

TYPOGRAPHY OF JIO.

Being proud and designed in India, Jio has an own JioType based on our Identity.

Aa

THE JIOTYPE. IN DETAIL.

JioType Black
Used for highlights

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &%#@**

JioType Bold
Used for headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &%#@**

JioType Medium
Used for signages as body
copy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &%#@**

JioType Medium Italic
Used for highlights

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &%#@***

JioType Light
Used as subhead and
body copy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &%#@**

JioType Light Italic
Used for highlights in
subhead and body copy

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &%#@***

THE JIOTYPE. FOR INDIA.

Jio and 'Digital Life' cannot be translated in any other language.

For all other content we speak in 12 regional Indian languages in addition to English.

These include Hindi, Marathi, Gujarati, Bengali, Oriya, Assamese, Punjabi, Tamil, Telugu, Kannada, Malayalam and Urdu.

We use the Shree Lipi 7.1 font family as our regional typeface.

Shree Lipi

Hindi	जियोसेन्टर
Marathi	जियोसेंटर
Gujarati	જિયોસેન્ટર
Bengali	জি়োসেন্টার
Oriya	ଜିଓସେଣ୍ଟର
Assamese	জিঅ'চেণ্টাৰ
Punjabi	ਜਿਓਸੇਂਟਰ
Tamil	ஜியோசென்டர்
Telugu	జియోసెంటర్
Kannada	ಜಿಯೊಸೆಂಟರ್
Malayalam	ജിയോസെന്റർ
Urdu	جیوسینٹر

THE JIOTYPE. SIZE AND SPACING.

Size

The maximum font size for the headline is equal in height of the Jio 'J' used in your artwork. The minimum font size for the headline equal in height of the Jio 'o'. The size of the body copy should be about 3x smaller than the headline. Use maximum 3 different font sizes in one artwork. Headline and subhead use the same font size.

Weight

If headline and subhead is used the headline is written in bold, while the subhead remains in light fontstyle. Artwork with a headline only it is written in light or bold fontstyle. In body copy a bold fontstyle is used to highlight single words only

Spacing

Leave a space of one headline letter between headline and body copy and between body copy and other elements



THE JIOTYPE. WORDS AND LETTERS.

Headline and subhead

For the headline try to use a maximum of five words when a subhead is used. For the subhead use a minimum of two and up to ten words. If no subhead is used you can use a minimum of two and up to ten words for the headline.

Line spacing

Line spacing (Leading) describes the space between text baselines. See the chart at the right for line spacing guidelines.

Tracking

Tracking is the spacing between letters in a word. Use a tracking between 0 - 10. For long texts it is advised to adjust the tracking to 10 to increase readability. Make sure that letters never touch each other in headline- or subhead text. See the chart at the right for tracking guidelines.

**One two three
maximum five.**

From two three
four five six and
up to ten.

From two three
four five six and
up to ten.

	Leading	Tracking
Headline text	120% (minimum)	5 (maximum)
Subhead text	120% (minimum)	5 (maximum)
Body copy	120% (minimum)	5 (maximum)

Example

Font Size 14pt = leading of 16.8pt
(120% which is equal to the autosetting in most applications).

What we avoid.

This text has a drop shadow.

Don't add drop shadows to the type.

Don't leave widows in
text.

Avoid widows (words by themselves on a line) shorter than 7 characters.

This headline is hy-
phenated.

Avoid hyphenation in general, especially in headlines.

This text is stretched.

Don't stretch text horizontally or vertically.

This text is kerned at negative 100.

Don't kern text too tightly or loosely.

This text is right
aligned.

Avoid right-aligned type.

This text has **too** many colours.

Only relevant information should be highlighted in bold.

jio is written in lowercase.
Jio is written in italic.

Don't write 'Jio' in lowercase or italic.

The line spacing on this
text is 200%

Avoid loose line spacing measures.

Too many
type styles
in one **layout.**

Don't use more than 1 or 2 type styles in close proximity and don't use more than 3 type sizes on one page layout.