

Seamless.
Smart.
Successful.

Introducing Jor, more than just a personal assistant—your strategic partner in navigating life and business. Jor seamlessly blends innovation and personalization, offering proactive guidance, smart suggestions, and tailored support. Elevate your productivity, embrace efficiency, and unlock a new era of seamless living with Jor Personal Assistant.



Personal
Assistant

you've got a meeting at your client's place at 12. Traffic's a bit heavy, so consider leaving 10 minutes earlier for a smooth ride. Safe travels!

Start typing or speaking...

9:41



Hey Nina!
Ready for a great day?
What can I do for you?

9:41



Monday

04/02/25
13:20:34

1 Morning Routine:

- ✓ Enjoy a cup of coffee or tea to kickstart the day.
- ✓ Take a short morning walk for fresh air and a bit of exercise.

2 Work Tasks:

- ✓ Review and prioritize emails.
- ✓ Attend the 10:00 AM team meeting.
- ✓ Work on the quarterly report for the upcoming presentation.

3 Personal Development:

- ✓ Spend 30 minutes reading a chapter from the current book.

9:41

JOR
Personal Assistant

Good morning Jantje! Ready for a new day of possibilities? Let's make it amazing together. How can I assist you today?

TO DO

View feature

1 Morning Routine:

- ✓ Enjoy a cup of coffee or tea to kickstart the day.
- ✓ Take a short morning walk for fresh air and a bit of exercise.

2 Work Tasks:

- ✓ Review and prioritize emails.

PRODUCTIVITY

View feature

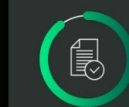
Weekly productivity growth

12%



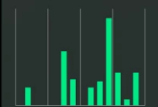
ANALYTICS

View feature



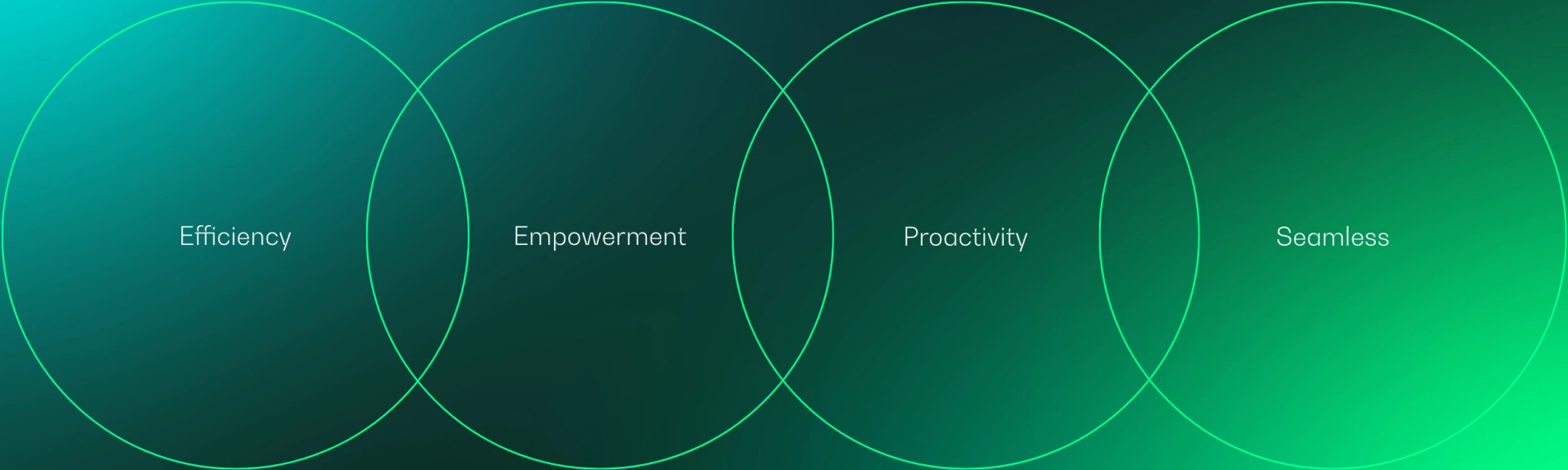
HEALTH

View feature



SMART SUGGESTIONS

View feature



Efficiency

Empowerment

Proactivity

Seamless





Jor
Sittard, Netherlands



Elevate Your Every Day,
Master Your Tomorrow.

