



Digital Style Guide

JSI.com Consolidated styles and Treatments

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1.0

Typography & Styles

Primary Font

Our primary typeface establishes a clear and consistent typographic hierarchy across the website. It is used for headlines, subheads, and body text to ensure readability, responsiveness, and visual cohesion across breakpoints. This font reinforces our brand's tone—modern, accessible, and confident.

Neue Haas Grotesk Display Pro

ÀÁÂÃABCDEF^HIJKLMNOP
àáâãä.abcdefghijklm
nopqrstuvwxyz
1234567890
10 to 20+

Aa

Font Weights

Neue Haas Grotesk Display Pro

Bold
Medium
Regular
Light

Aa

Primary Heading Levels

H1 Grotesk 185
H2 Grotesk 132
H3 Grotesk 110
H4 Grotesk 72
H5 Grotesk 58
H6 Grotesk 44
H7 Grotesk 26
H8 RGrotesk 18
H8 Grotesk 16
H9 Grotesk 13

Usage Examples

Sample A - Mixed Weights

Leverage our in-house playground.
A full suite of capabilities at your
fingertips.

Sample B - Editorial Layout

**Let's Create
Something Lasting**

Whether you're looking to transform a workplace, healthcare facility, or learning environment, we'd love to bring our 150 years of expertise to your project. Explore our collections, visit our showrooms, or connect with a representative to begin your JSI journey

Usage Examples

Sample C

We Are Passionate
About Crafting Furniture
That Shapes Real Lives
And Transforms Real
Spaces

Usage Examples

Sample D - Scrolling Text Ticker

↗ Craftsmanship ↗ Crafts

• Craftsmanship • Crafts

2.0

Color System

Primary Colors

These six shades form the core of our visual identity. From crisp whites to grounded neutrals and soft tonal variations, this palette is designed to feel calm, modern, and adaptable across print and digital applications. Each color plays a specific role in establishing hierarchy, contrast, and clarity.



HEX
#FFFFFF
RGB
255 / 255 / 255
CMYK
0 / 0 / 0 / 0

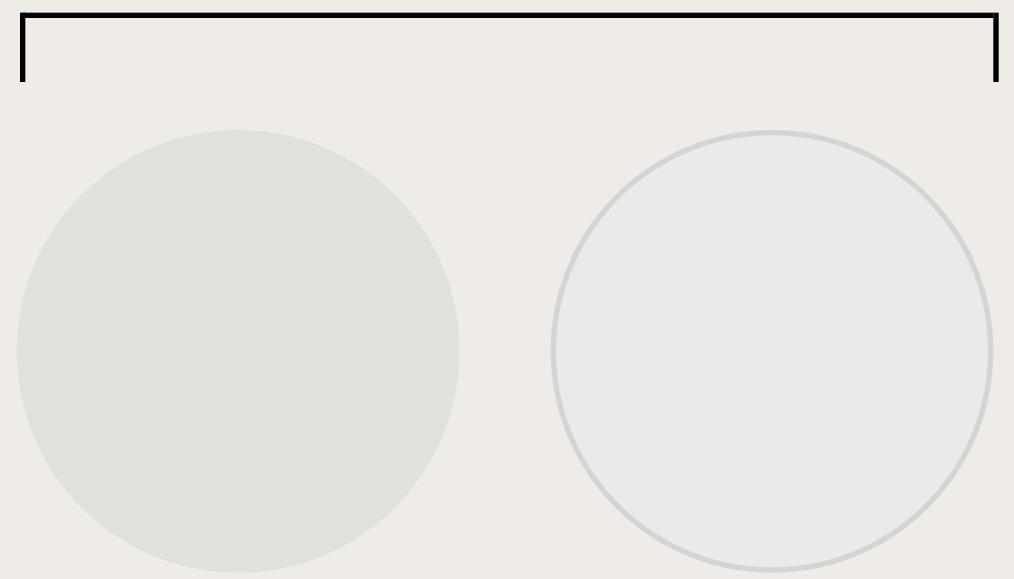
HEX
#353535
RGB
53 / 53 / 53
CMYK
0 / 0 / 0 / 79

HEX
#E3E0D8
RGB
227 / 224 / 216
CMYK
0 / 1 / 5 / 11

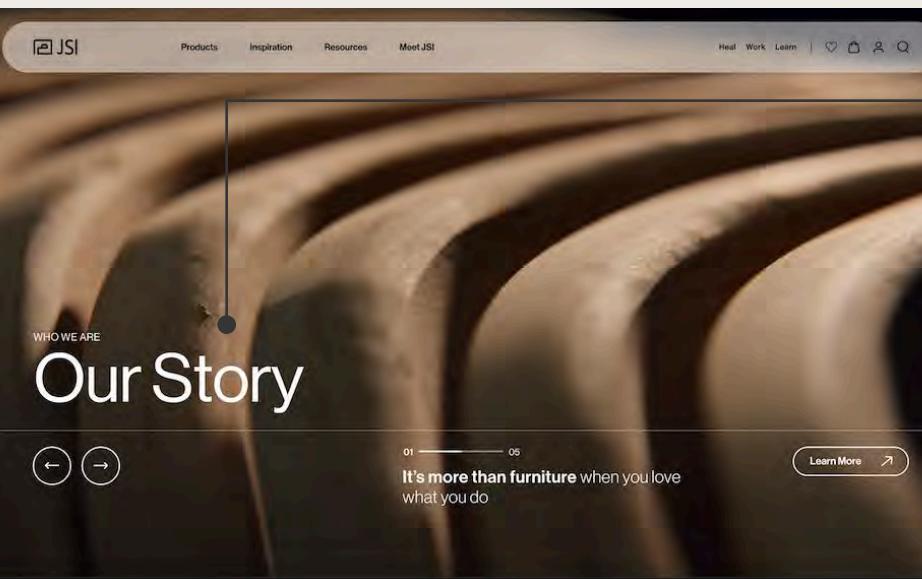
HEX
#FOEDE8
RGB
213 / 213 / 213
CMYK
0 / 0 / 0 / 16

HEX
#DFE2DD
RGB
223 / 226 / 221
CMYK
1 / 0 / 2 / 11

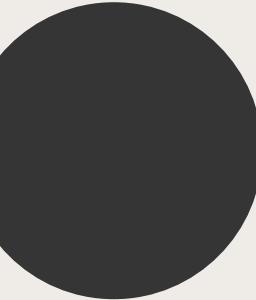
JSI Health



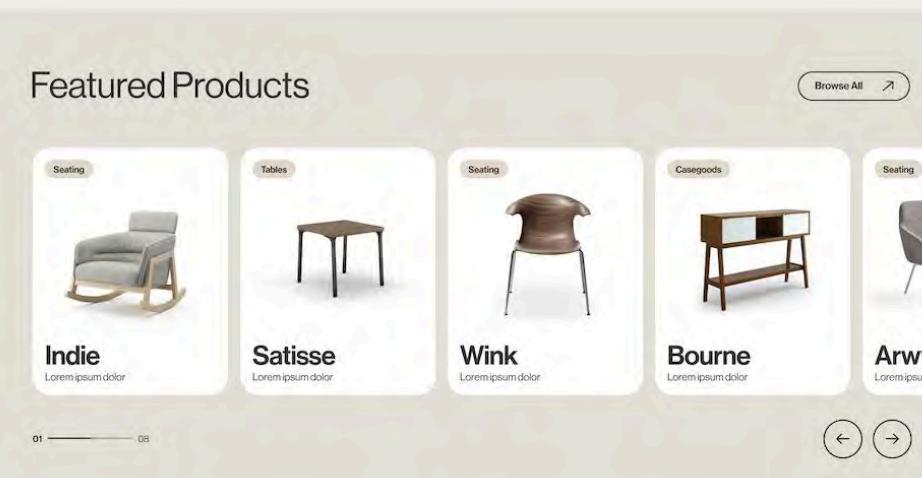
Color Usage



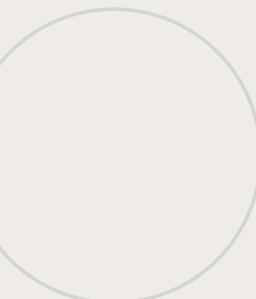
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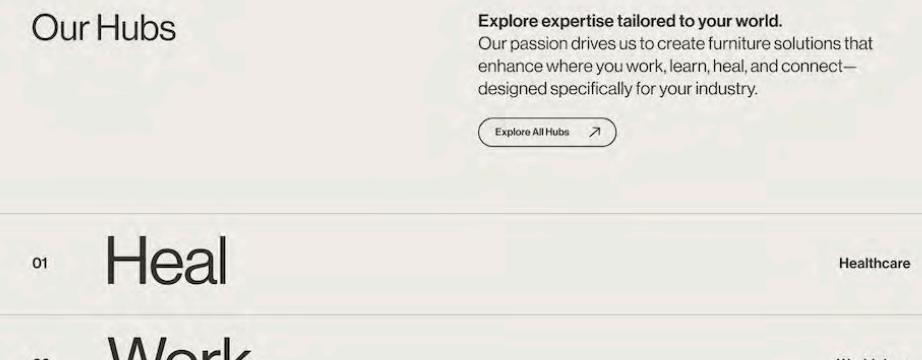
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#E3E0D8

