



myjv.com

Branding Identity



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Color Palette

Colors formulas are defined below of the most common uses.

These may shift and need corrections depending on printing process, monitor type (CRT or RGB), and fabrication materials. It always best to see samples when possible before final production runs are in process.

Green

C: 84
M: 0
Y: 100
K: 0

R: 17
G: 160
B: 57

Web: #11A039

PMS: 361 C

Blue

C: 95
M: 76
Y: 5
K: 0

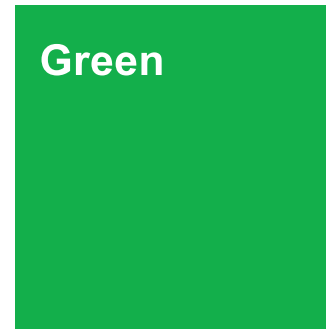
R: 29
G: 63
B: 139

Web: #1D3F8B

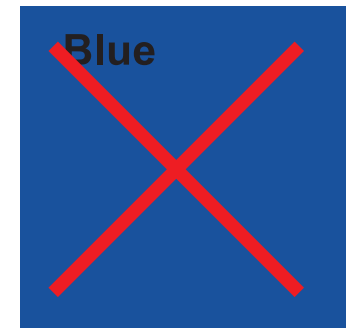
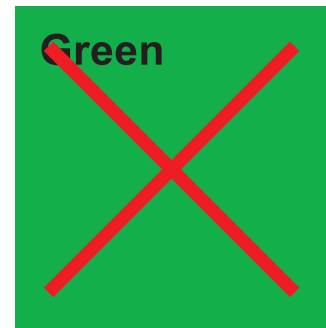
PMS: 7455 C

Examples of text use on the defined colors.

Correct
Sufficient contrast



Not correct
Insufficient contrast



Usage Notes

Keep area around logo clear of other branding or graphics that may compete for attention.



The logo mark and type work together as a unit and should not be reconfigured with alternate positioning.



Do not use size the logo mark and type so small the figures become unitelligible.



Too small

Not correct
Insufficient contrast



Correct
Sufficient contrast



Correct
Sufficient contrast



Horizontal Version Preferred over vertical version

Large Example



Typical Size
(for use on web site, print ads, T-shirt pocket position)



Smallest Size
(for smallest needs, perhaps as micro-button, affiliate badge, or co-brand)



Grayscale Version
(to use for 1 color newspaper ads or b/w copiers)



Back and White Version
(to use for newspaper ads or as hard art to reverse out to white in photos)



Vertical Version Use only in cases where horizontal version becomes too small because of space constrictions.

Large Example



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