

Jiu & Café

Visual Identity

Guidelines

Intro duction

Jiu & Café is a brand built around the idea of a Jiu-Jitsu lifestyle—extending the practice of strategic thinking, conversation, and human connection beyond the mat and into everyday life.

The brand strategy begins with the “Brazilian” in Brazilian Jiu-Jitsu. Rather than focusing solely on the history and traditions of the sport, the identity explores brasilidade, bringing the warmth, culture, and everyday rituals of Brazil into the brand.

This led to the central concept: Jiu-Jitsu × Cafezinho.

More than coffee, cafezinho represents a simple ritual of hospitality and connection in Brazilian culture. It becomes a natural bridge between Jiu-Jitsu and everyday life, shaping Jiu & Café as a space for practice, exchange, and community.

The visual identity translates this strategy into a distinctive and flexible system. At its core is JiuFlow, a custom typeface inspired by the form and movement of the belt. Its condensed proportions, geometric construction, and angled cuts reflect the precision and controlled movement of Jiu-Jitsu..

The same typographic language extends into the wordmark and brandmark, where the forms of letter J and letter C, together with the ampersand &, are combined into a concise and recognizable symbol.

A vibrant palette of yellow, black, white, and brown gives the brand an energetic yet approachable character, while an adaptable color system allows the identity to shift between dynamic and restrained expressions.

Through the combination of Jiu-Jitsu, brasilidade, and cafezinho culture, Jiu & Café presents Jiu-Jitsu not simply as a sport, but as a lifestyle built around strategy, exchange, and connection

