



JON NETWORK BRAND STUDIO PRESENTS

The Jon Network

Brand identity and launch package for JonsTube, JonTok and InstaJon
Prepared for Jonathan Harchick · October 2026

THE BRIEF

One creator. Three sites. Each needs its own face.

JonsTube

The home for every Jon video: five channels, the Shorts and Talking With Jon, with search, history and fun extras.

JonTok

A full-screen, swipe-forever vertical feed of Jon's Shorts.

InstaJon

A cozy, photo-album style feed and grid of Jon's everyday videos.

WHAT WE WERE ASKED FOR

- Professional logos, wordmarks and app icons
- Brand guidelines, social kits, press one-sheets
- A 30-day launch plan for each site

GROUND RULES

- 100% original marks: no platform logos, trade dress or signature gradients
- Three distinct looks, one family feeling
- Mainstream, general-audience and friendly

A family, not a template

01

Every mark is a J

Each symbol hides Jon's initial in a different way: a J holding a play button, a j on a stack of vertical cards, an italic J inside an instant photo.

02

Each owns a color world

Midnight and Tube Blue. Night violet and Volt. Cream, Deep Teal and Sunflower. No shared primary color, so the three never blur together.

03

Each has its own voice

Friendly-wry studio host. Punchy lowercase party. Warm editorial caption. Distinct type pairings carry the difference.

The family link is a shared endorsement line, "Part of the Jon Network", plus the J-story in every symbol and the shared "Jon's sites" footer that already connects the three sites.

Three brands, side by side



THE HOME

Every Jon video. One home.

Plus Jakarta Sans + Inter



THE FEED

Swipe into Jon's world.

Unbounded + Space Grotesk



THE ALBUM

Everyday Jon, beautifully framed.

Fraunces + DM Sans



BRAND 01



JonTube is the home base for everything Jonathan Harchick makes: five channels, the Shorts and the Talking With Jon series, gathered into one easy, fast, ad-light place to watch. The brand feels like a friendly, well-lit TV studio at night: deep midnight blue, a confident blue "Tube", and a pop of carrot orange.

The JonTube symbol is a bold J whose open counter holds a carrot-orange play button. It says "Jon" and "press play" in one shape, and nods to Jon Eats Carrots without spelling it out.

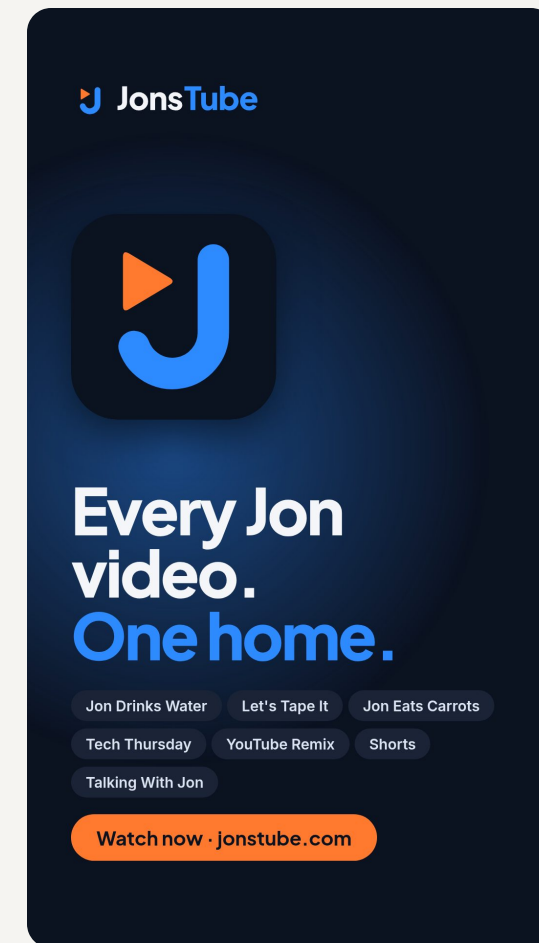
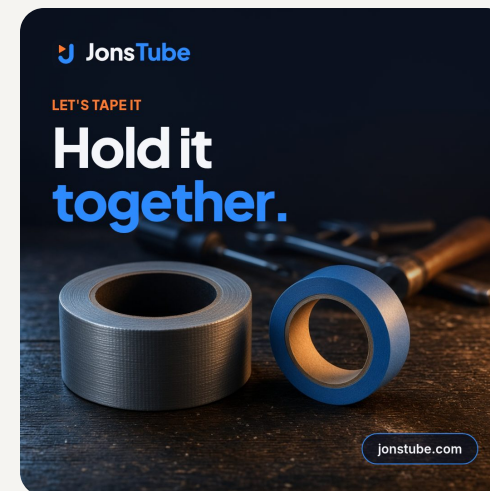
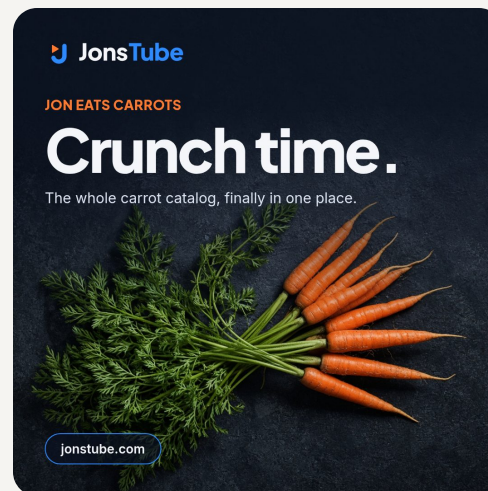
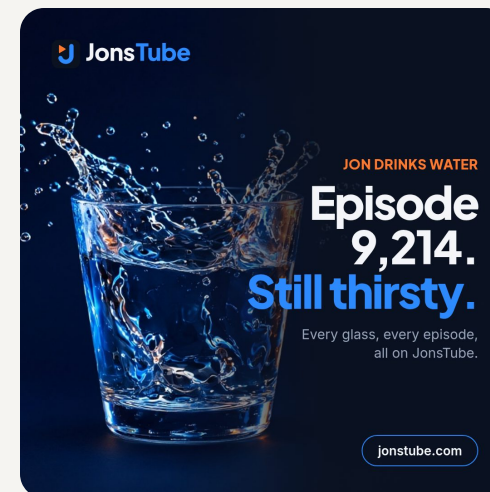


