



BRAND GUIDELINES

VERSION 2.0 — JULY 2024

OUR STORY

Established in 1978 in a humble garage, JAFE, named after the first initials of the founder's four children, began with Lloyd Williams' expertise and passion for coloring glass. Initially specializing in a distinctive high-temperature, chemical bonding process, JAFE became the sole US provider of permanently stained glass in amber, red, and brown hues. Over time, responding to market demands, the company expanded its offerings to include painted glass.

Today, still family-owned and operated, JAFE thrives under the leadership of Randy O'Dell, who joined in 1998, assumed leadership in 2006, and acquired the company in 2010. Operating from a 98,000 square foot facility in Midwestern Ohio, strategically located near major glass suppliers, JAFE boasts five cutting-edge robotic spray lines, enabling the application of a diverse range of coatings on various materials. Specializing in glass decorating, screen printing and candle filling, JAFE is dedicated to innovation, offering customized solutions to elevate your product in the industry.



OUR CORE VALUES

QUALITY WORK

We're committed to delivering products and services that meet the highest standards of craftsmanship and reliability. Our attention to detail ensures that every project we undertake exceeds expectations, setting a new standard for excellence in our industry.

DEVOTED TO TIMELINESS

We understand the importance of meeting deadlines and honoring commitments. That's why we prioritize efficiency and responsiveness in everything we do. We pride ourselves on our ability to be reliable and proactive, ensuring that our clients can count on us to deliver results when they need them most.

MINDFUL FLEXIBILITY

We're committed to customizing solutions to meet unique requirements, adjusting project scopes, and accommodating shifting timelines. Our willingness to explore innovative possibilities enables us to forge strong partnerships with our clients, driving mutual success in an ever-evolving landscape.

GLOBAL REACH, LOCAL TOUCH

No matter where you are located, JAFE Decorating has a seamless global reach. Our dedicated team provides personalized and attentive service, ensuring your vision is turned into reality, just the way you want it.

SUSTAINABILITY MATTERS

We collaborate with suppliers who share our values and seek out innovative solutions to promote sustainability across our industry. We're setting a precedent for responsible business practices that benefit both people and the planet.

INNOVATION DRIVEN

We're constantly exploring new materials and techniques to expand the possibilities in commercial glass decoration. Equipped with cutting-edge machinery and tools, our state-of-the-art facility enables us to craft products of exceptional quality and durability.

OUR LOGO

VISION AND INSPIRATION

This logo resembles trust, loyalty, and is malleable to any audience. The oval is reminiscent to the first original home-made sign when Lloyd founded JAFE in 1978. The shape is based on history, but also the oval prioritizes teamwork or a whole product through decoration. The colored swooshes are abstract paint moving around the “JAFE” mark.



OUR COLOR PALETTE

Hex and Pantone Values

Red, blue, black and gray are the main colors for the logo. These colors are timeless and showcase trust, reliability, and leadership through use of red-shade blue and blue-shade red. The black and gray are used to neutralize content. The red swoosh may be switched out for our cool gray option, or these colors may be inverted based on its background.

PANTONE REFLEX BLUE C

HEX CODE
#001689

RGB:
0 22 137

CMYK:
100 84 0 46

PANTONE 187C

HEX CODE
#AB1A2D

RGB:
171 26 45

CMYK:
0 85 74 33

PANTONE COOL GRAY 9C

HEX CODE
#737373

RGB:
115 115 115

CMYK:
0 0 0 55

TYPOGRAPHY RULES

HEADER 1

Poppins SemiBold

Header 2

Poppins Medium

Body Copy

DM Sans Regular



ON BRAND PHOTOGRAPHY

Simple studio photography must be shot on a plain background that is either black or white. Glossy containers should have a piece of paper dangling in front of the piece. This paper will create a reflective window that makes the glass appealing. If the project requires pulling the item into a colored background, adjust its highlight and tint to match the advertisement. Always use the pen tool to select glassware out of its background.

Lifestyle photography requires three things: a target market in mind, a concept, and a good environment with nice props, as well as excellent lighting. Always try to think about what a specific customer's consumer would purchase. Think about who that consumer is, how they decorate their home, and what drives them to purchase certain candles, wines, diffusers, etc. Be inspired by our JAFE Instagram page through our customer's daily postings.



SOCIAL BRANDING SAMPLES



LINKEDIN

@jafe-decorating-inc



FACEBOOK

@jafedeco



INSTAGRAM

@jafe_decorating