

Jelly Swap

Visual Identity Guidelines



Introduction

In communications and promotional materials related to projects, Partners may publicise their partnership with Jelly Swap, and also visually highlight the value of this relationship. Our Partners are required to pay the utmost attention to the design and development of communication media that contain elements associated to Jelly Swap.

Partners shall submit their requests to the contact person of Jelly Swap who shall verify together with the Brand department the adequacy and correctness of the materials for approval. Then Jelly Swap shall provide its written approval of the material submitted. Only then the Partner may go ahead with the printing/publishing of the concerned materials.

Please note that production of any material bearing Jelly Swap brand without the prior written approval thereof on the part of Jelly Swap Staff constitutes a contract breach.

Icon



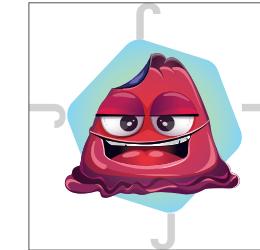
Jelly
Swap

Logotype

Jelly Swap

Jelly
Swap

Breathing zone



Brand Architecture

Vertical



Horizontal



Jelly Swap

Icon



Brand Architecture



Jelly
Swap



Jelly
Swap



Jelly
Swap



Jelly
Swap



1

0,8

0,6

0,4

Typeface

ROBOTO

Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

a b c d e f g h i j k l m n o p q r s t u v w y z

0 1 2 3 4 5 6 7 8 9

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

a b c d e f g h i j k l m n o p q r s t u v w y z

0 1 2 3 4 5 6 7 8 9

Colours

Institutional colours are illustrated on the table. The Logo or the graphics related to Jelly Swap may be:

- colour printed by means of typographic printing, plotters, laser or inkjet printers (see CMYK reference codes);
- reproduced on electronic media, such as video displays and monitors or projected on screen (see RGB reference codes);

Jelly Gradient



Jelly Gradien II



Jelly Green CMYK 27, 0, 46, 0 RGB 191, 222, 161	Jelly Blue CMYK 43, 0, 0, 0 RGB 132, 213, 247
Jelly Key CMYK 33, 93, 32, 27 RGB 138, 40, 90	
Jelly Light Red CMYK 5, 94, 80, 0 RGB 228, 51, 61	Jelly Dark Red CMYK 23, 98, 71, 18 RGB 166, 35, 61