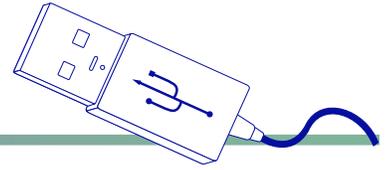


MJD Laptop & PC Repair Branding Guidelines



MJD Laptop & PC Repair

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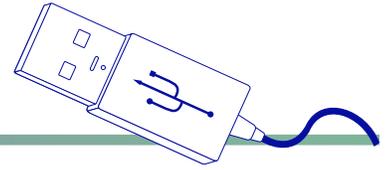
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MJD Laptop & PC Repair

MISSION STATEMENT



Our Mission

MJD Laptop & PC Repair strives to be a reliable resource for low-cost computer services. Customers can always count on us to be up-to-date with the latest technology, complete repairs and maintenance quickly, upgrade existing computers or laptops, build modern computer systems to current standards, and even repair broken laptops and iDevices. We will get your college student's laptop back on track, ensure your home computer is up to any challenge a family can throw at it, and keep your business system running smoothly. At MJD Laptop & PC Repair, we endeavour to meet our customer expectations with a refreshingly honest approach through an experienced, dependable, and affordable computer service provider that will work with families and businesses alike to suit their budget and needs.

Demographic Target

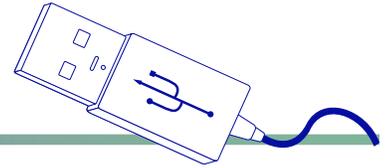
Upon study, we found that women are the most likely customer for any computer repair service. Women are more likely to ask a friend for help first, but also more likely to hire someone to fix their computer or laptop. Men were found more so to try and repair the issue themselves. Due to these findings, we have chosen middle-aged women as our target since they are the most likely to seek assistance with their computer problems. Also, we all know that mothers would most likely want to seek service on behalf of a child or family member while trying to find the most cost effective method to do so. Eventually, we would like to expand on this demographic to include small businesses. *All data findings were provided by statista.com and are available upon request.*

Re-Brand

MJD Laptop & PC Repair was originally known as MJD Consulting, however, we found this name to be ambiguous as to what type of service we provide. After some web related research, we found that the top 3 search results for our type of services on Google.com were "laptop computer repair", "pc repair", and "laptop repair." Also, some research has shown that almost 20% of US company built laptops will require repair each year. Therefore, in order to reduce potential customer confusion and an effort to increase our web presence, MJD Consulting was rebranded to MJD Laptop & PC Repair.

Along with a name change, we have also updated our logo and colors. We decided to keep the blue color, but took it to a nice rich, deep blue that confidently represents our dependability and professionalism; you can always trust us to get your job done in a timely manner. We all know that computers can be frustrating when something isn't working, so we've used a minty fresh green on our name to convey our refreshingly honest demeanour allowing our customers to relax. Lastly, we've chosen a slightly subdued red to accent the most important part of our service because we know that a slightly aggravated potential customer may only give a cursory look at a brand name when things have gone wrong.

MJD Laptop & PC Repair LOGO



Our MJD Logo

Full Color



On dark background



One-Color



On dark background



APPROPRIATE USAGE



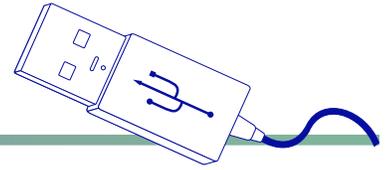
You may use the logo on a white or black background. You may also use the logo on top of 10% Pantone Blue 072 C, Pantone 349 C, or Pantone 7621 C. Must have contrast.

The colors of the logo may not be changed unless using the one-color as shown above.



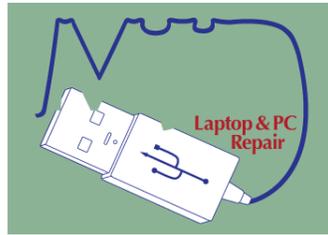
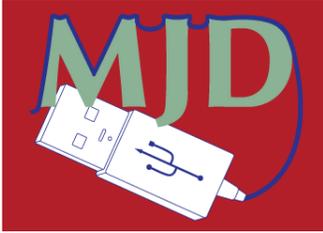
The logo may be displayed together with the web address aligned with the USB element in the colors shown only.

