



BRAND STYLE GUIDE

01

Concept

A three-phase thought process traces the mark from name-and-code roots, through selecting initials and “0”, to the finalized logo. The green accent conveys focus, with a subtle nod to terminal aesthetics.

IDEATION

Peter Jung

10110111

REDUCTION

PJ

0

CONSTRUCTION



Logo Variants

Prefer the logo on a dark colour scheme. If placed on a light neutral background, use the light variant of the logo.

On saturated dark (light) backgrounds, use the light (dark) monochrome logo variant for maximum contrast. Reserve the green accent variant for low-saturation or neutral fields.



Logo Guidelines

Numbers indicate dimensions in multiples of the unit stroke width. Maintain clear space equal to 2× the unit width on all sides, measured from the logo's bounding rectangle.



Follow the rules below when applying the logo in any medium. They define allowed and prohibited treatments to preserve brand integrity across all applications.



Do NOT stretch the logo.



Do NOT rotate the logo.



Do NOT invert the colours of the logo.



Do NOT flip the logo.



Do NOT dissect the logo.



Do NOT use the logo in a sentence.

Colour Palette

Use the single primary accent colour with the four neutral tones as specified to maintain consistent contrast on light and dark backgrounds. Do not change hue, saturation, or opacity.

| Name | Electric Green | Gallery White | Slate Grey | Cannon Grey | Eerie Black |
|------|----------------|---------------|------------|-------------|-------------|
| CMYK | 97 0 97 0 | 0 0 0 7 | 2 1 0 66 | 6 3 0 87 | 0 0 0 88 |
| RGB | 8 225 8 | 238 238 238 | 84 85 86 | 32 33 34 | 30 30 30 |
| HEX | #08FF08 | #EEEEEE | #545556 | #202122 | #1E1E1E |

Typography

Set all brand text in Monograf, the monospaced, fully-kerned family, using the approved weights to maintain a consistent grid rhythm.

MONOGRAF REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

MONOGRAF BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

MONOGRAF TEXT REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

MONOGRAF TEXT BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

A custom two-character fontset containing only “0” and “1” is reserved exclusively for layouts where the logo is embedded within a grid of these characters.

CUSTOM BITS

01

Business Card

The business card presents contact details as a JSON object with neutral keys and accent-colored values for clear hierarchy.

BACK



FRONT

```
1 // business_card.json
2
3 {
4   "name":      "Peter Jung",
5   "phone":     "+65 XXXX XXXX",
6   "address":   "XX XXXX XXXX",
7   "email":     "XXXX@XXXX.com",
8   "instagram": "@XXXXXXXXX",
9 }
10
11
```

Resume

This resume demonstrates the style guide in practice: Monograf on a strict grid, one accent for name and icons, neutrals for body text.



Peter Jung

phone: +65 XXXX XXXX linkedin: XXXXXXXX
email: XXXX@XXXX.com location: Singapore

PROFILE

Passionate about software engineering and clean, accessible design. Systems thinker who blends HCI principles, clear communication, and high ownership to build beautiful, performant products.

EDUCATION

National University of Singapore

Bachelor of Computing (Honours), Computer Science

→ Relevant coursework: Course 1, Course 2, Course 3, Course 4

EXPERIENCE

Company A

Position X, Department Y

→ Detail 1 about experience, Detail 2 about experience

→ Detail 3 about experience, Detail 4 about experience

Singapore

XXX 20XX - XXX 20XX

Company B

Position Z, Department W

→ Detail 1 about experience, Detail 2 about experience

→ Detail 3 about experience, Detail 4 about experience

Singapore

XXX 20XX - XXX 20XX

PROJECTS

Project A

Position X

→ Detail 1 about project, Detail 2 about project

→ Detail 3 about project, Detail 4 about project

Project B

Position Y

→ Detail 1 about project, Detail 2 about project

→ Detail 3 about project, Detail 4 about project

SKILLS

Programming

Python + + + + + + + + + +

Java + + + + + + + + + +

TypeScript + + + + + + + + + +

Swift + + + + + + + + + +

Languages

English Native proficiency

Korean Native proficiency