



# Brand Style Guide

## MEET THE LOGO

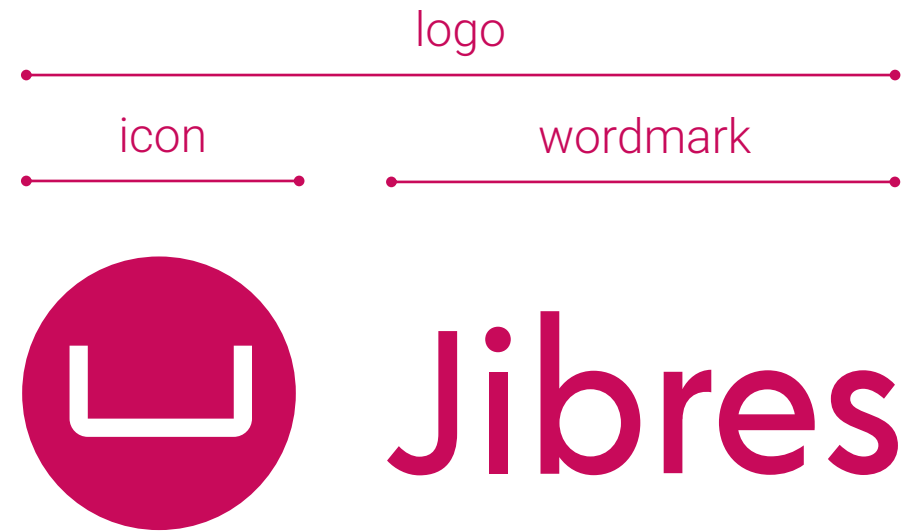
Our logo represents simplicity, vivacity, agility scalability and reliability; Values that we believe them as a company.

These guidelines are here to help ensure that your use of the Jibres logo is consistent with the way we present ourselves.



## STANDARD LOCKUP

Our standard horizontal lockup is our official logotype, consisting of the icon and our wordmark. If you aren't sure which logo to use in your materials, use this one.



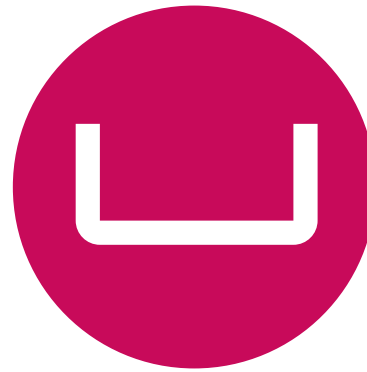
## VERTICAL LOCKUP

The vertical lockup can be used when the provided space is square and use of the horizontal lockup will make the logo look too small.



## ICON BY ITSELF

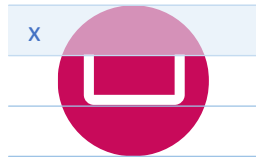
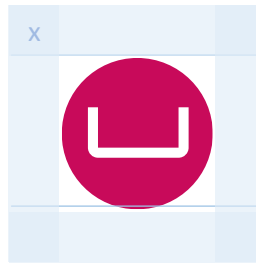
Use the icon only when “Jibres” has been well established elsewhere on the page or in the design. When in doubt, use the full logotype.



## SAFE SPACE

Safe space acts as a buffer between the logo and other visual elements on a page, including text.

This space is the minimum distance needed and is equal to third the height of the icon.



## MINIMAL SIZE

Here's the recommended minimum size at which the logo may be reproduced. For legibility reasons, we ask that you stick to these dimensions.



Print size 1 cm wide

Digital size 36 pixels wide



Print size 2.5 cm wide

Digital size 96 pixels wide



Print size 1.7 cm wide

Digital size 64 pixels wide



## JIBRES RED

The Jibres red is bright and vibrant and we want it to stand out clearly. To that end, here are the color values you can use for both digital and print.

HEX	#C80A5A
RGB	200, 10, 90
CMYK	17, 100, 50, 2
HSL	335, 90%, 41%

## USING GRAYSCALE

If the color logotype isn't an option for technical reasons, use the black or white versions instead.

You can create a version using any value on the grayscale.



## BACKGROUND COLOR

Our logo must always have good contrast with the background to ensure maximum impact and accessibility.

