

Johnston & Matthews Branding

Visual Identity
Graphic Standards



Division of Marketing & Communications
November 2007

The Logo

Always use an electronic version of the Johnston & Matthews logo, available from both the web site and the marketing department. Do not attempt to recreate or redraw the logo.

The logo should always appear in the proper corporate color. Please refer to the section of this manual on correct use of color.

Standard sizes of the logo have been created for use in all stationery and administration materials and provide enough variation for any other application. The logo has been modified in the smaller sizes to provide better reproduction. Do not enlarge or reduce a mark – use the right size for the job.

The mark is available in .jpg and .eps format (Mac and PC) for use in page layout, word processing, PowerPoint, and other desk-top applications. All approved Johnston & Matthews logos may be downloaded at:



http://www.johnstonandmatthews.com/jm/news/press_kit.asp

Correct Use of the Logo

The correct form of the logo is shown at right.



The logo may also be reversed out of a solid background.



The logo should always be surrounded by a space margin. No words, symbols, or illustrative elements should intrude into this area.



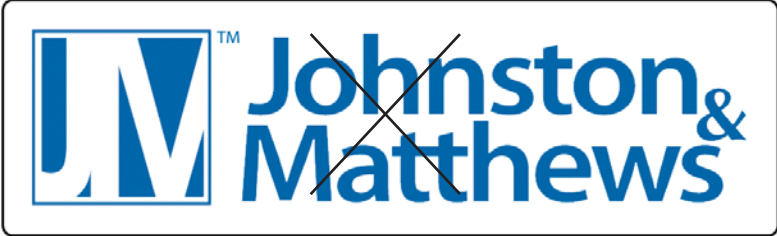
Several variations of the logo are available; none may be reduced smaller than 1-inch horizontally. In addition, the logo should never be rotated or reportioned beyond its original appearance. Requests for exceptions should be made through the Director of Marketing.

Incorrect Use of the Logo

Do not alter the size relationship between the "square" and the company name.



Do not incorporate a border or other graphic element around the logo.



Do no alter the proportions of the logo.



The Square

The Johnston & Matthews Square may be used independent of the company name and may only stand alone on emailgen headers, page headers and footers, stationery, business cards and web icons. Other uses must be approved by the Director of Marketing.



The Tagline

benefit & technology consultants is the Johnston & Matthews official tagline and may only appear as a designed "wordmark".

When appearing with the logo, the tagline must adhere to its original position relative to the logo. The wordmark, however, may be written as a part of any body text promoting Johnston & Matthews.

benefit & technology consultants



Correct Use of Color

PMS 660 is the only color, other than black or white, that may be used for the logo.



The logo may also be reproduced in black.



The blue logo should only appear against backgrounds that are white or up to 30% black. When the background is darker than 30% black or is another color all together, the logo should be reversed out, in white.



Incorrect Use of Color

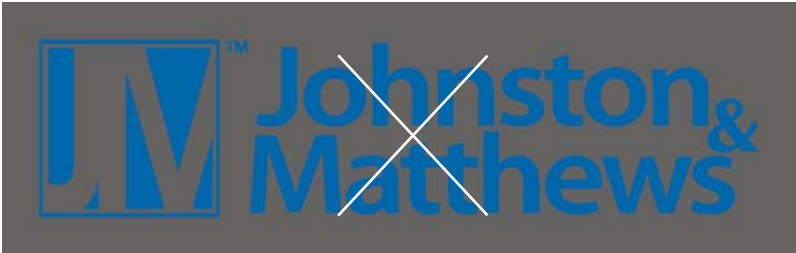
Do not reproduce the logo in any color other than PMS 660, black or white.



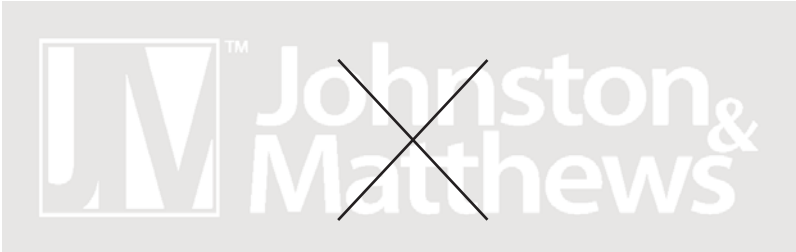
Do not reproduce any part of the logo in multiple colors.



Do not overprint the logo on backgrounds darker than an equivalent of 30% black.



Do not reserve the logo out of backgrounds lighter than an equivalent of 30% black.



Marketing Color Palette

A color palette has been chosen for all marketing communications materials. These colors should be used for graphic elements, diagrams and type.

CMYK and RGB equivalents are provided below the color swatch along with their PMS numbers.



PMS 660
c93 m64 y4 k0
r7 g 98 b169



PMS 563
c54 m9 y31 k0
r119 g 186 b182



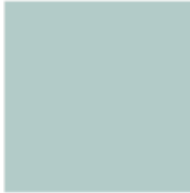
PMS 1385
c7 m53 y100 k1
r232 g138 b3



PMS 364
c80 m33 y100 k22
r55 g 113 b40



PMS 291
c31 m11 y1 k0
r171 g203 b232



PMS 622
c26 m9 y19 k0
r189 g209 b202



PMS 156
c5 m26 y51 k0
r241 g192 b136



PMS 7486
c23 m0 y37 k0
r199 g228 b179



PMS 411
c58 m60 y56 k33
r93 g80 b80



PMS 454
c12 m13 y22 k0
r223 g 213 b195

Corporate Typeface

Typography plays an integral part in any company's identity program. It is important that one, or at most two, typefaces be used for those items that form that core of its corporate communications such as stationery, marketing literature and signage.

Because of its character and the thinness of the letters, the District Thin Font was chosen for all corporate and marketing communication materials.

Trebuchet was chosen for the logo and is acceptable for desktop applications such as PowerPoint, and Word.

Arial was chosen for its availability and wide use for all Web text. Where DistrictThin is not available, the typeface Arial is acceptable.

DistrictThin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?

Always use DistrictThin for all corporate communications and marketing literature.

Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?

Use Trebuchet as an alternative for desktop applications.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?

Use Arial for all Web text.