

joyryder★

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PRIMARY LOGO

The primary logo is the main and preferred version of the brand mark. It is designed for horizontal layouts, where there is enough width to clearly display the full name in one line with strong presence and legibility.

joyryder★

SECONDARY LOGO

The secondary logo is an alternate version created for visual impact and differentiation whilst preserving legibility and style consistency.



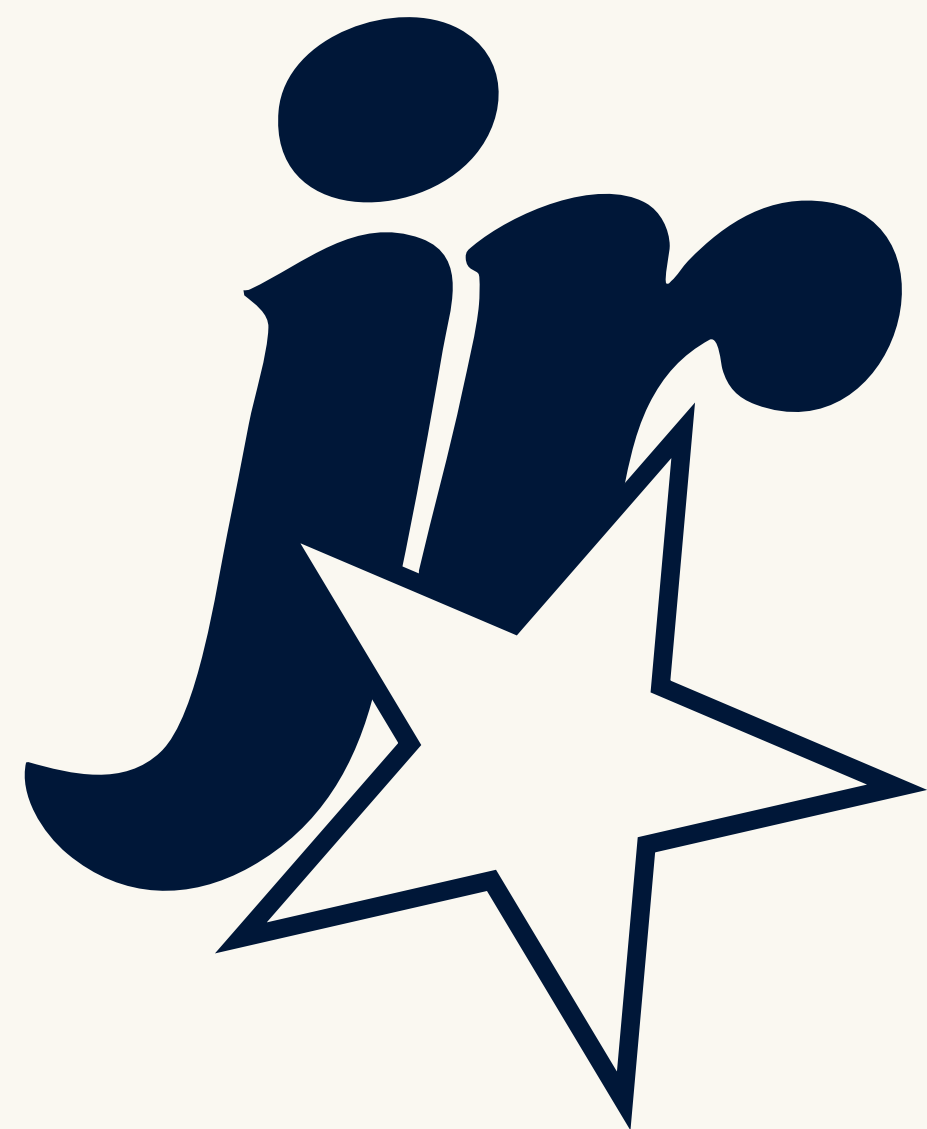
MONOGRAM

The monogram, formed by the initials JR, is a simplified mark used when space is extremely limited. It serves as a compact, recognizable symbol for icons, profile images, and small-scale applications, while maintaining the bold and confident character of the full logo.



ALTERNATE MONOGRAM

The monogram, formed by the initials JR, is a simplified mark used when space is extremely limited. It serves as a compact, recognizable symbol for icons, profile images, and small-scale applications, while maintaining the bold and confident character of the full logo.



BRAND MARK DO NOTS

Do not flip the wordmark



Do not outline the wordmark



Do not stretch the wordmark



Do not display the wordmark in a colour that is not brand-aligned



ALIGNMENT PRINCIPLES

To ensure the logo is optically centered, align it using the x-height as a reference point when positioning it relative to other design elements.



COLOUR PALETTE

COLOUR PALETTE

This palette balances deep blues with striking orange and yellow to create a fun, recognisable, and confident look. The Soft Sand colour brings warmth and approachability, while the dark tone adds contrast.