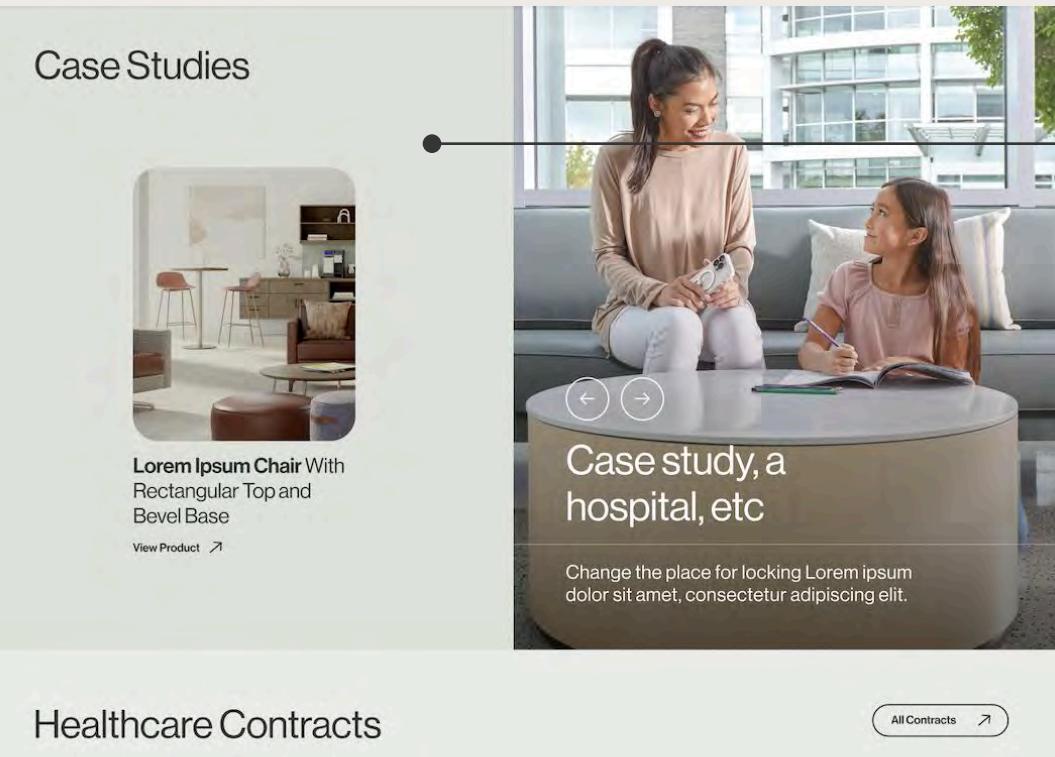


#FOEDE8



Color Usage

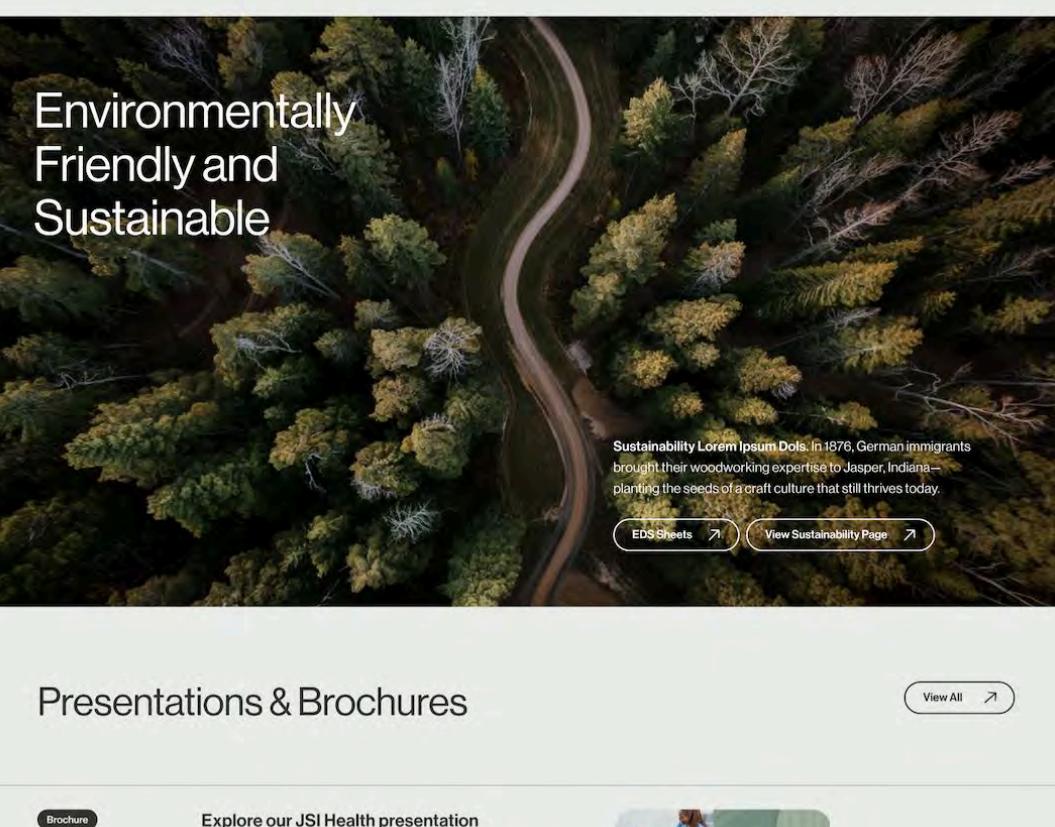
JSI Health



#DFE2DD



#EAECCE9

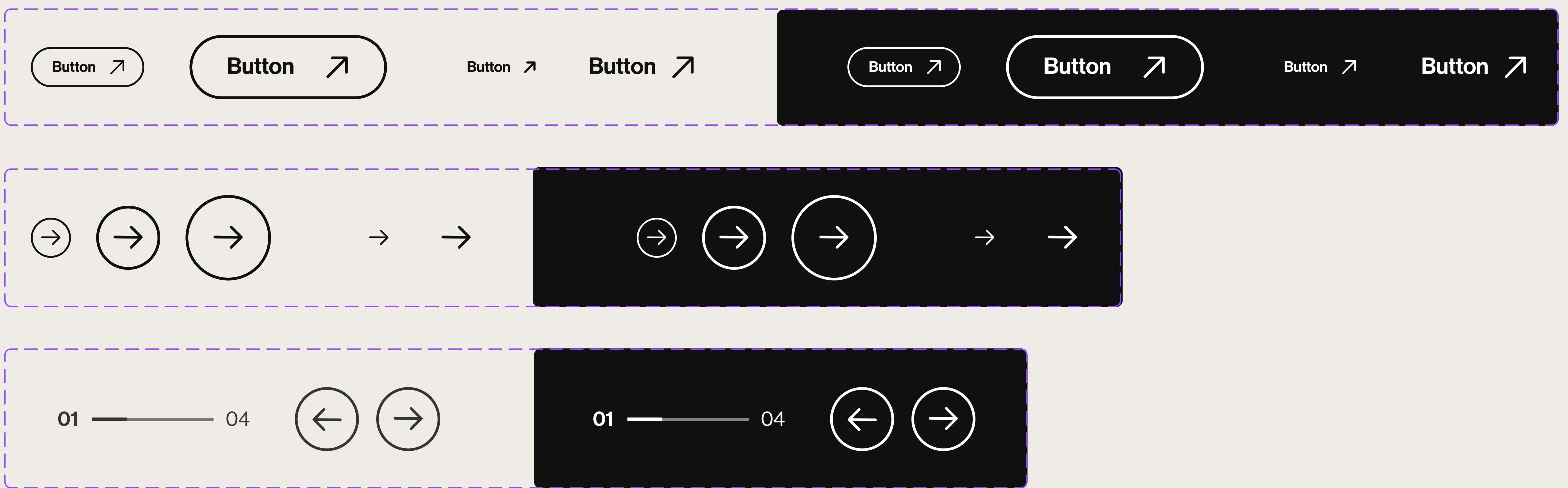


3.0

