

**Jifteco**

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## Logotype

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Since a logo is the visual entity signifying an organization, logo design is an important area of graphic design. A logo is the central element of a complex identification system that must be functionally extended to all communications of an organization. Therefore, the design of logos and their incorporation in a visual identity system is one of the most difficult and important areas of graphic design. Jifteco supports Dark and Light logo options.



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## Color

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Color is a key element in logo design and plays an important and potentially vital role in brand differentiation. Colors can have immense consequences on our moods. They are remarkably dominant to the point that they can psychologically manipulate perspectives, emotions, and reactions. The importance of color in this context is due to the mechanics of human visual perception wherein color and contrast play critical roles in visual detail detection.

In addition, we tend to acquire various color connotations and color associations through social and cultural conditioning, and these play a role in how we decipher and evaluate logo color. While color is considered important to brand recognition and logo design, it shouldn't conflict with logo functionality, and it needs to be remembered that color connotations and associations are not consistent across all social and cultural groups.



**Main - #575E1F**



**Accent - #CCFF00**



**Secondary Accent - #F79E10**

A typeface or font family is the design of lettering that can include variations in size, weight (e.g. bold), width (e.g. condensed), and so on. Each of these variations of the typeface is a font for Jifteco brand.

Readex Pro is the world-script expansion of the Lexend fonts. Readex Pro is designed by Thomas Jockin and Nadine Chahine and currently supports Latin and Arabic. Lexend is a family of variable fonts designed by Bonnie Shaver-Troup, Thomas Jockin and Font Bureau. Applying the Shaver-Troup Individually Optimal Text Formation Factors, studies have found readers instantaneously improve their reading fluency.

A Hyper Expansion axis was added to the family in October 2022. This axis increases inner and outer space of glyphs to adjust better to reader's individual comfort.

The fonts are based on the Quicksand project from Andrew Paglinawan. To contribute, see [github.com/ThomasJockin/readexpro](https://github.com/ThomasJockin/readexpro).

# Readex Pro Medium

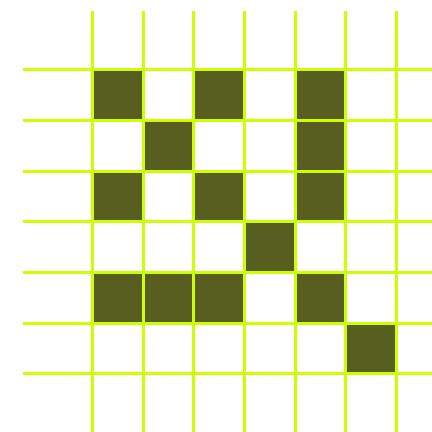
0123456789=-!@£\$%^&\*()!™#¨%˘¶•,‘-≠  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Architecture

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The “e” refers to the safe area around the Jifte logo, which must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too close to the edge of a document.

The “e” is measured using the height of the lowercase “e” in the Jifteco logotype and must be applied to all four sides of the logo as illustrated above.



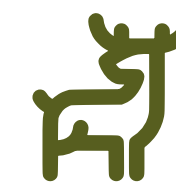
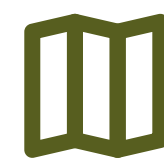
## Iconography

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In web identity, an icon is a pictogram or ideogram displayed on a screen or printed material in order to help the user understand the message. The icon itself is a quickly comprehensible symbol of theme, function, or a file, accessible on the flow and is more like a traffic sign than a detailed illustration of the actual entity it represents.

Jifteco represent biology, science and flora vision through the digital times. As possible use line icons with clear representative message.

<https://www.streamlinehq.com/icons/streamline-mini-line>



## Symbols

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For some graphical presentations A graphical symbol is a visually perceptible figure with a particular meaning used to transmit information independently of language. The meaning assigned to each graphical symbol is expressed by its title, which may be supplemented by an application note.

