InstaJon

BRAND GUIDELINES

Everyday Jon, beautifully framed.

Version 1.0 · October 2026

Prepared for Jonathan Harchick by the Jon Network Brand Studio



What InstaJon stands for

InstaJon is a warm, photo-album style feed and grid of Jon's videos: cooking at home, Bob the Shih Tzu, Talking With Jon and the little moments in between. The brand feels like sunlight on a kitchen table: cream paper, deep teal, a sunflower sun and editorial serif type.

The symbol

The InstaJon symbol is a tilted instant-photo print. Inside the frame, an italic J sits under a rising sunflower sun. It is a keepsake, not a camera, so it feels personal and avoids any platform look-alike.

Positioning

For friends, family and anyone who enjoys a calm, cozy scroll, InstaJon is the photo-album home of Jon's everyday videos. Unlike loud social feeds, InstaJon is one person's life in little frames: cooking, Bob, Talking With Jon and Pittsburgh moments, with no sign-up needed.



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One system, four pieces



PRIMARY LOGO · ON DARK



APP ICON



PRIMARY LOGO · ON LIGHT



SYMBOL

InstaJon

WORDMARK

Use the primary logo wherever possible. Use the wordmark when the symbol already appears nearby (for example in a site header next to the app icon). Use the app icon and symbol for avatars, favicons and small spaces. All artwork is supplied as SVG and PNG in **/logos**.

Give it room to breathe



Clear space

Keep a margin of at least x on every side of the logo, where x is half the height of the app-icon square in the lockup. No text, edges or other graphics inside this zone.

Minimum size

ASSET	DIGITAL	PRINT
Primary logo	120 px wide	30 mm wide
Wordmark	80 px wide	20 mm wide
Symbol / app icon	16 px	6 mm



Small sizes, same character



Files supplied

1024, 512, 192, 180 (Apple touch), 48, 32 and 16 px PNGs, a multi-size **favicon.ico** and a scalable **favicon.svg**, all in **/logos/app-icons**.

Corner radius

The icon square uses a 22.6% corner radius (116 px at 512). Platforms that apply their own mask should receive the full-bleed square; the symbol stays centered inside the safe circle.

Never

Do not add outlines, glows or extra text to the icon, or place the wordmark inside it.

Two more directions we explored




Concept A

Mosaic: four soft tiles in mint, sunflower, blush and deep teal, with the italic J on the last tile. Playful and grid-native.





Concept B

Seal: a circular badge with INSTAJON · PHOTO & VIDEO · PITTSBURGH set around the J. Great for stickers, packaging and end cards.

Alternates are supplied for review only (SVG + PNG in /logos). The primary logo is our recommendation for launch.

Our colors

Deep Teal
HEX #0E5E58
RGB 14, 94, 88
Primary dark, headlines on light, "Jon"

Mint
HEX #13C4A3
RGB 19, 196, 163
Primary brand color, app icon field

Sunflower
HEX #FFC21A
RGB 255, 194, 26
Accent: the sun, highlights, buttons

Cream
HEX #FFF8EC
RGB 255, 248, 236
Primary light background, photo frames

Ink
HEX #1C1A17
RGB 28, 26, 23
Body text

Blush
HEX #F4B9A0
RGB 244, 185, 160
Soft secondary for tiles and tags



Approximate balance in layouts. Lead with Deep Teal and Mint; use Sunflower sparingly as the spark.

Two free typefaces

HEADLINES · FRAUNCES

Aa

Everyday Jon, beautifully framed.

Italic Light 400 + Italic ExtraBold 800 (Soft, Wonky) · Logo wordmark, headlines, pull quotes
https://fonts.google.com/specimen/Fraunces

BODY · DM SANS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · ! ? & @

Regular 400 / Medium 500 / Bold 700 · Body copy, captions, UI, labels
https://fonts.google.com/specimen/DM+Sans

LEVEL	FONT	SIZE (WEB / SOCIAL)	NOTES
Display	Fraunces	48–64 px / 96–140 px	Short lines, tight leading (0.95–1.05)
Heading	Fraunces	24–32 px / 40–60 px	Sentence case
Body	DM Sans	15–17 px / 26–32 px	Leading 1.45–1.6

How InstaJon sounds

TRAIT	SOUNDS LIKE	NEVER LIKE
Warm We write like a caption to a friend.	✓ "Sunday soup, round two. Bob approved."	× "Check out our latest content drop."
Observant Notice the small, specific thing.	✓ "The butter came out shaped like a cookie."	× "Here is a video about food."
Calm No shouting, no all caps, room to breathe.	✓ "Scroll slow. There's soup."	× "DON'T MISS THIS!!!"
Local and personal Pittsburgh roots, real names, real rooms.	✓ "Live from a medium-sized room in Pittsburgh."	× "Coming to you from our global HQ."

Always: spell it **InstaJon** (one word, capitals as shown), refer to the series as **Talking With Jon**, and use real numbers only when they come from the site.

Everyday Jon, beautifully framed.

Primary tagline · use with the logo on banners, OG images and end cards.

Life in little frames.
Alternate 1

Pittsburgh, one post at a time.
Alternate 2

Scroll slow.
Alternate 3

Small moments, saved.
Alternate 4

Kitchen table
Home cooking and food moments

Bob
The Shih Tzu with the best stage presence

On stage
Talking With Jon episodes and guests

Out and about
Travel, views and Pittsburgh

Keep it consistent



On the brand dark color



On white or the light brand color



Wordmark on a solid brand color with strong contrast



On a calm, light area of a photo



Don't stretch or squash



Don't recolor



Don't rotate



Don't add shadows or effects



Don't reduce opacity



Don't place on busy backgrounds

Also don't: redraw or retype the logo, swap the typeface, crowd it inside the clear-space zone, or combine it with other marks.

The social kit

Posts (1080 × 1080) and stories (1080 × 1920) follow one layout logic: logo top-left, one bold idea, the URL as the call to action.











Banners and share image



YouTube channel art 2560 × 1440 (logo inside the 1546 × 423 safe area)



X header 1500 × 500



OG share image 1200 × 630



Facebook cover 1640 × 624



Profile image 800 × 800

InstaJon

Questions about the brand?

Jon Network Brand Studio · prepared for Jonathan Harchick
https://instajon.com · part of the Jon Network: JonsTube, JonTok and InstaJon