



jumpix

Design Standards Manual

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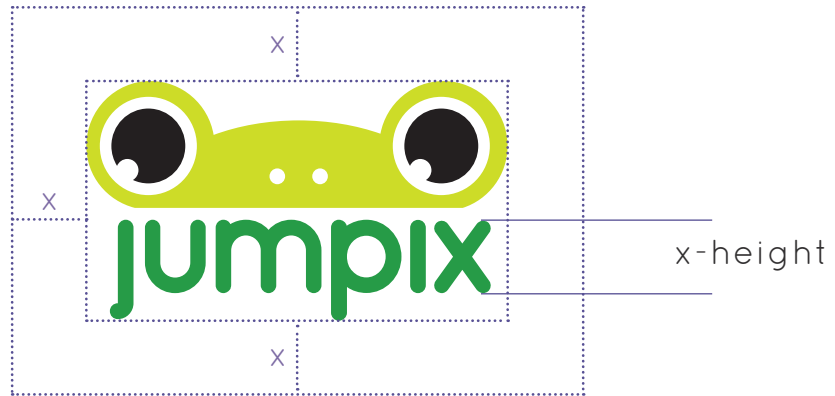
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Jumpix was launched in late 2013 as a new software involved with helping consumers access and move files between major cloud providers. Users have the ability to access this application over the web.

Identity Guidelines



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.

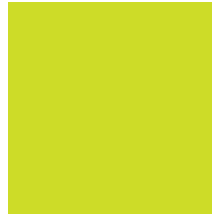
When measuring the logo locate the the edges of the illustration as indicated in the diagram.

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.



Pantone 389C
206 | 222 | 0
#CEDE00



Black
0 | 0 | 0
#000000



Pantone 389C
206 | 222 | 0
#CEDE00

Do not reduce the opacity of the logo.

