



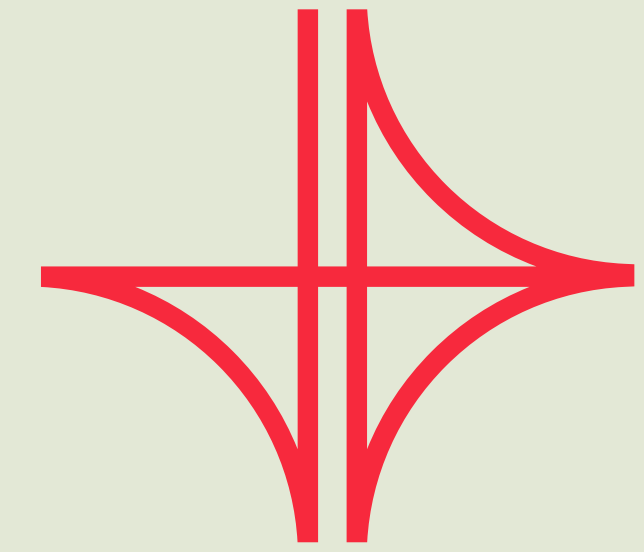
JEFF BAJOREK

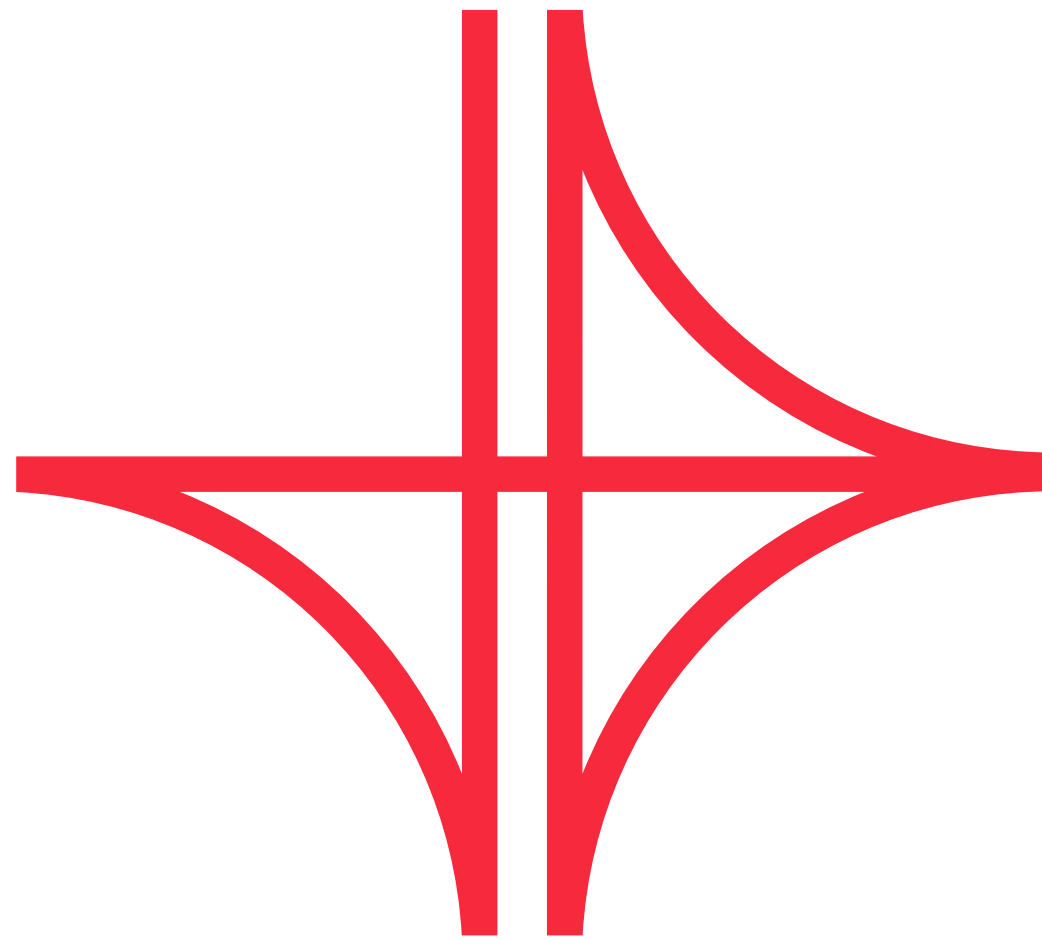
RETHINK THE WAY YOU SELL



“Get out of  
your own way.”