BLAZE #FF4100 RGB: 255,65,0 CMYK: 0,75,100,0 PANTONE: 172C	DEEP SEA #001837 RGB: 0,24,55 CMYK: 100,56,0,78 PANTONE: 289C	ELECTRIC #E3FF00 RGB: 227,255,0 CMYK: 11,0,100,0 PANTONE: 809C	SAND #F0E9D1 RGB: 240,233,209 CMYK: 0,3,13,6 PANTONE: 9226C	WAVE #091C4C RGB: 9,28,76 CMYK: 88,63,0,70 PANTONE: 288C
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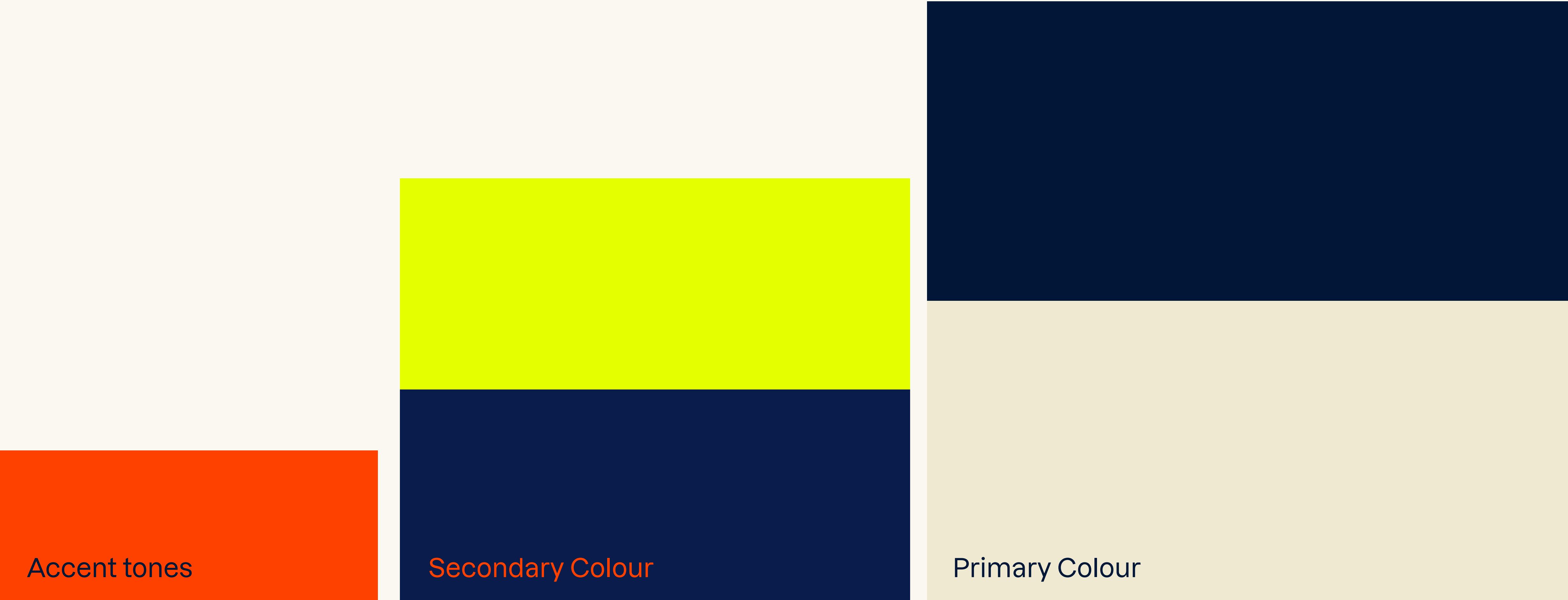
COLOUR PALETTE

When combining our brand colours, it's integral to maintain high contrast to ensure the design elements remain visible. See commonly used colour combinations below.



COLOUR BALANCE

Our brand colours should be applied according to the ratio shown below, with Deep Sea and Sand serving as the primary base, and Electric, Wave and Blaze used as secondary and accent tones.



TYPOGRAPHY

TYPOGRAPHY

The Dazzed Bold typeface is the brand’s primary typeface, it should be used in physical or digital collateral. Dazzed Medium is also our brand’s secondary typeface. It should be used in smaller sizing for supporting copy.

DAZZED
BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUu VvWwXxYyZzÅåÄäÖö
0123456789

DAZZED
MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUu VvWwXxYyZzÅåÄäÖö
0123456789