MJD Laptop & PC Repair LOGO



Our MJD Logo

INAPPROPRIATE USAGE



Do not squish, stretch, distort, rotate, or spin the logo in any way.

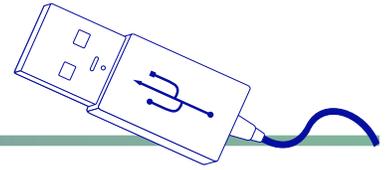
Do not use logo on a background of the same color & value of any color within the logo.



Do not change any color of the logo.



Do not use any non-approved type with the logo.



Logo in Type

M J D Laptop & PC Repair

M J D Laptop & PC Repair

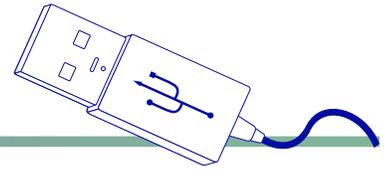
M J D Laptop & PC Repair

When not used within the confines of our logo, “MJD Laptop & PC Repair” is written in Optima Black or Optima Extra Black with the “MJD” always in caps and extra spacing between the letters. “Laptop and Repair” will always be capitalised. “PC” will also be in all caps. The “&” sign must always be shown as an ampersand (use of the word “and” is not permitted). The spacing may be adjusted on “Laptop & PC Repair” to ensure the words flow smoothly and there will not be too much space between the P and the C of PC. The spacing around “&” must be even on both sides. Within body text, the extra spacing between “MJD” may be omitted.

The color may displayed in either the approved Pantone Blue 072 C or Pantone 349 C at 50% (or CMYK/ RGB equivalents depending on media). “MJD” may also appear in a different color than “Laptop & PC Repair” as shown above. Pantone 7621 C is not approved for use when using the logo as type. Black is acceptable when used within body text.

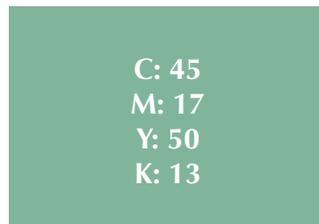
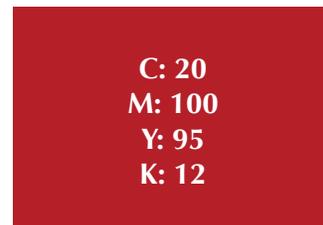
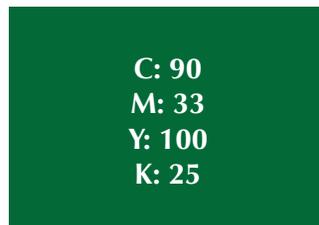
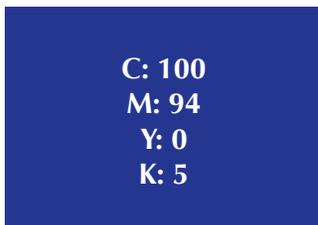
MJD Laptop & PC Repair

COLOR PALETTE

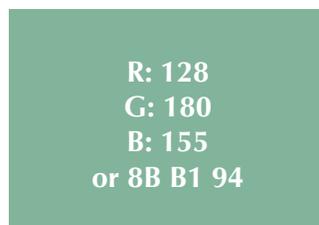
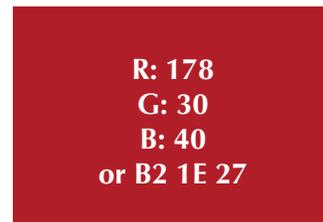
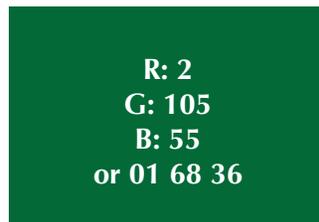


Primary Color Palette

Colors for printed collateral. (Do not attempt to match to screen or printout. Use actual pantone swatch or CMYK build.)