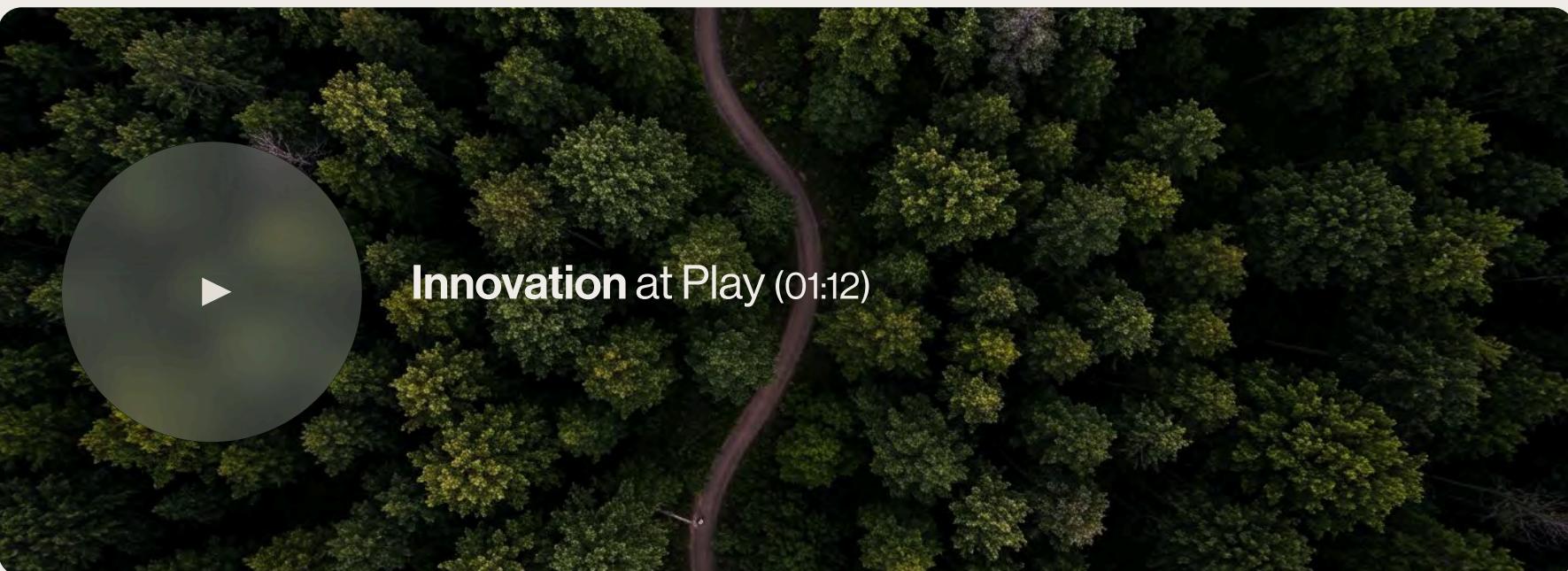
Ui Elements



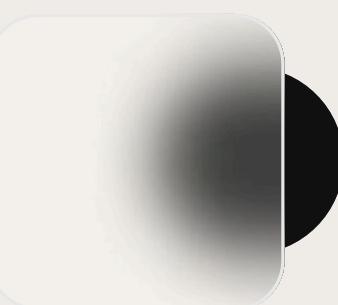
Button Styles



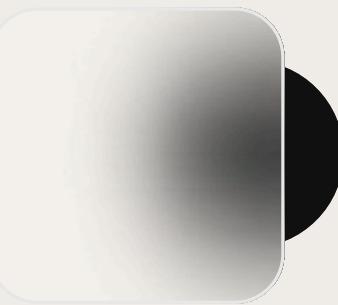
Alt Button Styles



Frost Values