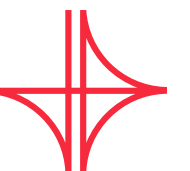
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**Icon Mark:**

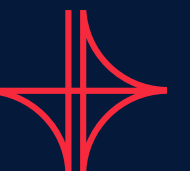
The branded Jeff Bajorek icon is the most significant portion of Jeff's branding. Stemming from the notion that Jeff helps his clients navigate their way through sales, the JB initials were abstracted to show how he helps point people in the right direction.





**Primary Logo:**

To maintain brand consistency, the Jeff Bajorek name should never be separated from the icon mark. The icon mark is designed to live at twice the height of the Jeff Bajorek name, and always sit on the same baseline. When using the full brand name with the tagline, the tagline should always remain in this exact placement—exactly one letter height away from the brand name at the exact same width as the Jeff Bajorek name.





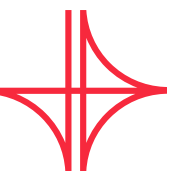
**Primary Logo on 'Bajorek blue':**

Whenever possible, the full Jeff Bajorek logo should be used in gold with the tagline lockup in light gray. When the tagline is not necessary or being used elsewhere on the same page, just the Jeff Bajorek name and icon lockup may be used.



**Primary Logo on a light background:**

As a secondary option to the primary logo, the Jeff Bajorek name may be used in 'Bajorek blue' with a dark gray tagline lockup.





**Secondary Logo on 'Bajorek blue':**

If necessary, the Jeff Bajorek secondary logo may be used sparingly (e.g. size restricting web graphics or collateral that is better suited in a square format). Due to overcrowding, the secondary Jeff Bajorek logo should not be used in conjunction with the tagline.



**Secondary Logo on a light background:**

As an absolute final branding solution, the secondary logo in 'Bajorek blue' may be used in rare cases. Again, the secondary mark should not be directly locked up with the designated tagline.



# Roboto

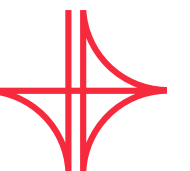
primary typeface used  
for headlines and body copy

<https://fonts.google.com/specimen/Roboto>

# Lora

secondary typeface for  
pull quotes and accent copy

<https://fonts.google.com/specimen/Lora>







**BAJOREK BLUE**  
C:99 M:87 Y:44 K:57  
R:06 G:26 B:59  
HEX: 05193A



**HINT OF RED**  
C:00 M:95 Y:76 K:00  
R:247 G:42 B:62  
HEX: F7283D



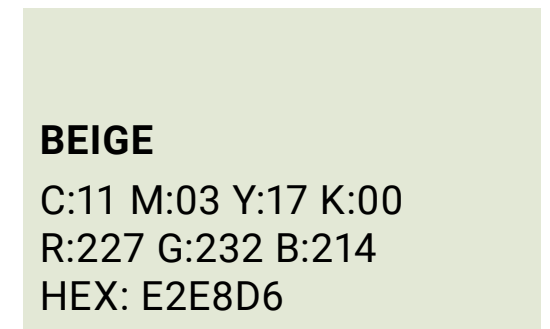
**SIGNATURE GOLD**  
C:30 M:33 Y:74 K:02  
R:182 G:157 B:94  
HEX: B59E5E



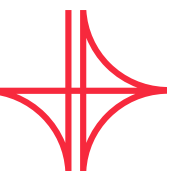
**LIGHT GRAY**  
C:19 M:15 Y:16 K:00  
R:203 G:203 B:203  
HEX: CCCCCC

