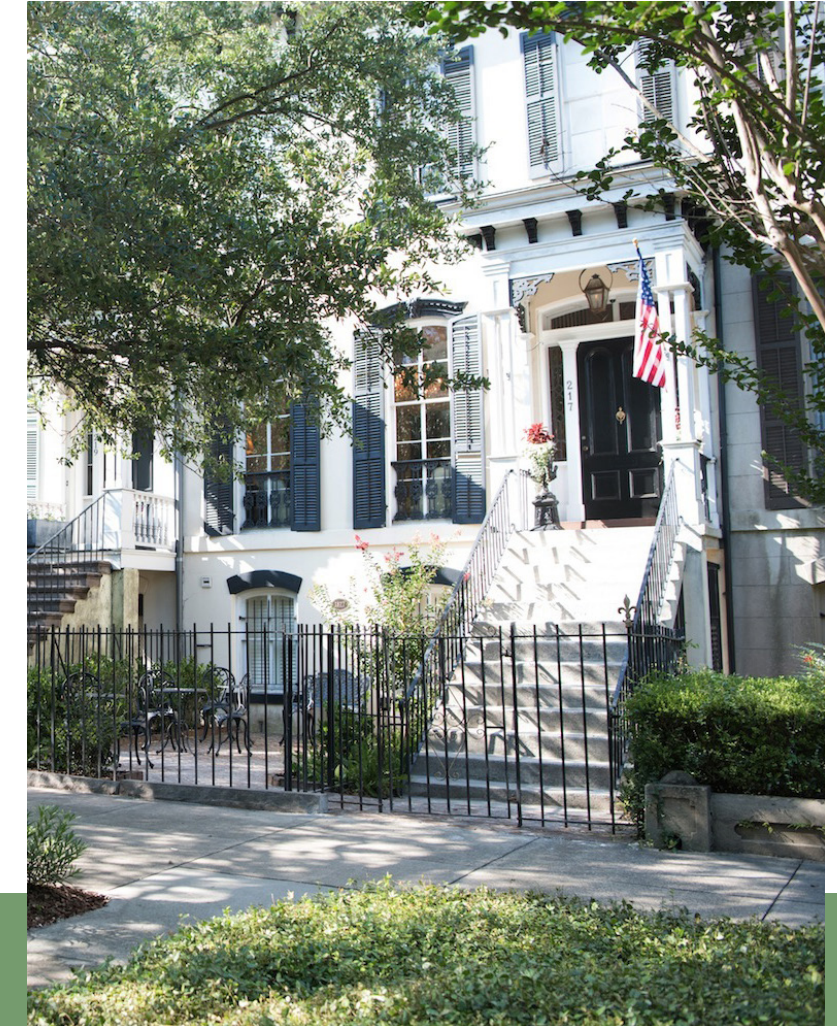
All pieces are curated from antique shops and are fitting in the Inn so it sets the scene for the guests.

What makes the Inn so special?

The ability to hold the scene from the period and bridging it to the modern setting of Savannah. The hotel was built in 1877 so it was post-Civil War. We do make ready to order breakfast and wine and cheese hour in the evening.

What is the history of the Inn?

The Justine Inn is an Italianate style townhome that was built in 1877. It was built for former Chairman of the Chatham County Commission, Joseph Dale. The property remained a private home until 2006. It became an Inn at that time, called the Olde Savannah Inn when Kathleen Dupuis purchased the property. The five-bedroom Inn was purchased by the current owner Matt Justine in January 2017.



THE EXISTING VISUAL IMAGE



WEBSITE

The current branding for the Justine Inn is very strong in regard to it being historic but it lays on the side of outdated and has no room to modernize. The secondary mark is very wide and not very well carried through the brand. The anatomy of the letterform is inconsistent in regard to stroke and angles. The letter mark would struggle with reduction for applications. The primary logo has a lot of

BUSINESS CARDS

small text included more as extra information and will struggle with reduction. The lighthouse is also another element to this already busy logo, and it adds another color to the mix without really adding anything individually. The website carries the same old-fashioned look but has a couple of information that isn't needed or is repeated too often like their social media links.

RESEARCH

COMPETING VISUAL IDENTITIES



The local competition in Savannah is pretty tough considering that JustInne has a suitbale amount of competition with very similar messages and promises. The current competitions include a variety of boutique Inns that offer more personalized and "classic Souther" treatments. All of the Inns in Savannah have

the word Inn in the title. This is getting very generic, especially if a tourist is coming in for the first time and most of the Inns are repetitive. Also, most of these locations are in the downtown area which get busy and loud throughout the day. The JustInne is located in a very residential, quiet section of the city.