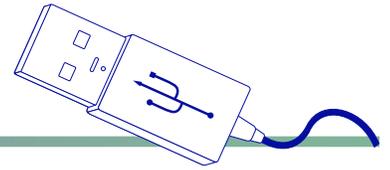


Colors for Web collateral. (Do not attempt to match printout. Use actual RGB build or Web-safe build.)



MJD Laptop & PC Repair

TYPOGRAPHY



SANS SERIF

Optima

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Regular

Regular Italic

Bold Italic

Bold

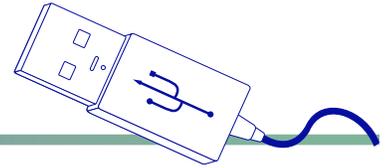
Extra Black

ALL CAPS

- As a note, when the MJD Laptop & PC Repair brand is used in conjunction with another brand, our body type may appear with other fonts approved by the branding guidelines of the partnered company. *Please refer to our USB Flash Drive packaging.* This is the only acceptable use of any font other than Optima within our brand. Any text relevant to MJD Laptop & PC Repair, however, must always appear in Optima.

MJD Laptop & PC Repair

APPROVED GRAPHIC ELEMENTS



Approved Graphic Elements & Guidelines

The following design elements are the only graphical elements permitted to be used with our logo and brand design. All elements displayed within this guideline are approved usages.

Web Address

The MJD Laptop & PC Repair web address is a permissible design element and may be paired with our logo as demonstrated or as a stand-alone feature. When used as an asset, the lettering of the web address must appear in Pantone 349 C at 50% and the “dot” must appear in Pantone 7621 C as shown below. Be mindful of the kerning.



mjdconsulting.us

Red Dot

The “red dot” may be used as a repetitive element when used sparingly for color balance. It is advised to balance it with another approved element of Pantone Blue 72 C or Pantone 349 C at 50%, but it is not required.



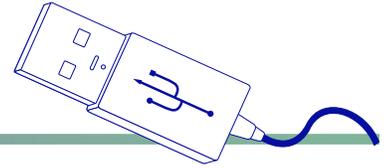
USB Plug & Cable

If the USB plug and/or cable is used, it must appear in Pantone Blue 72 C and the cable should be drawn as if flowing and giving the illusion of movement or waves. The rotation of the USB plug should not be altered unless it is displayed as a stand-alone element on a T-shirt. *Please see our approved T-shirt design.* The USB cable may be used independently of the plug, but must appear only in Pantone Blue 72 C and should be drawn smoothly. The only time the USB Plug or Cable is allowed to appear in Pantone 349 C at 50% is if it is being used on a black or dark background and the Pantone Blue 72 C is too dark and gets lost.



MJD Laptop & PC Repair

COPY



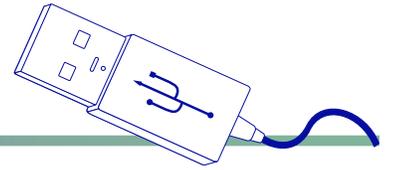
Body Copy & Tone

MJD Laptop & PC Repair is a confident and reliable laptop and computer repair firm, therefore the message should be confident and upbeat, but never overbearing. Positive, reliable, and flexible are the feelings that should be conveyed in a friendly manner.

