

The logo

Our logo is an instantly recognisable symbol of the JAC and is one of the most valuable and impactful assets of the JAC brand. So it is important that it is reproduced correctly and consistently.



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Logo elements

The logo consists of two elements: the symbol and the name. They have a fixed relationship to one another and must always appear together. So, in other words... never split them up.

The logo should always be reproduced from approved JAC artwork. Never attempt to recreate it yourself.



The symbol

The name

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Logo exclusion zone

There is a mandatory space around the logo to make sure it stands out clearly. This space is part of the logo. The exclusion zone is indicated by the blue dotted line shown below.

This clear space has been designed to protect the logo from other graphic elements encroaching upon it.



This clear area is defined by the overall height of the 'C' within the logo

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Logo positioning

The logo has two positions: top left of the page for letters, because our address goes in the top right, and top right for all other documents and publications.

The logo should be positioned no closer to the edge of the page than the exclusion zone allows. In most cases a larger margin should be used.



Preferred position, top right

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Logo variants

The logotype has three variants: the core variant (purple and grey), the black variant or the reversed (white) variant. The core variant should be used on most externally printed documents. There is a different logo for use in online media, see page 31 of these guidelines.

The black or reversed variants can be used for internal documents. Any of the JAC colours (apart from yellow) can be used as a background to the reversed variant.



Core



Black



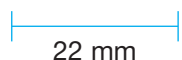
Reversed

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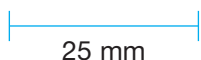
Logo sizes

There is a range of logo sizes for standard paper sizes (eg A3, A4) to give consistency to the communications materials we produce. If the document you are working with is not a standard size try to match it to the closest paper size and choose the appropriate size for the logo.

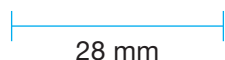
Larger materials such as exhibition stands will use a larger logo size. Use your judgement and discretion for deciding how big the logo should be.



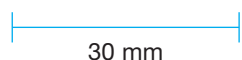
Minimum size



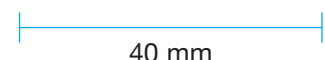
A6



A5



A4



A3

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