



Jortty



Jortty stands for: Just One Resource That Talks You Through It All. It reflects clarity, guidance, and simplicity – a single place to get trusted tech help, step-by-step.

Jortty is like ChatGPT – but strictly for tech support and beyond. It's an AI-powered concierge that helps users, especially those 50+, solve everyday tech issues, avoid scams, and feel confident using their devices.

It's designed to be friendly, reliable, and human – never robotic or overwhelming.

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01

Our Logo

- Brand Logo
- Primary Colors
- Alter. Version
- App Icons
- Favicon









Primary Colors

HEX; FF6D5A
RGB; 255, 109, 90
CMYK; 0, 72, 63, 0

HEX; 1F2A44
RGB; 31, 42, 68
CMYK; 91, 81, 46, 47



Alternative Version

Our Logo

The logo is optimised for use on light, dark, and neutral backgrounds, ensuring clear visibility and contrast. This flexibility allows the logo to maintain its impact across diverse applications. These are the alternative versions for the logo.

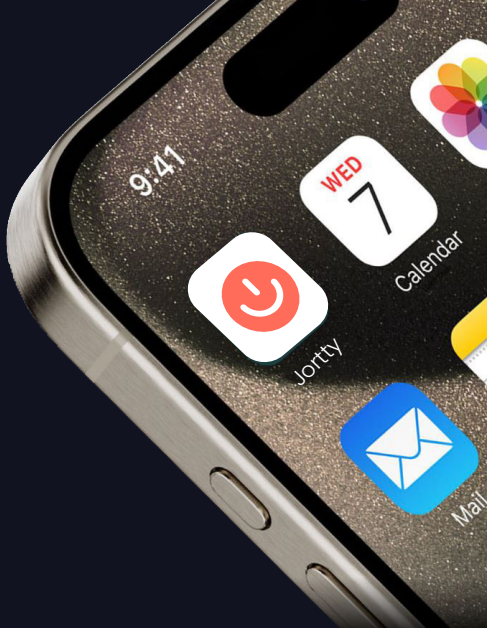


App Icons

Our Logo

The app icons are thoughtfully designed to reflect the brand's modern and intelligent identity, ensuring clear recognition and consistency across digital platforms.

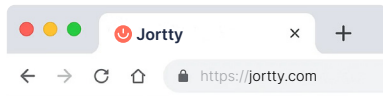




Favicon

Our Logo

The favicon showcases a streamlined version of the Jortty logo, encapsulating the brand's essence in a minimalist design, optimized for clarity and recognition in browser tabs and bookmarks.



Logo Usage

- Incorrect Usage
- Clear Space
- Correct Usage
- Logo Placement
- Minimum Size



Incorrect Usage

Logo Usage

To preserve brand integrity, the logo must always be used as outlined in the guidelines. Any modifications or incorrect usage can undermine the brand's credibility and visual impact.



(Don't blurr the logo)



(Don't drop the shadow of logo)



(Don't squeeze the logo)



(Don't rotate the logo)



(Don't color the logo)



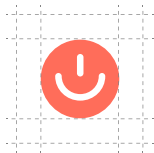
(Always use logo on legible background)



Clear Space

Logo Usage

To ensure maximum visibility and impact, a clear space equal to the 50px must be maintained around the logo. This area should remain free of any text, images, or other elements to uphold the logo's clarity and prominence.



Correct Usage

Logo Usage



(Always use proper logo)



(Always use proper logo on dark background)



(Use full white logo on color)



(Use full white logo on dark color)



(Always leave a clear space around logo)



(Use B/W logo if color print is not available)



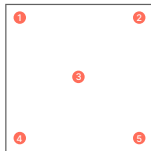
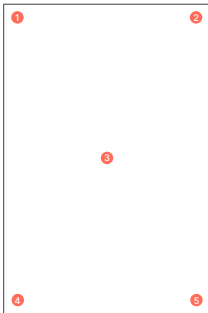
Logo Placement

Logo Usage

Regardless of communication size or dimension, the LOGO can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system.

Please keep in mind the Logo exclusion zone when placing the LOGO in the corner. In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner



Minimum Size

Logo Usage

Minimum size of logo should be 100px in width. Below this logo will lose its optimality



Color Palette

- Brand Colors
- Colors Misuses





HEX #1F2A44
RGB: 31,42,68
CMYK : 91,81,46,47

HEX #FF6D5A
RGB: 255,109,90
CMYK : 0,72,63,0

HEX #64C7B8
RGB: 100,199,184
CMYK : 58,0,34,0

HEX #AA8FDB
RGB: 170,143,219
CMYK : 35,46,0,0

Primary text

Primary accent

Secondary accent

Calm tech tone

Color Misuses

Color Palette



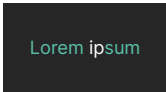
(Do not use colours outside of the brand colour palettes)



(Do not use unapproved color gradient)



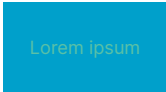
(Do not use logo colors outside of colour palette)



(Do not use too many colors and maintain consistency)



(Do not adjust the transparency of colours)



(Do not use illegible colour combinations)



04

Typography

- Logo Font
- Hierarchy



Logo Font

Jortty

UPPER CASE

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w
x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

Headings

Inter Bold

Size: 72pt / 72pt

Tracking : 0

Main Heading

Headings

Inter Semibold

Size: 37pt / 40pt

Tracking : 0

Sub Heading

Body Text

Inter Regular

Size: 13pt / 16pt

Tracking : 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in

Buttons

Inter Semibold

Size: 18pt / 20pt

Tracking : 0

Get Started



Pattern

Brand Visuals

We have developed a pattern styles using the JORTTY icon that are approved for usage as backgrounds, in print materials, and packaging. When using these patterns, feel free to invert the colorways (switch the background and foreground colours), but do not otherwise modify the colours.



