JONNESWAY®

BRAND BOOK

GUIDELINES OF THE CORPORATE
STYLE APPLICATION

PAGES

JONNESWAY®

COLOUR SCHEME

PANTONE 021 C
C0, M72, Y93, K0
R234, G100, B33
WEB # E96420

PANTONE Black C
C0, M0, Y0, K100
R26, G23, B27
WEB # 1A171B

WHITE
C0, M0, Y0, K0
R255, G255, B255
WEB # FFFFFF

Used in case of a gradient

PANTONE 3435 C
C99, M44, Y96, K56
R0, G62, B32
WEB # 003D20

PANTONE 349 C
C93, M36, Y99, K30
R0, G93, B41
WEB # 015A28

For film ORACALS

RAL 035

RAL 060

ADJECTIVE COLOURS

BASE FONT

Arial (Type face **Black**, **Bold**, Regular, *Italic*)

1234567890 (.,:;?!@)
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

1234567890 (.,:;?!@)
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

1234567890 (.,:;?!@)
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

HEADING

For heading always used Arial **Bold**

Heading

Text text text text text text text text text text text
text text text text text text text text text text text

SUBHEADING

For text used Arial Regular

Text text text text text
text text text text text text
text text text text text text
text text text text text text

Text text text text text
text text text text text text
text text text text text text
text text text text text text

Italics are allowed in *Arial Italic*

Text text text text text
text text text text text text text
text text text text text text
text text text text text

text text text text text text text
text text text text text text text

NOTE!

When using saturated background colors, it is recommended to use a white font with a size of at least 7 pt.

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LOGO

TYPES

The logo is the most important element of the company's image.
It serves to identify the company in the market.
In the perception of the consumer, the presence of a logo in a company is a guarantee of product quality.
This page lists the **Two** main company logos.

WITH INTERLACE*

JONNESWAY®   JONNESWAY®
             PROFESSIONAL TOOLS

HORIZONTAL VIEW

The choice of logo comes from the conditions of the layout with the harmony of all elements.
Including, in all cases where the technical requirements of printing, design and imposition of the layout allow the use of this type of logo.

JONNESWAY®   JONNESWAY®
             PROFESSIONAL TOOLS

VERTICAL VIEW

*Interlaced logo is used when emphasis is needed on a product group.
And, accordingly, the availability of free space on the layout, and compliance with the protective field of the logo.

NOTE!

For reproduction, the original electronic version of the logo should be used only.
The use of other graphic implementations of the logo is not.

LOGO

PROPORTIONS

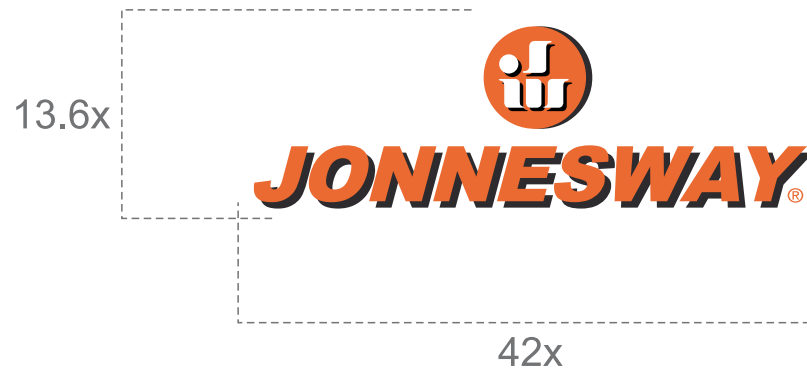It is prohibited to change logo proportions .
Under no circumstances should you move the details of the logo: its font or corporate symbol.
No other objects can be in the logo area.
Below are samples of the aspect ratio of the logo, where the unit of measurement equal to 1 is taken as "X".

6.6x   JONNESWAY ®

50x

HORIZONTAL VIEW

13.6x   JONNESWAY ®

42x

VERTICAL VIEW

NOTE!

The construction gives an idea of the proportions of the corporate block and the aspect ratio of its sides.

PROTECTION AREA

Logo protection area — free space around the logo. It is prohibiteв to place any design elements, provided that these elements are not part of the background.

