



CORPORATE BRAND GUIDELINES



The basic elements of JUMP's brand identity are compiled here for the purposes of preserving the brand over time and protecting it as it is reproduced in any applicable format. Anyone using the JUMP logo or any of its brand components must therefore agree to adhere to these guidelines.

Even the smallest of variations introduced into the JUMP brand could put the perception of the brand at risk and cause confusion among different audiences. The following brand elements should not be altered under any circumstances. The colors, typographies, ratios, and all other elements of reproduction must be adhered to without exception.

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BASE BRAND ELEMENTS

A logo is a minimalist representation of the corporate identity. Its use should be limited to areas that lack space or where its decorative use is appropriate. Our logo is our signature symbol and must be treated as such.

The logo is the representation of the company's name in typography. It must always be created using Moon Light typography and the proportions indicated below.

The tagline is the sentence that defines the brand. Moon Light typography has been chosen for the JUMP logo.



Symbol



JUMP

Logo



DATA DRIVEN VIDEO

Tagline

LOGO VERSIONS

The logo can be reproduced in different ways provided it is in line with the previously explained restrictions. The logo can be laid out horizontally, if required.

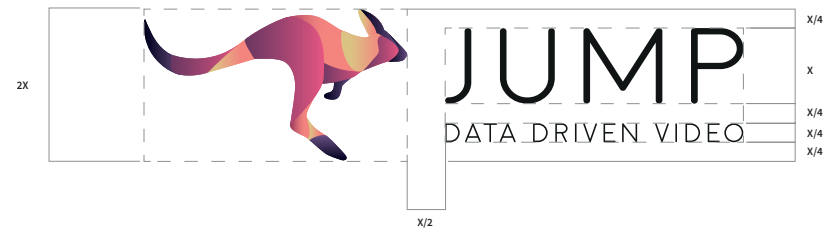
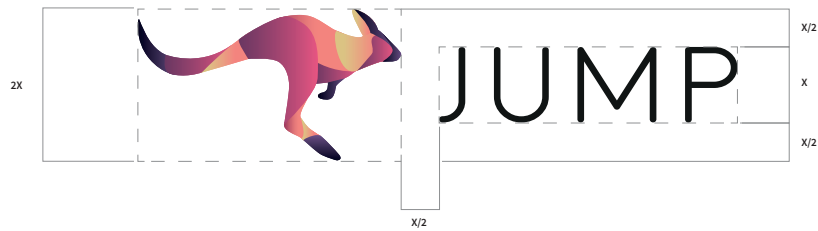
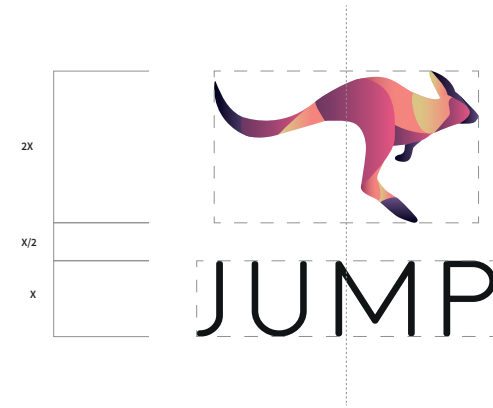
Symbol & Logo



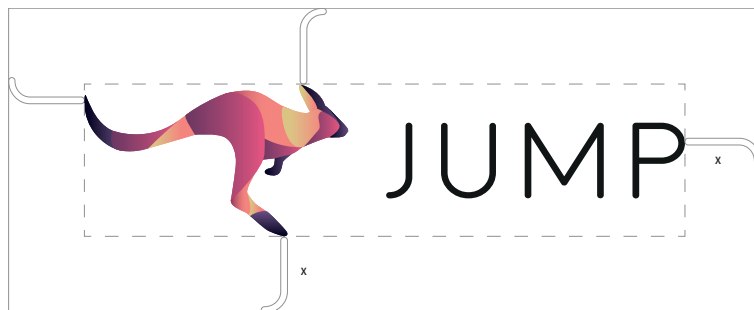
Symbol, Logo & Tagline



CONSTRUCTION AND USAGE: *Modulation*



CONSTRUCTION AND USAGE: *Protection Zone*



CONSTRUCTION AND USAGE: *Minimum Permitted Size*

We recommend the following minimum widths to be used in screen playback and digital and offset printed versions.

Printed Version



32 mm



15 mm



7.5 mm



16 mm

Digital Format



156 px



134 px



66 px



84 px

CONSTRUCTION AND APPLICATION: *Color*

The logo will not be adapted to Pantone colors and will always exceed four inks.

The coloring scheme must be used when positioning the brand even when the logo is not used. Therefore, the six main colors should be used in all communications across all channels.

Sometimes the nature of specific materials can distort the corporate color scheme. These cases require special attention to ensure the tonality defined in this document. To this end, the corporate color formulas and codes should be delivered to the printer or other providers.



HEX	#6C4780	#E44E7D	#6E355D	#E2CA85	#EF8480	#A63659
CMYK	68 79 20 5	3 81 25 0	57 85 32 26	13 18 55 2	3 18 55 2	25 87 39 18
RGB	108 71 128	228 78 125	110 53 93	226 202 133	239 132 128	166 54 89
HEX	#110E1E	#FAFAFA				
CMYK	97 92 51 79	2 1 2 0				
RGB	17 14 30	250 250 250				

CONSTRUCTION AND APPLICATION: Gradients

The main logo is generated from several different color gradients. The six most important are displayed here.

Corporate Color Gradients



CONSTRUCTION AND APPLICATION: *Color logo versions*

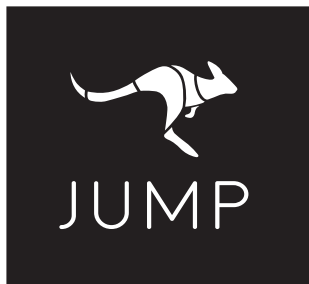
If a white or light background is not available, the brand identity should be reimaged according to what we define here.

Depending on the material and format, if only one ink is used, the brand identity will be reproduced as we define here.

Preferred Color Version



Other Color Options



CONSTRUCTION AND APPLICATION: Typography

The **Source Sans Pro** typography and its versions will be used to complement the typography in the text body and online world.

If Source Sans Pro is not available, the **Arial** typography will be used as complementary fonts for materials in the online world.

The Arial font will work as a typeface for reduced or legal texts.

Corporate Typography

Qg Source sans pro extra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

Qg Source sans pro semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

Qg Source sans pro light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

Qg Source sans pro bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

Qg Source sans pro regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

Qg Source sans pro black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

Alternative Typography

Qg Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%&!*

INCORRECT USAGE

A brand acts as a company's signature for all commercial purposes. Therefore, its reproduction must be protected from incorrect usage.

The following examples of incorrect usage must be avoided in order to preserve the brand value.

The arrangement of elements should not be altered



Do not flip or rotate the elements



The logo always needs to be produced with the corporate typography



The ratio of the elements can not vary



Never distort the shapes



Corporate Identity Guidelines JUMP // December 2018

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