SaaSJet

Brand book and Guideline

V2.0

Brand book content

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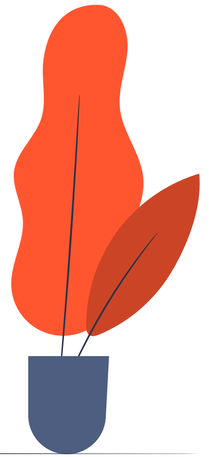


Brand Ideology

01

Our Mission

Effective solutions that help business owners around the globe improve efficiency, reduce costs, and increase profitability

Our Goal

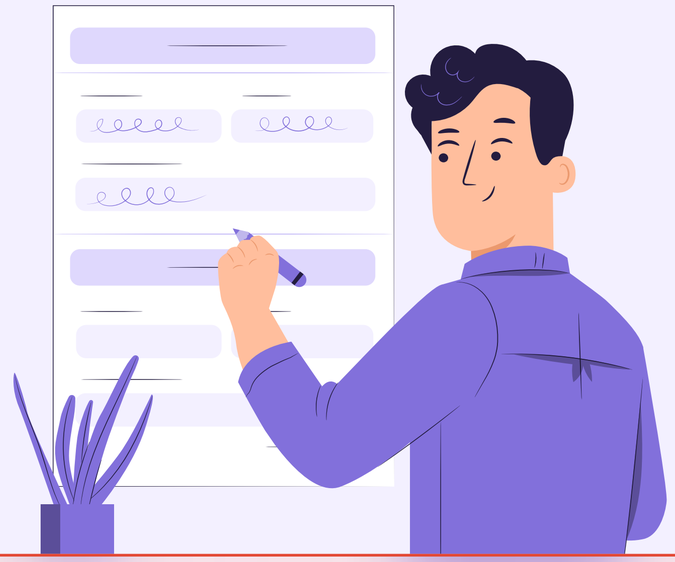
Creating apps for the Atlassian ecosystem to provide customers the best quality products that meet their requirements

Name

02

Spelling

The name of our company is SaaSJet, and nothing else. When using our name you can format text differently (e.g. highlight in bold or underlined), but the spelling should remain only one - SaaSJet.



SaaSJet

Do

Saasjet saasjet
саасджет

Don’t

Logotype

03

	Icon	Full Logo
Light Theme		
Monochrome		
Dark Theme		

Products

04

Boomerang: Reminders for Jira

Remind teams or users about essential issues in Jira

Business Process Manager

Add-on tracks status time to get skyrocketing efficiency

Cost Tracker for Jira Cloud

Track project and company costs with ease

Dynamic Filters: JQL Replacer & Gadgets

Quick filters to focus on issues that are important for you

Email&Tasks: Jira Cloud for Gmail

Work with Jira directly from your Gmail

Smart Jira Forms

Simplify form creation and management with this addon.

Google Maps for Jira

Streamline JSM with Geo coordinate

HR: Employee User Profile

Streamline HR management with HR Organizer for Jira

Issue History for Jira

Project management and reporting software

JIVA: Jira Intelligent Virtual Assistant

Create issues on the go with Jira and Google integration.