Table of Contents

1.0 Logo

- 1.1 Logo variation
- 1.2 Constraction
- 1.3 Brand pattern

2. 0 Size principle

- 2.1 Minimum size
- 2.2 Clear space
- 2.3 Recomendend usage

3.0 Color system

- 3.1 Color hierarchy
- 3.2 Recommended palettes
- 3.3 Brand collaboration

4.0 Typography

- 4.1 Primary font
- 4.2 Secondary font

5.0 Do & don't

- 5.1 Constraction
- 5.2 Color
- 5.3 Background

6.0 Visual application

1.0 Logo

1.1
Logo
variation

Primary Logo

Jiv&Café

horizontal

Jiv&
café

vertical

Monogram

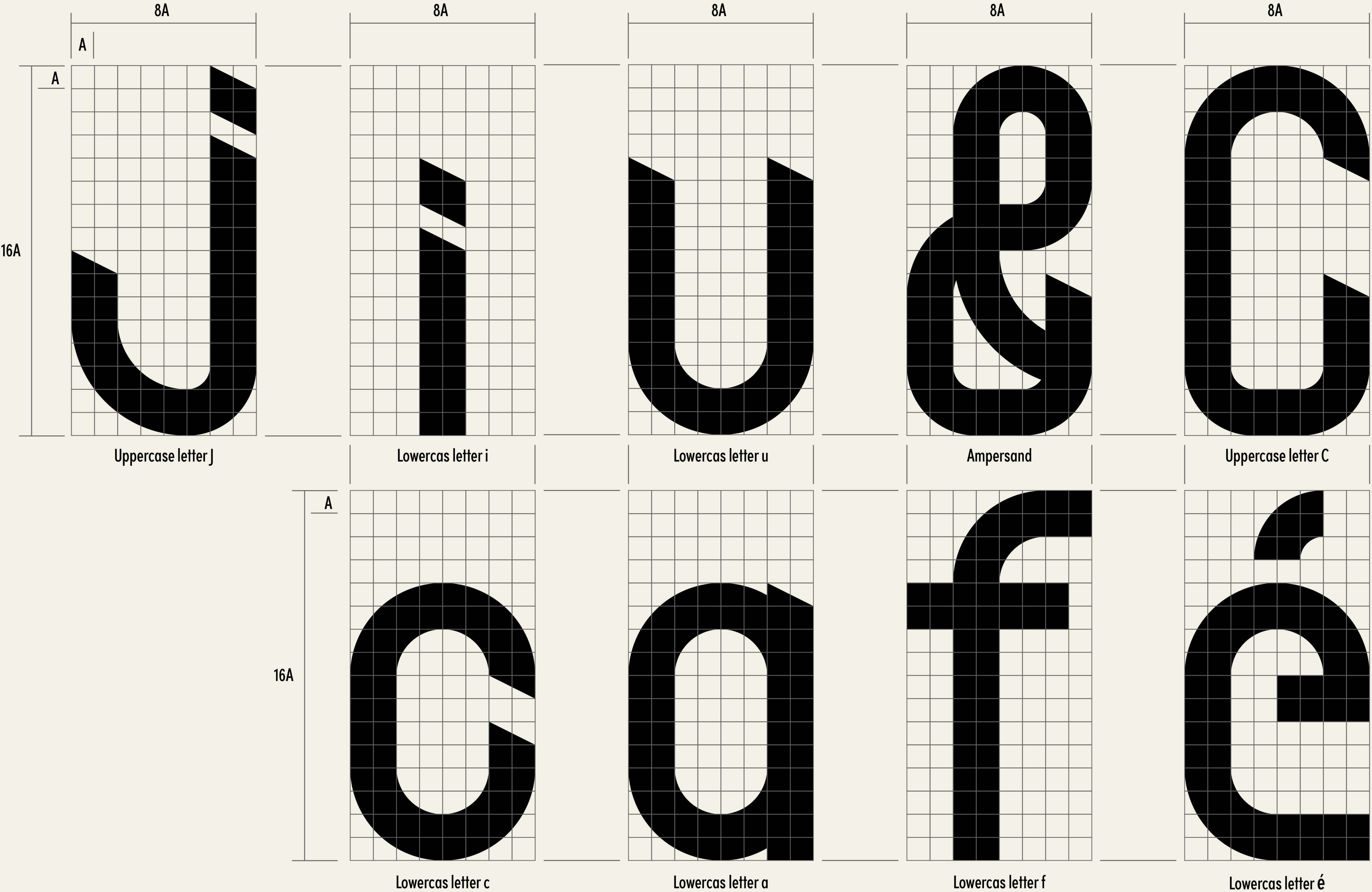
J&C

Brandmark

J&

1.2
Constraction

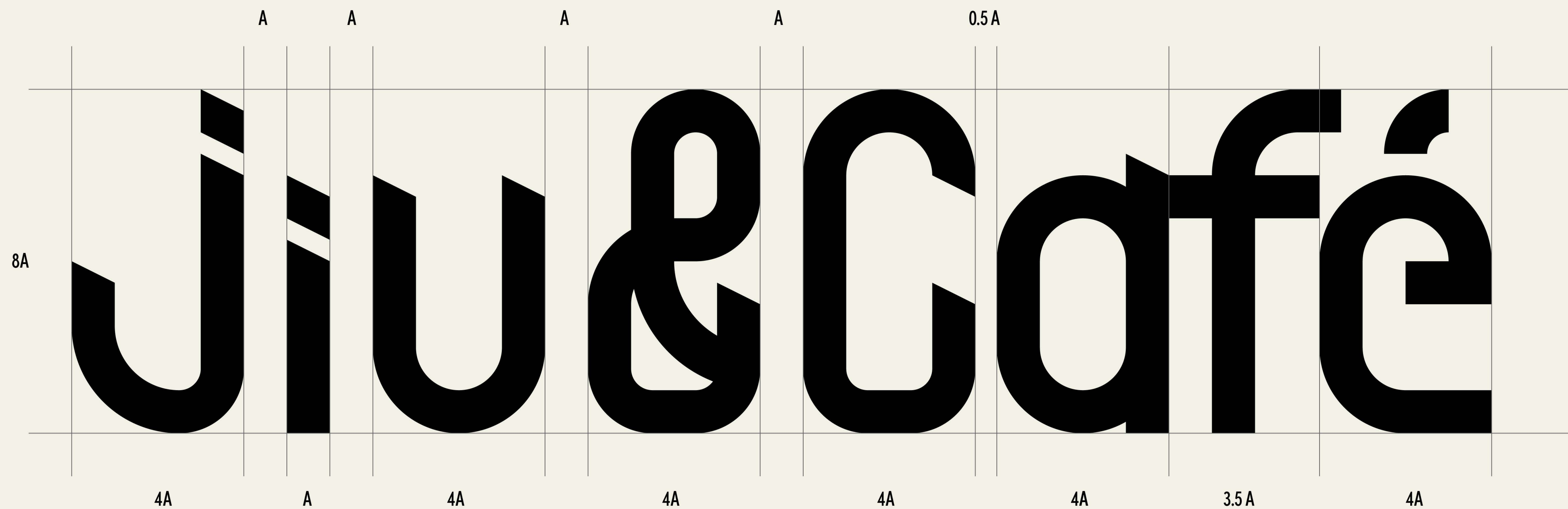
Letters



1.2

Constraction

Primary Logo
-Horizontal



1.2

Construction

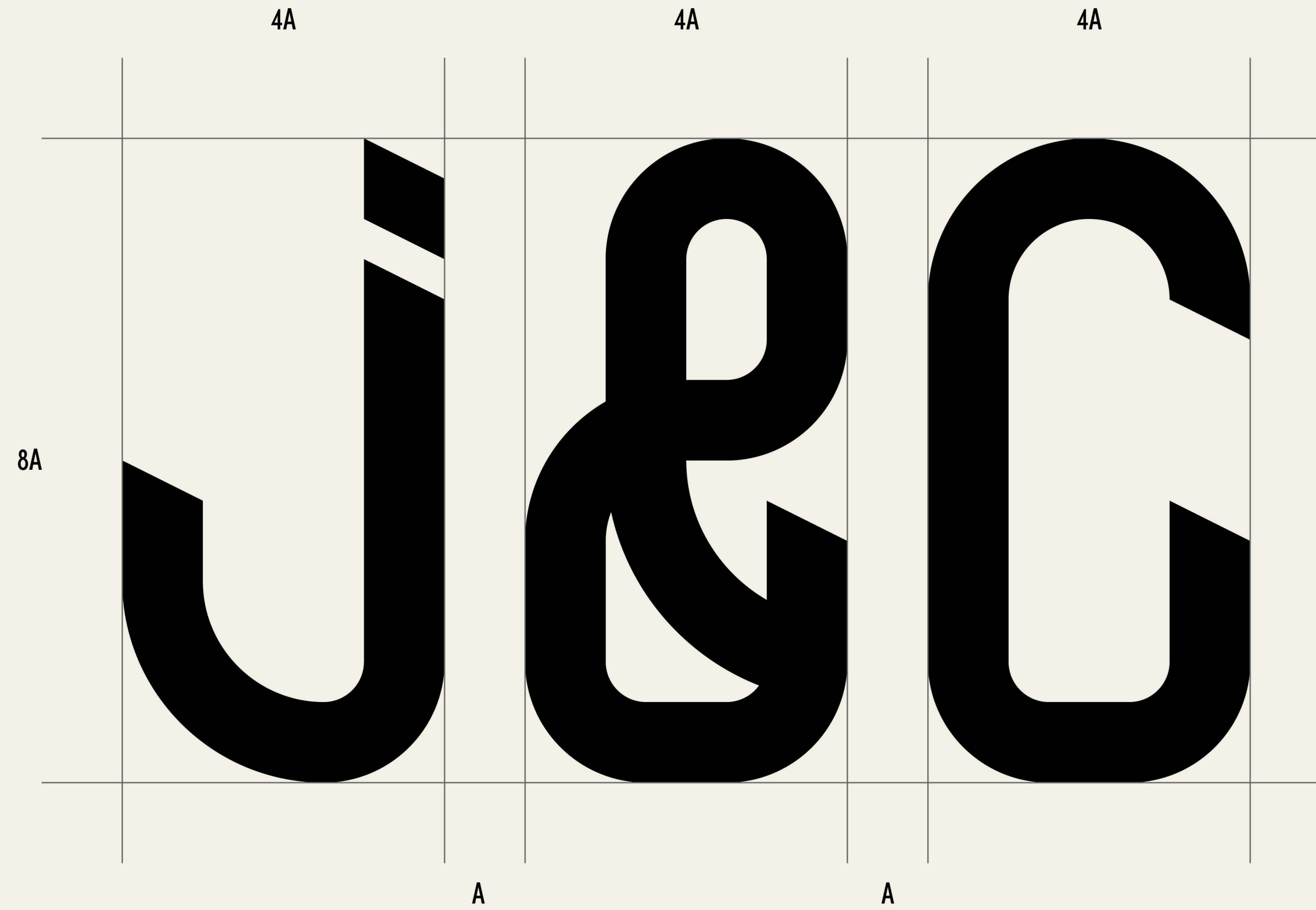
Primary Logo
-Vertical



1.2

Constraction

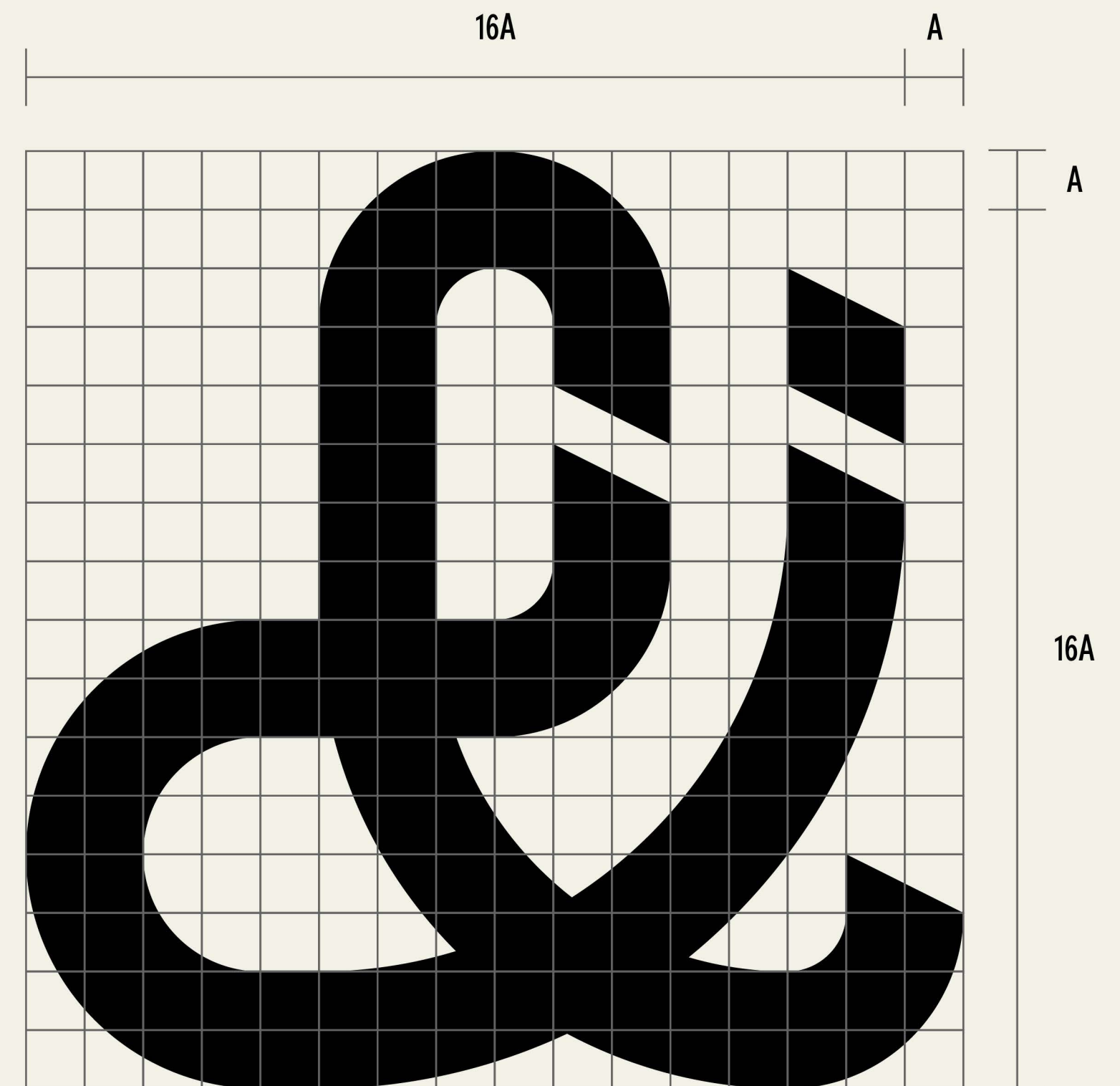
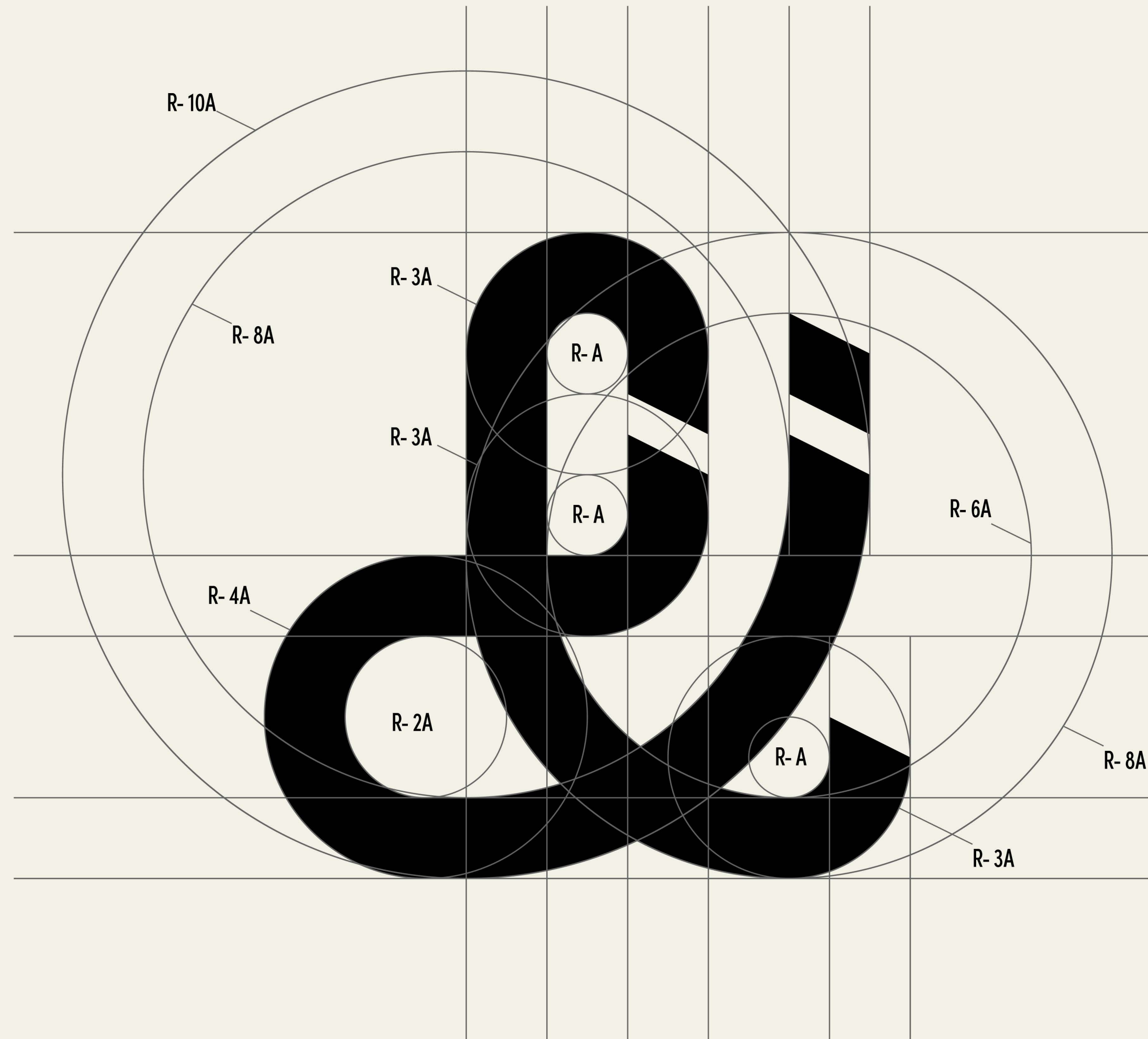
Monogram



