Jumpix Design Standards Manual

The Jumpix design standards manual presents clear and concise requirements, policies, and processes to enable consistent branding for public and private projects.

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Jumpix was launched in late 2013 as a new software involved with helping consumers access and move files between major cloud providers. Users have the ability to access this application over the web.
Clear Space

The Jumpix logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space ensures visibility and preserves the integrity of the signature. This diagram indicates the alignment specifications for the logo.

Clear space is equal to the height of a lowercase letter from the signature. The clear space varies with the size of the signature.
Minimum Size

The original logo size is 2” in width. Do not reproduce the original logo less than 1.25” in width. Any width smaller than this will reduce the quality and clarity of the logo.

When measuring the logo locate the the edges of the illustration as indicated in the diagram.

If a size smaller than 1.25” is necessary then remove the descriptor text from the logo. The logo can be reduced to a minimum of 1”.

When resizing the signature, it is critical that it be resized proportionately.
Logo Color
The coloration of the logo is essential to the branding standards. Consistency of branding involves keeping within the Jumpix color scheme. The logo is composed of process Pantone colors.

Do not reduce the opacity of the logo.
These are examples for the incorrect application of the Jumpix logo. Do NOT do the following without expressed permission from Jumpix:

- do not flip
- do not resize smaller than 1.25”
- do not rotate the logo
- do not place inside a shape
- do not apply a drop shadow
- do not stretch out of proportion
- do not reconfigure or redraw the logo
- do not change spacing
- do not crop the logo
All of the uses listed are unacceptable alterations to the Jumpix logo. Any design questions should be directed to: marketing@jumpix.com
Visual guidelines for Jumpix show the color palette, typography, image style and graphic elements.

It is important to follow this standard because it reinforces the brand identity.
Color Palette
The Jumpix color palette is made up of a primary and secondary color palette. The secondary palette contains tints and shades of the 5 primary colors.

The consistent use of these colors will help strengthen the brand identity and create brand recognition.
The Jumpix typography focuses on two typefaces, Quicksand and Calibri. The consistent use of the typefaces will endorse a strong brand identity. The font Calibri is for body text and paragraphs. Quicksand is used for headings as well as a way for text to stand out.

<table>
<thead>
<tr>
<th>Calibri</th>
<th>Regular</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aa Bb Cc Dd Ee Ff Gg</td>
<td>Aa Bb Cc Dd Ee Ff Gg</td>
</tr>
<tr>
<td></td>
<td>Hh Ii Jj Kk Ll Mm Nn</td>
<td>Hh Ii Jj Kk Ll Mm Nn</td>
</tr>
<tr>
<td></td>
<td>Oo Pp Qq Rr Ss Tt Uu</td>
<td>Oo Pp Qq Rr Ss Tt Uu</td>
</tr>
<tr>
<td></td>
<td>Vv Ww Xx Yy Zz</td>
<td>Vv Ww Xx Yy Zz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Italic</th>
<th>Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aa Bb Cc Dd Ee Ff Gg</td>
</tr>
<tr>
<td></td>
<td>Hh Ii Jj Kk Ll Mm Nn</td>
</tr>
<tr>
<td></td>
<td>Oo Pp Qq Rr Ss Tt Uu</td>
</tr>
<tr>
<td></td>
<td>Vv Ww Xx Yy Zz</td>
</tr>
</tbody>
</table>
The Jumpix brand will be displayed on materials such as: stationary, business cards, marketing materials and media.

This section provides sample mockups, layouts, and applications that promote the Jumpix brand.
CONNECT
Jumpix lets you connect to all your services in one interface.
There is no need to go through all your services in order to search for one document!

MOVE
Be able to move your files from one application to the other.
Tired of opening all your applications and trying to move files from one to another? Well, Jumpix lets you view all of your applications at once. You are able to manage your files by moving them to your other accounts.
These are examples to show the application of the Jumpix logo.