



 Jolly Daubs

~Brand Booklet~

Table of Contents

Name.....	Page 3
Logo.....	Page 4
Seal.....	Page 5
Colours.....	Page 6
Imagery.....	Page 7
Typography.....	Page 8
Imprint.....	Page 9

No time to read? Our brand in one sentence: "A surreal collection of cheerful, yet mysterious figures, drawn by Irmela Witteberg as vectorised digital compositions."





Name

An Etymology

When asking Irmela Witteberg about her works of art, the closest you would ever get to an explanation was this slightly derisive appellation. And so it stuck, if only for perfectly transporting the odd and cheerful charm her graphics seem to exude.

Daub Away!

"Daub", "Daubs", "daubed" and the like are practically made to be used in catchy phrases and slogans associated with the brand.

Logo

The eye-catching flower emblem in Irmela Wittebergs signature skewed style is lifted straight out of her graphic "Gangsterboss with Lady". It is accompanied by the letters of our brand name tumbling about.

One Style does not fit all

Here are some variations: When a more subtle effect is to be desired, the accent colour may be used likewise. It also looks good on a fond.

When the ink well runs dry

When colour is unavailable for the output medium, a black-and white only variant may be used, do not use grayscale



Jolly Daubs



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Seal

As our graphics are unique, not to say invaluable, we better let others know by stamping an appropriate seal on them. Our seal is the "skewed flower emblem" placed in a ring bearing the words "A genuine 'Jolly Daub' by Irmela Witteberg". While it should do for certificates and contracts, the usage stipulations of the logo apply here also.



But Watermarks are all the Rage!

When the contrast is sufficient and the background in question conforms to our imagery page, why not place logo or seal on it?

Sprinkling the flower emblem here and there by itself may also lighten the mood. Just make sure, that the "real" logo is somewhere close by.

Colours

A warm ambiance of upbeat colours, which still retain a classy and refined look. An outspoken and cheerful radiance, yet with a hint of quaint nobility.

Jolly Daubs Sunflower Orange

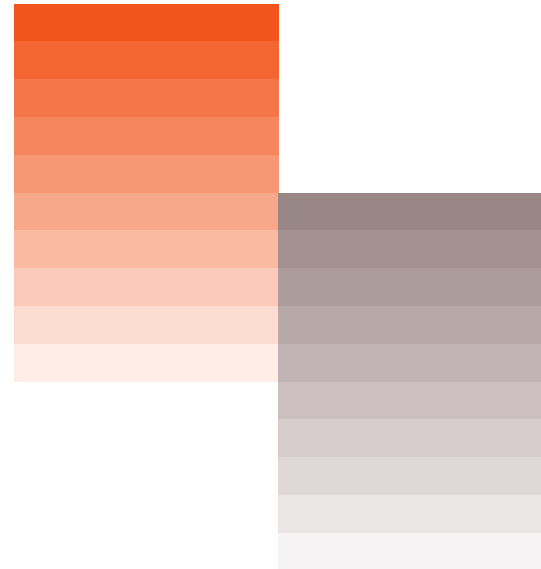
Even small doses set a radiant mood. A main colour!

242R/86G/29B | #F2561D | 0C/61M/84Y/5K

Jolly Daubs Smoke Gray

The more laid-back accent colour. Used quite sparingly.

153R/134G/134B | #998686 | 0C/7M/7Y/40K



Imagery



Vibrant Worlds

The "Clown" and related figures are to be the centre-pieces of the brand. Closely cropped, bright and saturated images yield that dynamic look. Sparkling! Actual photographs are given a digital makeover to bring them in line with the vectorised portfolio.



When walls have to be plastered over...

Irmela Wittebergs figures occasionally make great tilings, too. Might be something for fashion or stationery...

Typography

By virtue of being our own developments, the following fonts will have to communicate all those minor snippets of thought that are not told by our images alone.

Eskamotage Daubs

A whimsical, handlettered typeface with a flowery touch. Reserved for headlines. May be Substituted with an italic Serif when unavailable.

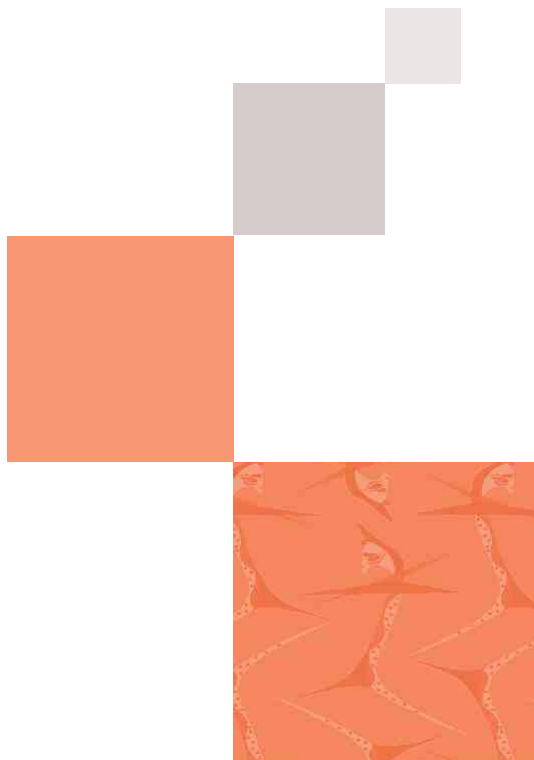
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Eskamotage Dromes

An efficient, geometric typeface for body copy. May be substituted with a similar Sans-Serif when unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Imprint



The "Jolly Daubs" and their brand booklet were brought to you by "Studio Eskamotage - Art and Whimsy".

Visit us at www.eskamotage.org or drop us a line via postoffice@eskamotage.org

Gotten Curious?

Browse through a gallery of cheerful vectorized graphics from the "Jolly Daubs"-Collection online at www.eskamotage.org/fine-art.

All you see here or online can be licenced for your perusal - contact us and order your catalogue.