AESTHETICS INSPIRATIONS



The inspiration for the JustInne is rooted a unique and historic look and feel. Almost like an icon in the Historic District of Savannah it pays homage to the richness of events stories. We wanted to insert an easily recognized icon which we considered the building itself, or the gas lamp. We wanted to create a

staple of luxury but still not so abstracted that it was no longer accessible. Taking inspiration from neutrals and friendly imagery of aniamls and the interior of the in allows the look and feel for the new branding guide upscale and still accessible with touches of Southern Charm.

OLD LOGO MARK



The original logo was made by the owner of the Inn back when he purchased it in 2017. The logo is left heavy with an overpowering J with lower capital letters and it has a gas lamp on the right side of the logo. The logo seems condensed and filled with a lot of extra information that doesn't necessarily feel the need to be there. The extra information about like "Savannah • 1877" seems squashed in there rather than being organically placed there.

The choice to suggest the name change is the repetition of sounds in the original title of the Inn. Justine and Inn sound a lot alike. The renaming will hopefully take away any need for repeating sounds and make the Inn's recognition even more unique due to their competitors having their title plus the word Inn.

NEW LOGO



The logotype is a modified version of the typeface Victorian Orchid joining all the letters by ligatures except for the 'e' at the end. The joining of the characters was to communicate a unified new name and brand identity that pushes the brand forward but still is very rooted in its' authentic history. This typeface is based on a serif font, very classic and legible typeface. It is both traditional and timeless yet still having a uniqueness to the serifs.

Gas Lamps are very important to the Inn so the choice to keep the gas lamp imagery in the logo was intentionally pushed further to make it stand out more. The Inn's front door has one lamp and 2 more lamps in the backyard, this is significant to their guests knowing where their home is. The Inn is historic and wants to keep its authenticity but at the same time it has to be perceived in the 21st century market. The more abstract version of the light is the forward thinking piece of the logo making sure the bridging the old and the new identities.

The new logo should be supported by the Savannah Green rectangle behind it. This must not change unless it is a primary mark variation exception.

PRIMARY LOGO SYMBOL SYSTEMS



FULL COLOR



TWO COLOR



ONE COLOR



*KNOCKOUT

The applications for the new primary logo are fairly simple but need to be followed specifically with the Savannah Green rectangle behind it. Justinne should always be unified and not used in any other format or font. The full color version should always be the most used. Use the other applications if needed but they are here to help as a guide. The gas lamp in the logotype should always be white and not any other color so make sure that no matter what the light is white. The knockout version should only be used as a last resort for best visibility of the primary mark.

*These logo variations are only to be used when absolutely necessary.

This is the Brand Guideline of Justinne. Please make sure to follow these guidelines as you create internal and external communication. We are proud of our identity, and this guide will help to familiarize you with the look and feel of our brand and assist you in creating accurate and compelling communication that is immediately recognizable as Justinne's branding.

If you have any questions, please contact us at info@justinne.com.