1.2

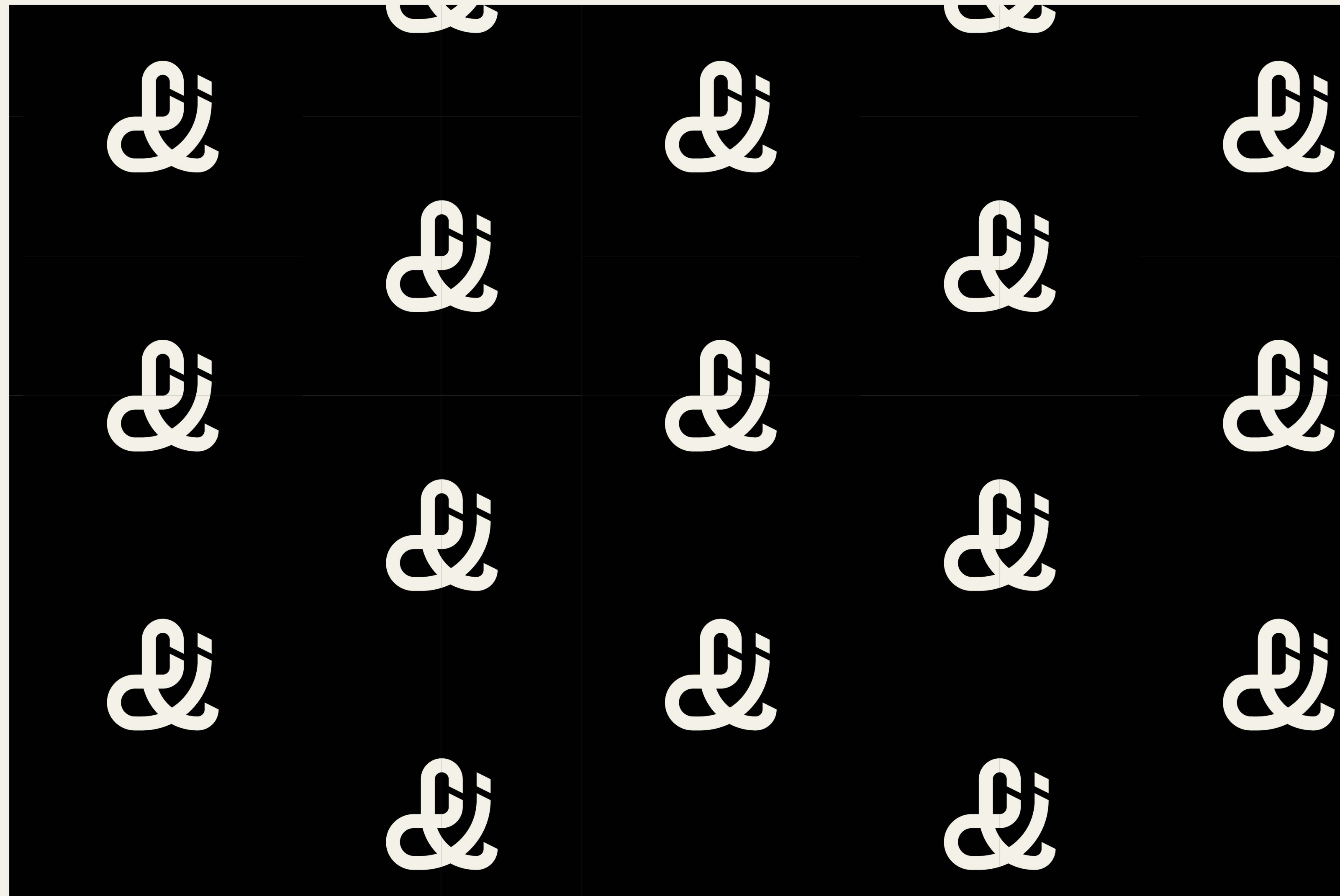
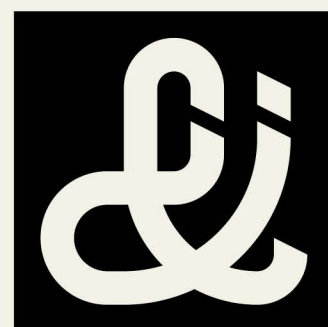
Construction