TYPOGRAPHY STYLES

HEADLINE
FONT: DAZZED
WEIGHT: BOLD
TRACKING: 0
LEADING: 0
CASE: UPPERCASE

H1 HEADLINE
EXAMPLE HERE

SUBHEADLINE
FONT: DAZZED
WEIGHT: MEDIUM
TRACKING: 0
LEADING: 0
HORIZONTAL SCALE: 100%
CASE: UPPERCASE AND SENTENCE

H2 SUBHEADLINE
Example here

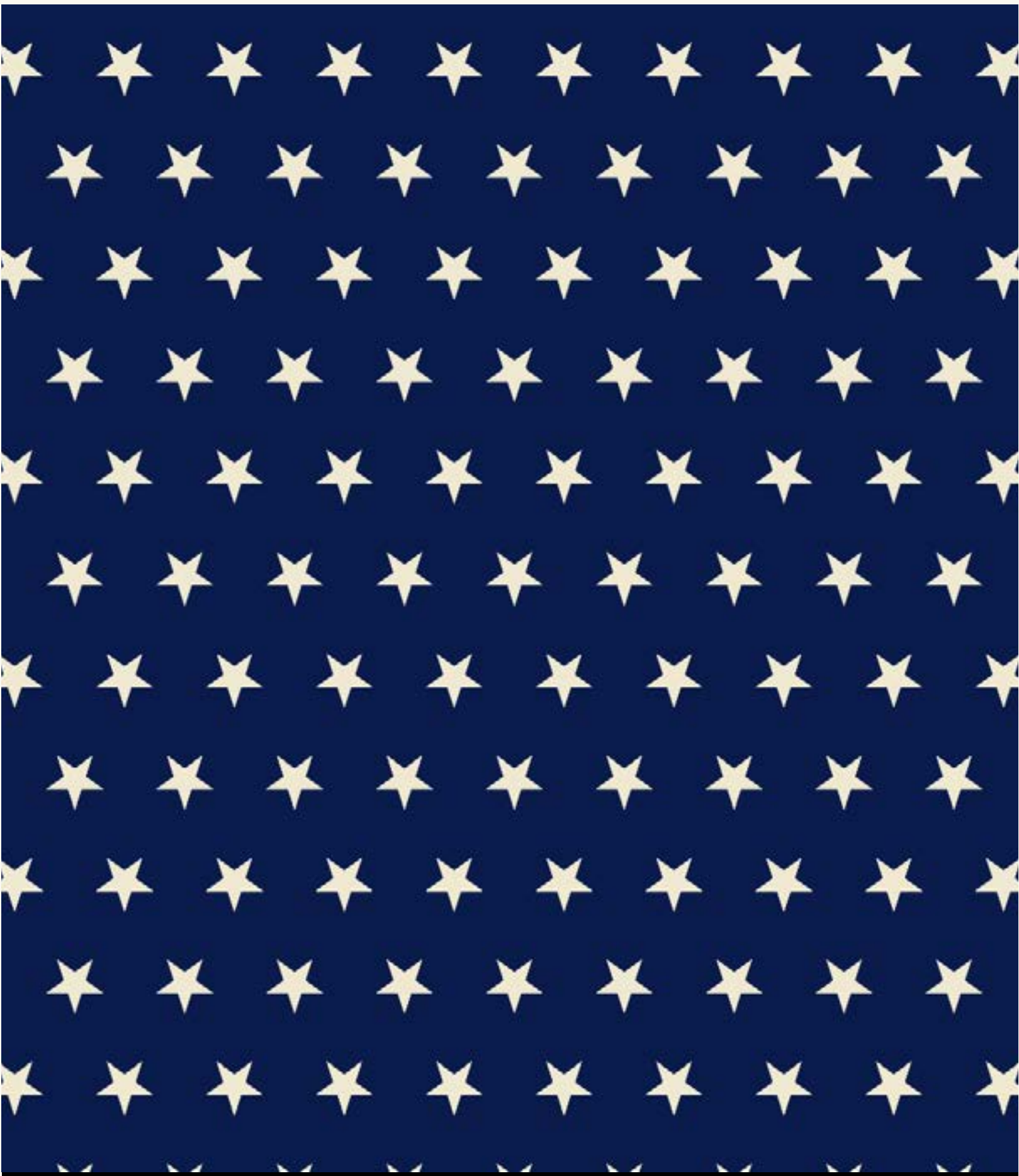
BODYCOPY
FONT: Dazzed
WEIGHT: MEDIUM
TRACKING: 0
LEADING: 0
HORIZONTAL SCALE: 100%
CASE: UPPERCASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed et in dolor eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis auteirure dolor in reprehenderit.

GRAPHIC ELEMENTS

BRAND PATTERNS

The Joyryder brand patterns were designed to introduce iconicism into the visual system. They support the core identity by adding depth across digital, packaging, and campaign applications.



BRAND SHAPES

The brand uses a star shape as a decorative element, frame photography and highlight key words or phrases.



PHOTO STYLE
STUDIO PHOTOGRAPHY

This style captures the easy going nature of the brand while highlighting the quality and look of the product. It produces an authentic, warm, joyful and feel.

