



BRAND GUIDELINES

Every Jon video. One home.

Version 1.0 · October 2026

Prepared for Jonathan Harchick by the Jon Network Brand Studio



What JonsTube stands for

JonsTube 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 symbol

The JonsTube 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.

Positioning

For fans of Jon's channels and anyone who loves wholesome, oddly satisfying everyday videos, JonsTube is the one home for every Jon video. Unlike scattered channel pages, it brings all five channels, the Shorts and Talking With Jon together with fast search, history and milestone features, so there is always something to watch next.



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One system, four pieces



PRIMARY LOGO · ON DARK



APP ICON



PRIMARY LOGO · ON LIGHT



SYMBOL

JonsTube

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



512 px



192 px



180 px



48 px



32 px



16 px

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

Channel Screen: a friendly TV frame with antennae around a bold J and a carrot "power light". Warmer and more nostalgic.



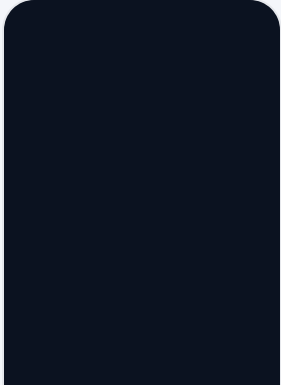
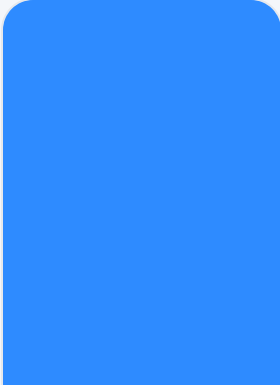
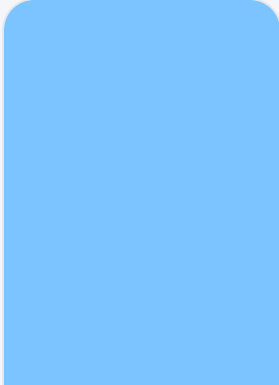
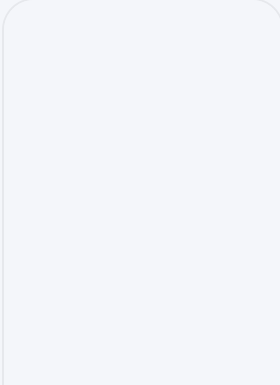
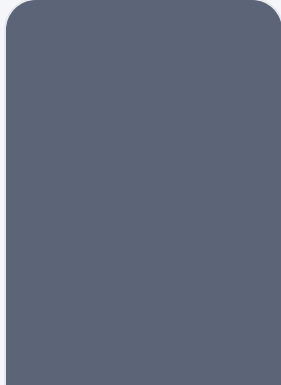
Concept B

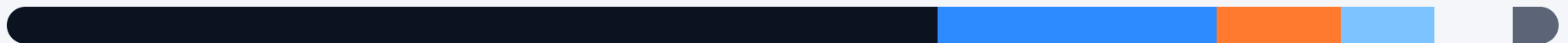
Capsule Wordmark: JONS · TUBE set in Space Grotesk inside a tube-shaped capsule. Typographic and very legible at small sizes.



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

Our colors

					
Midnight HEX #0B1220 RGB 11, 18, 32 Primary background, type on light	Tube Blue HEX #2E8BFF RGB 46, 139, 255 Primary brand color, links, "Tube"	Carrot HEX #FF7A2F RGB 255, 122, 47 Accent: play mark, highlights, CTAs	Sky HEX #7CC4FF RGB 124, 196, 255 Secondary tint, charts, hovers	Cloud HEX #F4F6FA RGB 244, 246, 250 Light background, type on dark	Slate HEX #5B6577 RGB 91, 101, 119 Secondary text, captions



Approximate balance in layouts. Lead with Midnight and Tube Blue; use Carrot sparingly as the spark.

Two free typefaces

HEADLINES · PLUS JAKARTA SANS

Aa

Every Jon video.

ExtraBold 800 / Bold 700 · Logo wordmark, headlines, buttons
<https://fonts.google.com/specimen/Plus+Jakarta+Sans>

BODY · INTER

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · ! ? & @

Regular 400 / Medium 500 / SemiBold 600 · Body
copy, UI, captions
<https://fonts.google.com/specimen/Inter>

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

How JonsTube sounds

TRAIT	SOUNDS LIKE	NEVER LIKE
Friendly We talk like a neighbor, not a network.	✓ "New water video just dropped. Grab a glass."	✗ "Experience our latest premium hydration content."
Upbeat and a little wry We enjoy the bit. Counting is part of the fun.	✓ "Episode 9,214. Still thirsty."	✗ "Jon has published many videos."
Clear Short sentences, plain words, real numbers.	✓ "Five channels, one search bar."	✗ "A synergistic multi-channel viewing ecosystem."
Proud of the streak Consistency is the story. We celebrate it.	✓ "Every Thursday, like clockwork."	✗ "Content may be posted occasionally."

