



JSF FINANCIAL
DESIGN & BRAND GUIDELINES
V 1.0

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01

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the acronym JSF and our full company name – they have a fixed relationship that should never be changed in any way.

CORPORATE LOGO

PRIMARY LOGO

SECONDARY LOGO

ACRONYM

ICON/AVATAR

LOGO APPLICATIONS

PRIMARY LOGO

FULL COLOR CMYK OR 4 PMS COLORS



Primary logo should be used across all branding channels where horizontal space and placement size allow.

Minimum recommended width: 2 in.

ONE COLOR VERSION - PMS 2945C



BLACK & WHITE VERSION



SECONDARY LOGO

FULL COLOR CMYK OR 4 PMS COLORS



Secondary logo - stacked version should be used across all branding channels where horizontal space is a bit constrained.

Minimum recommended width: 1 in.

ONE COLOR VERSION - PMS 2945C



BLACK & WHITE VERSION



ACRONYM

FULL COLOR CMYK OR 4 PMS COLORS



Acronym JSF logo version should be used across all branding channels where horizontal space is main issue.

Minimum recommended width: 0.7 in.

ONE COLOR VERSION - PMS 2945C

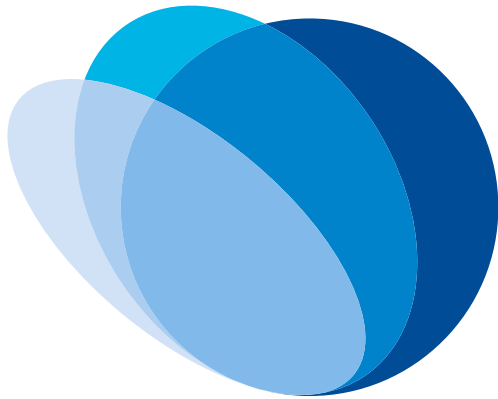


BLACK & WHITE VERSION



ICON / AVATAR

FULL COLOR CMYK OR 4 PMS COLORS



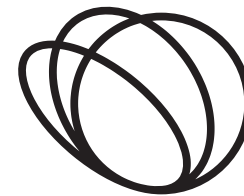
JSF icon should be used across all branding channels where overall space is main issue. It's main usage should be on avatars in social media profiles.

Minimum recommended width: 0.5 in.

ONE COLOR VERSION - PMS 2945C



BLACK & WHITE VERSION



CORRECT LOGO APPLICATIONS



INCORRECT LOGO APPLICATIONS



A well-proportioned, clean font can make all the difference on a website or even a corporate flyer. Good typography creates that “There’s something about that” feeling in people’s consciousness.

CORPORATE TYPOGRAPHY

PRIMARY FONT

SECONDARY FONT

FONT HIERARCHY

PRIMARY FONT

BRANDON GROTESQUE

Brandon Grotesque is a sans serif type family of six weights plus matching italics. It was designed by Hannes von Döhren in 2009/10. Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

Brandon Grotesque has a functional look with a warm touch. While the thin and the black weights are great performers in display sizes the light, regular and medium weights are well suited to longer texts. The small x-height and the restrained forms lend it a distinctive elegance.

typekit.com/fonts/brandon-grotesque

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?[\];',./

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?[\];',./

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?{}:"<>?[\];',./*

BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?[\];',./

SECONDARY FONT

MERRIWEATHER

Merriweather is a free, open-source serif typeface available through Google Fonts. It was designed to be highly-readable on screens. Unlike a lot of other serifs available on Google Fonts, Merriweather contains a full set of weights and styles—light, normal, bold and ultra-bold—all with matching italics.

fonts.google.com/specimen/Merriweather

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$%&/()=?*{}:"<>? \[] ; ' , . /

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$%&/()=?{}:"<>? \[] ; ' , . /*

HEAVY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$%&/()=?*{}:"<>? \[] ; ' , . /

HEAVY ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"# \$%&/()=?*{}:"<>? \[] ; ' , . /

FONT HIERARCHY

Proper font hierarchy improves readability and gives further focus on content. It is important to maintain it across all branding channels.

This is caption text

MERRIWEATHER - 8 PT TYPE / 15 PT LEADING

This is copy text

MERRIWEATHER - 10 PT TYPE / 16 PT LEADING

THIS IS HEADLINES COPY TEXT

BRANDON GROTESQUE REGULAR - 10PT TYPE / 12PT LEADING

SUBLINES SECTIONS

BRANDON GROTESQUE BLACK - CAPITAL LETTERS - 18PT TYPE / 24PT LEADING

BIG HEADLINES

BRANDON GROTESQUE BLACK - CAPITAL LETTERS - 34PT TYPE / 30 PT LEADING

THE HEADER

PANTON BOLD - CAPITAL LETTERS - 48PT TYPE / 48 PT LEADING

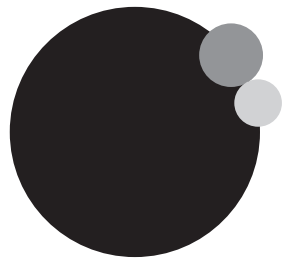
Color plays an important role in every corporate identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the JSF brand identity across all relevant media.

CORPORATE COLORS

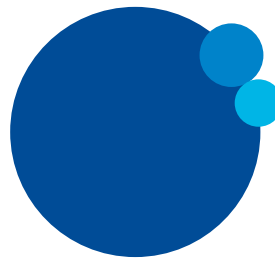
PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

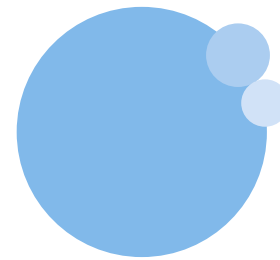
PRIMARY COLORS



BLACK
#000000



PANTONE 2945C
#005AA2



PANTONE 278C
#8DB8E9

SECONDARY COLORS