Recurring Checklists and Report

Streamline recurring tasks with Jira checklist & scheduler app

SLA Time and Report for Jira

Reporting-building app for project management in Jira Cloud

Text to JQL

Simplify Jira queries with Text to JQL - Convert Text to JQL easily

Time Between Statuses

Calculate the Jira time between statuses

Time in Status for Jira Cloud

Tracks time in status data

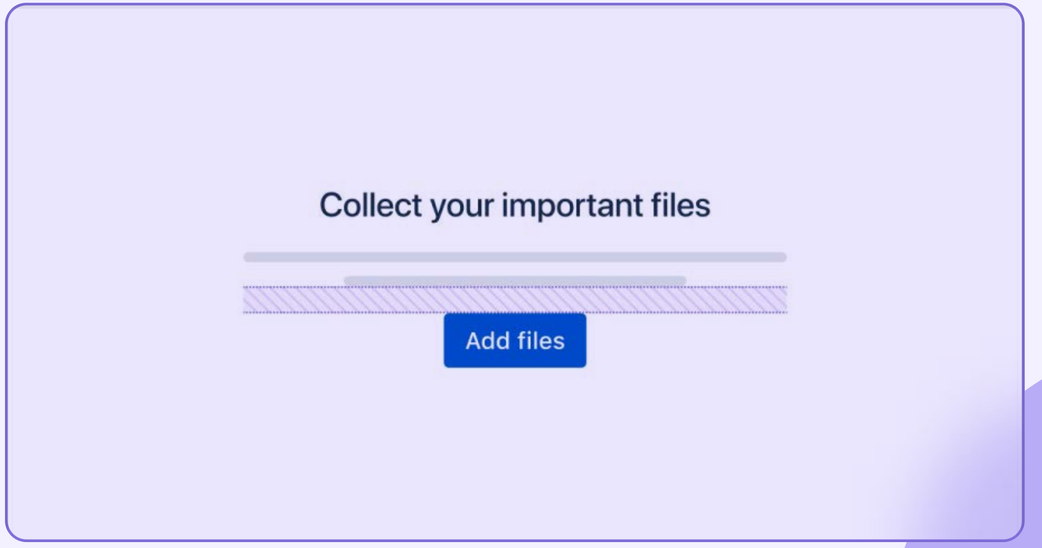
Guideline

08

Multiply by 8

Use multiples of 8px when defining measurements, spacing, and positioning elements (e.g. spacing between different buttons).

When necessary use multiples of 4px to make more fine tuned adjustments (e.g. spacing between button group).



Library is a reference

Use Atlassian Design System library to create right and useful interfaces.

Try not to change components of the library so that they always remain up to date.

Typography

09

Roboto

Primary font

Modern but Affordable

We use Regular and **Bold** typefaces for good readability and emphasis on **main.**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()

Color scheme

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Colors

We use our signature color Waikawa and accent Red, as well as the colors of the Atlassian library for different purposes (whether presentations or colors in the add-on)

W56

FF

Waikawa

W08 W11 W19 W22 W26 W33 W37 W44 W45 W56 W66 W77 W88 W99 WAA WBB WCC WDD WEE WF5 WFA

Red

R100 R200 R300 R400 R500 R600 R700 R800 R900 R1000

Yellow

Y100 Y200 Y300 Y400 Y500 Y600 Y700 Y800 Y900 Y1000

Orange

O100 O200 O300 O400 O500 O600 O700 O800 O900 O1000

Green

G100 G200 G300 G400 G500 G600 G700 G800 G900 G1000

Blue

B100 B200 B300 B400 B500 B600 B700 B800 B900 B1000

Teal

T100 T200 T300 T400 T500 T600 T700 T800 T900 T1000

Teal

M100 M200 M300 M4200 M500 M600 M700 M800 M900 M1000

Purple

P100 P200 P300 P400 P500 P600 P700 P800 P900 P1000

Illustrations

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Storyset

We use Storyset as the main resource for illustrations for our blog, articles and social networks.

In order to select a picture, you need to enter a noun or verb in the search that describes the material for which you are looking for the illustration.

After that, you have to choose an illustration style (we usually choose "Pana") and the accent color of the illustration (we usually use corporate Red - “FF” style from the colors section), but you can also choose another if it fits the content.

https://storyset.com/

Layouts

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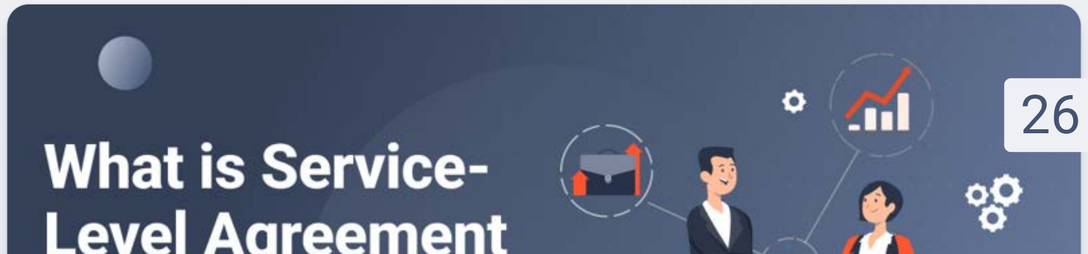
Templates for social media

All of our templates have several requirements:

1. The color of the text, background, accent colors, must match the colors from the **Color scheme section**
2. The font must match the font from the **Typography section**
3. If your work contains vector illustrations - take them from the **Illustrations section**



Souvenir and corporate products

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MARCH 2021

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PARTNERS GIFT BOX

Our contacts

14

Our contacts

Business and Partnership

Email: business@saasjet.com

Customer support

Email: support@saasjet.atlassian.net
Mob: +1 888 396 0501
Working hours: Mon-Sun 24/7

Ukraine office

za Rudkoyu 33/30,
Ternopil 46001
Ukraine

Working Hours

UTC - 7: 11:00 pm - 10:00 am
UTC+1: 07:00 am - 06:00 pm
UTC+2: 09:00 am - 08:00 pm

Poland office

Adama Branickiego 21,
Warsaw MZ 02-972
Poland