



# Brand Guidelines

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# 01

# Introduction

- About Us
- Personality Traits
- Golden Circle
- Purpose, Vision, & Values
- Audience Personas

# About Us

Juno House is where emerging talent gets hands-on with live projects from ambitious businesses. Rebrand? Research? Bold new idea you can't quite pin down yet? Bring us the brief, and we'll assemble the team to deliver it.

Every project is guided by industry mentors, ensuring high-quality outcomes while creating space for new voices to lead. We are creating space for the next generation to lead through live projects, fresh thinking, and impactful results.



# JUNO HOUSE

Suggests community and collaboration.

More fresh and modern than Agency or Collective.

Sounds fresh, zingy, and chic.

Roman and therefore Bath themed as the goddess Juno was the divine protector of the community, providing guidance and security and fostering partnerships. Implies stability.

Juno is also known for her connection with the idea of vital force, the fullness of vital energy, and eternal youthfulness which corresponds with our Confident brand personality trait to bolster local industry with bold, new energy.

# Personality Traits

## **Collaborative**

Fostering meaningful connections to create a community-powered ecosystem.

## **Curious**

Bringing dynamic, creative thinking to everything we do.

## **Confident**

Bolstering local industry with bold, new energy.

# Golden Circle

## Why

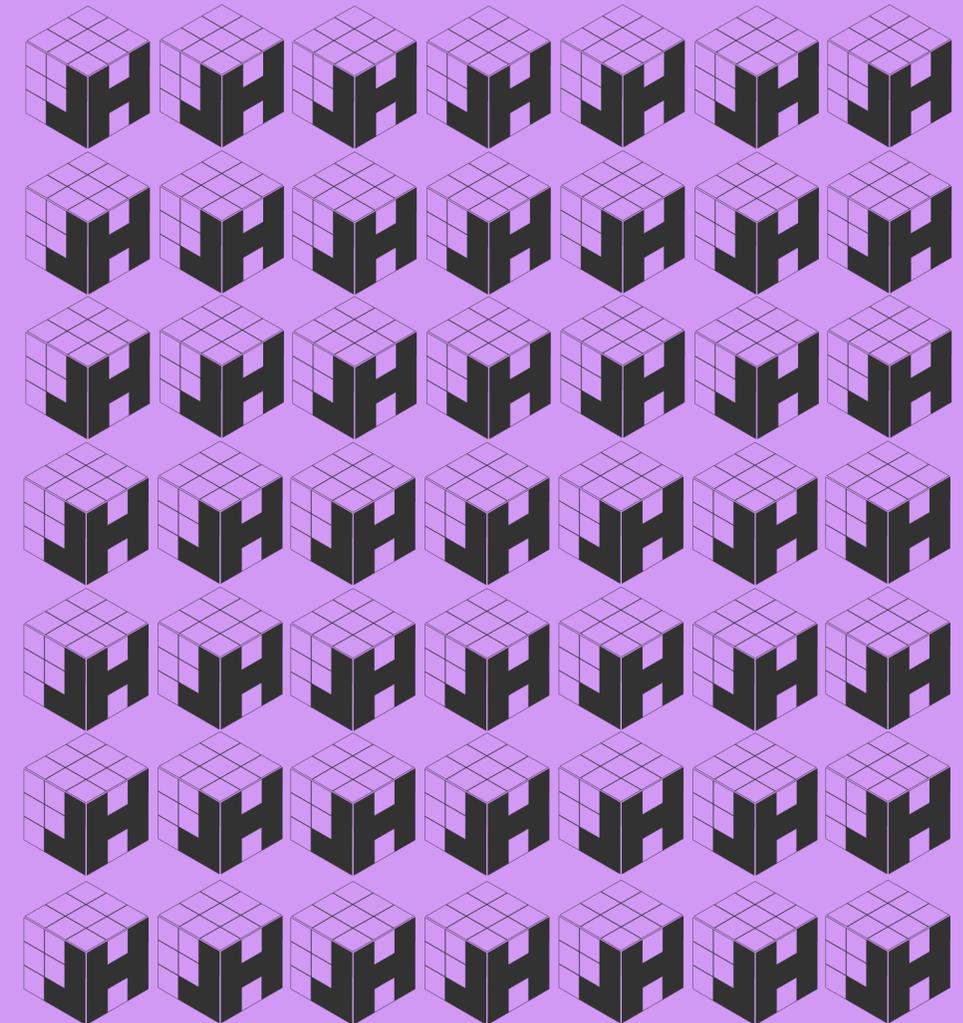
We exist to empower emerging creative talent while helping businesses unlock fresh, design-led solutions to real-world challenges.

## How

We pair student and graduate teams with expert mentors to deliver socially conscious, high-quality work through a collaborative and flexible approach while nurturing the next generation of creative talent.

## What

We provide creative and consultancy services from branding to research delivered by Bath Spa University students and graduates supported by industry experts.



## Purpose

To provide the community with access to fresh talent to solve their problems and create brilliant results.