Palette, type and the kit in action

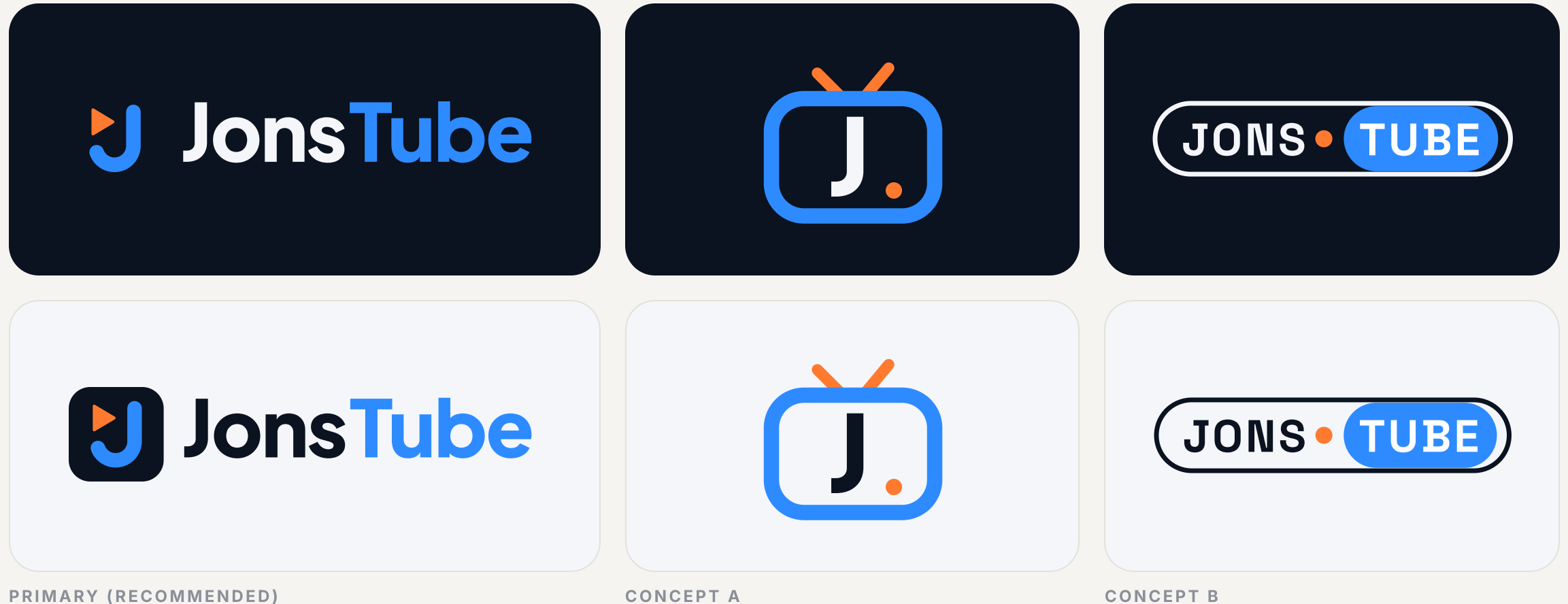
 Midnight #0B1220	 Tube Blue #2E8BFF
 Carrot #FF7A2F	 Sky #7CC4FF
 Cloud #F4F6FA	 Slate #5B6577