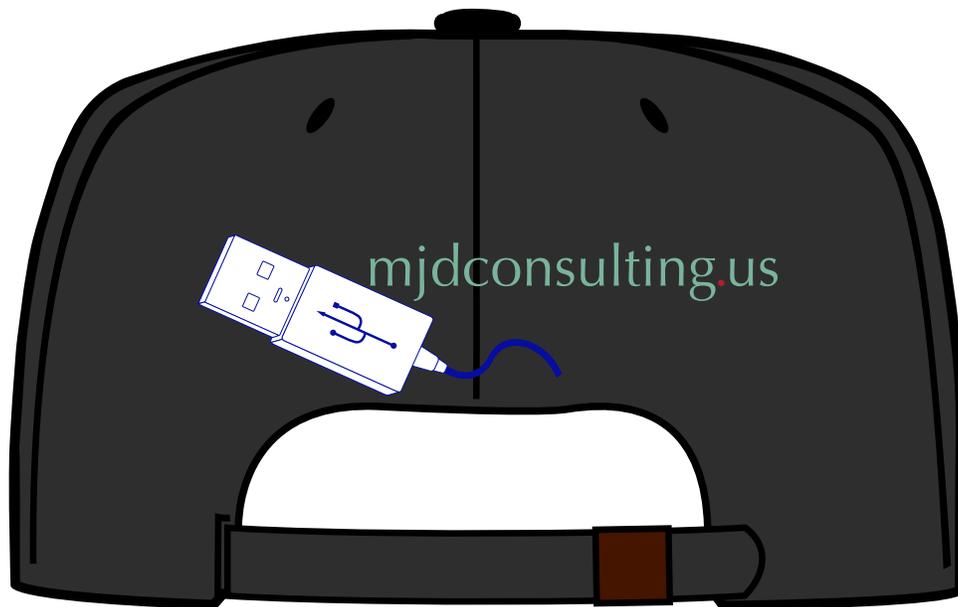
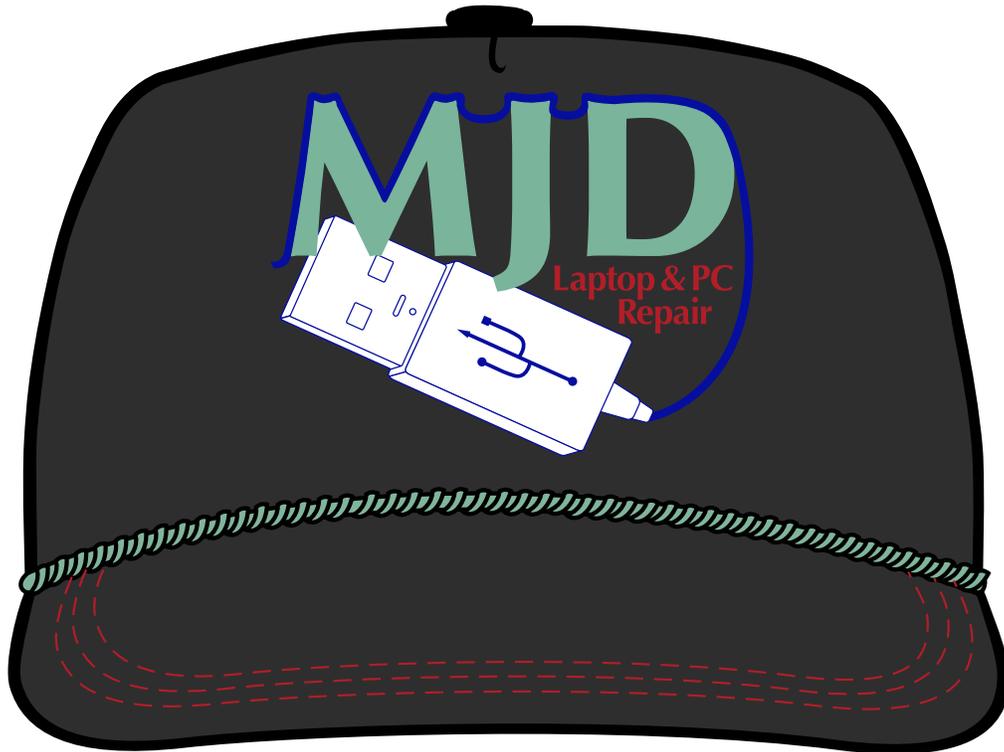
We are a professional company and slang must never be used within body copy. Contractions are acceptable to convey excitement at times, but should be kept to a minimum. Correct grammar and punctuation should be utilized at all times. Due to our diverse customer base, if any text relevant to MJD Laptop & PC Repair is to be used in any language other than English (i.e. Spanish, Chinese, Korean, etc.), we require the same rules to be followed to maintain our company image and professionalism.