To bridge the gap between university and career by providing students and graduates with opportunities to complete live briefs.



## Vision

A vibrant, local creative scene bolstered by early-career professionals gaining relevant work experience and strengthen their skills.

## Values

- Professional Creativity
- Championing Talent
- Reliable Integrity
- Community Focused

## Audience Personas

A character that represents Juno House's intended audience, created based on market research. It encapsulates their characteristics, behaviours, and motivations allowing for more focused marketing efforts.



Students / Graduates



Audience	<b>Experienced</b> Students / grads who might take on paid briefs from JH	<b>Inexperienced</b> Students / grads who might take on charity briefs from JH
Their wants	To regularly complete live briefs and earn money using their learned skills.	To acquire real life, relevant experience and develop their portfolio.
Their worries	The instability of working freelance and BSU being a go-between means they earn less money. Lack of connections in niche markets. Our ethics.	Perceived lack of necessary skills and experience. Intimidated by the word 'freelance': what even is freelance? Is it for me?
What would motivate them to engage with JH	The opportunity to easily connect with clients, apply their skills, earn money flexibly, and work with cool brands. Legal and HR handled by BSU. Promising and delivering clients and money.	The opportunity to gain relevant, flexible experience when pivoting in a difficult economy with the support of a mentor and develop a varied portfolio.
What tone would connect with them	Friendly and causal with evidence of knowledge. Student-focused: helpful and genuinely caring. Clear and businesslike.	Approachable. Supportive and encouraging. Openminded. Honest with a positive tone. Clear and straightforward.

University Staff



Audience	<b>Promoters</b> Staff who might refer students or promote JH internally	<b>Clients</b> Staff who might hire JH for work	<b>Academics / Industry Mentors</b> Professionals who might work as a mentor for students / grads on briefs at JH
Their wants	Their students to succeed and thrive in the professional world.	Briefs completed by students / graduates. To hire JH for jobs they never have the time to get around to.	An established, practical process for mentoring students in real-life work. A way to connect to industry projects.
Their worries	The students' integrity and ability. That JH overlaps with other things being delivered by the uni. Detracts from students' focus.	The students' integrity and ability. The ease of the entire process: could be difficult/onerous to work with a new, different university department.	How busy their schedule already is. Being judged based on the quality of their mentee's work. JH treading on existing industry relationships.
What would motivate them to engage with JH	Proof of integrity and quality. An easy way to direct students / clients to JH. Clear link to uni priorities and difference to other work experience opportunities.	Simple admin and decent response rates. The ability to route their department's budget to students / graduates instead of external companies. Clear sense of mutual benefit.	Already being salaried by BSU for a portion of their hours to be spent mentoring. Supporting young talent and own portfolio. Clear support lines for when things go wrong.
What tone would connect with them	Innovative. Confident. Welcoming.	Professional but non-corporate. Visionary. Smart.	Supportive. Inclusive and diverse. Concise.

External Companies



Audience	<b>Clients</b> Businesses or organisations who might hire JH for work
Their wants	Affordable but fresh, ethical, and professional-quality solutions to their problems.
Their worries	The quality of the work and integrity of the 'freelancer'. The ease of the entire process. The generational fear of managing Gen Z / juniors.
What would motivate them to engage with JH	Proof of integrity, quality, and ease of process. Ability to champion early-career professionals and help grow the local creative scene.
What tone would connect with them	Professional but non-corporate. Separate tone / branding from BSU. Bold and energetic.

# Summary & Analysis



**Students /  
Graduates**

Needs opportunities to complete flexible, live briefs either paid or to gain experience with a mentor.



**Uni Staff**

Needs proof of integrity and quality to support, hire, or mentor through JH.



**External  
Companies**

Needs proof of process to hire JH for affordable but fresh, ethical, and professional-quality solutions.

# 02

# Messaging Toolkit

- Tone of Voice
- Strapline & About Us
- Key Marketing Messages
- Do's and Don'ts
- Social Media Story Pillars
- Key Channels & Materials
- FAQs

# Tone of Voice

## Curious

This tone is energetic, imaginative, and explorative.

The voice leans into excitement, originality, and questioning. It will champion young talent as change makers, celebrate possibilities, and encourage discovery.