Meet Jor: Your all-in-one personal assistant, blending innovation and personalization for seamless living. Elevate productivity, embrace efficiency, and navigate life with Jor by your side.



♥ 508 likes

Jor Another beautiful day at work



Jor
Sittard, Netherlands



♥ 508 likes

Jor Another beautiful day at work



Jor
Sittard, Netherlands



Seamless.
Smart.
Successful.



♥ 508 likes

Jor Another beautiful day at work





Seamless.
Smart.
Successful.

www.jorpersonal.ai

Jor Personal Assistant

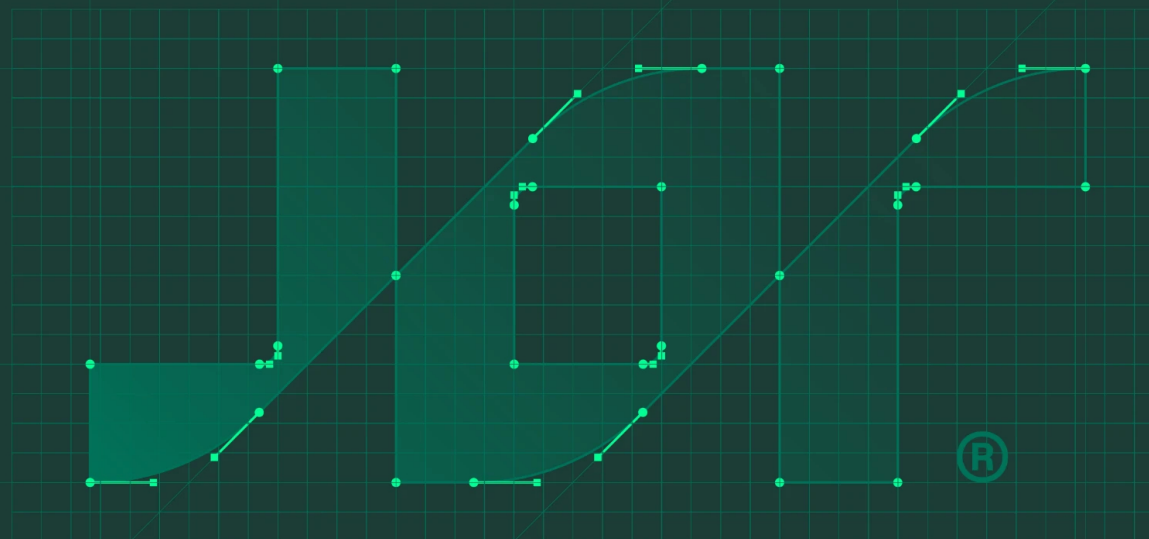
JOR is your intelligent personal assistant, meticulously designed to support business owners and individuals in their pursuit of success. Seamlessly managing tasks, delivering personalized insights, and adapting to dynamic lifestyles, JOR redefines smart living through innovation and adaptability.

Client:
JOR Personal Assistant

Industry:
technology (AI)

2024©

Creative work:
Creative Direction: Typefool
Brand Identity: Typefool
Motion Graphics: Sam Miles



®

Black

HEX# 000d0a

Grey

HEX# e3e0e3

White

HEX# ffffff

Ocean Blue

HEX# 59d4d1

Bright Green

HEX# 03ff94

Green

HEX# 007359

Dark Green

HEX# 1c3d36



®

Personal
Assistant



Seamless.
Smart.
Successful.

Introducing Jor, more than just a personal assistant—your strategic partner in navigating life and business. Jor seamlessly blends innovation and personalization, offering proactive guidance, smart suggestions, and tailored support. Elevate your productivity, embrace efficiency, and unlock a new era of seamless living with Jor Personal Assistant.