Brandmark



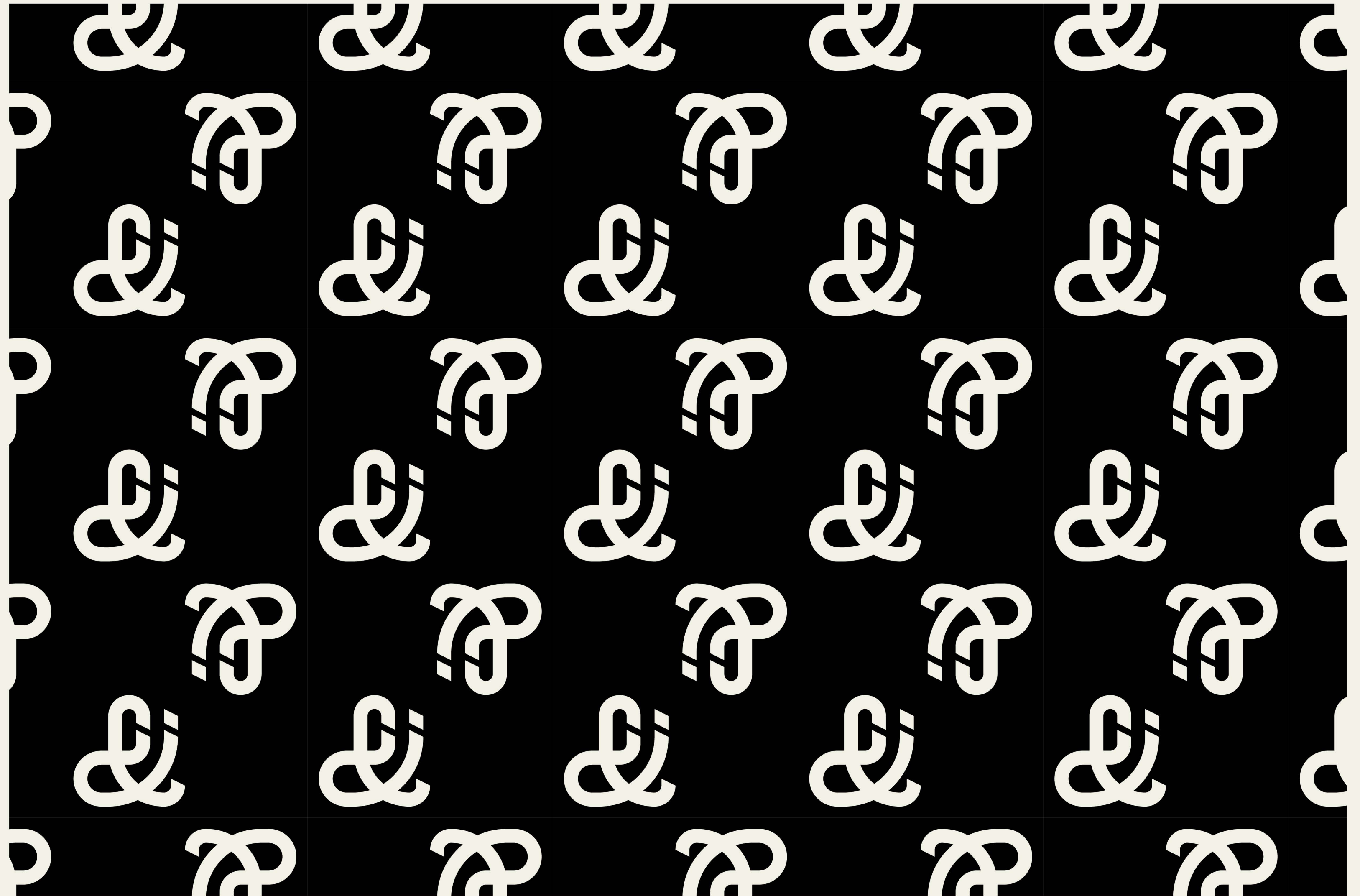
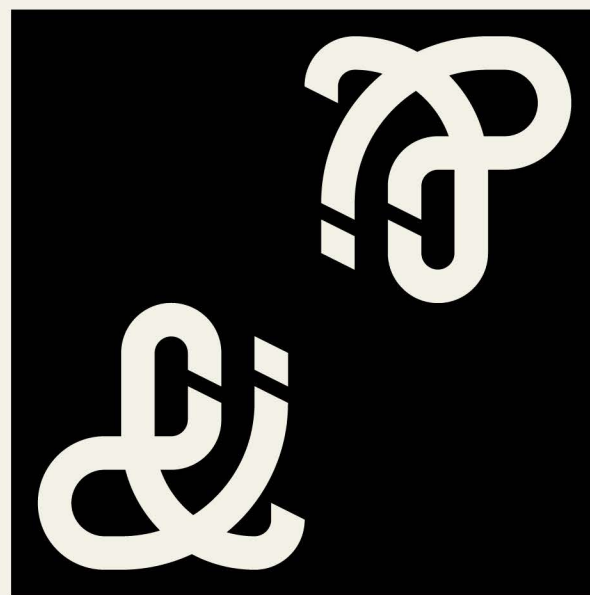
1.3