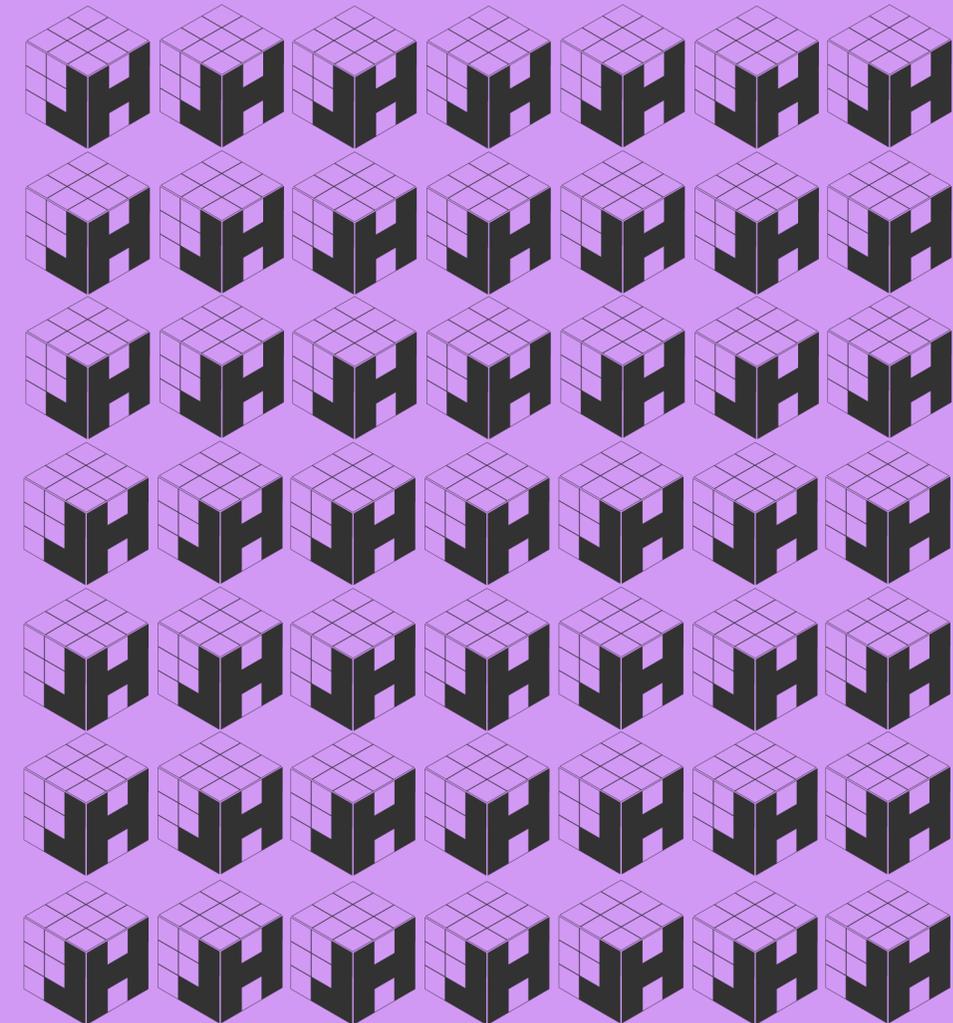
## Key Traits

Curious and energetic

Playful but smart

Visionary and fresh

Juno House sounds like the emerging talent it supports: **curious, inclusive**, and **vibrant**. We speak with energy and empathy, mixing a professional edge with playful exploration. Our brand language is driven by creativity and built on real connection.



# Strapline & About Us

Championing talent,  
powering businesses,  
fostering connections

## Students / Graduates

Juno House is here to shape your career, giving you the opportunity to work on live briefs with local clients. Even better, you'll get paid whilst while you do it! You'll be working alongside an industry mentor professional to guide you through the process, offering you expert tips and tricks.

Whether you're into design, strategy, research, or creative thinking in all its forms, there is space for everyone in Juno House. Build your name, grow your network, and start shaping the future you want.

## University Staff

At Juno House, we believe the best way to prepare our students for the professional world is to involve them in it. We connect Bath Spa University students and graduates with paid, mentored opportunities to work on live briefs, from branding, design, research, and strategy, delivered to a professional standard.

Whether you're looking to refer a student, commission a brief, or mentor emerging talent, we offer a streamlined, supportive process that values your time, champions student growth, and proves what the next generation is capable of. Help us to unlock the next generation of emerging talent.

## Externals

At Juno House, we connect the freshest talent to organisations looking for a solution. Guided by industry professional, our emerging talent are here to solve your problems with bold, unexpected ways to move your business forward. Juno House covers recruitment, so you can focus on the results.

Whether it's branding, design, or research-led work, Juno House brings fresh thinking to every kind of brief. At Juno House, work with the future, while shaping it.

# Key Marketing Messages

## Students / Graduates

- What if you could get paid to do work that actually fits your future? Juno House helps you do exactly that: work with purpose, aligned to your big ambitions.
- You'll dive into live projects with forward-thinking companies, building a portfolio that evolves with your ideas.
- What if your side project became your stepping stone? With live projects, paid experiences, and a team that believes in doing things differently.
- At Juno House, don't wait to get your foot in the door. Build your name, your network, and your next move from day one.

## Externals

- This isn't just about jobs, it's about shaping the local creative scene.
- Get cutting-edge creative solutions at start-up prices, powered by early-career talent and guided by professional experts.
- At Juno House, our creative experts team up with emerging talent to explore fresh, unexpected ways to move your business forward.
- You've got a problem, but you don't have to solve it alone. Juno House brings the fresh energy, thinking, and structure to make it happen.
- Juno House gives you access to creative talent that's bold, diverse, and fully supported so you can focus on results, not recruitment.
- Work with the future, while shaping it.

