

marque guidelines

**jess**  
peace of mind online

helping you to thrive and survive online



## The guidelines

This guide is for anyone using the Jess brand including business partners, design agencies, printers and other suppliers.

The marque must be used consistently in order to protect the Jess identity and achieve recognition and acceptance. It should be used in all marketing materials where possible.

The rules are few, but must be followed on all communications, whether internal or external.

The marque is not a design feature, to be changed for creative or other reasons. And, it is not something to be simply added to a completed design. It should be considered an integral part of a design from the outset, and be used in a proper manner. Flexibility already exists within these guidelines to allow it to be used in different situations.

These guidelines will help you reproduce the Jess identity with care, precision and consistency.

They incorporate the design features of the marque and include information on colour, size and how to and not to use the marque.

The guidelines are to assist you in drafting designs in the most appropriate manner.

Approval is still required for the use of the marque in the first instance, and for the final design.

Please read the entire document before starting any work that uses the marque.



## Marque elements

The Jess visual identity is an important asset. It symbolises the characteristics of the business such as its reassurance and bold nature. More than a logo, it represents the business and its core values; that is why it is so important to get it right.

It must always be used in its approved form to maintain its identity and integrity.

The Jess marque is composed of two elements: the name and the business description.

The marque is a unique piece of artwork, it must never be recreated or retypeset. The proportions as indicated should be maintained.

Only the approved digital files can be used. A high resolution jpeg, two colour and mono, can be obtained from our [website](#). See page 6 for more details about obtaining the marque files.

# jess

## **The Jess name**

The name can be used on its own as a graphic device in special circumstances and with the permission of the owner.

Examples include signage, exhibition materials, merchandise etc.

The letters have been carefully sized and must never be re-drawn no matter how easy it appears to be!

Only the approved digital files can be used. See page 6 for more details about obtaining the marque files.





## Minimum clear space

Always maintain the minimum clear space around the marquee to preserve its integrity. To maintain visual clarity and to provide maximum impact, the marquee must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the examples demonstrated in this document.

The clear space surrounding the marquee should be the width of the letter 'S' in the Jess logo type as shown.



In exceptional circumstances the Jess marquee can be reduced to a minimum height of 10mm.

In this case the business description 'peace of mind online' is not used. See page 12 for approved artwork.

## Minimum size

The marquee is designed to scale down to small sizes while retaining readability. However, at small sizes the words 'peace of mind online' will become unreadable. The marquee should therefore not be reproduced at less than 15mm high. These small sizes should only be used when space constraints demand it.



## Downloads

The marque is available to download from our website as two colour and a mono high resolution jpeg.

[www.jessdigital.co.uk](http://www.jessdigital.co.uk)

It can be supplied on request in tiff, png and vector formats. Colour, mono and reversed.

See page 12 for full range.

## Approval for use

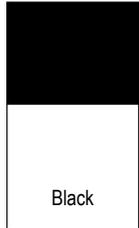
The Jess marque is protected by copyright and prior approval is required for the first time a company or partner organisation wishes to use it.

Approval is subject to certain criteria related to quality and sustainability.

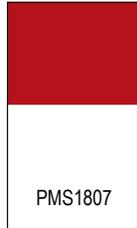
Requests to use the logo and queries about the guidelines should be directed to: [jess@jessdigital.co.uk](mailto:jess@jessdigital.co.uk)

**All** applications of the brand must be approved by Jess McBeath

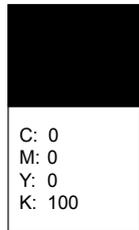
PMS colour



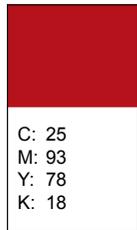
PMS colour



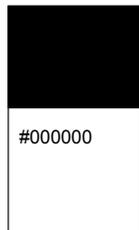
CMYK  
Black



CMYK  
PMS1807



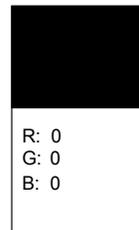
Websafe  
Black



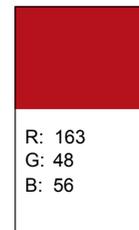
Websafe  
PMS1807



RGB  
Black



RGB  
PMS1807



This guide has been digitally printed and should never be used to compare the marque colours with litho printed colours. Always refer to a Pantone colour swatch when colour matching.

## Marque colours

The use of colour helps to create an organisation's image. It adds impact, mood and a sense of belonging.

The Jess marque is made up of two colours. Digital printing will probably be used most often and is likely to give a very slight colour shift but many other factors can influence accurate colour reproduction; print process, paper stock, line screen and ink coverage.

When litho printing spot colour is the preferred option and should be used as often as possible because only this process can reproduce the full brightness of the marque's colours.

The marque can also be reproduced in CMYK (process printing) when full colour litho and digital printing is being used, and RGB (Red, Green, Blue) for computer screen display.

The primary usage of the marque should be two colour printing on a white background.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## **Primary typeface**

The primary typeface to be used in all marketing collateral is Avenir. This paragraph is Avenir Book 11/15pt.

The primary typeface is not standard on the PC or Mac, and needs to be bought by any designer working on Jess projects. No other typeface is allowed.

Please see 9 for details of the typeface used for day-to-day typefaces.

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Arial bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Arial narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Typeface for daily use

Brand awareness extends beyond marketing, websites and print based publications. Consistency in every day use is essential to develop trust and credibility, but not everyone will have access to specialist typefaces.

For day-to-day use, Arial is the brand font.

This is the font that should be used on all self-generated materials such as letterheads, invoices and emails. It is a standard font, available on PCs and Macs.

The font has been chosen for its legibility and range of styles.

Opposite we show the preferred weights to use.

No other font usage is permitted.



2 spot colour  
4 process colour (CMYK)  
RGB colour



Mono



Reversed

## Variations on the marque

The marque will be used in many different mediums; two colour, mono, CMYK and a variety of applications, online, print, signage, clothing, banners, vehicles etc.

To achieve maximum recognition and consistency, a range of styles is available in digital format. See page 12 for full range.



Not on a dark or complex background

## Don't do this

There is no excuse for producing the marque incorrectly. To do so will dilute the Jess identity and cause confusion and misinterpretation.

If you are ever in doubt, seek advice. The final decision about any design lies with Jess and **all** use of the marque **must** be approved. (see page 6)

- Do not change the font, size or spacing of the marque
- Do not change the colour or placement of the strap line
- Do not distort the marque
- Do not change the typestyle
- Do not reproduce the marque in any colours other than those specified



Vector, tiff, hi-res and low-res jpeg & png



Vector, tiff, hi-res and low-res jpeg & png



Vector, tiff, & png



Vector, tiff, & png



Vector, tiff, & png

## Variations on the marque

This is the full range of designs. Each is available in a variety of formats supplied on request: tiff, jpeg, png and vector. Colour, mono and reversed.

Requests to use the logo and queries about the guidelines should be directed to:

[jess@jessdigital.co.uk](mailto:jess@jessdigital.co.uk)

**All** applications of the brand must be approved by Jess McBeath