Watch. Laugh. Hydrate.

Plus Jakarta Sans / Inter



Primary recommendation, plus two routes



BRAND 02



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 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.

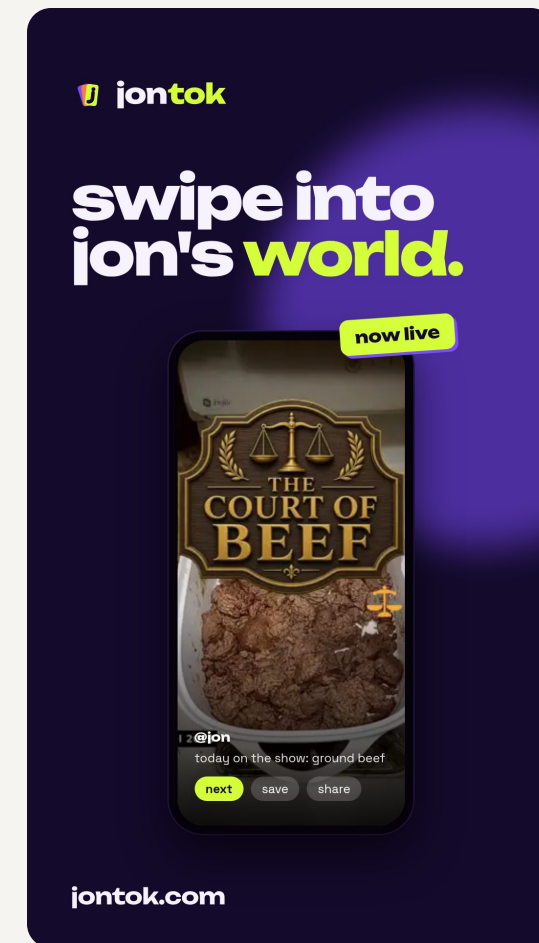


Palette, type and the kit in action

 Night #140A2B	 Volt #D4FF3A
 Electric Violet #7C4DFF	 Tangerine #FF7A3D
 Paper #F6F3FF	 Haze #A99BCF

short. loud. jon.

Unbounded / Space Grotesk



Primary recommendation, plus two routes



PRIMARY (RECOMMENDED)

CONCEPT A

CONCEPT B

BRAND 03



InstaJon is a warm, photo-album style feed and grid of Jon's videos: cooking at home, Bob the Shih Tzu, Talking With Jon and the little moments in between. The brand feels like sunlight on a kitchen table: cream paper, deep teal, a sunflower sun and editorial serif type.

The InstaJon symbol is a tilted instant-photo print. Inside the frame, an italic J sits under a rising sunflower sun. It is a keepsake, not a camera, so it feels personal and avoids any platform look-alike.