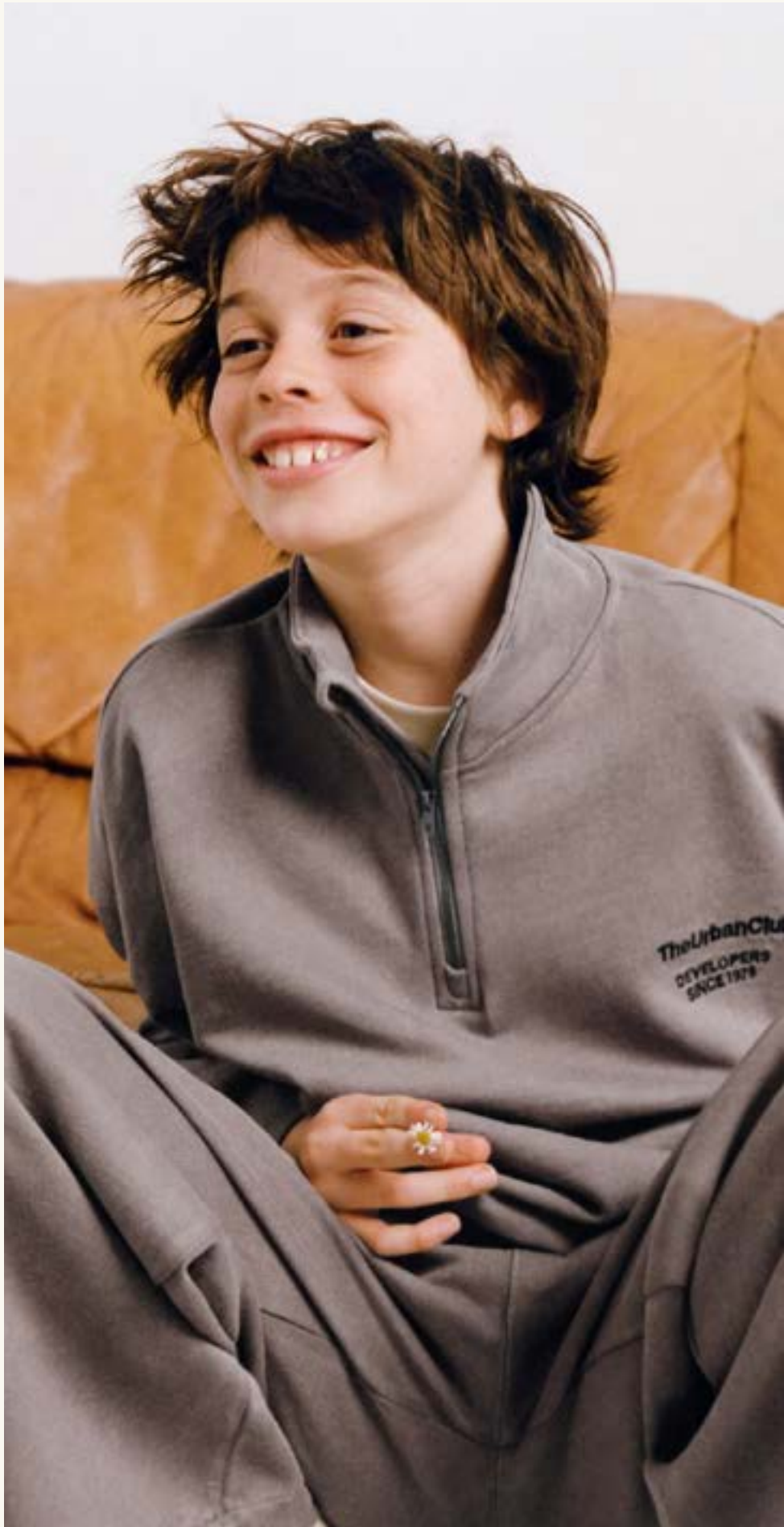


PHOTO STYLE
OUT AND ABOUT

This style focuses on capturing the product in lived-in situations. It highlights the product’s durability and free-form, perfectly reflecting the lifestyle of the brand’s core audience.



BRAND APPLICATIONS

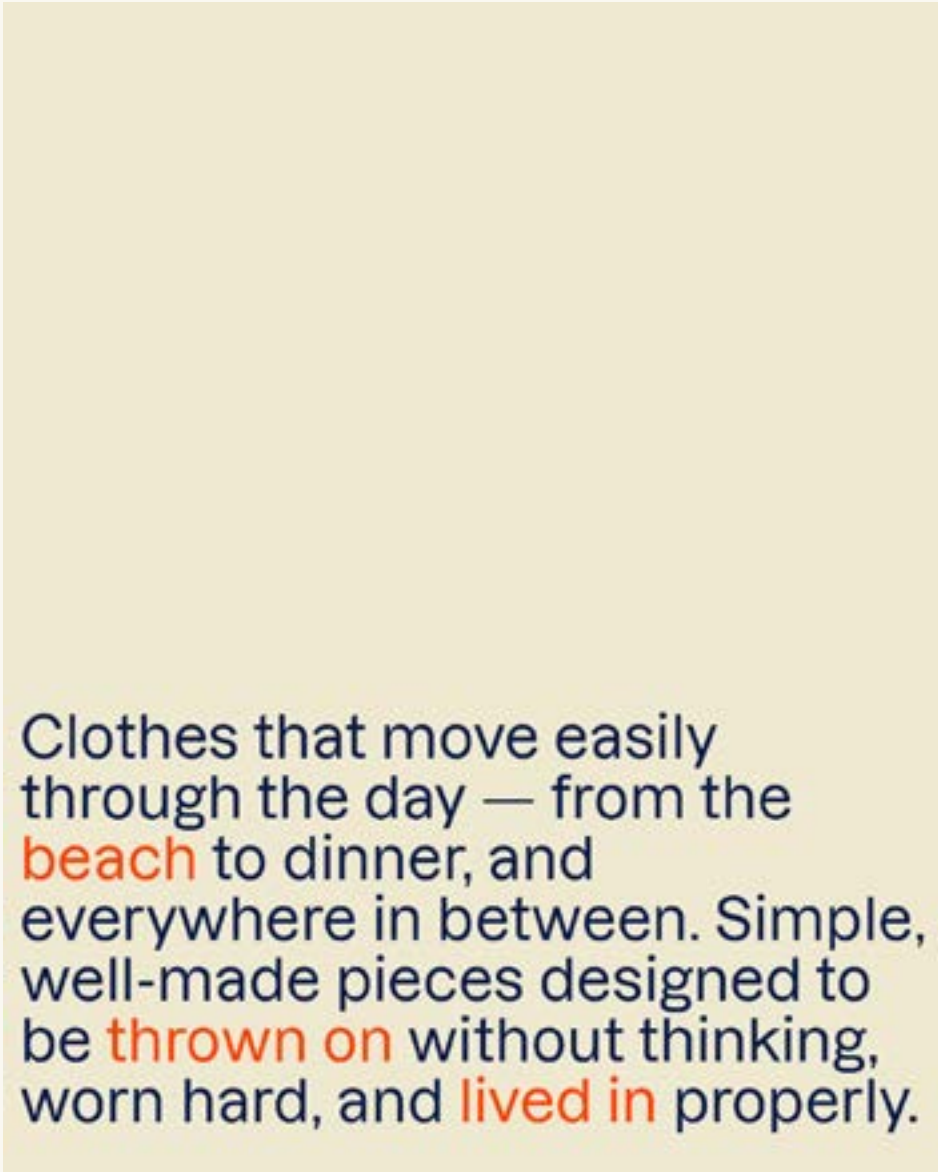
SOCIAL MEDIA
INSTAGRAM POSTS

These examples illustrate how the brand shows up across social media with a bold, confident, and clear visual voice. They define the preferred art direction, layout, and composition, serving as a guide to maintain strong presence, consistency, and recognisable impact.