## University Staff

- Your students have the talent. Juno House gives them the structure and support to deliver.
- Professional work, student powered. Our process ensures the results are polished, practical, and proudly in-house.
- The next wave of creative talent is already here. Let them take the brief, backed by structure and expert mentorship.
- We get it, you're busy. That's why Juno House mentoring fits around your schedule, not the other way around.
- Back your students with bold industry experience: Juno House mentoring is structured, inclusive, and designed for real impact.
- Help shape the next generation of fresh, emerging talent.
- Be part of something bigger: where students thrive, industry connects, and your mentorship truly matters.

## Student Audience Do's & Don'ts

### Do...

- Use a warm, student-first tone
- Be clear and direct about what's on offer
- Use energetic, concise messaging with visual clarity
- Be transparent and encouraging
- Celebrate success and progression
- Sound real, human, and relatable

### Don't...

- Use overly formal or academic language
- Be vague about process or expectations
- Use ambiguous or over-designed visuals

## Staff Audience Do's & Don'ts

### Do...

- Lead with practical benefits and outcomes
- Use concise, confident, and benefit-led language
- Show strategic alignment clearly
- Build trust through professionalism
- Include evidence or case studies where possible

### Don't...

- Use informal or overly casual language
- Oversell or create admin ambiguity
- Undermine staff control or expertise
- Present Juno House as competing with other university initiatives

# Social Media Story Pillars

## 1. Portfolios & Case Studies

- Clear, clutter-free storytelling
- Builds trust through evidence and social proof
- Fits modern minimalist aesthetic

## 2. Meet the Talent

- Humanises the brand
- Builds trust and familiarity
- Avoids the "faceless agency" feel

## 3. Behind the Brief

- Transparent, educational storytelling of the creative process
- Shows problem-solving ability and resilience
- Elevates our professionalism and expertise

## 4. Community & Events

- Celebrates collaboration and local partnerships
- Strengthens our position as a community hub
- Shares impact through relatable, people-focused stories

## 5. Consultancy Confidence & Resources

- Practical, value-led content to empower early freelancers
- Builds brand loyalty through helpful, shareable insights
- Positions us as a trusted mentor and guide

## 6. Values & Purpose

- Purpose-drive storytelling rooted in inclusivity and ethics
- Deepens emotional connection and trust
- Aligns with progressive, socially conscious audiences

# Key Channels

## Website

Launch content, live briefs, case studies, and consultancy resources.

## Instagram

Student takeovers, project reels, and values series,

## LinkedIn

Thought leadership and B2B credibility.

## Internal University Platforms

Launch content, news posts, and get involved CTAs

## Local Press & Community

Launch content, news posts, and get involved CTAs

## In-Person Events

Events, workshops, flyers, and pop-ups.

# Materials

## Social Media Templates

Carousels, reels, and stories.

## Case Study Template

Before/After visuals, statistics, and testimonials.

## Launch Video or Animated Intro

Showcase visuals and introduce Juno House.

## Posters & Flyers

For campus and in-person events.

## Intro Slide Decks

For students and university staff.



## FAQs

### General Questions

1. What is Juno House?
2. What services do Juno House offer?
3. Why work with Juno House?

### Student/Grad Questions

1. What kind of work will I do?
2. How much will I get paid?
3. How do I get involved?
4. What support will I get?
5. Do I need to have experience?

### Uni Staff Questions

1. How can I support Juno House?
2. How does mentoring work?
3. Can my department work with Juno House?
4. I'm short on time. Can I still get involved?
5. Is the quality of work reliable?
6. I have a project I would like students to work on. How do I submit the brief?

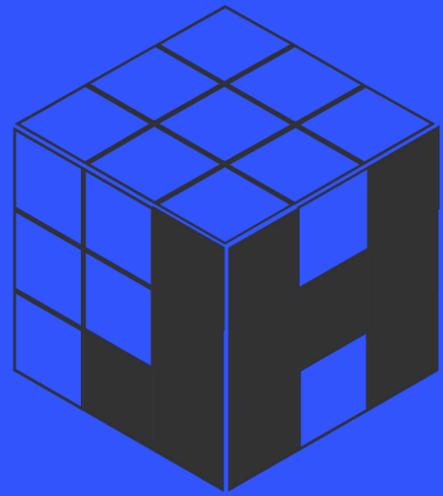
### External Client Questions

1. Why work with students & graduates?
2. What types of projects do you take on?
3. How is the process managed?
4. Is it affordable?
5. How do I submit a brief or start a conversation?
6. Is the quality of work reliable?