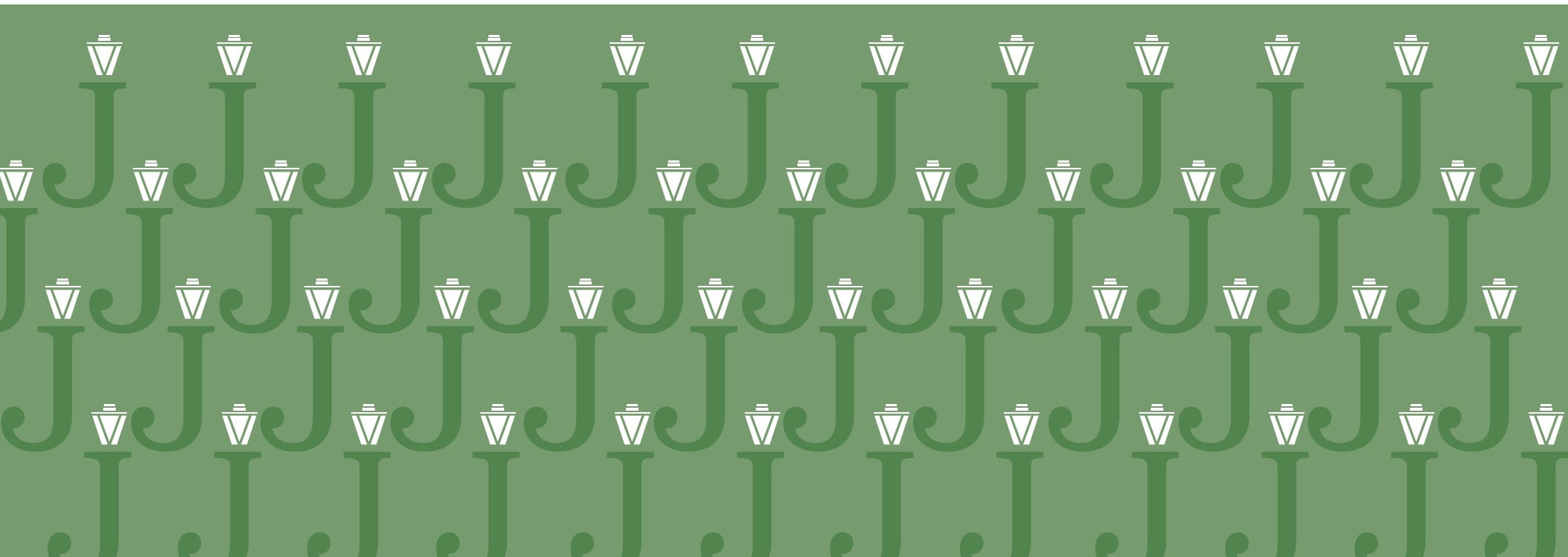


SECONDARY LOGO SYMBOL



The secondary logo consists of the same extended J as the logo with the abstracted gas lamp on top of it acting as the tittle of the lowercase j.

The circle around it cuddles the bottom of the J, and the gas lamp imagery lays on top. The lamp's color is white as it should be consistently or else the light imagery is lost without it. The main message of the white light is making sure the guest knows where JustInne is, where their home is in Savannah.



SECONDARY LOGO SYMBOL



FULL COLOR



TWO COLOR



ONE COLOR



*KNOCKOUT

Applications for the secondary logo would mainly be for any placement for the logo which is any smaller than the 1.5" for the primary logo. The secondary mark is more decorative but should not be the logo first introduced to the client or guest at the JustInne. Mainly using the same Savannah Green color and the rest of the applications should be

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If you have any questions, please contact us at info@justinne.com.

STAGING AREA

FULL LOGO



To preserve the logo's integrity, always maintain a minimum of clear space of the primary logotype, and the logo mark. This clear space isolates the logo from any competing elements in the design such as other logos, body copy or images.

FULL SYMBOL



The minimum clear space for the JustInne logo is defined by the width of JustInne's 'J'. This minimum space guidelines should be maintained as the logo is proportionally enlarged or reduced in size.

MINIMUM SIZE



1.5"

The minimum size of allowed for the primary mark is 1.25 inches wide.
The minimum size of allowed for the secondary mark is 0.5 inches wide.
Anything below the sizes listed above will result in legibility issues.



0.75"

1.1125"

COLORS



SAVANNAH GREEN

C 38 R 118
M 00 G 155
Y 54 B 110
K 32 #769B6E
PANTONE 153-11 C



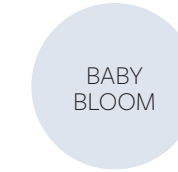
MIDNIGHT BLUE

C 91 R 11
M 82 G 18
Y 52 B 41
K 68 #0B1229



LIGHTFUL BEIGE

C 1 R 251
M 1 G 250
Y 1 B 248
K 0 #FBFAF8



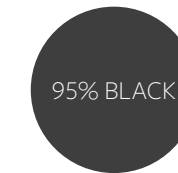
BABY BLOOM

C 12 R 221
M 06 G 228
Y 03 B 237
K 0 #DDE4ED

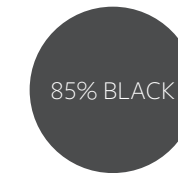


CLASSIC BEIGE

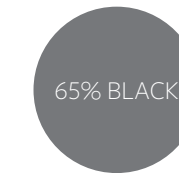
C 09 R 230
M 10 G 222
Y 17 B 207
K 00 #E6DECF