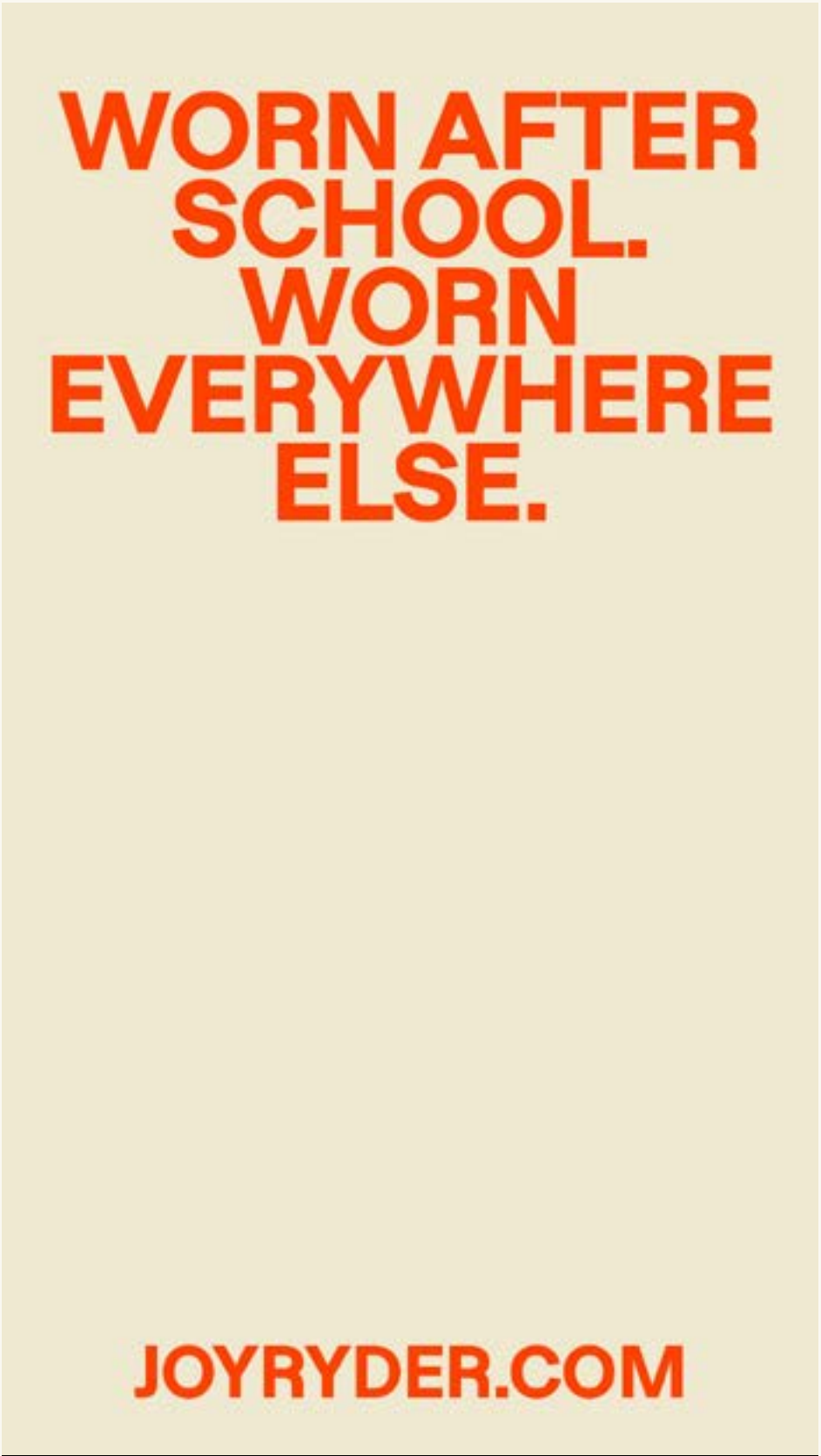
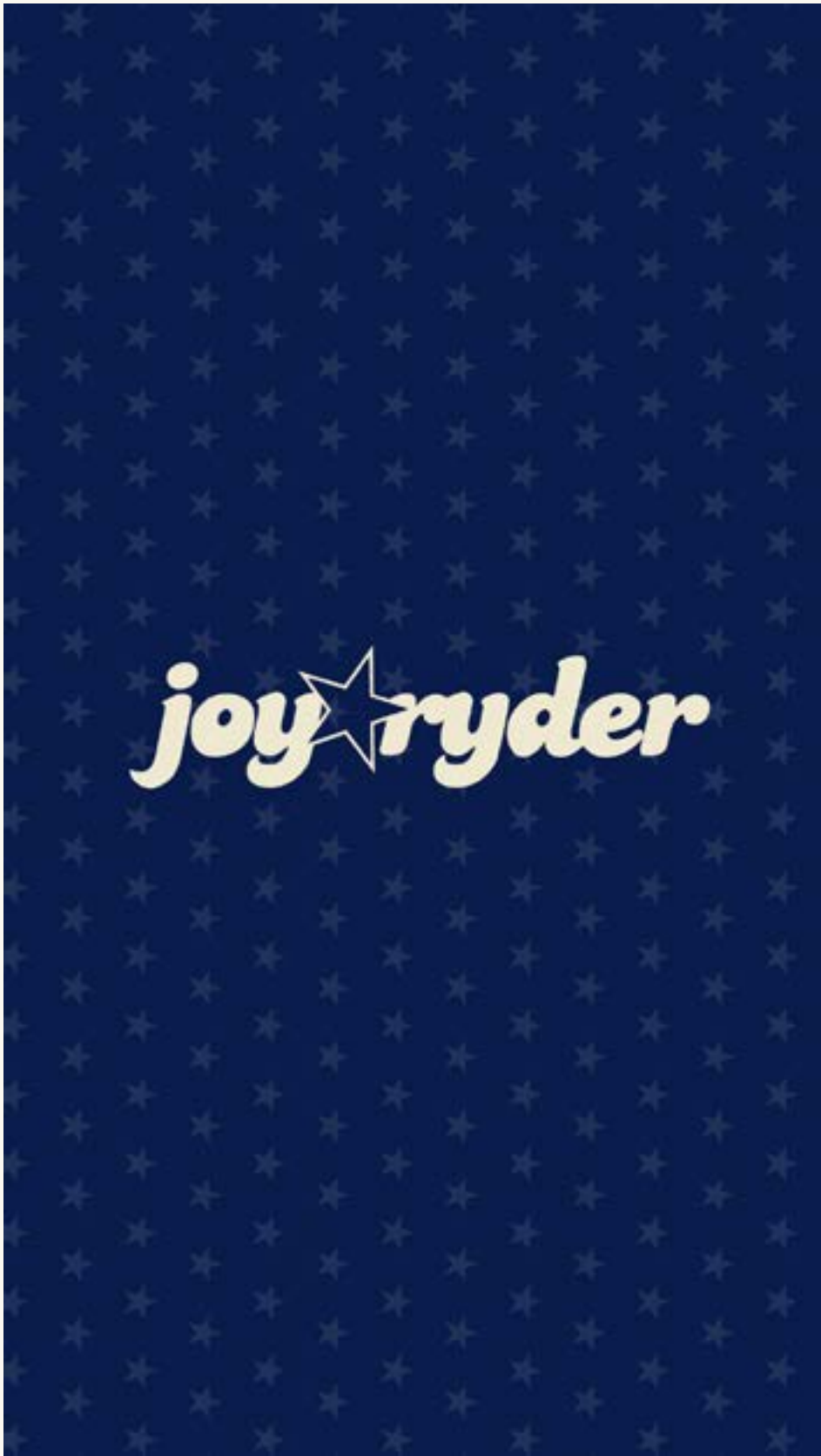
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