Incorrect Uses

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



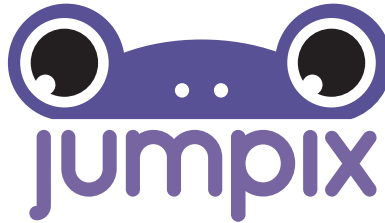
do **not** change the font



do **not** change the character kerning



do **not** skew



do **not** use alternate colors



do **not** remove portions of the logo

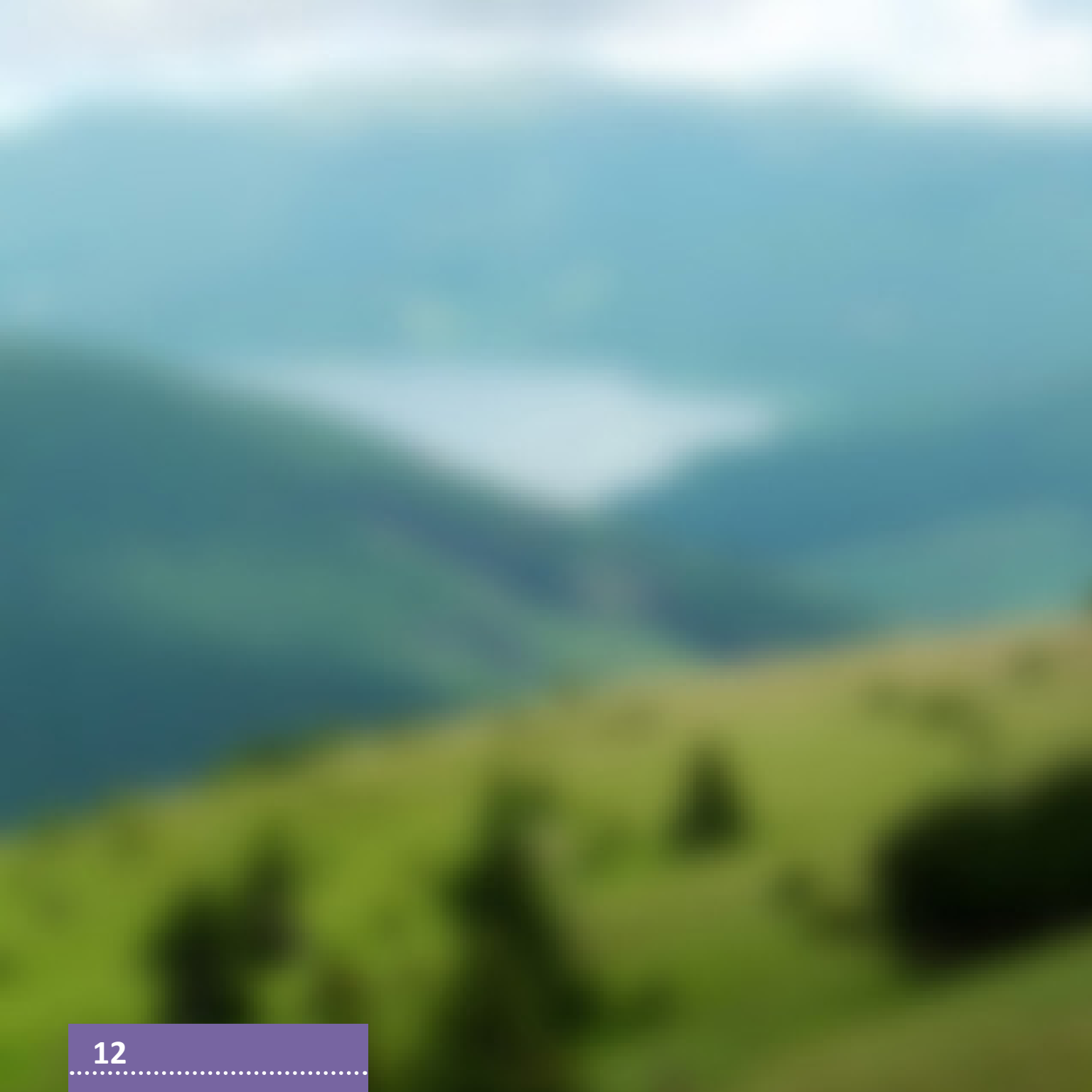


do **not** place logo place on top of similar colors



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.

Visual Guidelines



A
Pantone 360 C
CMYK 61/0/96/0
RGB 110/190/74
#6CC049



B
Pantone 7739 C
CMYK 81/15/100/2
RGB 45/154/71
#2E9941



C
Pantone 389 C
CMYK 24/0/100/0
RGB 205/220/41
#CEDE00



A1
CMYK 12/0/19/0
RGB 223/239/216



B1
CMYK 16/4/21/0
RGB 212/226/208



C1
CMYK 5/0/19/0
RGB 242/246/216



A2
CMYK 24/0/38/0
RGB 194/225/181



B2
CMYK 34/7/41/0
RGB 172/204/170



C2
CMYK 9/0/40/0
RGB 233/238/180



A3
CMYK 37/0/58/0
RGB 164/212/149



B3
CMYK 50/11/60/0
RGB 134/184/137



C3
CMYK 14/0/59/0
RGB 222/231/146



A4
CMYK 49/0/77/0
RGB 135/200/109



B4
CMYK 66/13/81/1
RGB 94/168/105



C4
CMYK 19/0/79/0
RGB 213/225/110



A5
CMYK 73/27/100/11
RGB 75/133/68



B5
CMYK 72/24/85/8
RGB 77/142/88



C5
CMYK 35/15/88/1
RGB 175/186/91



A6
CMYK 78/41/99/38
RGB 48/87/47



B6
CMYK 67/33/73/15
RGB 87/125/92



C6
CMYK 46/28/78/5
RGB 145/154/98



A7
CMYK 77/52/86/66
RGB 25/50/26



B7
CMYK 66/43/67/24
RGB 85/105/87



C7
CMYK 54/39/69/16
RGB 116/122/93



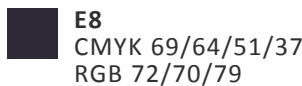
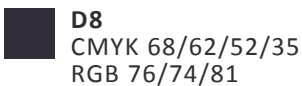
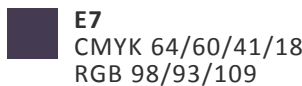
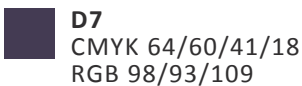
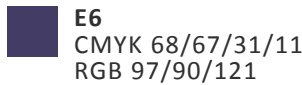
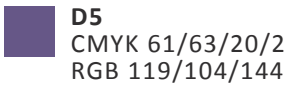
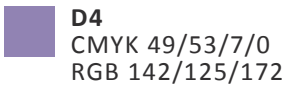
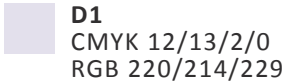
A8
CMYK 74/63/70/85
RGB 0/9/0



B8
CMYK 67/55/62/39
RGB 71/78/73



C8
CMYK 63/53/63/34
RGB 83/85/76



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.

Typography

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.

Calibri

Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Bold Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Quicksand

Light

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Book Oblique

*Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz*

Light Oblique

*Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz*

Bold

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

Book

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Bold Oblique

***Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz***



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.

Applications





These are examples to show the application of the Jumpix logo.