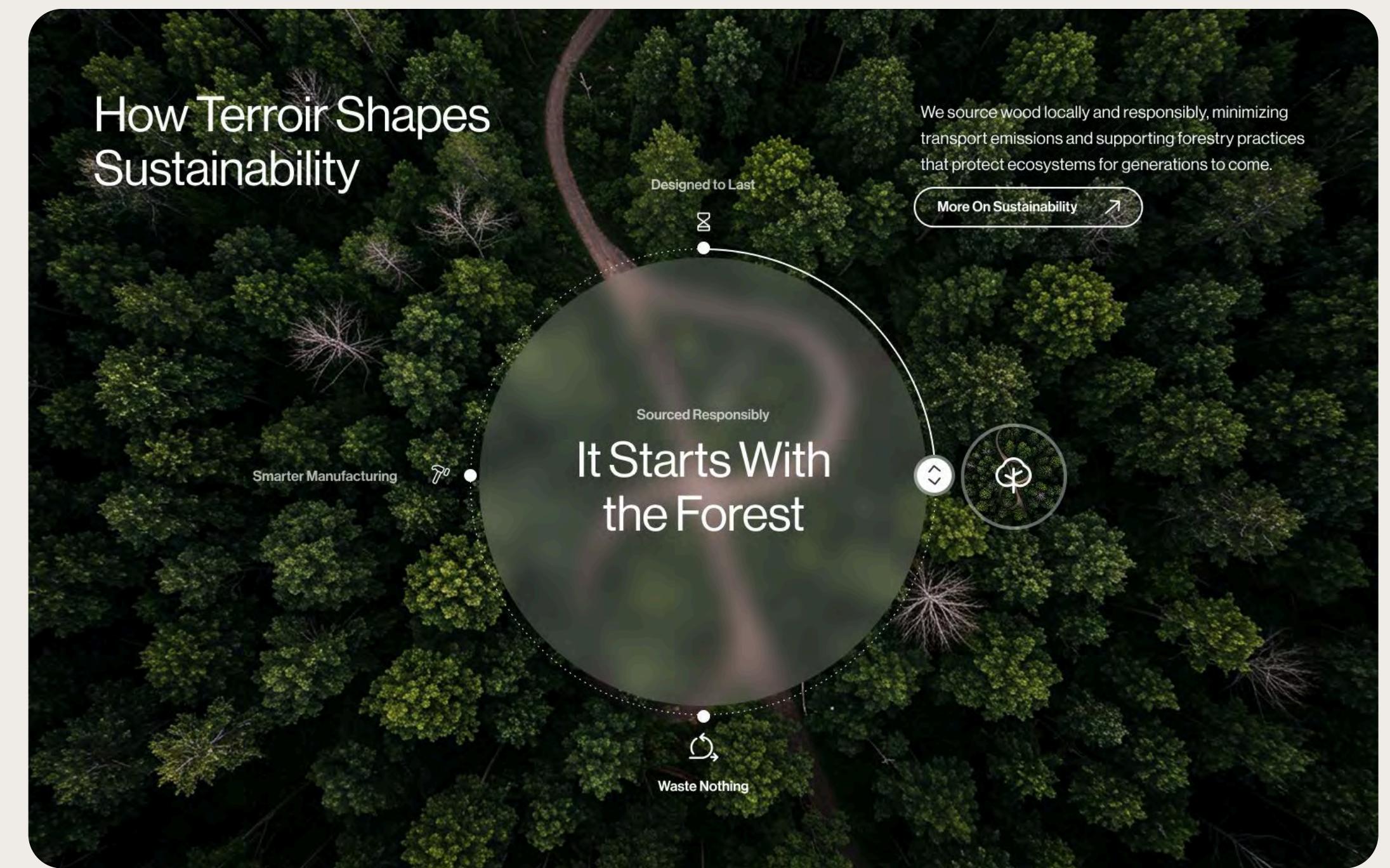
Background Blur
24



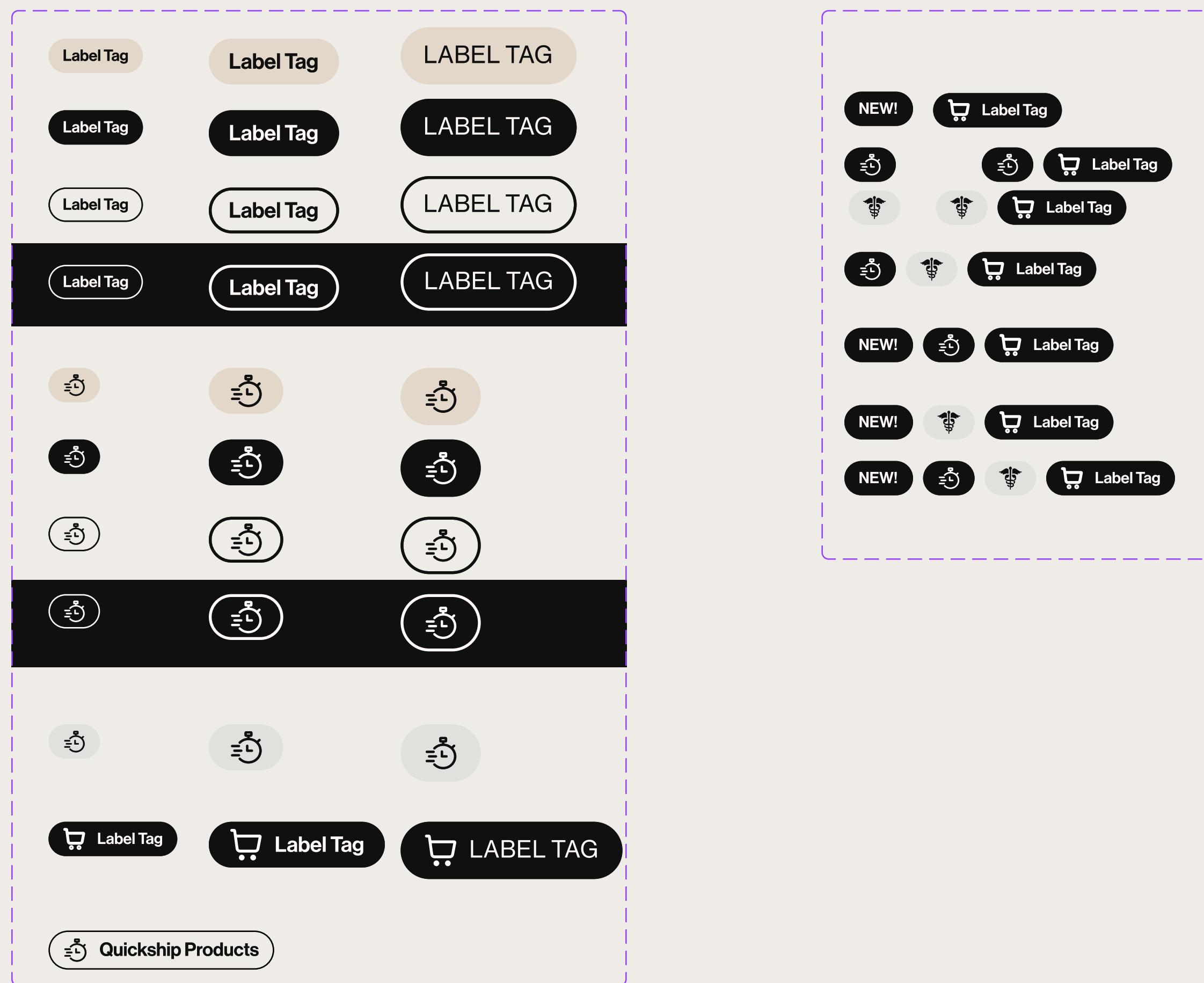
Background Blur
34



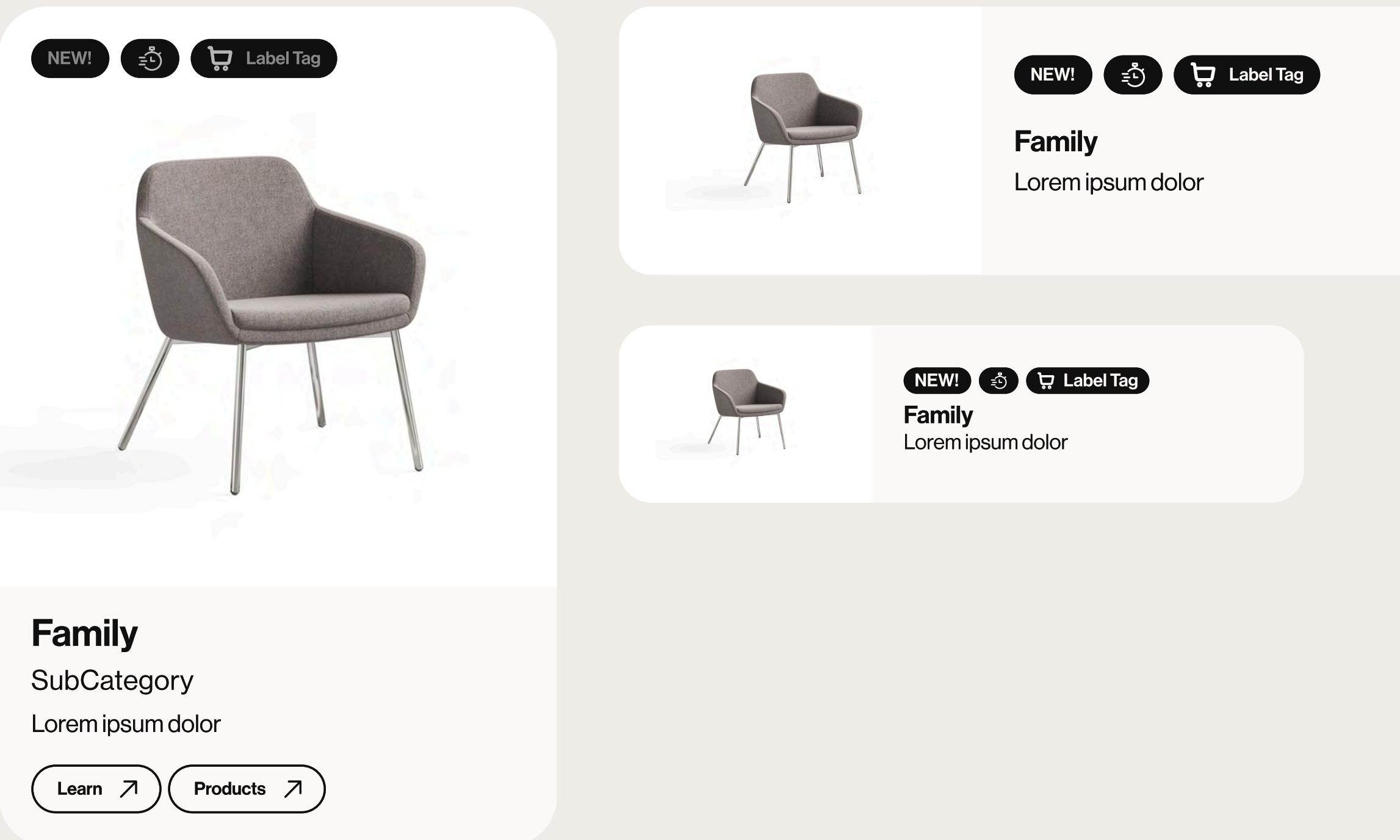
Background Blur
44