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

Every Jon video. One home.

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

**Watch. Laugh.
Hydrate.**

Alternate 1

**Ten thousand
videos and
counting.**

Alternate 2

**Five channels. One
Jon.**

Alternate 3

Press play on Jon.

Alternate 4

Daily rituals

Jon Drinks Water, Short of the day,
daily challenge

Weekly shows

Tech Thursday, Talking With Jon,
Let's Tape It

Milestones

Counting streaks, "on this day",
year-in-review

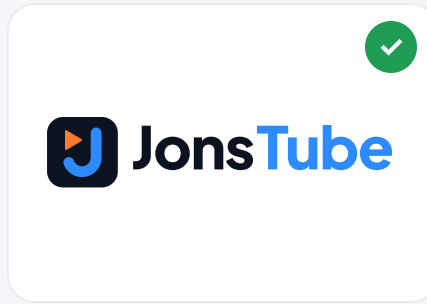
Discovery

Random video, Guess the number,
Water marathon

Keep it consistent



On the brand dark color



On white or the light brand color



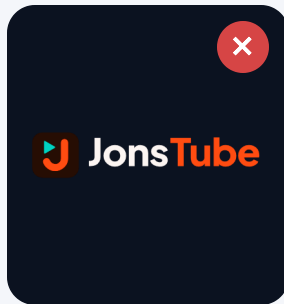
Wordmark on a solid brand color with strong contrast