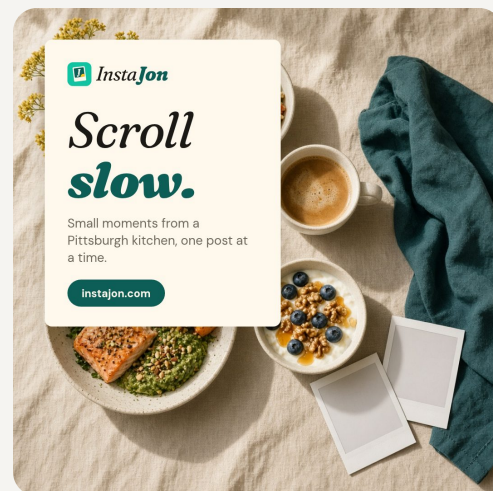
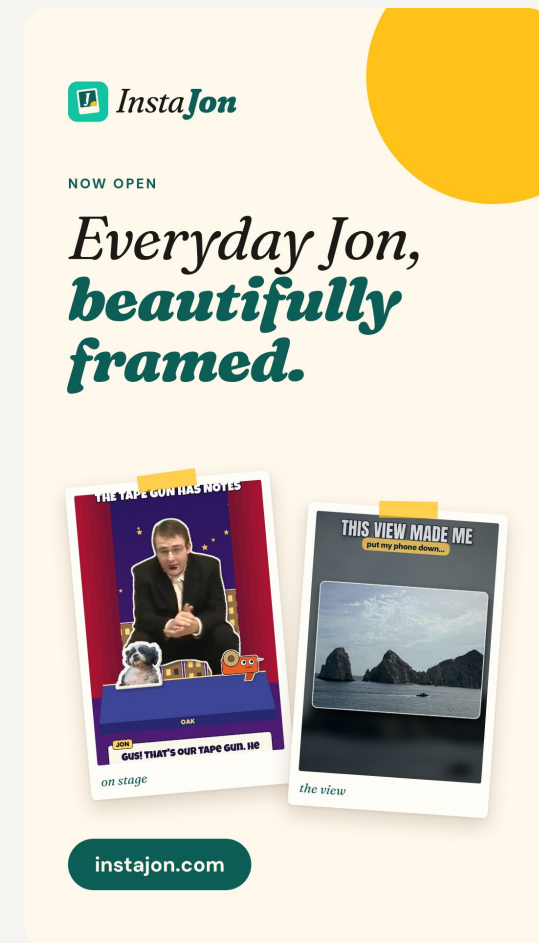
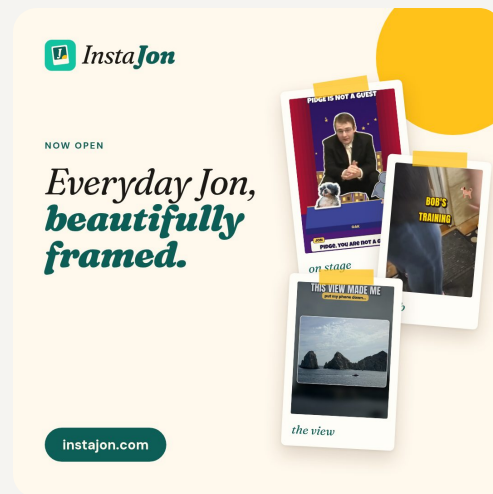


Palette, type and the kit in action

Deep Teal #0E5E58	Mint #13C4A3
Sunflower #FFC21A	Cream #FFF8EC
Ink #1C1A17	Blush #F4B9A0

Life in little frames.

Fraunces / DM Sans



Primary recommendation, plus two routes



PRIMARY (RECOMMENDED)

CONCEPT A

CONCEPT B

How the network connects



Long-form home. Sends Shorts fans to JonTok and everyday moments to InstaJon.



Discovery engine. Every clip ends with "more on jontok.com"; Talking With Jon cuts link to Jonstube.



Cozy keepsake feed for friends and family. Points to Jonstube for full episodes.

SHARED RULES

- Endorsement line on bios and footers: "Part of the Jon Network"
- One cross-promo per site per week (built into each calendar)
- Consistent spelling: Jonstube, JonTok, InstaJon, Talking With Jon

NEVER

- Mix colors between brands in one asset (except network slides like this one)
- Use any platform's logo, icon or signature colors
- Redraw or combine the three symbols into one mark

A staggered week, then 30 days each



Nov 2 · JonsTube

Monday, November 2, 2026
30-day calendar through Dec 1

Days 1–7 · Launch

Announce, swap avatars and banners, pin posts, reply to everyone.



Nov 4 · JonTok

Wednesday, November 4, 2026
30-day calendar through Dec 3

Days 8–21 · Spotlight

A show or feature a day; recurring series; first cross-promos.