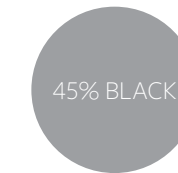
95% BLACK



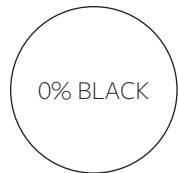
85% BLACK



65% BLACK



45% BLACK



0% BLACK

JustInne's new color scheme builds upon a historic and natural blues, greens, and beiges. This new 5 swatch system translating the bridging of the new and old experiences that Savannah has gone through. JustInne is an avenue of connecting the historic southern style with the new and youthful and sophisticated look and feel. The Savannah Green is signature of the Hostess City of the South, it's the root of everything in this area and we wanted to keep with the tradition. Then the midnight

blue is for a contrast and a color that won't vibrate with the green. The lightful beige is a neutral that resembles white, but it is not the exact white, so it has a little bit of contrast avoiding the emptiness of the color. Baby Bloom is a lighter shade of Midnight Blue allowing the blue to act as a background inspired by the sky on a pretty Savannah day. Finally, the Classic Beige is another shade of neutral making sure the Savannah Green is what pops and the beige acts as a backdrop.

TYPOGRAPHY

TITLES

Victorian Orchid

Victorian Orchid (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Victorian Orchid (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Victorian Orchid (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Victorian Orchid (Semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Victorian Orchid (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT

FreightSans Pro

FreightSans Pro (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FreightSans Pro (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FreightSans Pro (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FreightSans Pro (Semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FreightSans Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FreightSans Pro (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

This is a Header

Victorian Orchid, 30 pt.

This is a SubHeader

Victorian Orchid, 15 pt.

This is body text. Magniend icientus aut doluptas
sim volum qui di destios molut unditio
rectotam faceper speriae nis cusapientem quo
minvellis simo officia duciae molum quam et
aboressint remperspe lis et voluptusa quiam

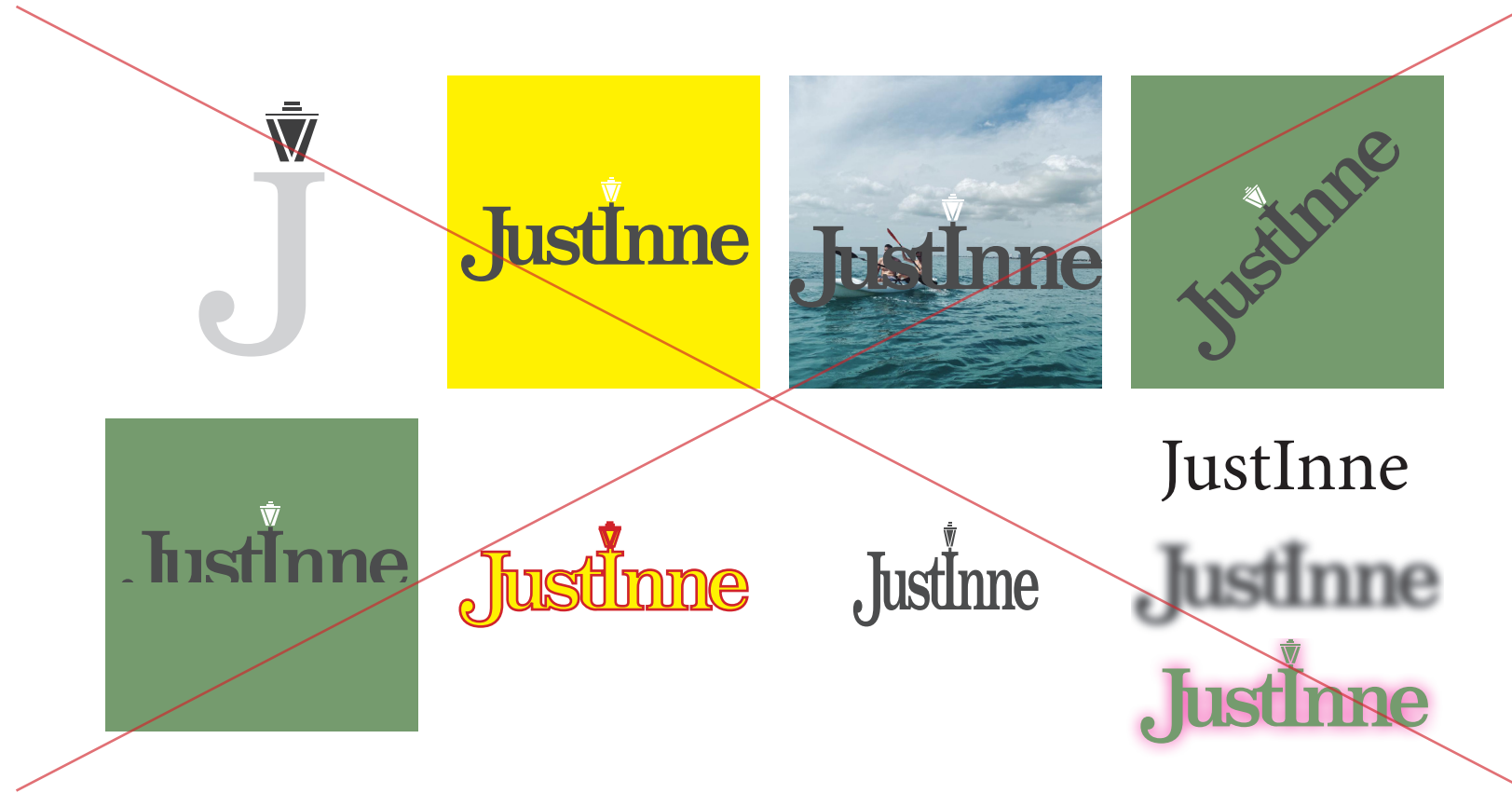
FreightSans Pro, 10 pt.