# 03

# Logo

- Main Logo
- Logo Construction
- Primary Logo
- Secondary Logo
- Logo Mark
- Clear Space
- Do's and Don'ts
- Collab Lockups

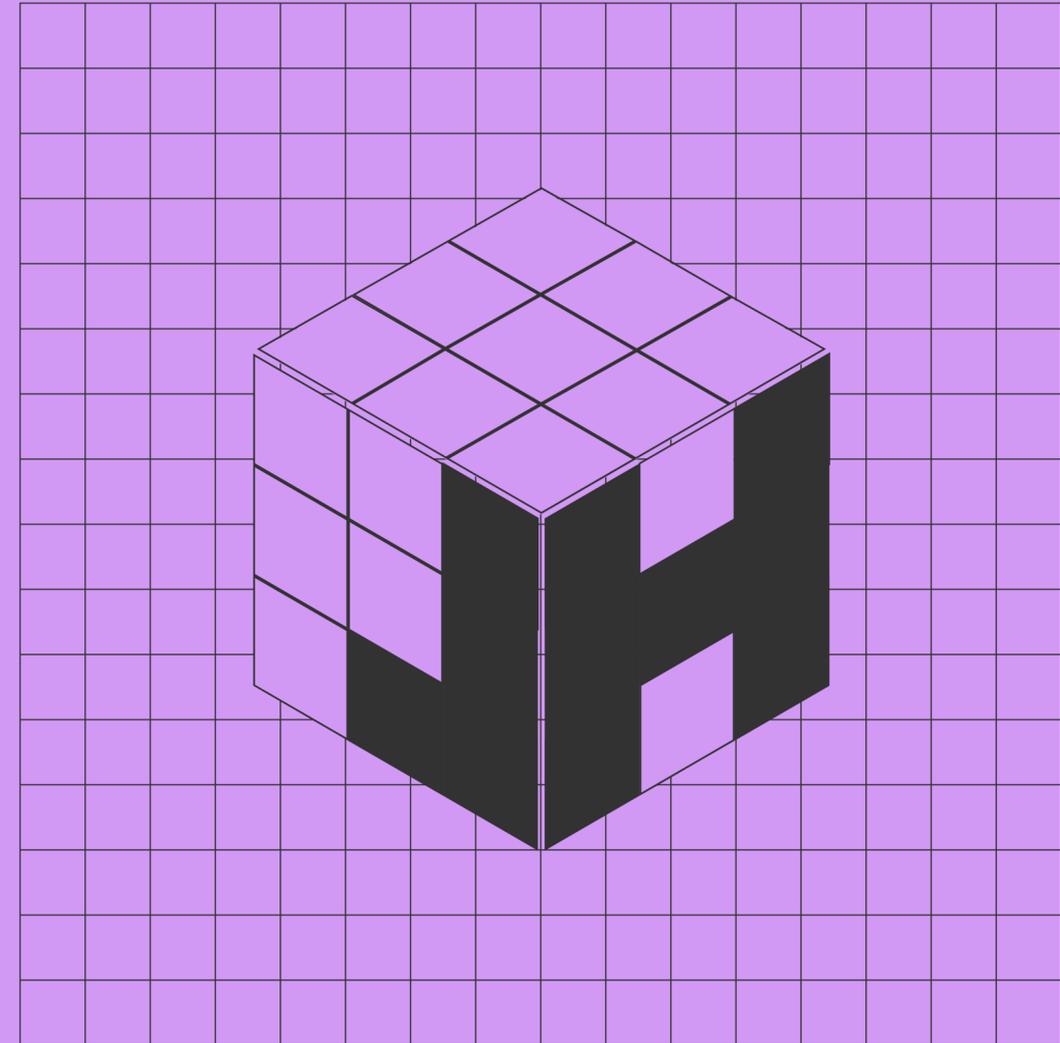


# JUNO HOUSE

# Logo Construction

Juno held many significant and diverse epithets which is in line with a freelance-style agency that can provide a large variety of services.

Similar to how a brick is a house in its early form, a puzzle cube, through countless combinations, unleashes a world of possibilities. At Juno House, we tailor ourselves to our partners' needs.



## Primary Logo

Primary logo usage is recommended where Juno House is mentioned for the first time, both in visual and in text. It can also act as a watermark for horizontal outputs, such as email headers, blog post entries, video thumbnails, or cover photos.

If there are no specifications, always use the primary logo.



## Secondary Logo

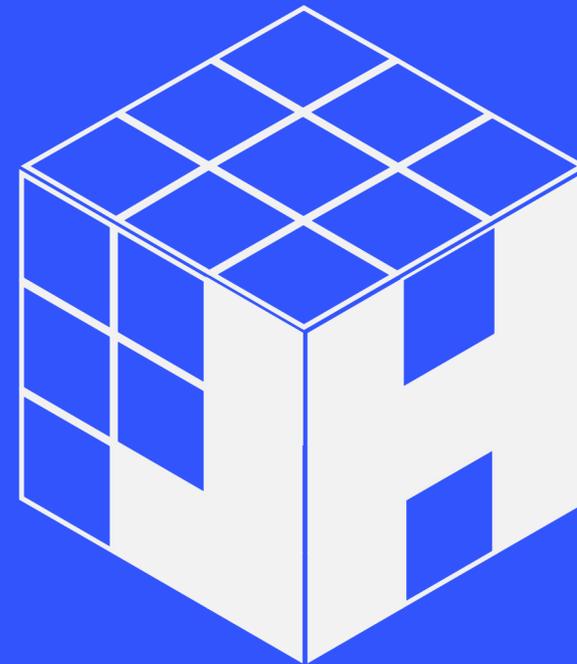
Secondary logo can be utilized for space restrictions. It can well substitute the primary logo in vertical outputs, such as social media.

