



GRAPHIC STANDARDS

INTRODUCTION

This guide's purpose is to establish the brand style and to reinforce consistent application of the visual elements in all communication mediums. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

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IDENTITY

Your brand identity is the face and personality presented to the global community. It is as important as the services you provide. Your identity is the total effect of your logos, advertising, brochures, and presentations —everything that represents you.

Because brand cannot be compromised, this guide will provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your brand cohesively to the outside world.

The brand logo is an important and valued graphic element and must be used consistently and appropriately; minor variations will undermine and devalue the image of the branding as well as any products and presentations it appears on.

THE LOGO DESIGN – BLACK COLOR



THE LOGO DESIGN – REVERSE COLOR



THE LOGO DESIGN – ALLOWED COLOR VARIATIONS



THE LOGO DESIGN

The secondary logo is to be used when there is the need for a descriptor, subtitle, or subheading.

The additional text is Trade Gothic LT Std. (Condensed No.18) and it shall be justified with the width of the logo. The number of lines is recommended to be 1, but more is allowable.

The additional text is housed between two lines: one above the only or first line of text, and one below the only or last line of text. The thickness of the line shall be the same line weight as the lines in the Trade Gothic Lt St. (Condensed No.18) portion of the logo.

The leading among the bottom of the standard logo, the first line, additional text, and the last line, will each be one half of the x-height of the additional text size.

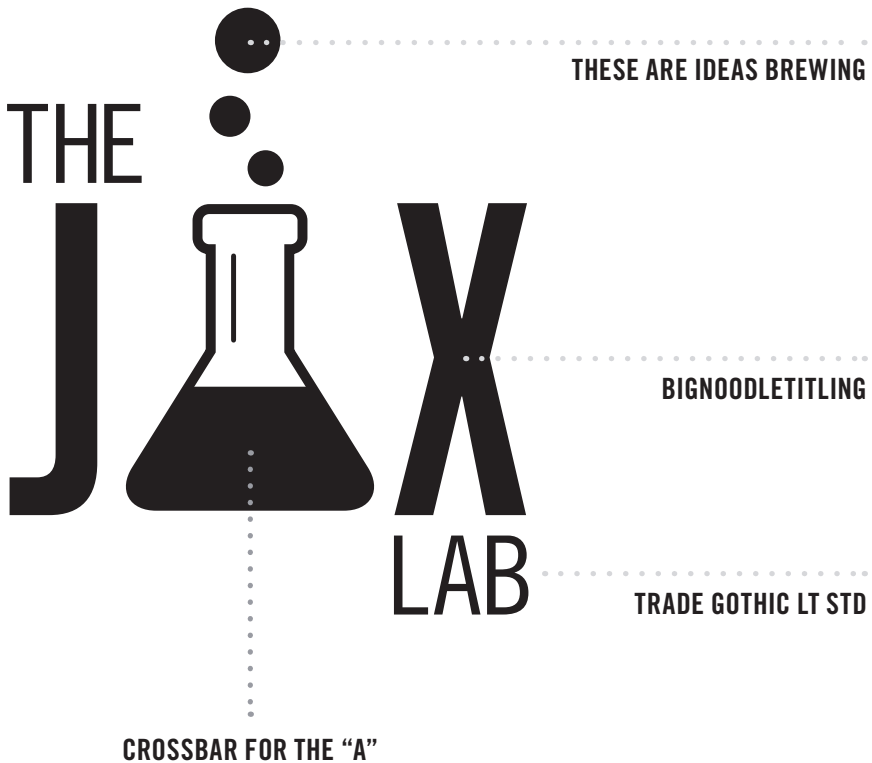
.....



THE CONCEPTUAL BACKGROUND

The Jax Lab was conceived as an in-house division that produced experimental products and solutions for the Florida Times-Union. Going on the theme of a lab, the image of an Erlenmeyer flask was used to invoke the sense of experimentation. The shape of the flask lent to that of a shape of the “A” in Jax, short for Jacksonville.

The typeface used for the “J” and the “X” is BigNoodleTitling, a condensed Gothic style font. Its “A” lent itself best to the proportion of an Erlenmeyer flask and the narrow foot of “J” was not conspicuous as to deter from the flask illustration.



LOGO USAGE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances; if you do not have it, request it from a colleague, and then save it where you can find it later. Always ensure you are using the correct artwork for the application of the logo.

When reproducing any logo elements, only the original high resolution or vector graphic files are to be used —logos should never be taken from this brand guideline.

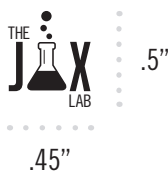


EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

The minimum space for breathing should be the same value as the height of the word "LAB" in the logo.



MINIMUM REPRODUCTION SIZE

In the primary logo format, a minimum size must be adhered to so that legibility is retained.

If the space is not optimal for the size of the logo, and alternative must be used or omitted entirely.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

The minimum size for the logo should be around .45" x .5".

RESTRICTIONS

Don't do these things, they are detrimental to the brand.



WRONG

The logo has become distorted as a result of trying to resize it without regard to proportions.



CORRECT

The logo's shape is consistent with the initial design, retaining balance and legibility.



WRONG

The background for the logo's placement is too similar to the logo, it lacks visibility and contrast and will be lost.

To fix this problem, you can either select a different base color, or switch to the reversed color logo.



CORRECT

The logo is clear and visible, set in the appropriate colors onto a backdrop which allows contrast.

Although the background is not white, the colors of the logo have been adjusted accordingly to allow symbiosis with the design.



WRONG

The design of the logo has been corrupted either purposefully or inadvertently. Important elements within the logo have been distorted, enlarged, skewed, shrunk, etc., affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements, it will introduce confusion into the brand.



CORRECT

Everything in its place, all's right with the world.



WRONG

Do not use a color outside of the selected brand color scheme, make no attempt to replace the font used, and do not replace the illustration used in the logo.

Do not attempt to embellish or bedazzle the logo, as any attempt in doing so will create brand confusion. Any meddling with the logo must be approved.



WRONG

In most cases, use of only one logo is all that is required. Too many will oversaturate and disrupt the harmony of the piece.



CORRECT

Less is more.






COLOR SCHEME

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the brand.

The CMYK values should be used for creating print documents.

The RGB values should be used for creating items viewed only on the screen.

The HEX values are provided in the case where inputting RGB or CMYK values are not accessible.

NAME	EXAMPLE	RGB	CMYK	HEX
Orange		242, 90, 0	0, 62, 100, 5	F25C00
Blue		51, 55, 69	26, 20, 0, 73	333745
Teal		119, 196, 211	44, 7, 0, 17	77C4D3
Mint		218, 237, 266	8, 0, 5, 7	DAEDE2
Red		234, 46, 73	0, 80, 69, 8	EA2E49

COLOR USAGE

These are examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of appropriate contrast between logo, typography and its specified background.

This also applies to the logos placement over a photographic background, pattern, visual graphic, or other media.



TYPOGRAPHY

The primary typeface is Trade Gothic LT Std. (Condensed No.18) with a secondary Trade Gothic LT Std. (Bold Condensed No. 20) to complement the primary. These have been carefully selected to complement the brand image, and must be used to retain consistency across all media.

Replacing fonts with alternatives should not be done under any circumstances.

PRIMARY

Trade Gothic LT Std. (Condensed No.18)

Main Text/Content

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*();€#¢∞§¶•ªº

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SECONDARY TYPEFACE

Trade Gothic LT Std. (Bold Condensed No.20)

Tagline/Subheadings

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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