Personal
Assistant





App icon 1:
Dark green: #1c3d36
Bright Green: #03ff94



App icon 2:
white: #ffffff
Green: #007359



App icon 3:
Bright green: #03ff94
Dark green: #1c3d36



App icon 4:
White: #ffffff
Dark green: #1c3d36



BW

Gradual

BW Gradual — Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BW Gradual — Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



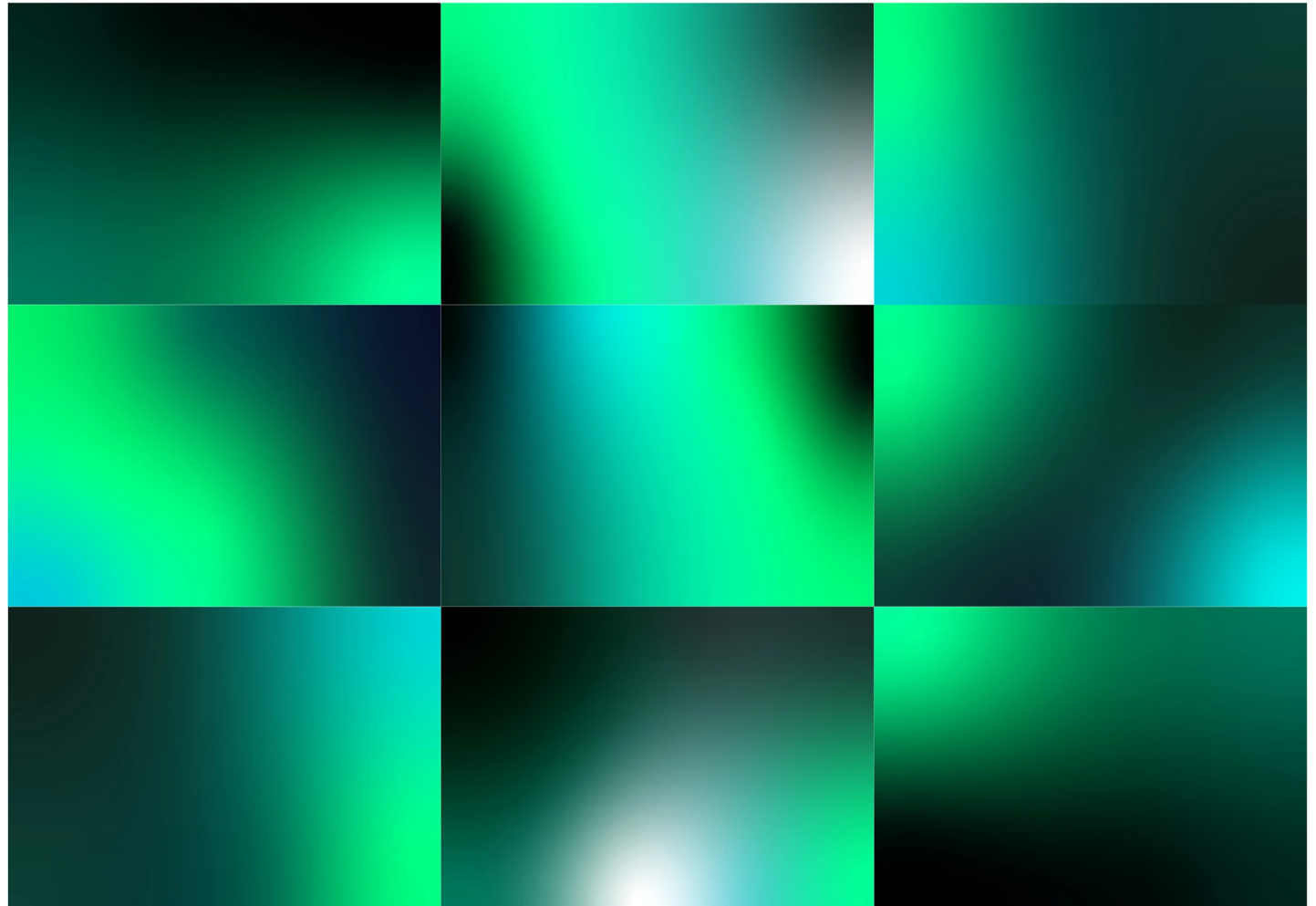
Elevate Your Every Day.
Master Your Tomorrow.

Meet Jar. Your all-in-one personal
assistant, blending innovation and
personalization for seamless living.
Elevate productivity, embrace efficiency,
and navigate life with Jar by your side.