Both primary and secondary logo can be employed interchangeably in collaboration lockups, depending on the participating brand's identity. For more details, please see our Collaboration Lockups.

The logo for JUNO HOUSE is displayed in two lines. The top line features the word "JUNO" in a bold, black, sans-serif font. The bottom line features the word "HOUSE" in a white, outlined, sans-serif font, positioned directly below "JUNO".

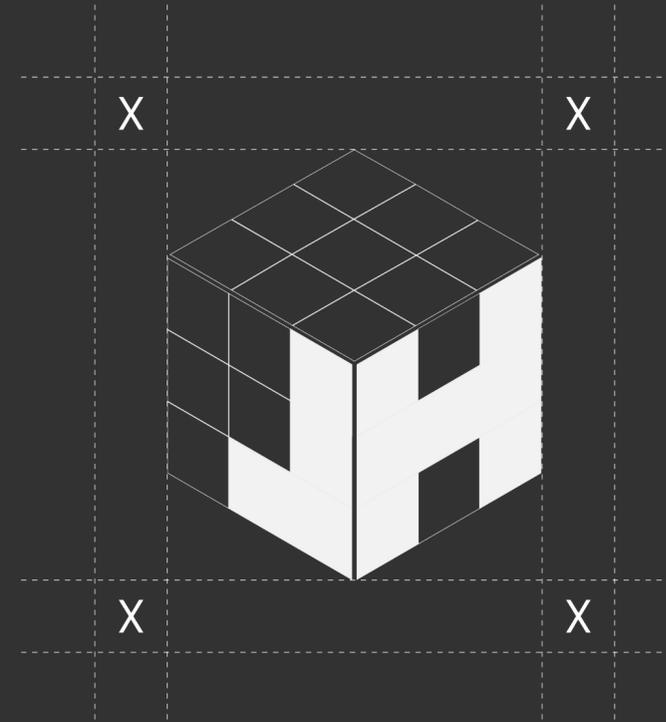
# Logo Mark

Logo mark can only co-exist with Juno House clearly stated in copy. Please do not use the logo mark exclusively, especially in earlier stages.



# Clear Space

A minimum space of x is required surrounding the logo, no matter what form it is in.



# Do's and Don'ts

Please refrain from these incorrect applications.

The correct logo has 'Juno' filled, 'House' in strokes, and there should be no lines in the JH initials on the cube.

Please do not put the logo on a background with low contrast.



Please do not rotate the logo.



Please do not adjust the logo's fill/stroke.



Please do not stretch the logo.





x

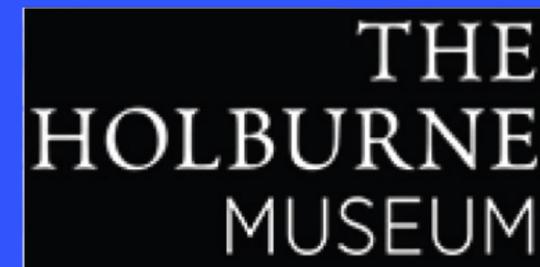


## Collab Lockups

The primary logo is for collaborating with one other partner only.

When more partners are present, please opt for the secondary logo.

Please do not use our logo mark for collaboration lockups.



# 04

# Colours

- Primary Colours
- Secondary Colours
- Do's and Don'ts

# Primary Colours

Our primary colours are reduced to a minimum to maintain timelessness and high utility. They are also tailored not to stark too much of a contrast to our secondary colours.

Juno House's primary colours should be the go-to option in print.