On a calm, darkened or simple photo area



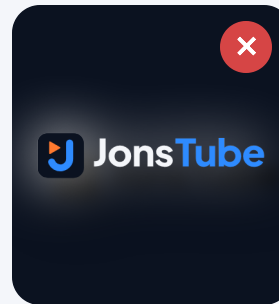
Don't stretch or squash



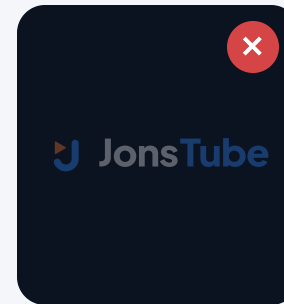
Don't recolor



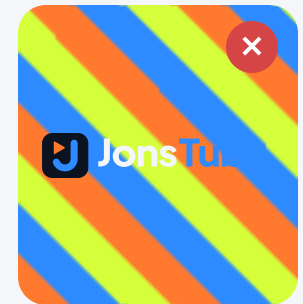
Don't rotate



Don't add shadows or effects



Don't reduce opacity

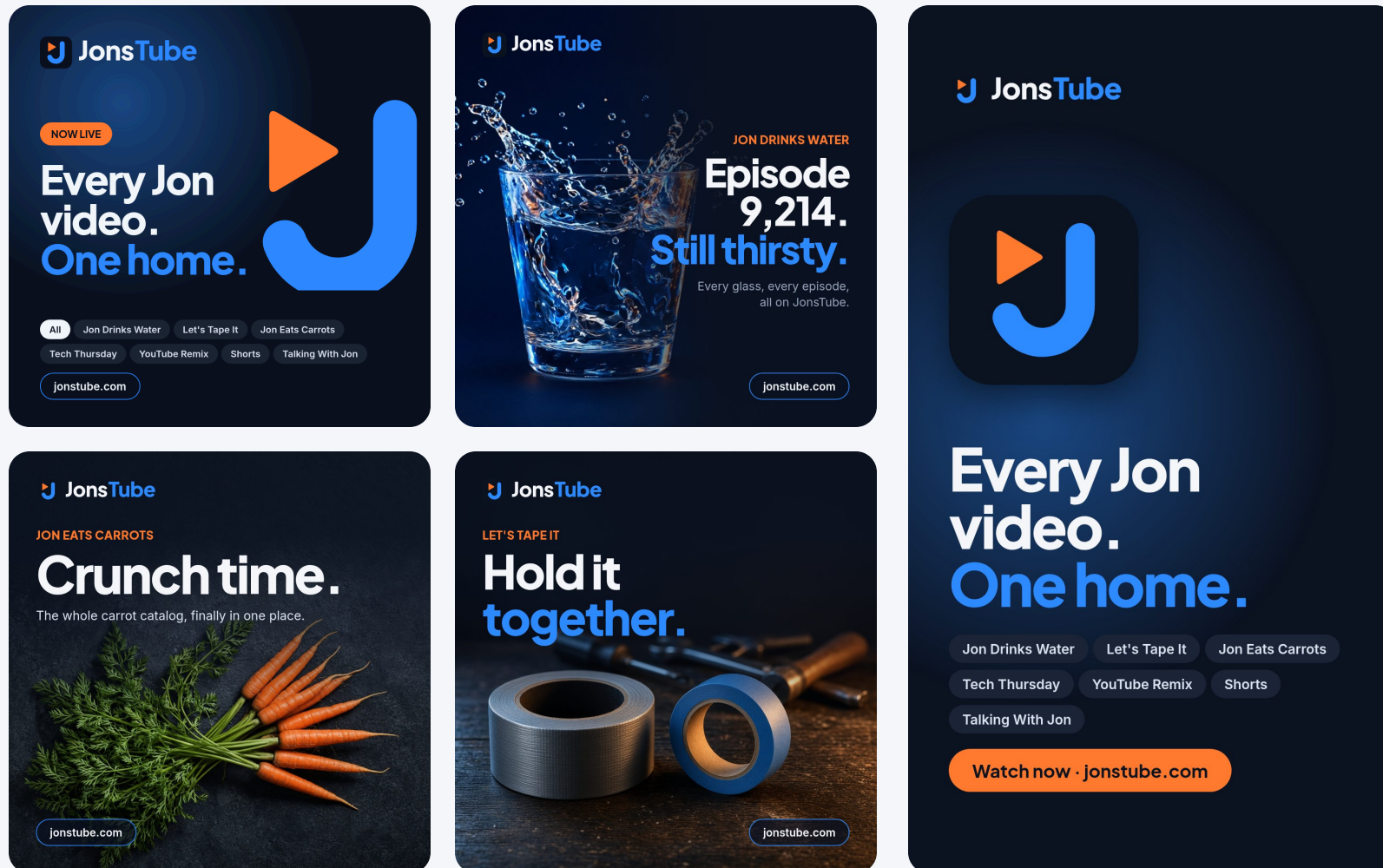


Don't place on busy backgrounds

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

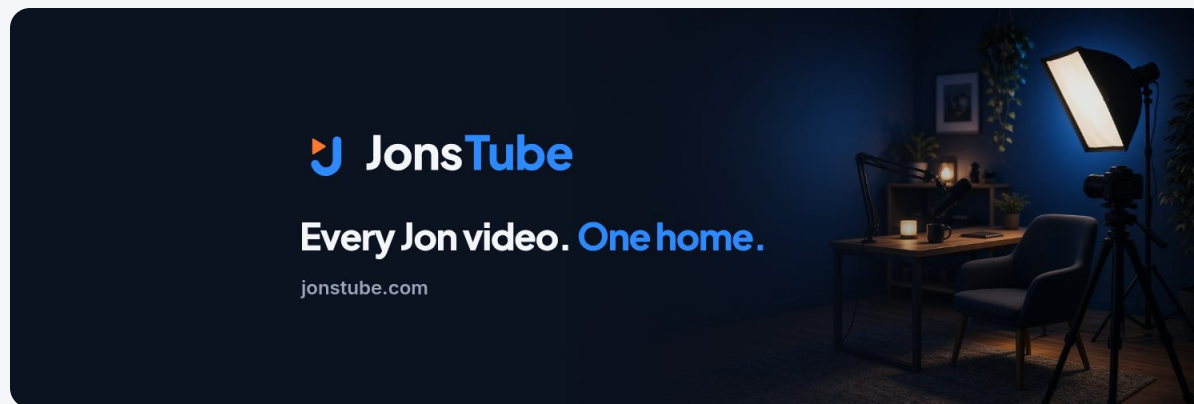
Posts (1080 × 1080) and stories (1080 × 1920) follow one layout logic: logo top-left, one bold idea, the URL as the call to action.



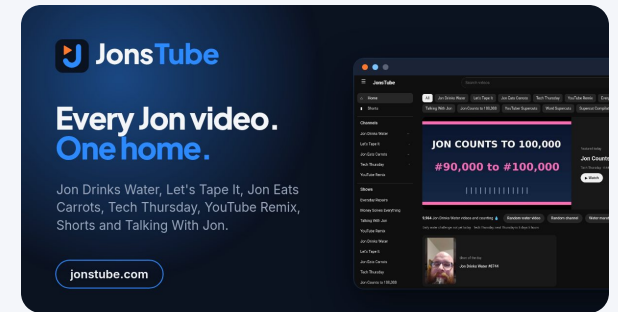
Banners and share image



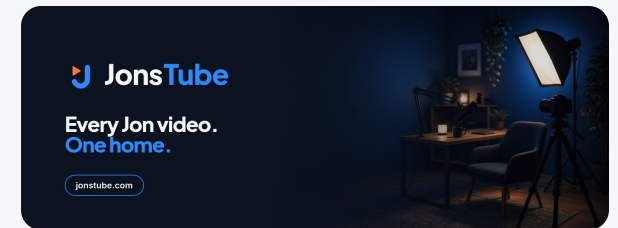
YouTube channel art 2560 × 1440 (logo inside the 1546 × 423 safe area)



X header 1500 × 500



OG share image 1200 × 630



Facebook cover 1640 × 624



Profile image 800 × 800



Questions about the brand?

Jon Network Brand Studio · prepared for Jonathan Harchick

<https://jonstube.com> · part of the Jon Network: Jonstube, JonTok and InstaJon