Label Tags



Product Cards



Product Cards



Desks & Tables
Wooden 36x72 Table

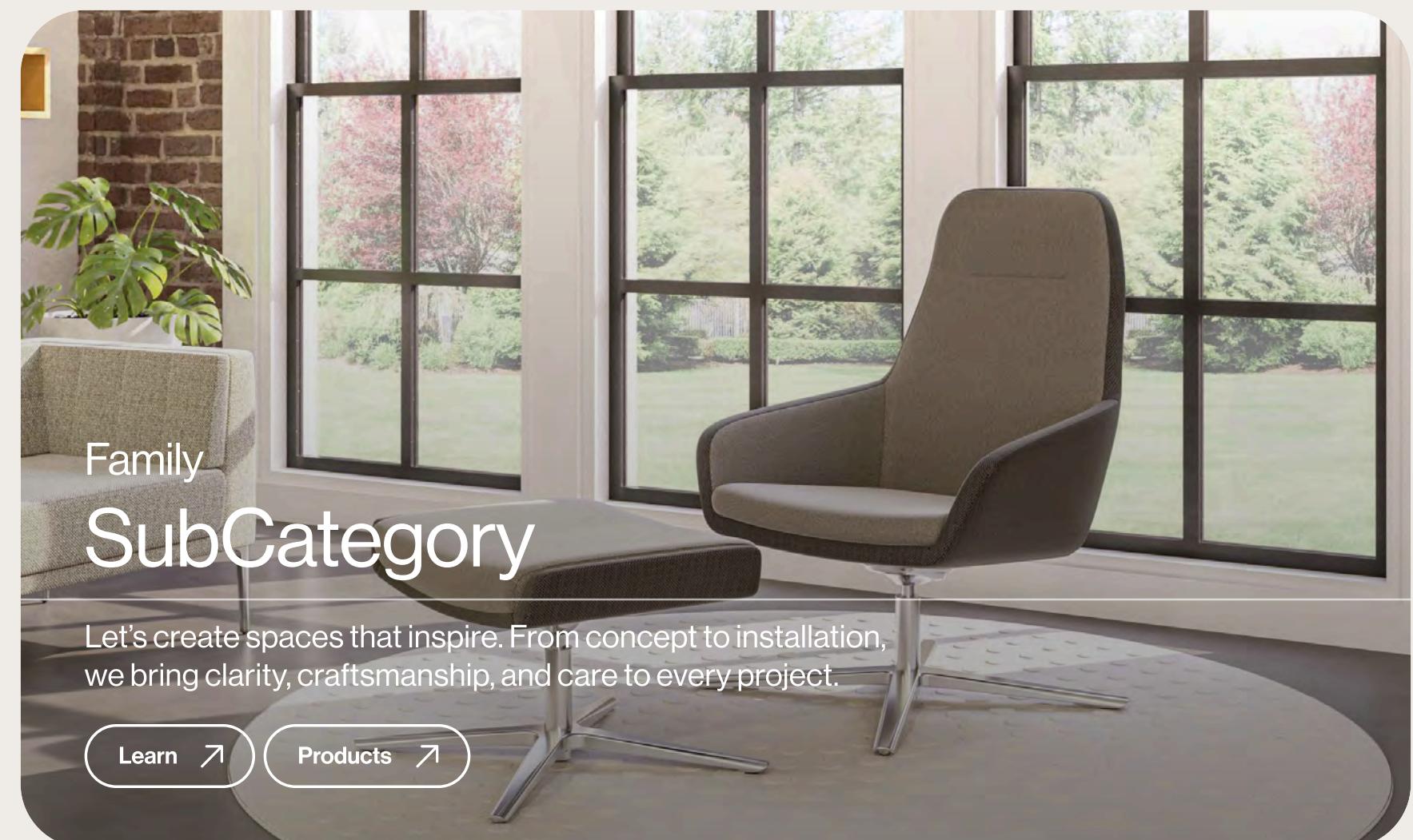
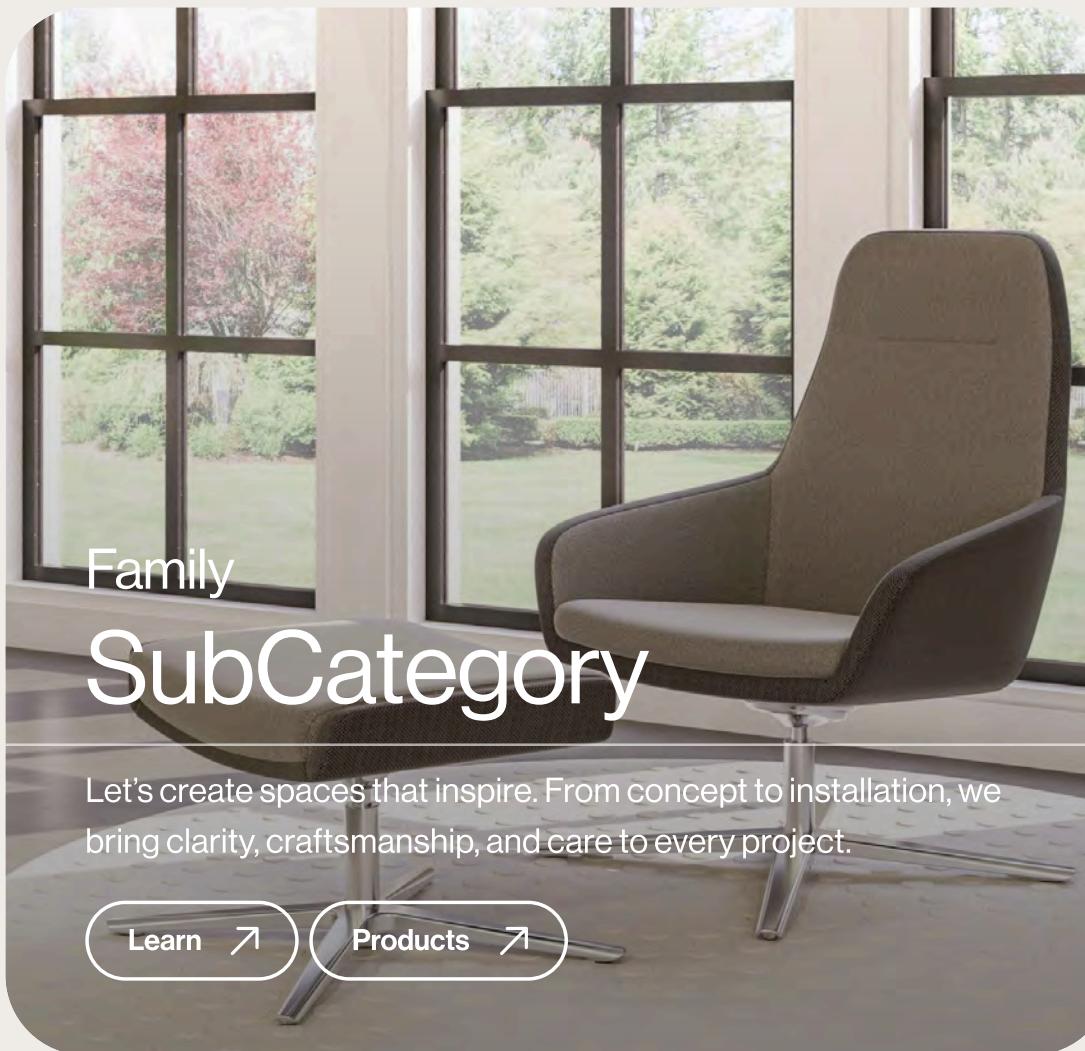
[Download Specs & files](#)