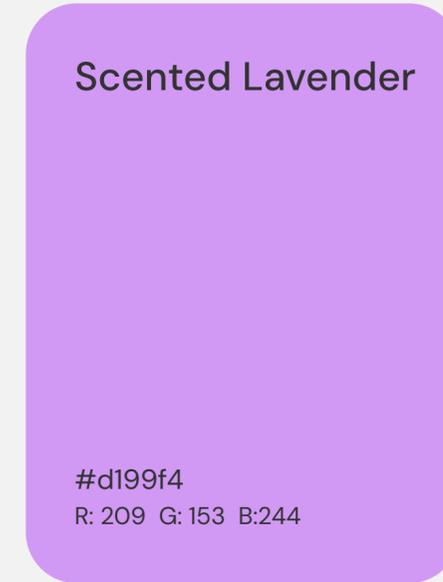
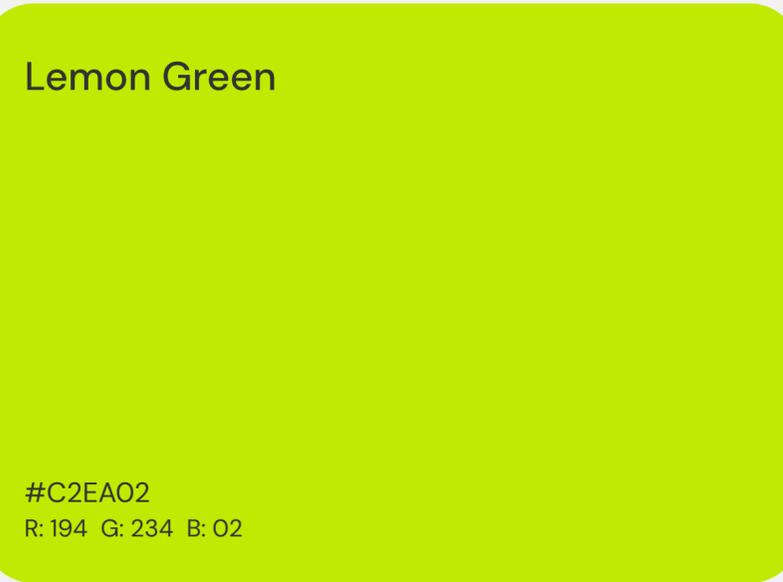


# Secondary Colours

Our secondary colours are to be used for emphasis on our digital presence. They can act as backgrounds to black and white text and/or as vivid tints against a monotonous canvas.

Lemon Green / Royal Blue should be prioritised at all times compared to Scented Lavender.

They are not to be used in printed materials.



# Do's and Don'ts

Secondary colours should be used sparingly, to be paired with one of the greyscale tones to maintain legibility,



# 05

# Typography

- Primary Typography
- Secondary Typography
- Copy Hierarchy

# Primary Font

DM Sans is to be prioritised in our communication. Its variable weight aligns well with our targeted versatility.

With assured legibility even at smaller sizes, DM Sans can be used as both headers and body texts.



## DM Sans

**Bold**

Medium

Light

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 % \$ @

# Secondary Font

Obviously is our secondary font. It is to be used in all caps for headers only, as its curvy nature compared to DM Sans is more difficult to read at a distance. There is also an exception of italicized Obviously for sub-headers, to be demonstrated in the next slide.

If you plan to use Obviously at any other weight than the ones listed, please consult with our brand team.



**Obviously**

A B C D E F G H I J K L M N O P Q R S T U V W  
X Y Z

**Cond Semibold**

*Narrow Italic*

*a b c d e f g h i j k l m n o p q r s  
t u v w x y z*

0 1 2 3 4 5 6 7 8 9 % \$ @

## Copy Hierarchy

Headlines (Obviously Cond Semibold) should be all caps, at smallest 1.5–2x the size of sub-headlines (Obviously Narrow Italic) to establish a clear contrast.

DM Sans can also apply for headlines/sub-headlines using the same principles. Always make sure the copy are at least 02 weights apart (ex. Bold/Medium, Bold/Light, do not combine Bold and Semibold).

Body text (DM Sans only) can be more flexible in sizes, as long as they're less than half the size of sub-headlines. However, for social platforms, they must be a minimum of 30pt in size to maintain legibility. Never centre-aligned the body text.

Whilst using Adobe Express, please make sure the leading is set to 1.72 line spacing and 10 paragraph spacing.

**THIS IS A HEADLINE.**

*(This is a sub-headline.)*

This can be the body text.

\*This can be the legal copy.

Obviously Cond Semibold

Tracking -25

Left-aligned/Centred

Obviously Narrow Italic

Tracking -50

Left-aligned/Centred

DM Sans Light

Tracking -50

Left-aligned/Right aligned

DM Sans Light

Tracking 0

Left-aligned/Right aligned

# 06

# Imagery

- Illustrations
- Photography

## Illustrations

We prioritise illustrations rather than stock images as our core imagery. Where we yet to have photographs, we fill the visuals with 2D characters from [our library](#), retouched to our colours to stay on brand.

Should we use up our current selection, we can access more of the same lines [here](#). To make the characters consistent, please remove eyes from all graphics,.



# Photography

Our organic feed should highlight our personality (your most connected, enthusiastic coworker), inspire our followers to feel confident, and above all, bring humanity to the brand by being honest.

Our social photography should resonate with our audience on a human level—that does not equal having subjects spotting camera at all times. Candid photographs capturing the essence of what we do works best.