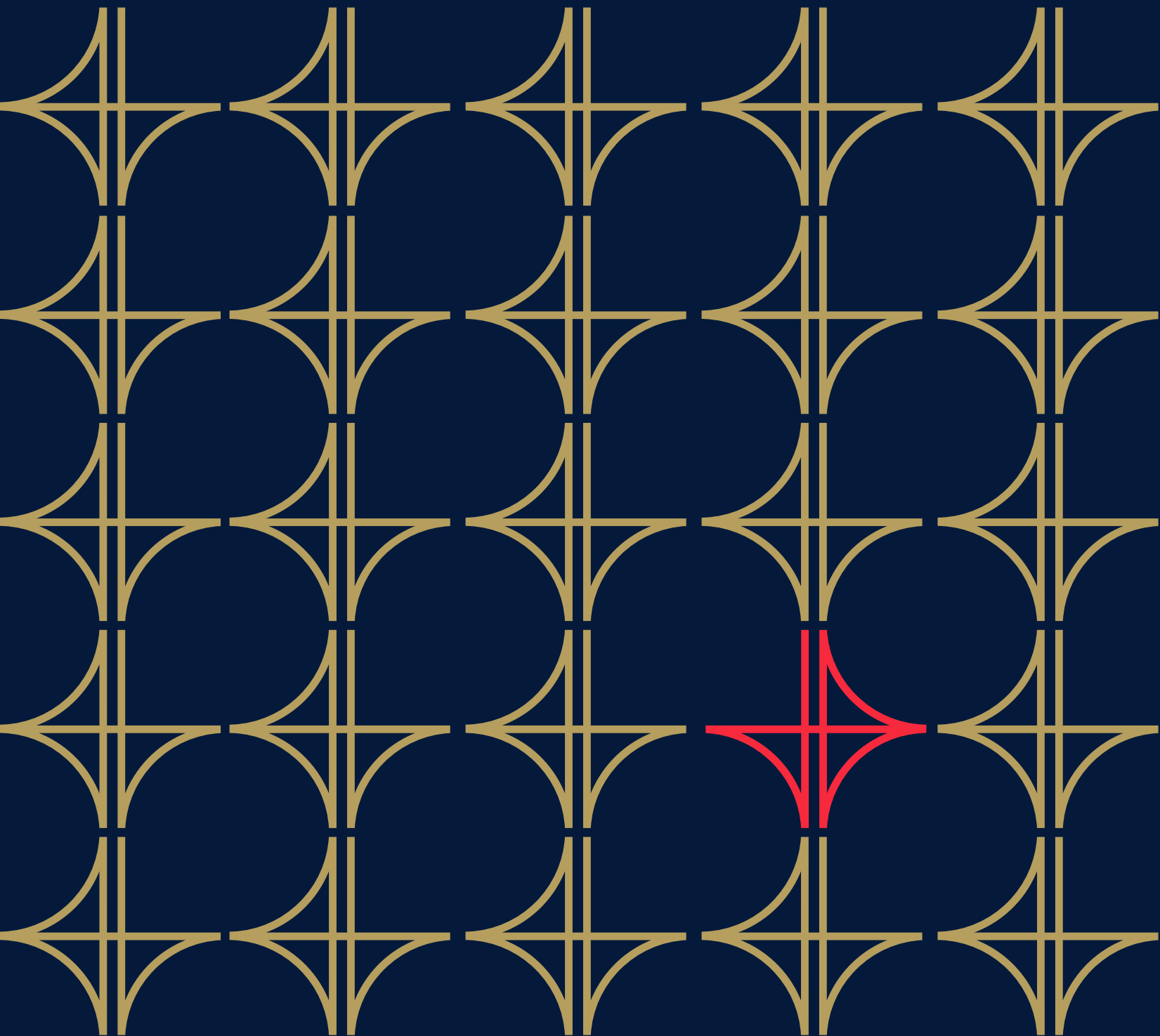


**DARK GRAY**  
C:53 M:44 Y:44 K:09  
R:124 G:124 B:124  
HEX: 7C7C7C



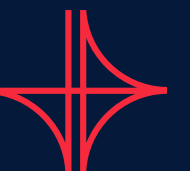
**BEIGE**  
C:11 M:03 Y:17 K:00  
R:227 G:232 B:214  
HEX: E2E8D6