MJD Laptop & PC Repair

PROMO MERCHANDISE

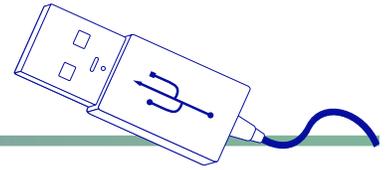


MJD Logo Hat

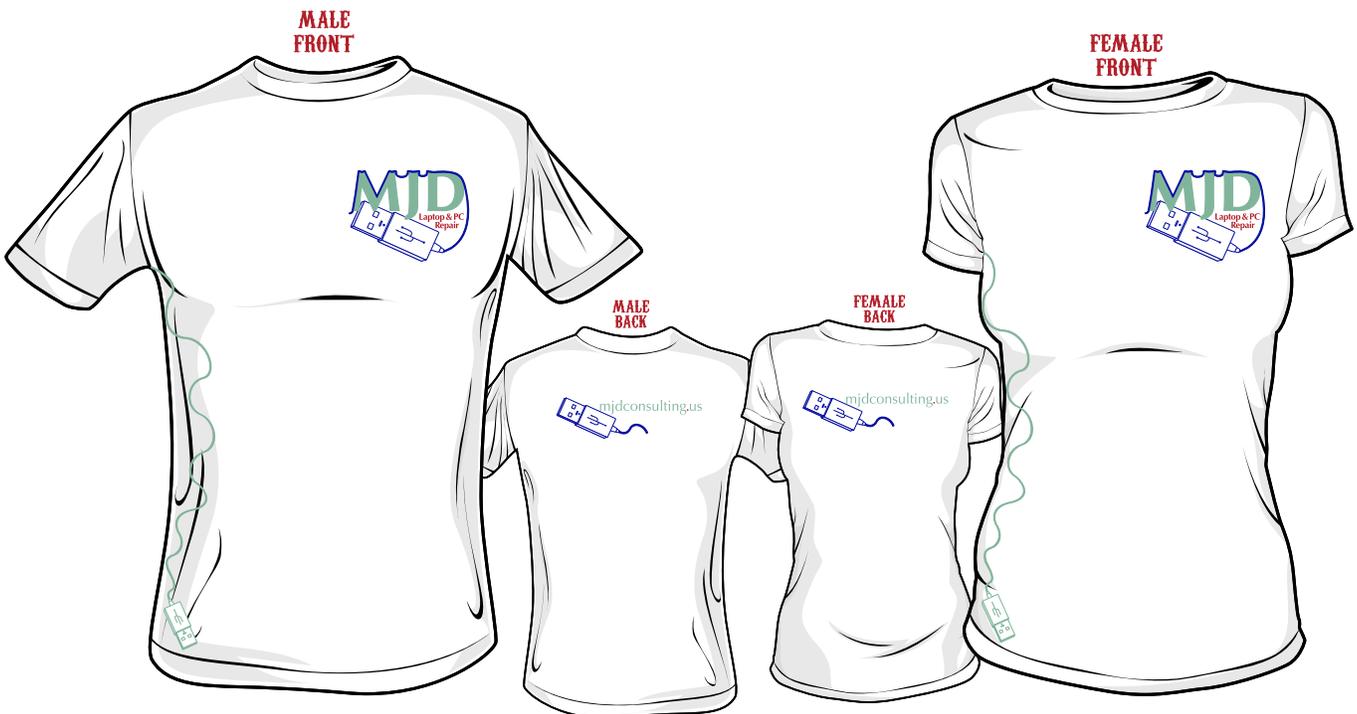


MJD Laptop & PC Repair

PROMO MERCHANDISE

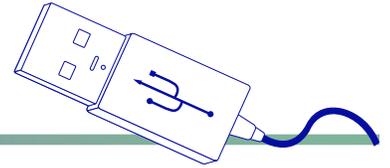


MJD Logo T-shirts



MJD Laptop & PC Repair

BRAND PACKAGING



MJD Branded Laptop & Electronics Shipping Box