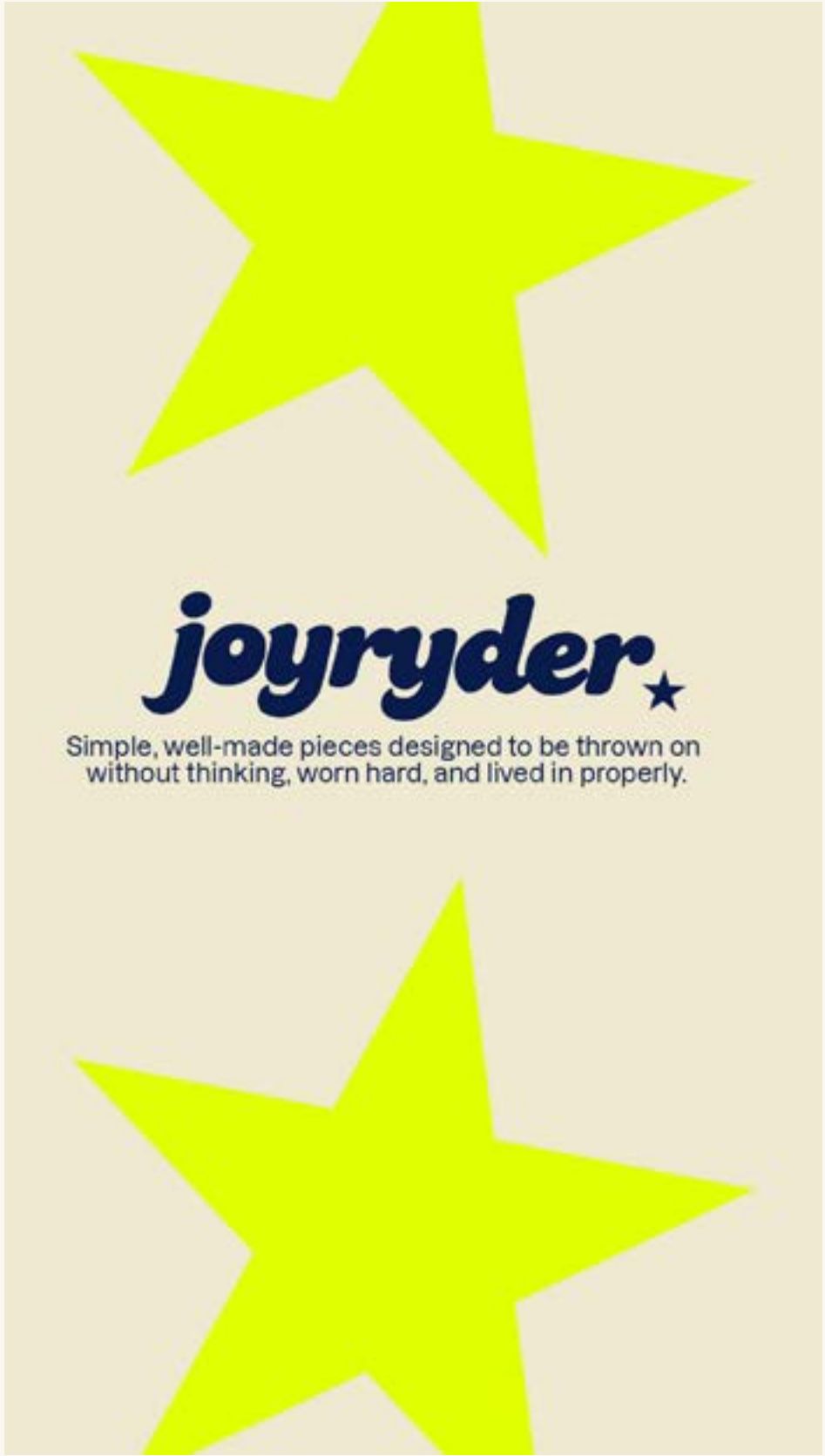
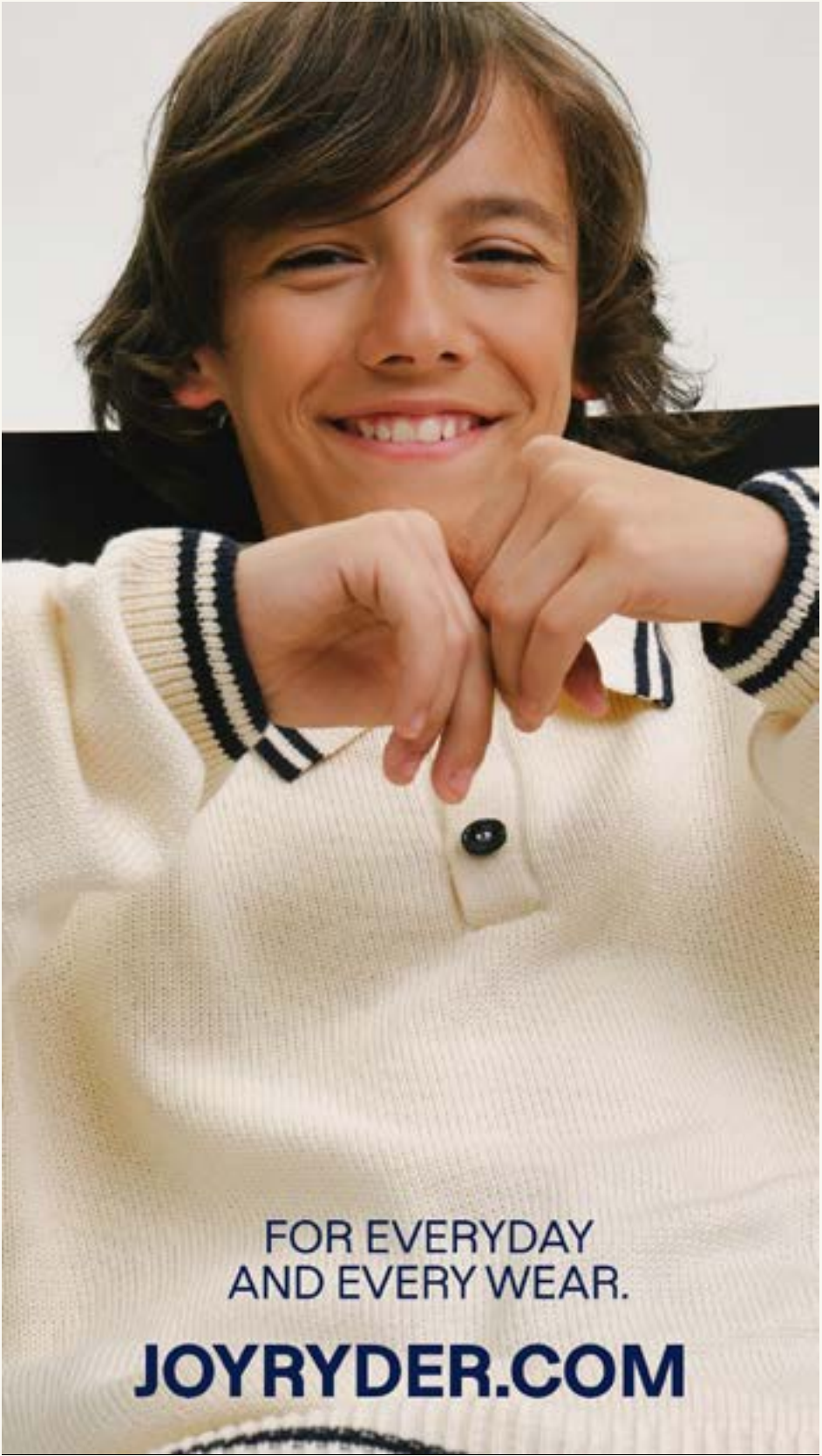