The JustInne History

Shifting for the Future

Providing the most guaranteed authentic experience for our guests staying in historic Savannah. In the Justine Inn Savannah, we offer an upscale and cozy visit for those who travel to the Hostess City of the South. This is an example of body text, this should be consistent throughout the whole visual brand.

INCORRECT USES



1. Do not make the gas lamp any color other than white.
2. Do not change the logo's colors, other than those specified.
3. Do not place the logo on busy photography that makes the logo unidentifiable.
4. Do not change the logo's orientation.
5. Do not outline the logo in any color.
6. Do not change or reconfigure the proportions of the logo.
7. Do not add any effects or glows on the logo.
8. Do not put a white box around the logo when place on a dark background or low contrast.
9. Do not change or reconfigure the proportions of the logo.
10. Do no change or alter the font or typefaces used for the logo or the accompanied branding.

STATIONERY

Scaled at 55%

0.5" 1.75" Preferred Alignment starting at the "1"



Savannah Green Stripe
8.5 x 2.315"

9 pt. FreightSans Pro (Medium)
Leading 10.8 pt.

11"

11pt. Times New Roman
Leading 13 pt.

February 3, 2020

Addressee's Name
Company Name
Address
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The recommended typeface is Times New Roman 11pt with 13pt leading.

The top of the date is aligned at 3.33 inches from the top edge of the page and 1.75 inches from the left edge, thus setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 5 1/2 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title
CC/cc

STATIONERY

Scaled at 95%

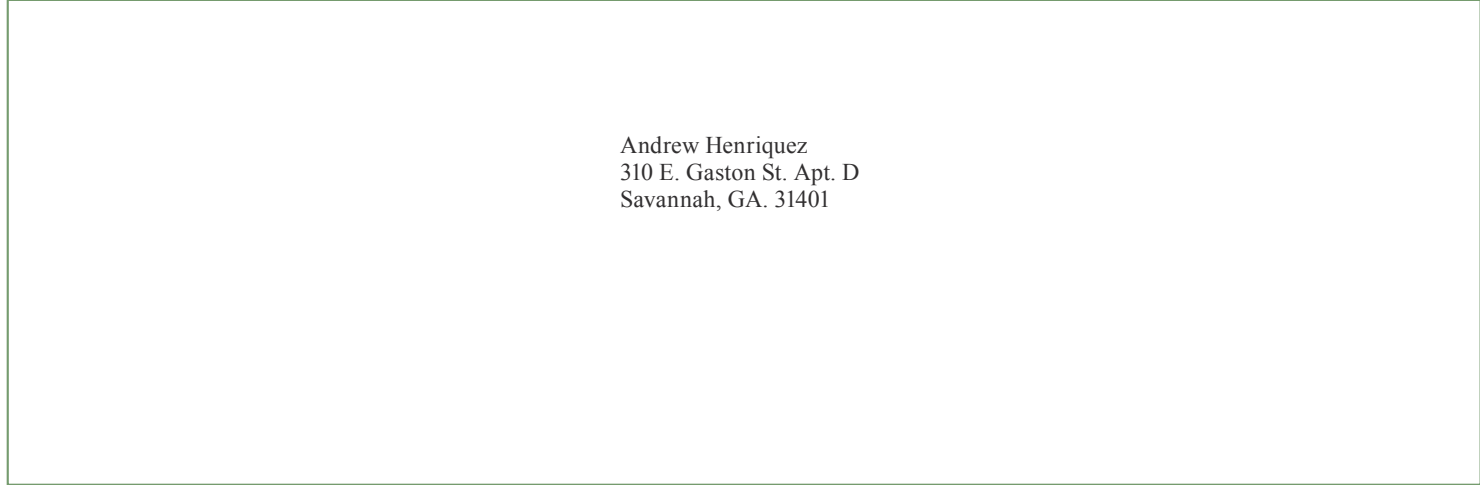
9.5"