Brand pattern



1.3

Brand pattern



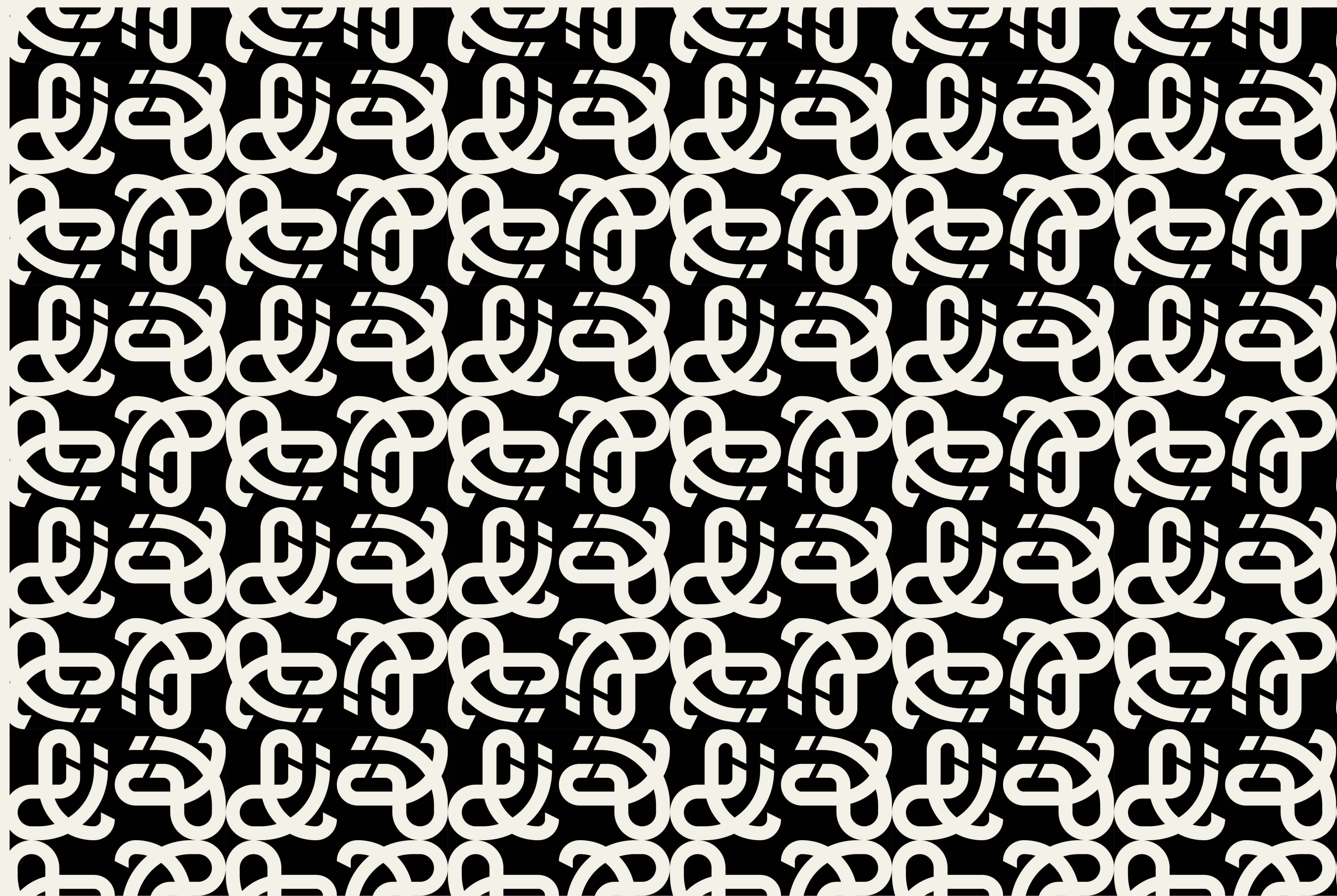
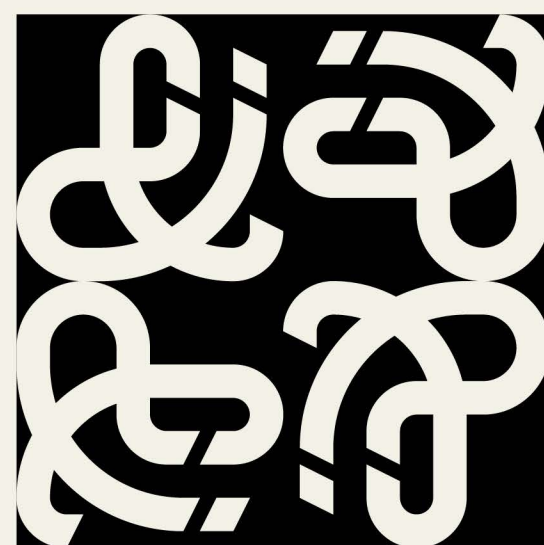
1.3