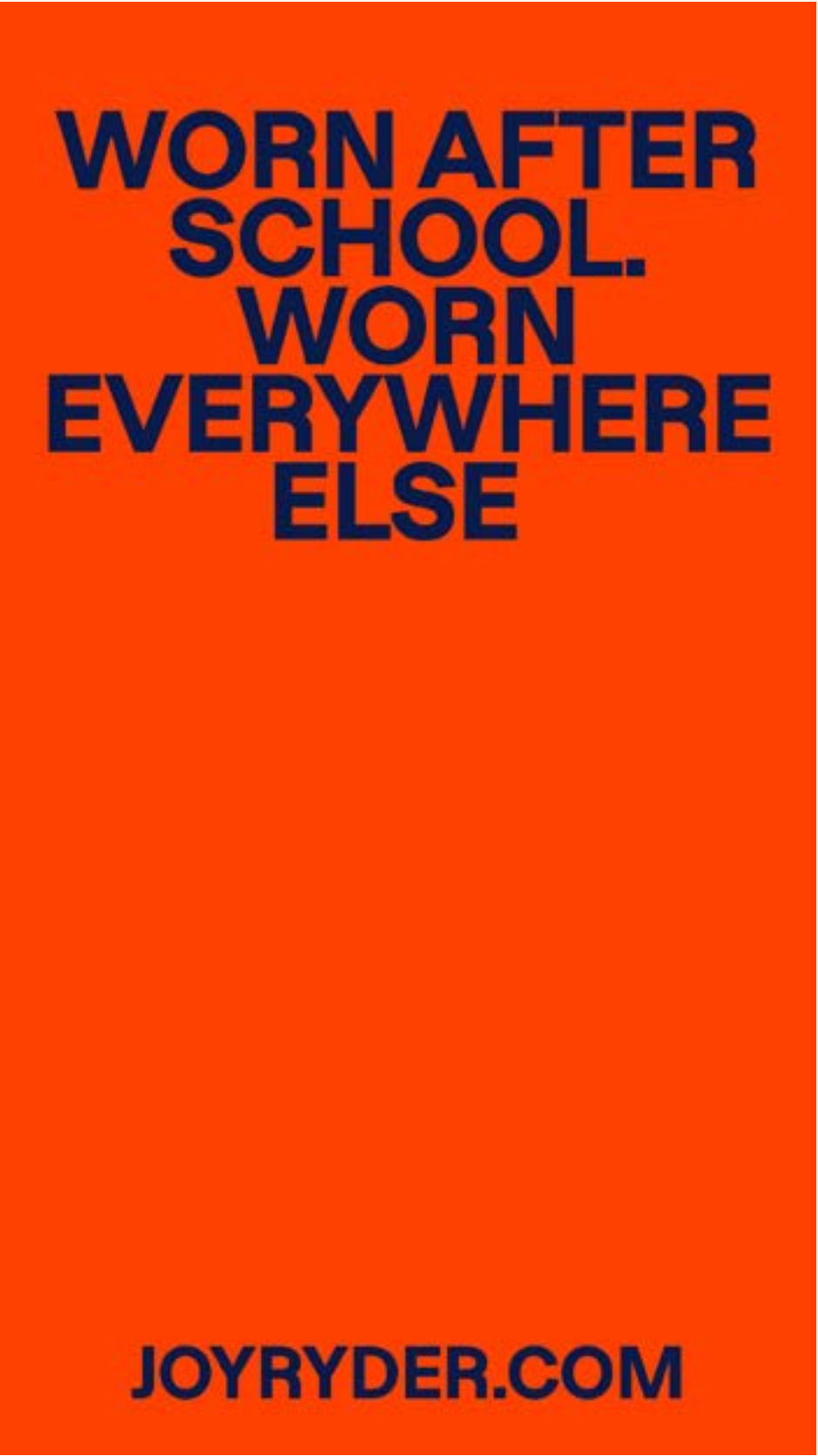
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INSTAGRAM STORIES