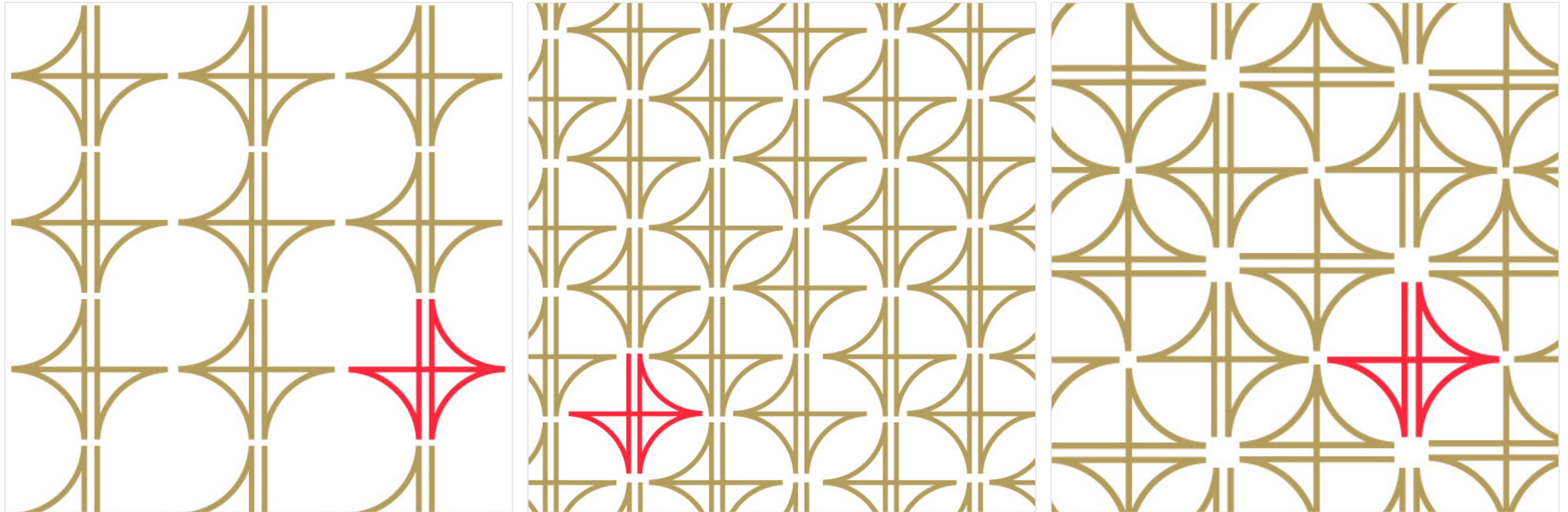




**Patterns:**

The custom lattice pattern is a staple for the Jeff Bajorek brand, and should be used often and on all forms of collateral. Mostly seen as a full bleed pattern, or cropped off of at least one edge, the pattern should never be exposed on all four sides. Also in line with Jeff's original message of navigation, each JB icon should be pointed in a different direction, with an exception of one icon in a 'hint of red', traditionally placed away from the top right corner.



**Patterns:**

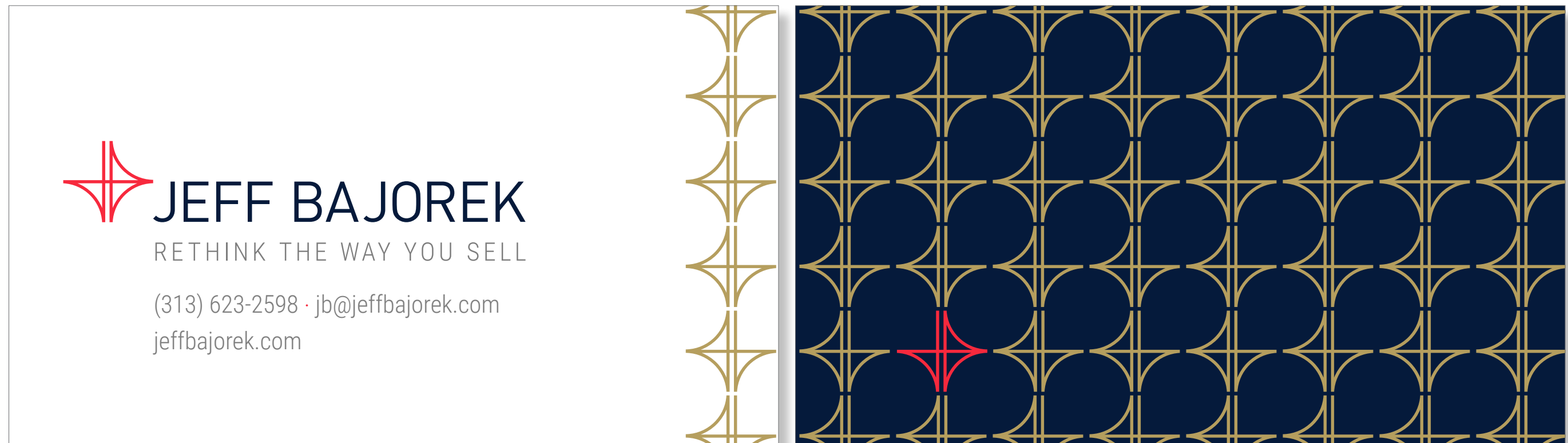
The Jeff Bajorek pattern should be fun and playful. Experimenting with different ways to turn and twist the JB icon mark, each set of patterns should be intentional and symmetrical in some way. Always keep the logos the same size when creating a pattern, and remember to turn one upright and make it red for Jeff's signature mark.