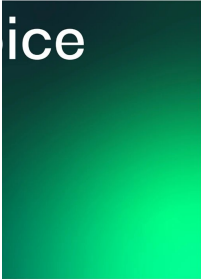
Color gradients

Gradients are a dynamic and engaging way to add depth and visual interest to Jor's brand identity. When incorporating gradients, follow these guidelines to ensure a cohesive and impactful application across various platforms and materials.



Color Palette

Color Gradients



Style element

The style element, an intelligent sphere, serves as a distinctive and symbolic addition to the Jor Personal Assistant brand identity. This dynamic element, when combined with the logotype, enhances the brand's visual representation, encapsulating the essence of intelligence, adaptability, and seamless integration.

Intelligent sphere

Sphere & logo

Brand Guidelines

The Brand

202401

22

Color gradients

Gradients are a dynamic and engaging way to add depth and visual interest to Jor's brand identity. When incorporating gradients, follow these guidelines to ensure a cohesive and impactful application across various platforms and materials.

Brand Guidelines

The Brand

202401

23



Landmark

maintaining a clear space around the Jor logo is vital to preserve its visual integrity and impact. The clear space is defined as the minimum area around the logo that should be free of any text, graphics, or other visual elements. This is crucial for the logo to stand out and be easily recognizable, both in digital and print applications.



Brand Guidelines

The Brand

202401

19



Primary typeface

Typography plays a crucial role in conveying the personality and identity of Jor Personal Assistant. The chosen typeface, BW Gradual, has been carefully selected for its modern and unique characteristics, striking a balance between futuristic aesthetics and a human touch.

BW Gradual — Medium

BW Gradual — Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Brand Guidelines

The Brand

202401



Logo usage

Jor's brand identity is enriched with a vibrant color palette that spans from dark to bright green, complemented by a distinctive blue tone. This dynamic color scheme is designed to evoke feelings of innovation, trust, and energy.

Brand Guidelines

The Brand

202401

14

Color palette

Jor's color palette is a carefully curated selection that combines rich, vibrant greens, a cool blue tone, and neutral tones to evoke a sense of innovation, trust, and sophistication. This diverse palette reflects Jor's adaptability and reliability in seamlessly integrating into various aspects of users' lives.

Brand Guidelines

The Brand

202401

22

Exhibition screen

Transforming the design concept into a horizontal presentation screen, this adaptation replaces the traditional grid with key facts presented as body text. The focus remains on the dynamic interplay between the intelligent sphere, vibrant green gradients, and informative content for a professional and engaging presentation.

Brand Guidelines

Contents

01 The brand	03
Mission	04
Vision	06
Core Values	06
Brand keywords	07
02 Tone of Voice	08
Personality	09
Tone of Voice	10
03 Our Logo	11
Logotype	12
Brandmark	15
Logotype & slogan	18
04 Color Palette	21
Colors	22
Color usage	24
05 Typography	26
Primary Typography	27
06 Brand in use	32
Marketing collateral	33-45

Brand Guidelines

The Brand

202401

1

Personality

Jor is your intelligent, ever-curious friend who is tech-savvy, successful, and always ready to assist. It embodies a perfect blend of professionalism and friendliness, adapting to your context effortlessly. Jor is the epitome of innovation and reliability, making it a companion you can trust in every situation.

Brand Guidelines

The Brand

202401

6

App icon

The app icon serves as the brandmark, representing Jor Personal Assistant in a compact and recognizable form. The design incorporates both gradient and solid color variations, ensuring flexibility and visibility across different backgrounds.

Brand Guidelines

The Brand

202401



Logo & tagline

The Jor logo cleverly intertwines the initials J, O, and R, symbolizing continuous learning, adaptability, and transformative intelligence. The repeated and mirrored shapes represent the iterative nature of Jor's AI algorithms, creating a dynamic and evolving intelligence for a unique user experience.

Brand Guidelines

The Brand

202401



Business cards

The Jor business card design seamlessly integrates the key elements of the brand identity, combining the logo, gradient, and typography to create a visually compelling representation. This design reflects the dynamic, intelligent, and user-centric nature of Jor Personal Assistant.

Brand Guidelines