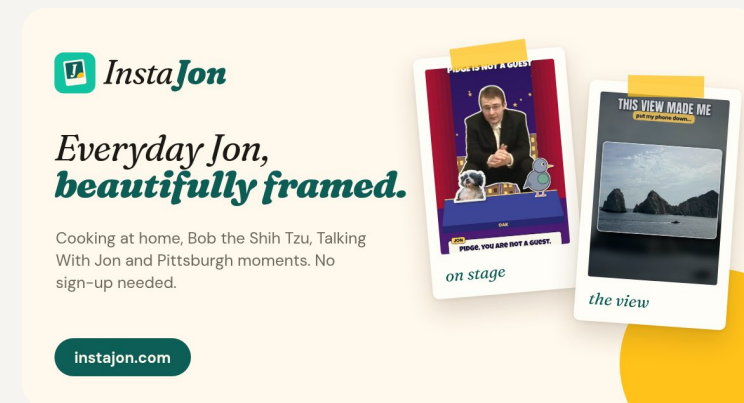
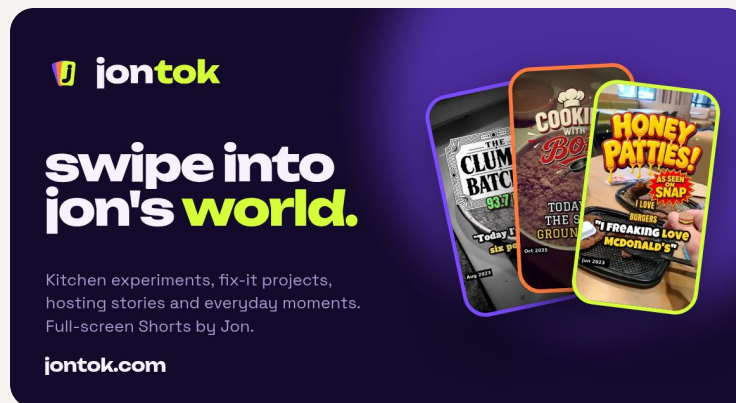
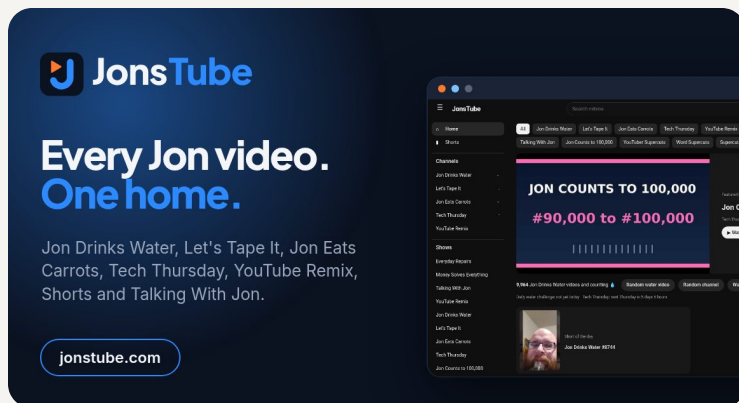
Nov 6 · InstaJon

Friday, November 6, 2026
30-day calendar through Dec 5

Days 22–30 · Habit

How-tos, community prompts, best-of and a 30-day recap.

Ready to post on day one



What's in the package (per brand)

ITEM	CONTENTS	FORMATS
Logos	Primary (dark + light), wordmark, symbol, app icon, 2 alternate concepts	SVG + PNG (transparent, dark, light)
App icons	1024, 512, 192, 180, 48, 32, 16 px, favicon.ico, favicon.svg	PNG / ICO / SVG
Brand guidelines	Logo usage, clear space, palette, type, voice, taglines, do's and don'ts	PDF, 14 pages
Social kit	Profile images, YouTube 2560×1440, X 1500×500, Facebook 1640×624, 4–6 posts 1080 ² , 3 stories 1080×1920, OG 1200×630	PNG
Press one-sheet	One page: what it is, fast facts, creator bio, visuals	PDF
Launch plan	Positioning, audience, pillars, channel roles, 30-day calendar, launch copy, KPIs	PDF + Markdown

Plus this network overview deck and a contact sheet of all three primary logos. Nothing has been deployed to the live sites.

NEXT STEPS

From review to launch

1

Pick the marks

Approve the primary logos or choose an alternate concept for any brand.

2

Tune the words

Confirm taglines, launch copy and the launch dates.

3

Ship the assets

Add the logo and icons to each site, set the OG images and favicons.

4

Go live

Swap avatars and banners, post launch copy, follow the 30-day calendars.



Thank you.

Jon Network Brand Studio · for Jonathan Harchick
jonstube.com · jontok.com · instajon.com