# Business Collateral

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**JEFF BAJOREK**  
RETHINK THE WAY YOU SELL

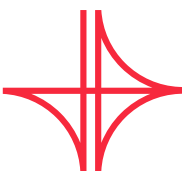
**Jeff Bajorek** 1st PREMIUM  
Sales And Leadership Expert  
Greater Detroit Area | Professional Training & Coaching

Current Buy Gitomer, Inc, Parabola Consulting, LLC  
Previous RTI Biologics, Aesculap, Miotech Orthopedic Group, LLC  
Education Central Michigan University

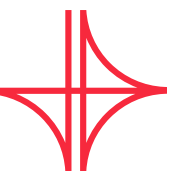
Send a message Endorse

500+ connections

<https://www.linkedin.com/in/jeffbajorek> Contact Info



The image shows a browser window displaying the YouTube channel page for Jeff Bajorek. The browser's address bar shows 'youtube.com'. The YouTube logo is in the top left, followed by a search bar and a 'Sign in' button. The channel banner features a profile picture of Jeff Bajorek, a red starburst logo, and the text 'JEFF BAJOREK' and 'RETHINK THE WAY YOU SELL'. Below the banner, the channel name 'Jeff Bajorek' is displayed next to a 'Subscribe' button with '52' subscribers. A bio snippet reads 'What's getting between you and your sales goals? Chances are it's you...' with a 'Show more' link. The 'Uploads' section shows four video thumbnails with titles: 'Remember Your Principles' (10 views, 15 hours ago), 'Keep Moving Forward' (26 views, 1 week ago), 'Little Red Book Offer' (29 views, 2 weeks ago), and 'Selling Is Hard!' (43 views, 3 weeks ago). The 'Subscriptions' section is partially visible at the bottom.



**Jeff Bajorek**

Inbox - Personal Gmail December 11, 2016 at 8:01 AM



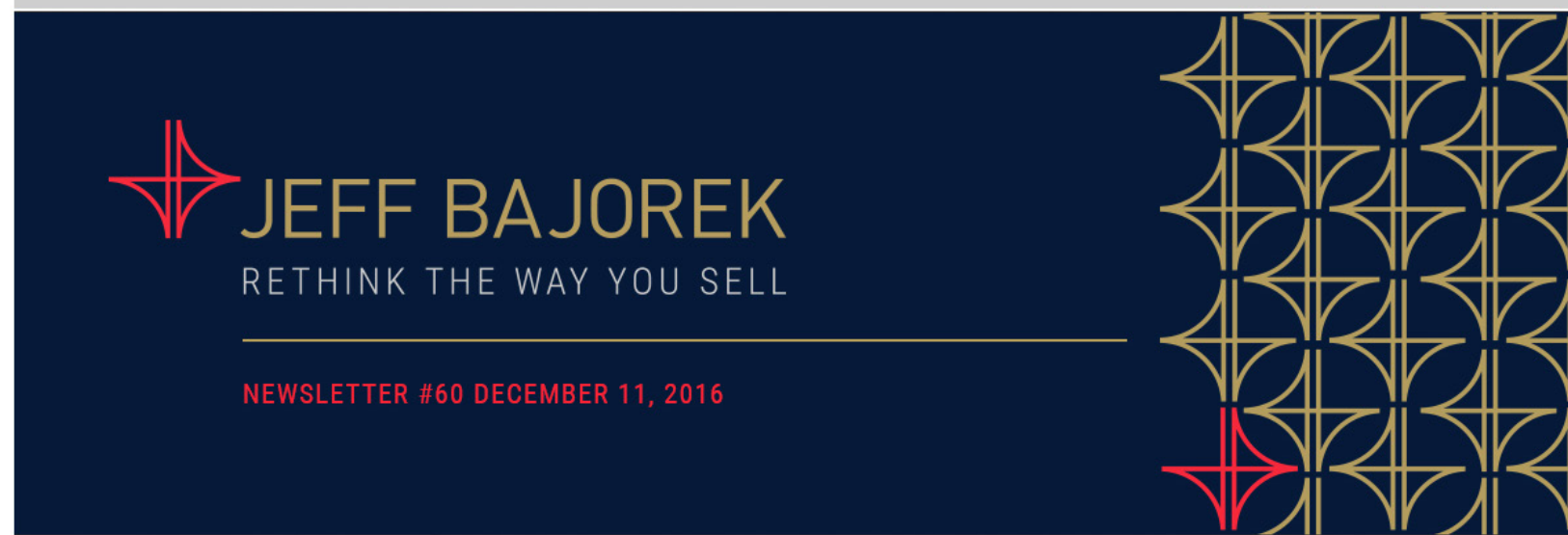
Parabola Press, #60 December 11, 2016

To: Liz Borchert

Reply-To: Jeff Bajorek

313.623.2598 - Website

View in Browser →



**#YouTubeTuesday- [It Costs Too Much](#)**