Use the black or white versions if the logo is to be presented on a background color.

If you're going with grayscale, make sure you choose a version where the contrast between the logo and the background is strong.



## WORDMARK

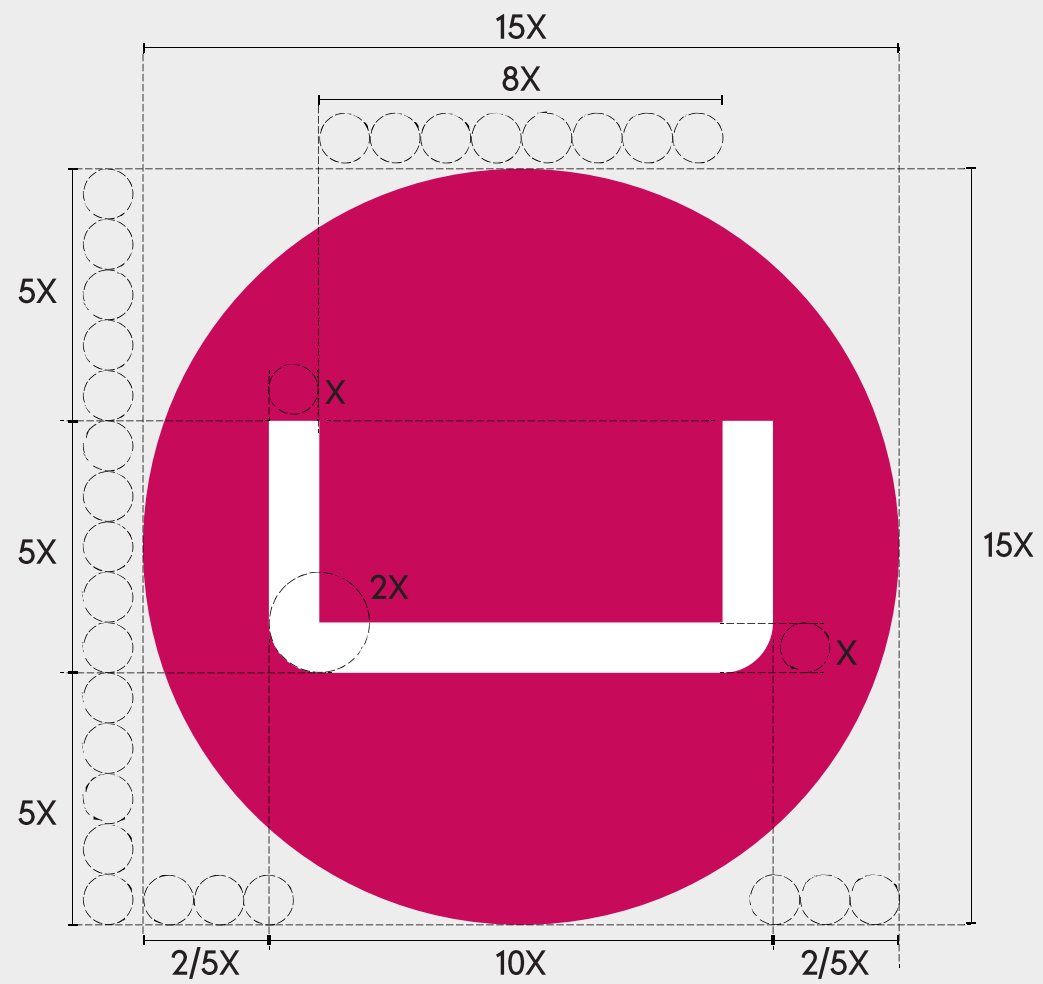
Here's what you need to know about the wordmark:

- The font used for the wordmark is Acre Medium.
- This font is only used in the logo.
- “Jibres” is written as one word, with the letters “J” capitalized in all instances.

Acre Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ

abcdefghijklmnopqrstuvwxyz



## LOGO DON'TS

Use the Jibres logos as provided and please do not make any changes to them :)



✗ Do not change the typography.



✗ Do not change the color.



✗ Do not add gradients, strokes or any other effects.



✗ Do not stretch the logo!