# 07

# Mock-ups

- Signage
- Poster
- Website
- Instagram Grid
- Business Cards
- Tote Bag
- Stickers
- Pull-Up Banner/Flag
- T-Shirt



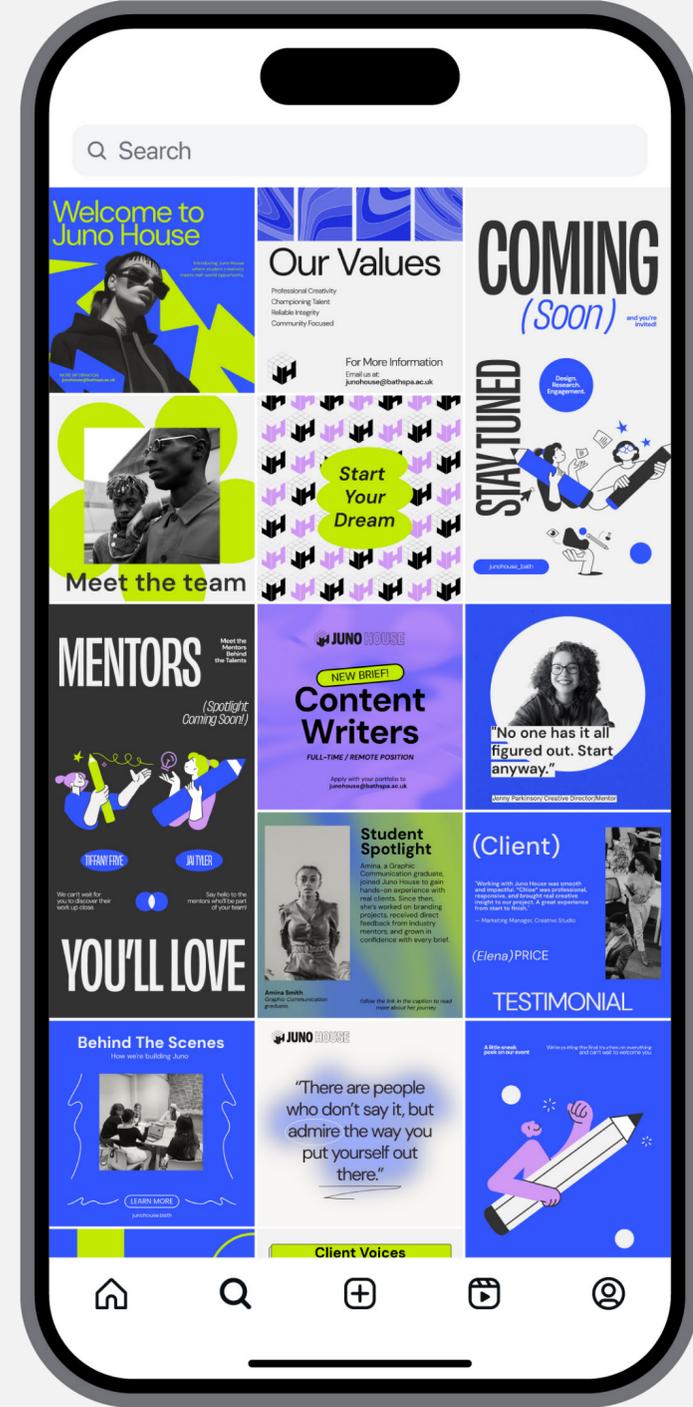
Guidelines



# Guidelines



# Guidelines



Guidelines



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**JUNO HOUSE**  
Design • Research • Engagement



**JUNO HOUSE**  
Design • Research • Engagement

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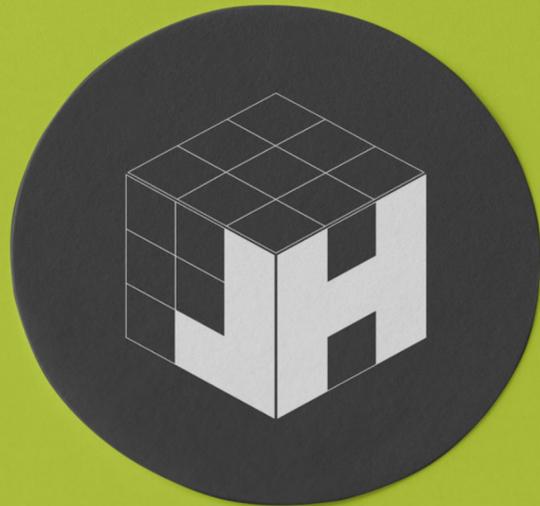


**JUNO HOUSE**  
Design • Research • Engagement

**Maria Militaru**  
Brand Strategist  
Juno House

Guidelines







**TALENT**

**Sign-up**  
Become a Juno House member by telling us your speciality, skills, and experience.

**Apply for briefs**  
From bold design briefs to research and strategy projects, you'll work with local clients who are ready for fresh thinking.

**BRIEF**

**Submit a brief**  
Tell us about your project, your budget, what you need done, and your timeline. We'll handle the recruitment and management.

**Sit back**  
Sit back and wait for Bath Spa's fresh talent to produce your outcome.

**MENTOR**

**Sign-up**  
Become a Juno House mentor by telling us your speciality and schedule.

**Guide on briefs**  
Bring industry insight, creative direction, and that all-important reassurance to clients while championing students.



Guidelines