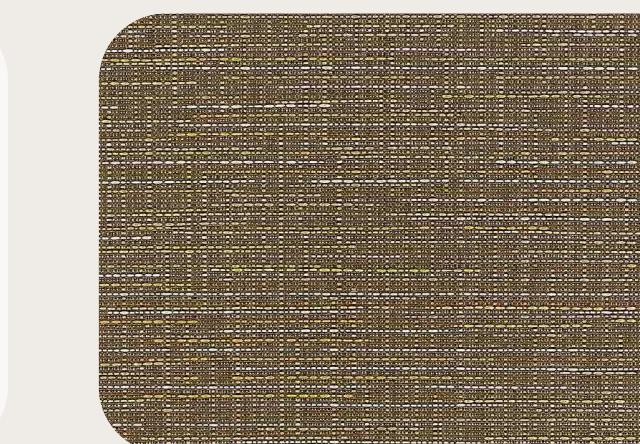
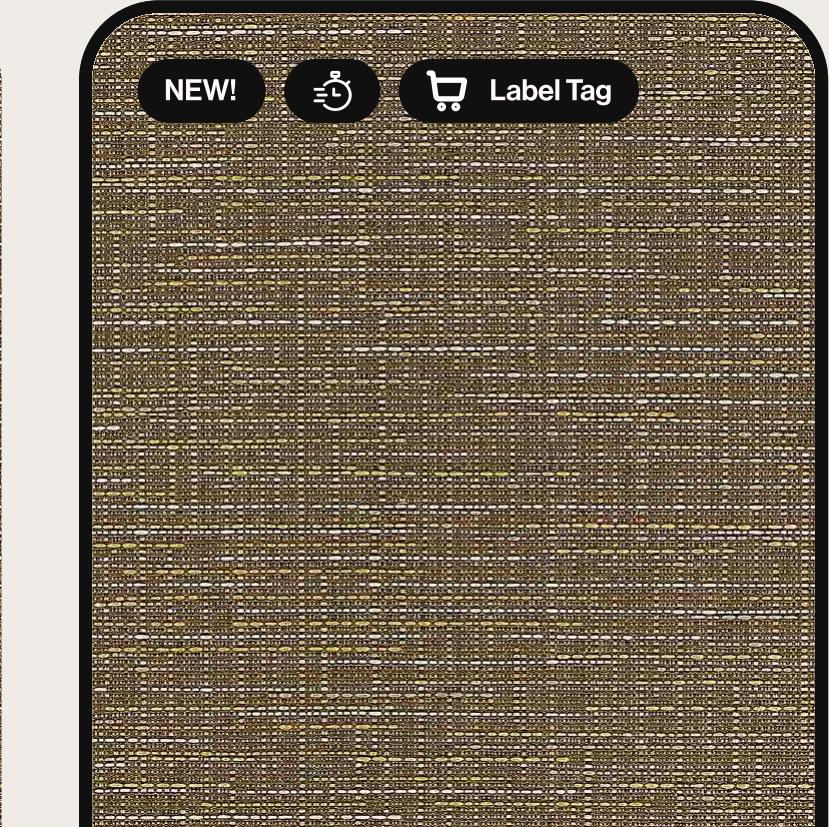
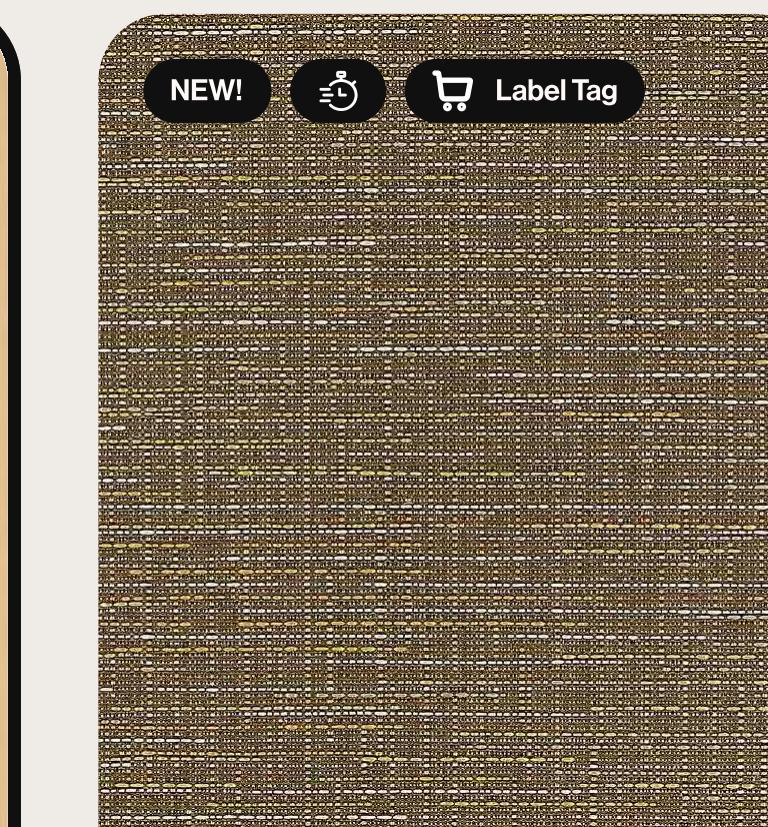
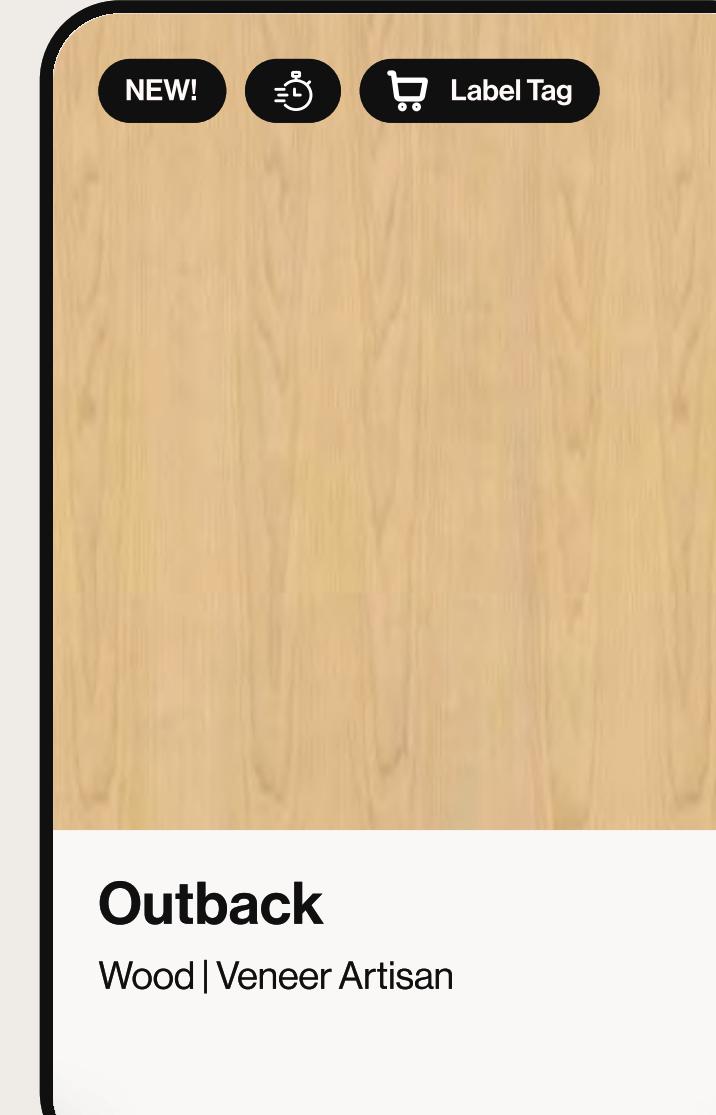
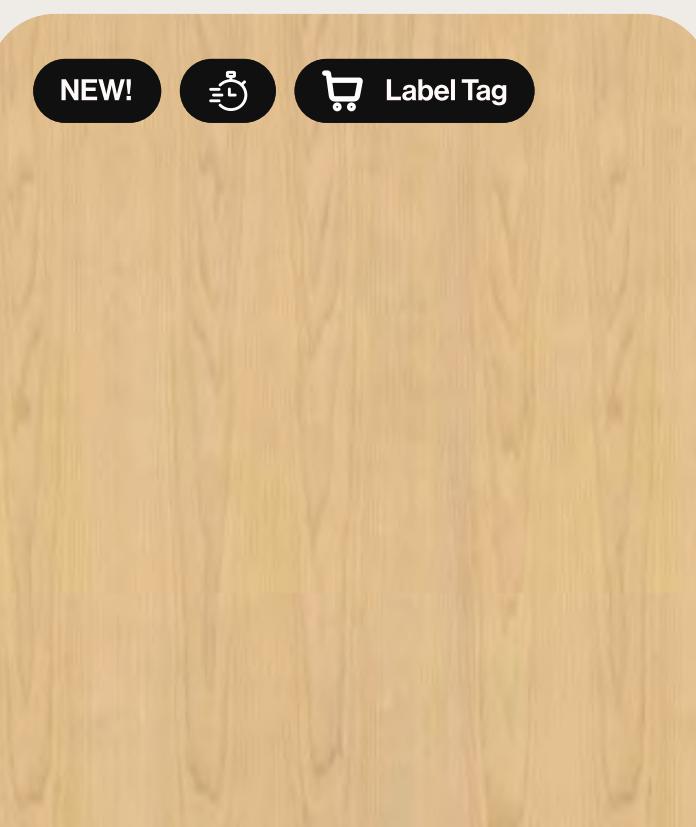
Desks & Tables
Wooden 36x72 Table