4.125"



Savannah Green Stripe
1.0025" high

Full Color Primary Logo
1.5" width



Times New Roman, 9 pt.
13 pt. Leading



Savannah Green Stripe
1.25" high

Full Color Primary Logo
1.5" width

BUSINESS CARDS

Actual Size

3.5"



2"



Preferred Allignment starting past the "I" in JustInne



1.25" wide

8pt Victorian Orchid (light)

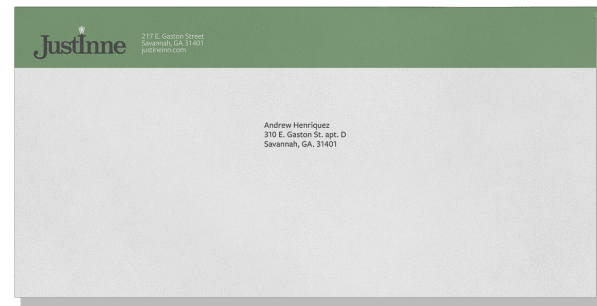
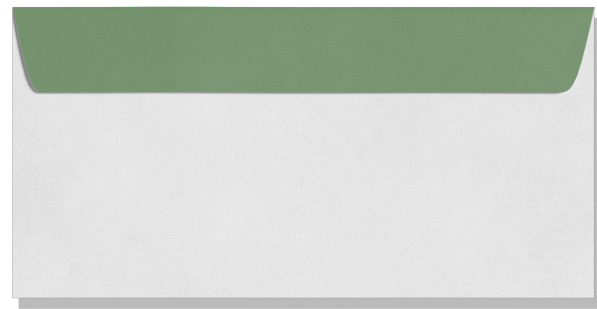
10 pt. Victorian Orchid (bold)

8pt Victorian Orchid (light)



