

Welcome

JNV Web

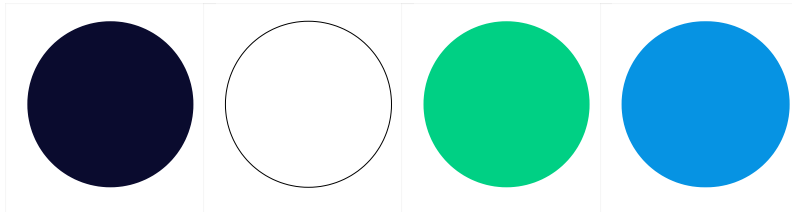
BRAND BOOK



01 Brand Overview

JNV Web is a web design and SEO agency that builds high-performing, premium websites focused on lead generation. They offer a joined-up service encompassing strategy, copywriting, design, and technical SEO to help businesses transform search traffic into qualified enquiries and measurable growth.

"Beautiful websites
that rank, convert and
grow your business."



LOGO CLEAR SPACE



Always maintain clear space around the logo to keep the logo clean and legible.

20 px on each side



MINIMUM SIZE



Below this size, clarity is lost.
Always honor the minimum.

0.83 inch / 80 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%\$

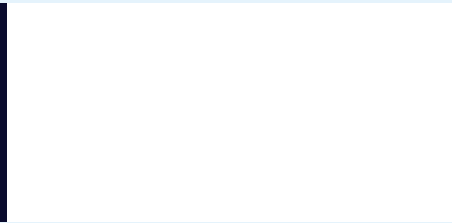
04. Colour Palette

Colours are the way your brand communicates its personality and character. These colours are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Obsidian Black

Hex #0A0B2E
RGB 10, 11, 46
CMYK 78.26%, 76.09%, 0%, 81.96%
HSL 238.33, 64.29%, 10.98%



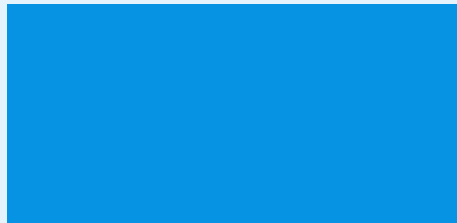
Pure White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%



Jade Green

Hex #00D084
RGB 0, 208, 132
CMYK 100%, 0%, 36.54%, 18.43%
HSL 158.08, 100%, 40.78%



Azure Blue

Hex #0693E3
RGB 6, 147, 227
CMYK 97.36%, 35.24%, 0%, 10.98%
HSL 201.72, 94.85%, 45.69%

VALUES

"Evidence-based decision making, Conversion-led design, Strategic integration, Transparency"

AESTHETIC

Tech-Focused
Clean-Minimalist
Structured
Professional
Dynamic

TONE OF VOICE

Professional
Results-oriented
Practical
Confident