[Download Specs & files](#)

Product Cards



Product Cards



4.0

Photography



Photography Style

Natural & Minimal

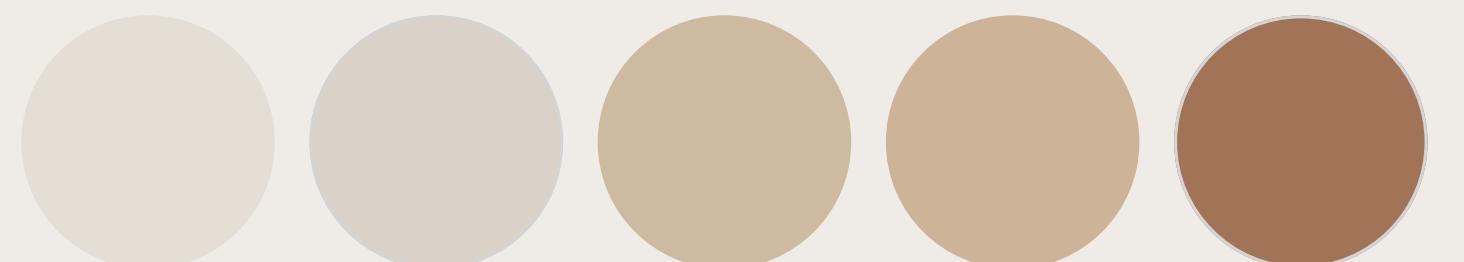
Use soft, diffused lighting and clean compositions to highlight materials and form. Styling should be minimal to keep the focus on the product.

Grounded in Craft

Showcase craftsmanship through close-ups, textures, and moments of making. Environments should feel warm, lived-in, and intentional.

Earth-Toned Palette

The supporting color palette is inspired by natural materials—wood, clay, and stone. These hues create a warm and calm, tactile, and timeless visual tone that complements the photography.



Photography People

Authentic & Approachable

Portraits should feel natural and relaxed, capturing real expressions and a sense of personality. Avoid overly posed or stylized compositions.

Contextual & Professional

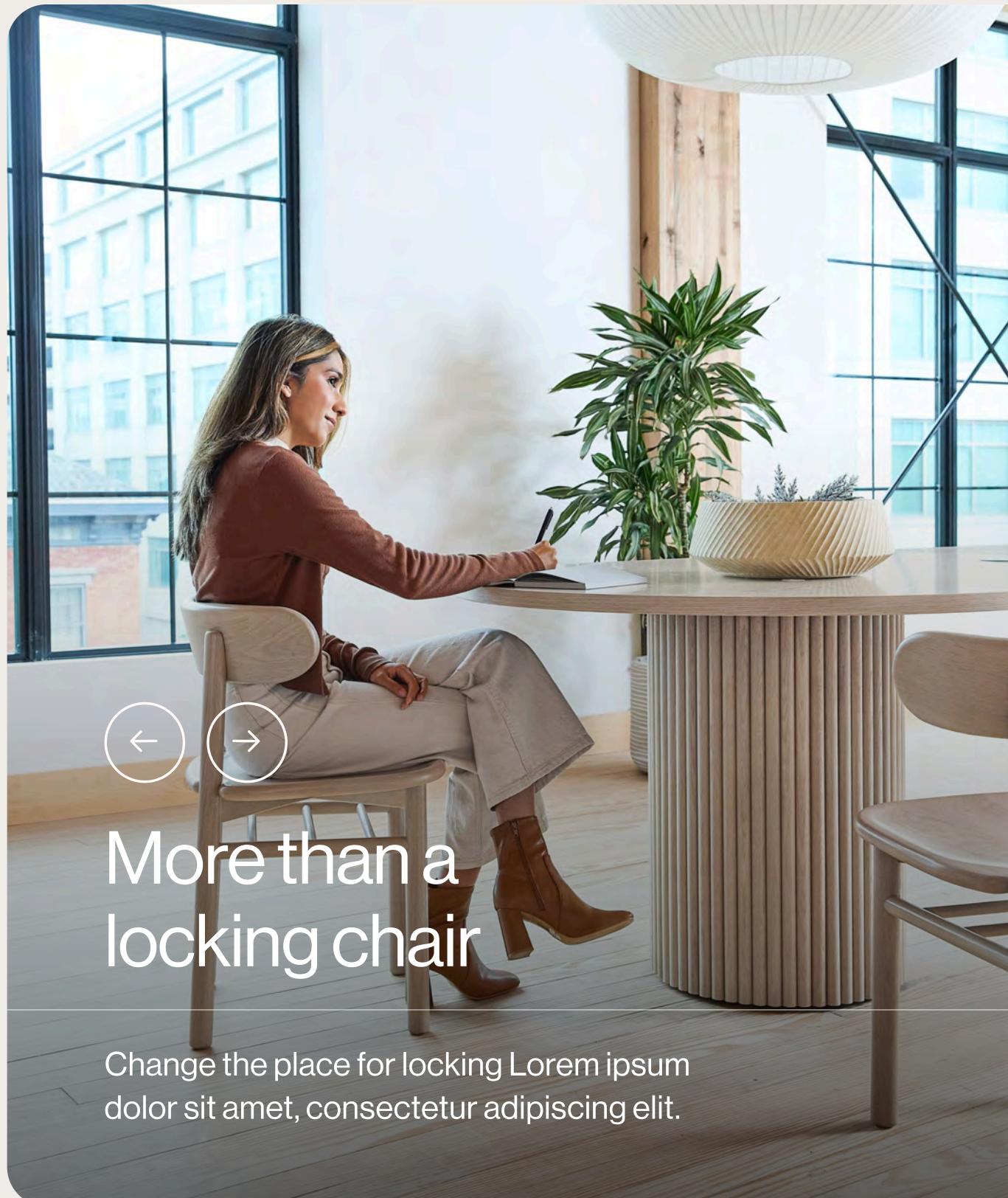
Photograph people in real environments that reflect their craft or role—offices, studios, or workshops. Use shallow depth of field to keep the subject in sharp focus while subtly softening the background.

Warm, Natural Light

Prioritize soft, even lighting that flatters skin tones and enhances clarity. Backgrounds should be clean, cohesive, and in harmony with the broader color palette.