1.5" wide

STATIONERY MOCKUP



DOOR SIGNS

Actual Size



4" Circle

Scaled at 20%

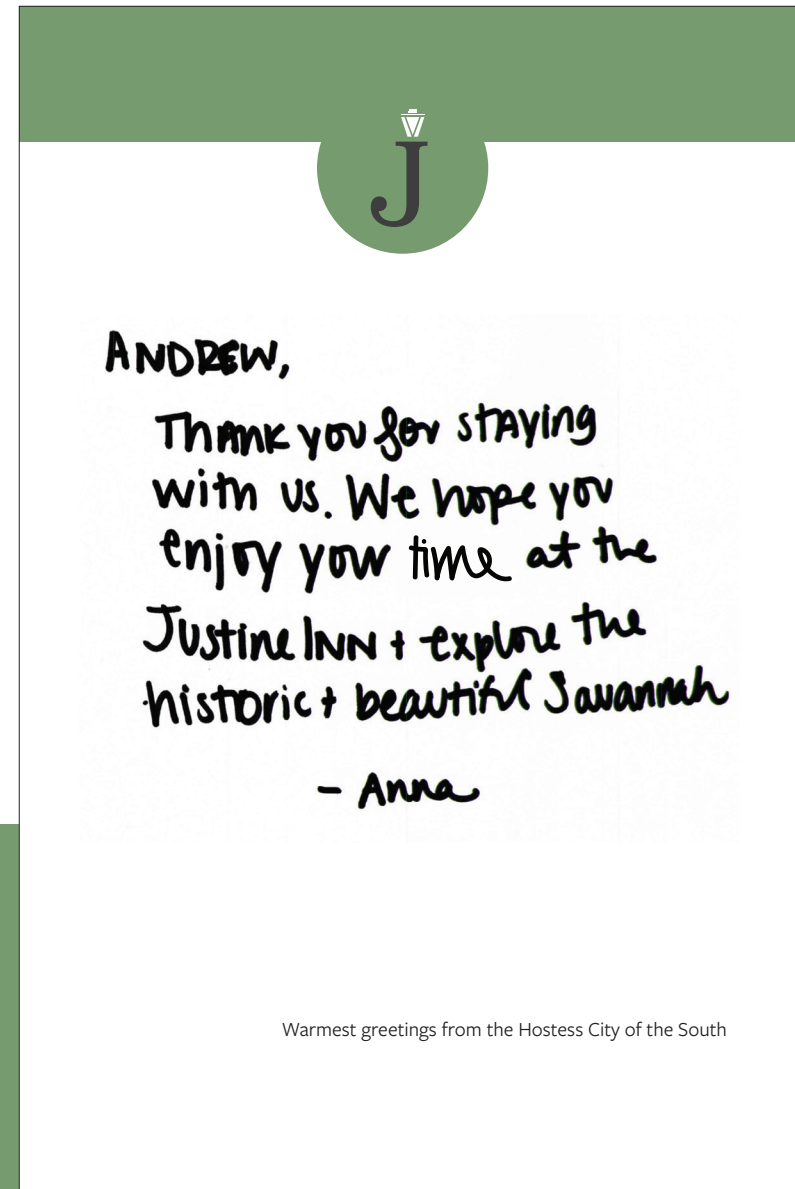


do all of the rooms.



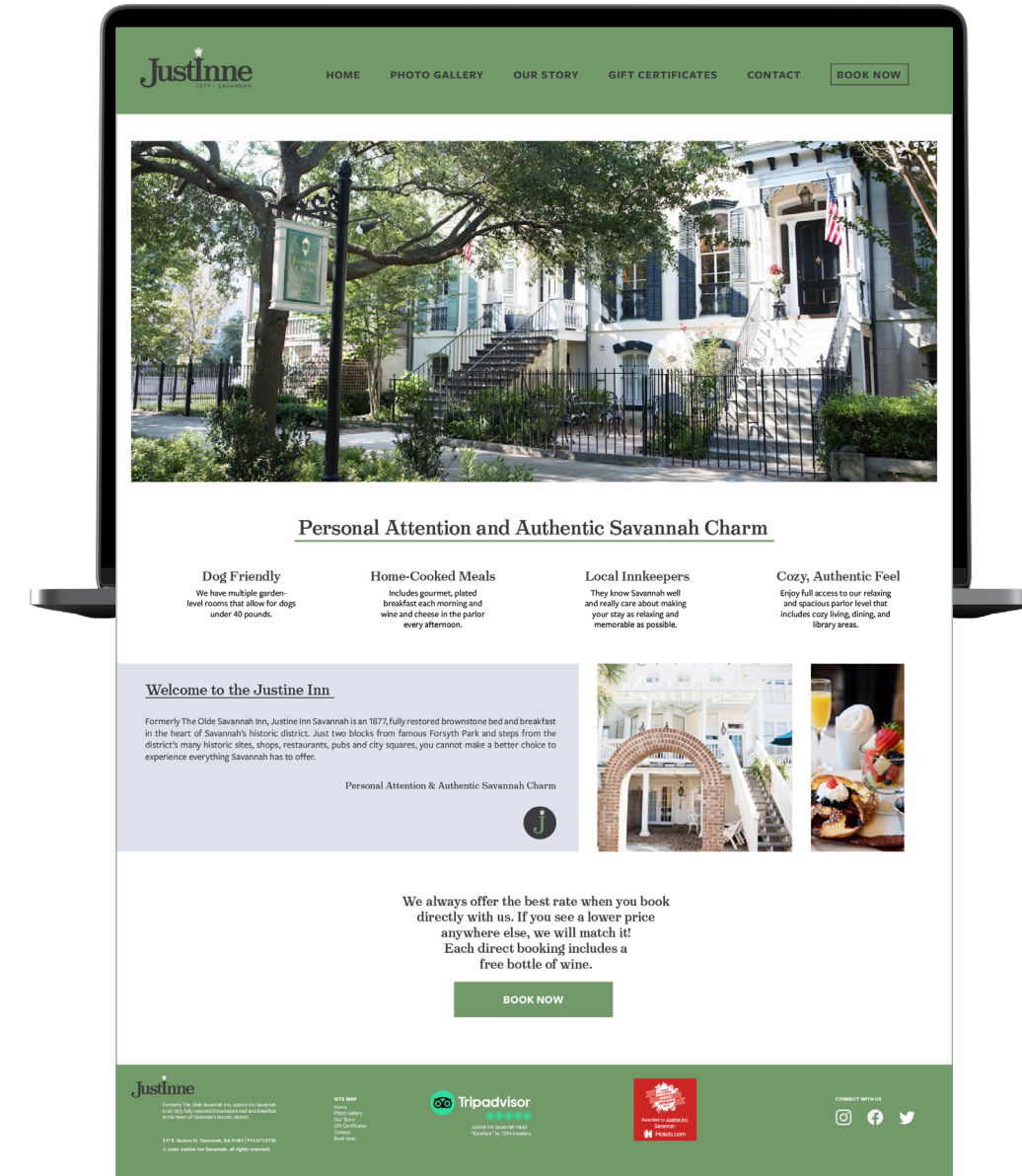
NOTEPAD

Actual Size
4x6"