The protecton area must have connections with some elements of the corporate block (in this case, the height (h) of the spelling of the name JONNESWAY). This relative value is necessary because in absolute values (for example, millimeters), the protective field cannot be specified - it must change in proportion to the logo.

MINIMUM SIZE

40 mm

HORIZONTAL VIEW

33 mm

VERTICAL VIEW

NOTE! If you want to place the logo on a very small carrier, the horizontal size should not be less than the specified!

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LOGO
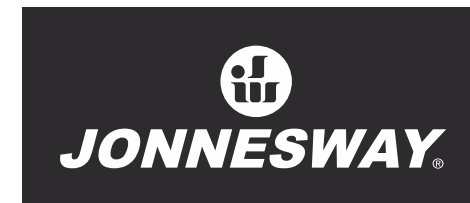
BLACK AND WHITE COLOR SCHEME LOGO

When choosing a placement option, the maximum possible color and tone contrast between the background and the color of the logo substrate should be maintained.
On light backgrounds, you should use the main corporate block with a black logo, and on dark backgrounds - an inverted version.

INVERTED IMAGE

HORIZONTAL VIEW

VERTICAL VIEW

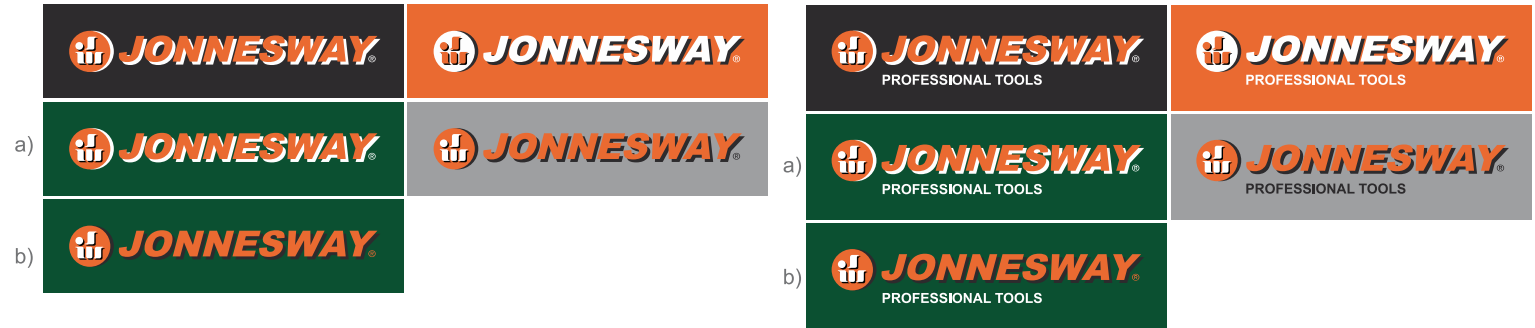**MONOCHROME INVERTED LOGO IMAGE IN DIFFERENT COLORS**

HORIZONTAL VIEW

VERTICAL VIEW

LOGO

**DISPLAY LOGO
IN DIFFERENT COLORS**

a)

b)

a)

b)

HORIZONTAL VIEW

a)

b)

a)

b)

VERTICAL VIEW

NOTE!

Using the logo on a green background is possible with both light (a) and dark (b) shadows.
The use of the logo depends on the color preferences of this layout.

LOGO

LOGO MISUSE

DO NOT STRETCH
AND DO NOT COMPRESS
THE LOGO

DO NOT CHANGE
PLACE OF LOGO ELEMENTS

DO NOT USE GRADIENT

DO NOT ADD ITEMS
TO THE LOGO AND
PROTECTION AREA

DO NOT CHANGE
LOGO ELEMENTS

DO NOT CHANGE
LOGO COLORS

DO NOT TRANSFORM
THE LOGO

DO NOT PLACE
THE LOGO ON COMPLEX
NOT HOMOGENEOUS
OR MULTI-COLOR
BACKGROUND

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SOUVENIR PRODUCTS

Examples of souvenir products: t-shirts, caps, pens, etc.

**LARGE FORMAT
PRINTING SOLUTIONS**

Examples of design of pillars, posters, banners for outdoor advertising, etc.