Brand pattern



1.3

Brand pattern



2.0 Size principle

2.1
Minimum size

Primary Logo
-Horizontal

Minimum size
40 mm

25%

Jiu & Café

50%

Jiu & Café

75%

Jiu & Café

100%

Jiu & Café

2.1
Minimum size

Primary Logo
-Vertical

Minimum size
30 mm

JiU&
café

25%

JiU&
café

50%

JiU&
café

75%

JiU&
café

100%

2.1
Minimum size

Momogram

Minimum size
15 mm

j&c

25%

j&c

50%

j&c

75%

j&c

100%

2.1

Minimum size

Brandmark

Minimum size
15 mm



25%



50%



75%



100%

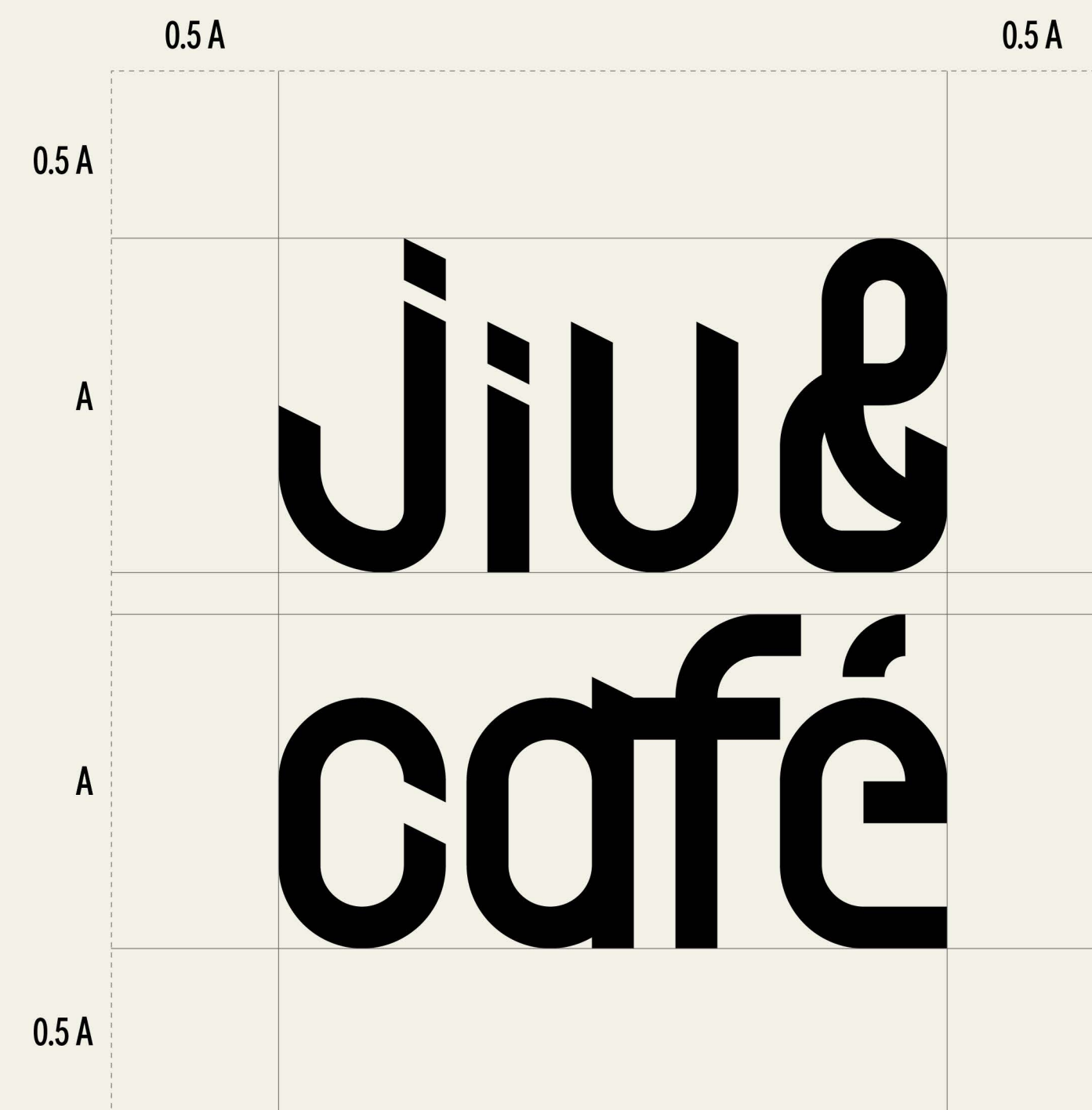
2.2

Clear space

Primary Logo



horizontal



vertical

2.2

Clear space

Monogram/
Brandmark



Monogram



Brandmark

Size	Recommended Logo
Large	Primary Logo
Medium	Primary Logo/ Monogram
Small	Monogram/ Brandmark
Micro	Brandmark
Size reference	
Large	Medium
-Storefront	-Website Header
-Poster	-Social Media
-Packaging	-Business Card
-Website Hero	-Document
-Presentation Cover	
	Small
	-App Icon
	-Social Avatar
	-Favicon
	-Small merchandise
	Micro
	-Favicon
	-Small UI element
	-Embroidery
	-Tiny print application

3.0 Color system

J&C yellow

-RGB: 235, 207, 36
-HSL: 52, 83, 53
-CMYK: 0, 12, 85, 8
-Hex: #ebcf24

Black

-RGB: 0, 0, 0
-HSL: 0, 0, 0
-CMYK: 0, 0, 0, 100
-Hex: #000000

Gray 03

-RGB: 50, 50, 50
-HSL: 0, 0, 20
-CMYK: 0, 0, 0, 80
-Hex: #323232

Root green

-RGB: 0, 156, 59
-HSL: 143, 100, 31
-CMYK: 100, 0, 62, 39
-Hex: #009c3b

Gray 02

-RGB: 175, 175, 175
-HSL: 0, 0, 69
-CMYK: 0, 0, 0, 31
-Hex: #afafaf

Café brown

-RGB: 71, 56, 25
-HSL: 40, 48, 19
-CMYK: 0, 21, 65, 72
-Hex: #4f3819

J&C white

-RGB: 242, 241, 230
-HSL: 55, 32, 93
-CMYK: 0, 0, 5, 5
-Hex: #f2f1e6

Gray 01

-RGB: 200, 200, 200
-HSL: 0, 0, 78
-CMYK: 0, 0, 0, 22
-Hex: #c8c8c8

Sweetness red

-RGB: 201, 53, 44
-HSL: 3, 64, 48
-CMYK: 0, 74, 78, 21
-Hex: #c9352c

3.1
Color hierarchy

Primary color
-Core colors that define the brand.



Secondary color
-Supporting colors that expand the visual identity.



Neutral Color
-Supporting tones for typography, backgrounds, and layouts.



3.2
Recommended
Palettes

J&C Classic 01



J&C yellow

Black

J&C white

J&C Classic 02



J&C yellow

Café brown

Gray 01

Brasilidade



J&C yellow

Root green

Gray 03

Joy & passion



J&C yellow

Sweetness red

J&C white

Cafézinho



Café brown

Black

J&C white

Torrado & cru



Café brown

Sweetness red

Gray 02

3.3

Brand collaboration

Black

- RGB: 0, 0, 0
- HSL: 0, 0, 0
- CMYK: 0, 0, 0, 100
- Hex: #000000

White

- RGB: 255, 255, 255
- HSL: 0, 0, 100
- CMYK: 0, 0, 0, 0
- Hex: #ffffff

For brand collaborations, the logo should be presented in black or white. The neutral color treatment allows it to adapt to different themes and emotional contexts while maintaining its identity.