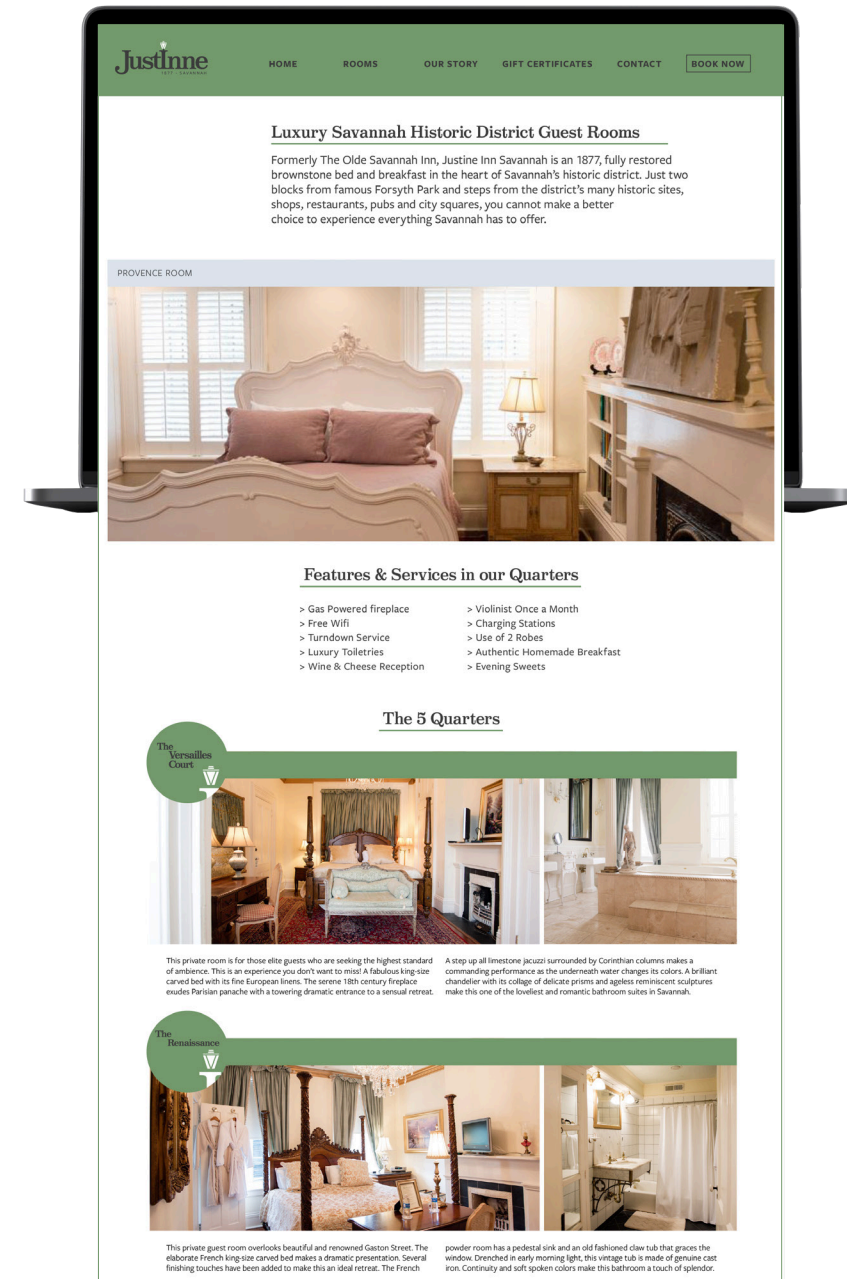
WEBSITE

Landing Page
1920 x 2647 px



WEBSITE

Rooms Page
1920 x 6250 px



SIDEWALK SIGN

Live Space on Street Sign 4 x 6.5"



Outdoor sign located on the corner of East Gaston St. and Lincoln St.



emittau

Thank you for staying with us.