jontok

BRAND GUIDELINES

swipe into jon's world.

Version 1.0 · October 2026

Prepared for Jonathan Harchick by the Jon Network Brand Studio



what jontok stands for

JonTok is Jon's Shorts as a full-screen, swipe-forever feed: kitchen experiments, fix-it projects, hosting stories, art and everyday moments. The brand is a night-time party in a garage workshop: deep night violet, a hit of volt green, and cards that stack and fan like a feed in motion.

the symbol

The JonTok symbol is three fanned vertical cards, the shape of a Short, with a lowercase j on the front card. It shows "the next one is right there" without borrowing any platform's icon.

positioning

For people who love quick, real, slightly chaotic everyday videos, JonTok is the swipe-forever home of Jon's Shorts. Unlike crowded feeds that mix in strangers and ads, every swipe on JonTok is a Jon original, so the next laugh is always one swipe away.



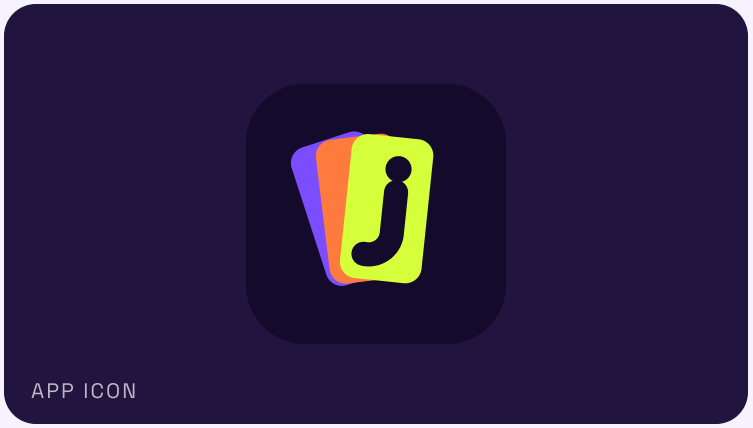
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one system, four pieces



PRIMARY LOGO · ON DARK



APP ICON



PRIMARY LOGO · ON LIGHT



SYMBOL

jontok

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

Swipe j: a single tall volt pill with an oversized lowercase j and a tangerine dot. Minimal and bold for stickers and merch.





concept b

Pulse: rhythm bars in the three brand colors next to the wordmark. Energetic for video intros and music-led content.

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

our colors

Night
HEX #140A2B
RGB 20, 10, 43
Primary background, type on light

Volt
HEX #D4FF3A
RGB 212, 255, 58
Primary brand color, front card, ”tok”

Electric Violet
HEX #7C4DFF
RGB 124, 77, 255
Secondary color, back card, links on light

Tangerine
HEX #FF7A3D
RGB 255, 122, 61
Accent: stickers, badges, energy

Paper
HEX #F6F3FF
RGB 246, 243, 255
Light background, type on dark

Haze
HEX #A99BCF
RGB 169, 155, 207
Secondary text on dark



Approximate balance in layouts. Lead with Night and Volt; use Electric Violet sparingly as the spark.

07 · TYPOGRAPHY

two free typefaces

HEADLINES · UNBOUNDED

aa

swipe into jon's world.

ExtraBold 800 / Bold 700 (lowercase) · Logo wordmark, headlines, stickers
https://fonts.google.com/specimen/Unbounded

BODY · SPACE GROTESK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · ! ? & @

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

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

how jontok sounds

TRAIT	SOUNDS LIKE	NEVER LIKE
Punchy Hook first. Three to seven words wins.	✓ "Bison vs beef. Round one."	✕ "In this video I will be comparing several meats."
Playful Lowercase energy, inside jokes welcome.	✓ "the clumsy batch strikes again"	✕ "Please enjoy this culinary content."
Fast Verbs up front. Cut every spare word.	✓ "Swipe. Laugh. Repeat."	✕ "We hope you will consider swiping."
Real Unpolished is the point. No fake hype.	✓ "It went sideways. Watch anyway."	✕ "The most INSANE video EVER!!!"

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

swipe into jon's world.

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

short. loud. jon.
Alternate 1

keep swiping.
Alternate 2

tiny videos. big kitchen energy.
Alternate 3

one more. okay, one more.
Alternate 4

kitchen lab
Experiments, taste tests, "Court of Beef"

fix-it minute
Repairs, tools and tape

host life
Hosting stories and guest moments

just jon
Everyday clips, art and Talking With Jon cuts

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, darkened or simple photo area



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

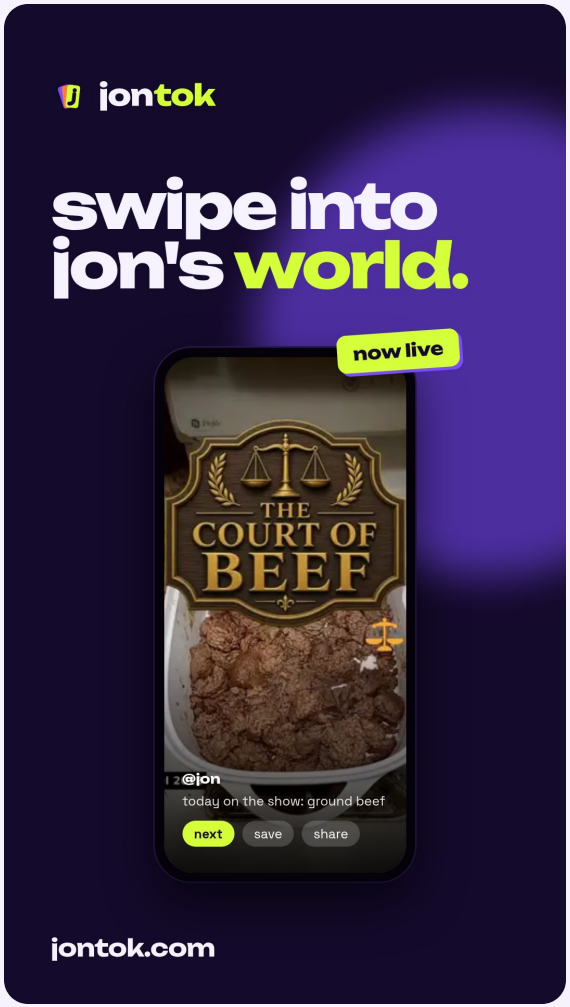
Also don't: redraw or retype the logo, swap the typeface, crowd it inside the clear-space zone, or combine it with other marks.

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.











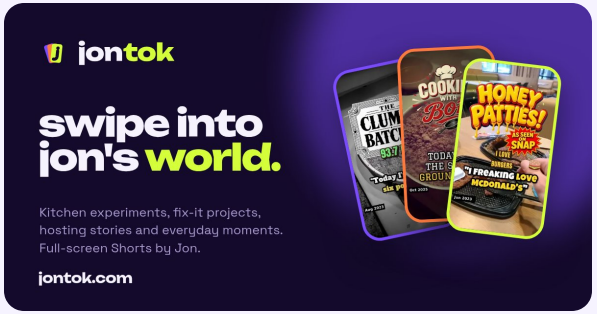
banners and share image



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

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questions about the brand?

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