

JPMorgan Chase & Co. Brand Guidelines

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Contents

LOGOS

- 4. Logo Colors
- 5. Small-Space Logos and Minimum Size
- 6. Logo Clear Space
- 7. Stacked Logo
- 8. Incorrect Use of Logo

TYPOGRAPHY

- 10. JPMorgan Chase & Co. Typography
- 12. JPMorgan Chase & Co. Digital Typography

COLOR PALETTE

- 15. JPMorgan Chase & Co. Core Colors
- 16. JPMorgan Chase & Co. Core Color Tints
- 17. JPMorgan Chase & Co. Accent Color Palette
- 18. JPMorgan Chase & Co. ADA Contrast Compliance
- 19. JPMorgan Chase & Co. Color Themes & Combinations

THE AMPERSAND

- 26. The Ampersand as a Graphic Element
- 27. Clearance Space and Minimum Size
- 28. Cropped Ampersand Usage
- 29. Incorrect Uses
- 30. Thinking Inside the Ampersand
- 31. Ampersand Expressions
- 32. Video Concepts
- 34. Video and Digital
- 35. Video Watermark

ILLUSTRATION

- 37. Illustration Style: Do's and Don't's

PHOTOGRAPHY

- 39. Photography Style: Do's and Don't's

APPLICATIONS

- 41. Social Media Posts
- 42. Social Redesign
- 43. Small Space Design
- 44. Local Market Print
- 46. Web Banner Redesign
- 47. Print Ad – Diversity

Logos

JPMorgan Chase & Co. Logo Colors

The JPMorgan Chase & Co. logo has been designed to complement and enhance the Chase and J.P. Morgan brand identities.

The following color variations are available to meet a range of design needs.

The preferred color for the JPMorgan Chase & Co. logo is PMS Cool Gray 10 (Core Gray).

As necessary, the logo can appear in black or knocked out to white over a color background. No other colors can be used.

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Small-Space Logos and Minimum Size

For better legibility in small spaces such as social media posts, use the dedicated small-space logo, which is in a slightly heavier weight. See the following page for minimum small space logo size.

Minimum Size

The JPMorgan Chase & Co. logo art should be sized prominently in every communication. To ensure its visibility as smaller sizes, the logo is never to be scaled smaller than one inch, or 200 pixels at 72 dpi.

When sizing the logo, it is critical that the artwork is scaled proportionately in all instances. Under no circumstances is the logo to ever be altered in any way.

JPMORGAN CHASE & CO.
Minimum Size
1" / 25.4mm square
200 pixels at 72 dpi

Small-space logos



Logo in-situ



JPMorgan Chase & Co. Logo Clear Space

The clear space and minimum size requirements help secure the visibility and integrity of the JPMorgan Chase & Co. identity in all uses.

Clear Space

To ensure high visibility and an uncluttered presentation, always maintain clear space around the logo. Do not crop beyond the safety line, as shown. Under no circumstances is the logo to ever be clipped or altered in any way.

Clear Space = 2x Cap Height



Stacked Logo

Shown here is the stacked version of the JPMorgan Chase & Co. logo. The same rules for clear space apply.

The stacked version of the logo should only be used when the full horizontal logo would not be legible, such as in crowded spaces.

Please get approval from Corporate Marketing before using this version of the logo.

JPMORGAN
CHASE & Co.

Incorrect Use of Logo

The examples seen here demonstrate a few of the many ways the JPMorgan Chase & Co. logo is never to be treated. Remember that under no circumstances is the logo to ever be altered in any way.

1. Do not stretch the logo type.
2. Do not use any color outside of the acceptable brand colors. Do not outline logo type.
3. Do not shear the logo. Do not rotate logo.
4. Do not put the logo on busy backgrounds where the logo is not clearly legible.
5. Do not crop logo. Refer to clear space rules.
6. Do not add drop shadow or any effects to logo.
7. Do not recreate the JPMorgan Chase & Co. logo in another typeface.
8. Do not mask an image behind logo.
9. Do not alter or shift the stacked logo.
10. Do not add any other elements or create a new lockup with the logo