These examples illustrate how the brand shows up across social media with a bold, confident, and clear visual voice. They define the preferred art direction, layout, and composition, serving as a guide to maintain strong presence, consistency, and recognisable impact.



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INSTAGRAM STORIES

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SOCIAL MEDIA
INSTAGRAM CAROUSELS

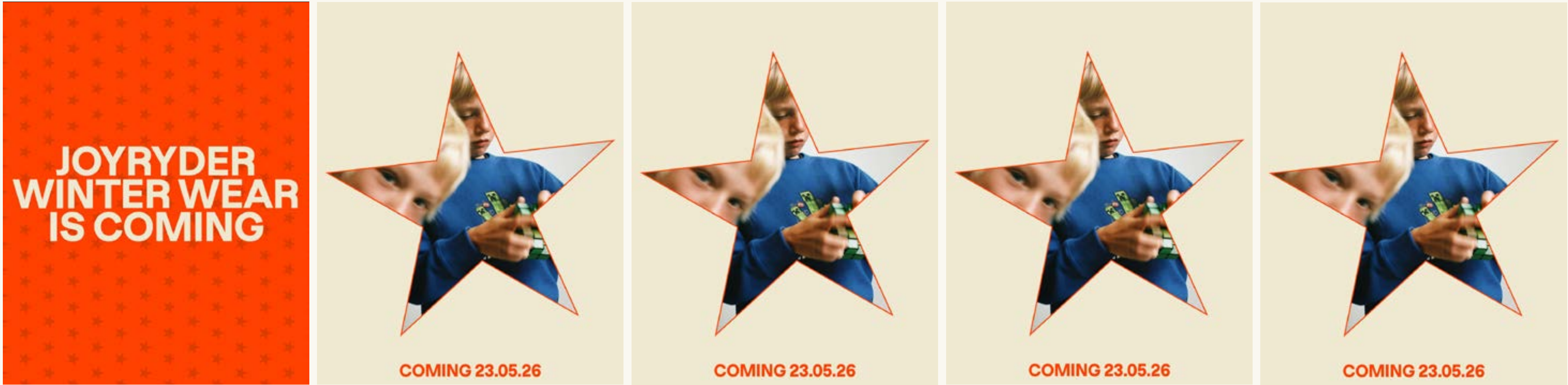
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BRAND DESIGNED BY BOAST.