Jiu & Café

Jiu &
café

J&C

&



4.0 Typography

JiuFlow

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

àáâãäåçèéêëìíîïðóôõöùúû

ÀÁÂÃÄÅÇÈÉÊËÌÍÎÏÐÓÔÕÖÙÚÛ

.,:;! ? @ # % & * - ' " " " ()

1234567890

Sofia Pro Comp

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

àáâãäåçèéêëìíîïñòóôõöøùúûüýÿ

.,:;! ? @ # % & § ` ' " " " ' ' [] { } 0

1234567890

Sofia Pro Compact Regular

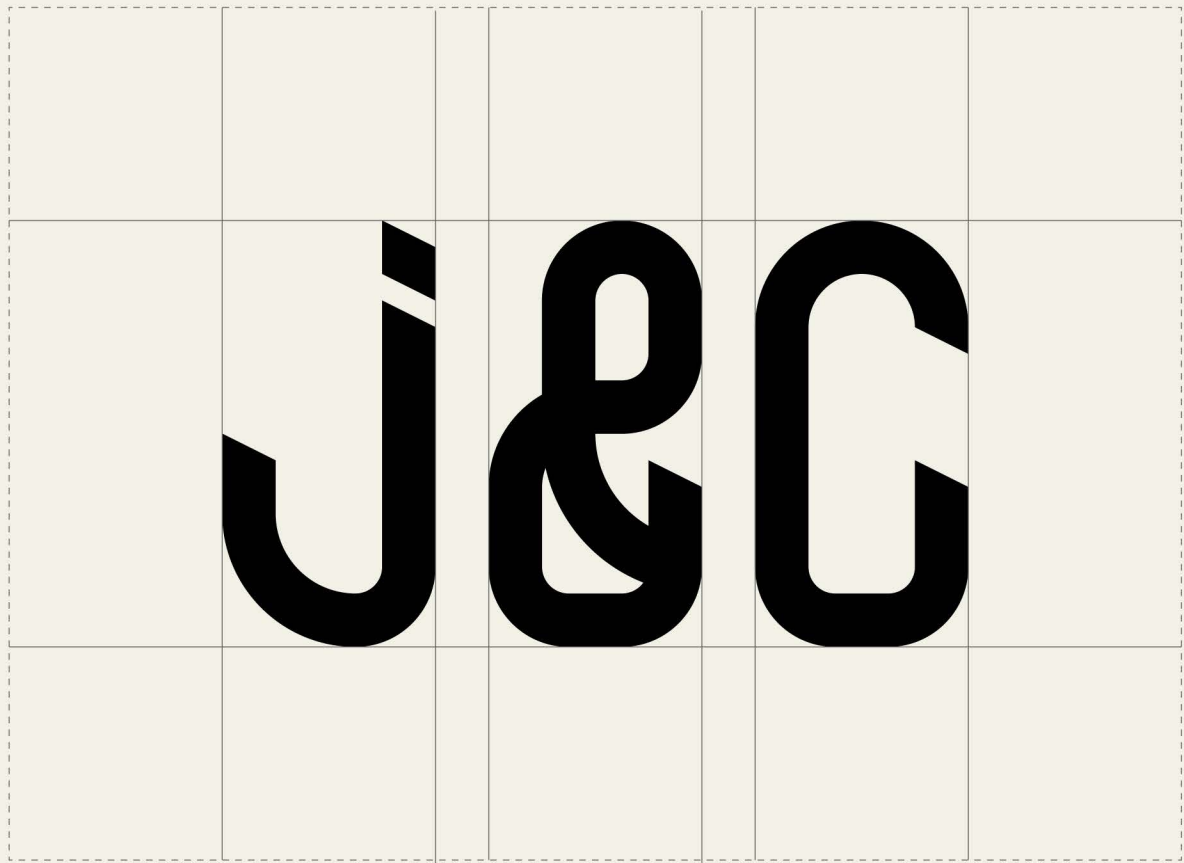
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sofia Pro Compact Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

5.0 Do & Don't

DO



Maintain the logo's construction and sufficient clear space to ensure optimal legibility, recognition, and consistency across all applications.

DON'T



Wrong spacing



wrong proportion



Overlapping



Rotated

DO

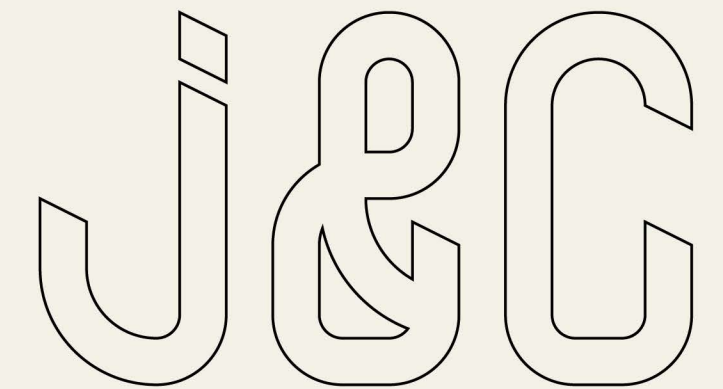


Use the Primary Color palette consistently and maintain a single-color treatment for the logo. The logo may be applied in a secondary color when the primary color serves as the dominant color. This reinforces the brand's personality, while creating a distinctive and memorable visual identity that strengthens audience recognition.

DON'T



Gradients



Outlines



Multiple colors



Transparency



Colors outside the Primary Color palette



Shadows

5.3

Backgrounds

DO



Ensure the logo remains clear, legible, and easily recognizable against the background.

DON'T



Low-contrast background



Place the logo inside a solid-color block over imagery

6.0 Visual application

JiU &
café

9:41



J&C



ਜੰਗਲ



















J&C