Photography Layout Samples



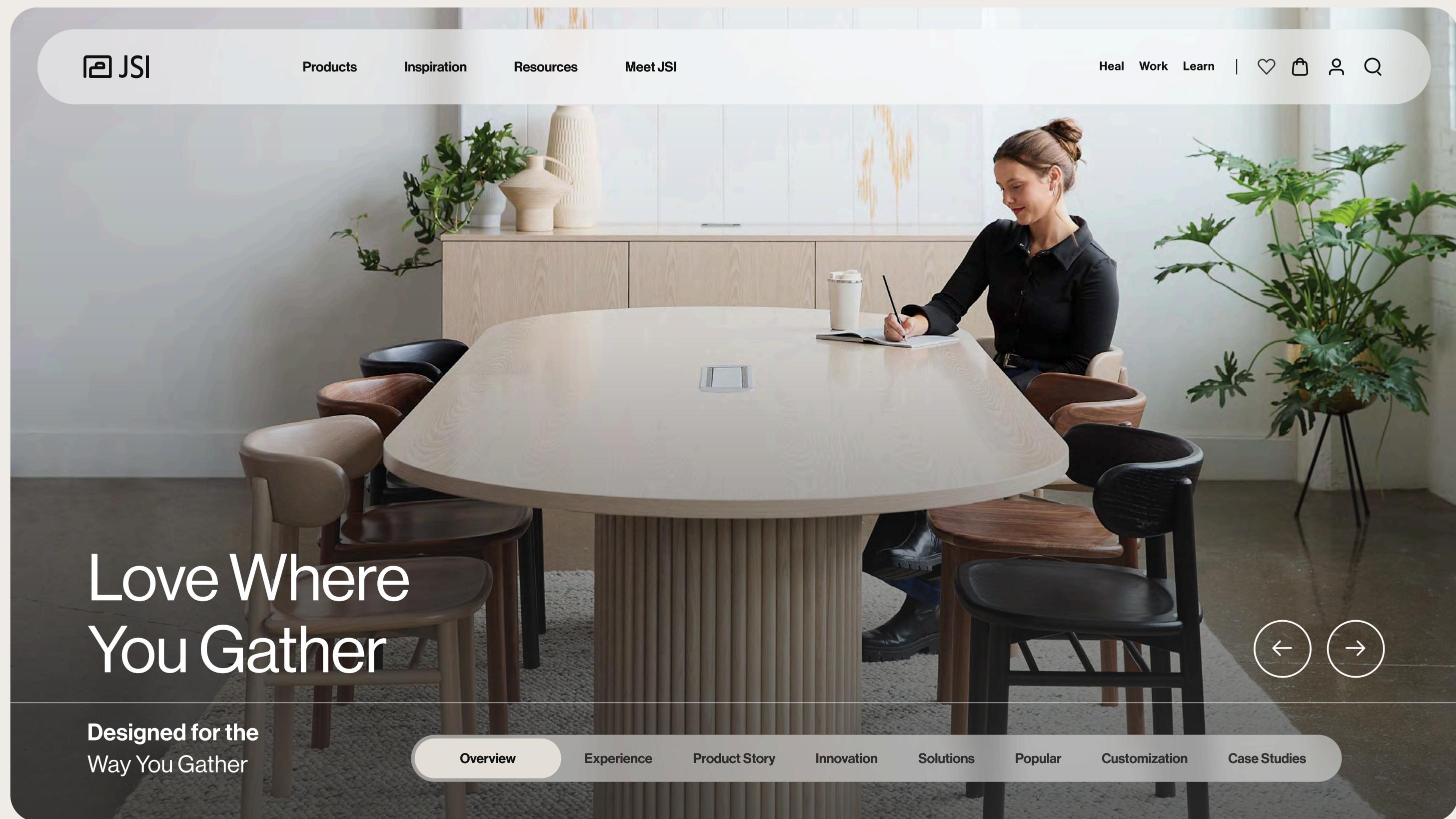
Product Story



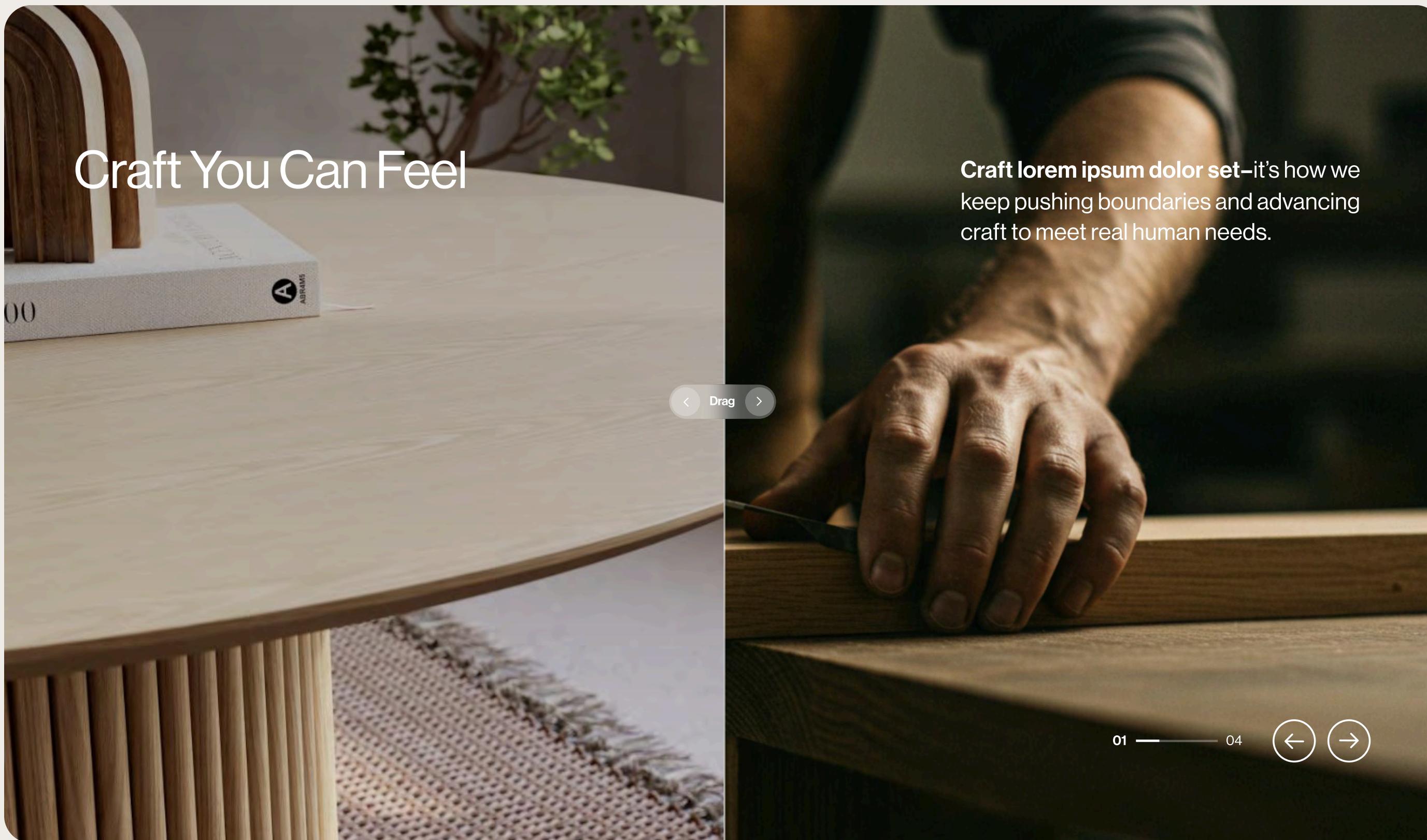
Lorem Ipsum Chair With
Rectangular Top and Bevel
Base

[View Product](#) ➔

Photography Layout Samples



Photography Layout Samples



Photography Layout Samples

Our woodworking techniques have been refined through generations of artisans, each teaching the next what true quality means.

[Learn About Our Craft](#)



• 01 Our furniture carries the quiet strength of the region—refined over time, passed down through generations, and built to last for generations more.

↗ Forest to Table ↗ Forest to Table



• 02 Our roots go back to 1876, when German immigrants brought woodworking traditions to Jasper, Indiana.

Honoring Our Materials

150 Years of Woodworking
Know-How. With over a century of experience working with the forests around us, we know how to craft in a way that respects and enhances real wood.

[Our Materials](#)



03 ————— 04



Thank You
Love What You Do.