



JG SUMMIT HOLDINGS, INC.

CORPORATE
IDENTITY
MANUAL

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JG Summit Holdings, Inc. was incorporated in November 1990 and acts as the Philippines-based holding company for a group of companies whose principal business interests are in food manufacturing, textiles, real estate, banking and finance, telecommunications, air transportation, cement manufacturing, petrochemicals and power generation.

This manual contains our corporate identification program, for proper application in day-to-day operations involving communications and the production of advertising and marketing materials.

Consistency in communications and in the use of our name and symbol will enable our audiences to perceive our company as a cohesive organization with universal goals and ideas.

CORPORATE SIGNATURE

The JG Summit Holdings, Inc. corporate signature consists of the symbol and the logotype. The signature is the main identifying mark which represents our company.

The corporate symbol must never be used in sizes smaller than 10 mm.

Do not attempt to create the corporate signature. Digitized versions of the corporate signatures are available in both Macintosh and IBM formats.

Reproduction artworks are provided in this manual for repro-camera and scanning use.

Symbol



Logotype

JG SUMMIT
HOLDINGS, INC.

Signature



JG SUMMIT
HOLDINGS, INC.

For maximum flexibility, two signature formats have been designed. They are the horizontal and the vertical formats. A center-flushed design has been developed for the two formats and no other variation will be permitted.

The vertical format is the official format for all communications and printing requirements, while the horizontal format is the alternative format in cases where the vertical format is not possible.

The height of the logotype for both formats must always be 25% of the JG Summit symbol. No variation of the JG Summit signature will be permitted other than the two authorized formats shown in this manual.



Vertical Format



Horizontal Format

GRID SCALE

This is the vertical and horizontal grid scale construction of the JG Summit corporate signature. It provides a reference for the logotype in relation to the symbol.

All reproduction of the corporate signature must be done either photographically or photoelectronically.

Reproduction artworks are provided in this manual for repro-camera and scanning use.

Do not attempt to create the corporate signature. Digitized versions of the corporate signatures are available in both Macintosh and Windows formats.



Vertical Format



Horizontal Format

The standard colors for the JG Summit corporate symbol are Pantone® 355C Green and 2935C Blue. Swatches of these colors in coated and uncoated versions are included in this manual.

It is important to use the specified colors and under no circumstances must there be a departure from the standards specified in this manual.

In cases where printing is limited to the use of process colors, the specified percentage of process colors must be used:

Green: Pantone® 355C or DIC® 572
Process: 100 Yellow
80 Cyan

Blue: Pantone® 2935C or DIC® 579
Process: 100 Cyan
50 Magenta

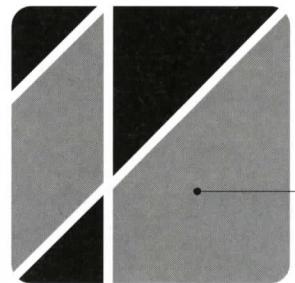
Note: Due to uncontrollable pigment fading or paper aging, the color swatch in this manual may change. For exact colors, refer to the current editions of the Pantone® Color Standards or the DIC® Color Guide.

* Pantone® is a registered trademark of Pantone, Inc.
DIC® is a registered trademark of Dainippon Ink & Chemicals.



JG SUMMIT HOLDINGS, INC.

Colored Version



40% Black

JG SUMMIT HOLDINGS, INC.

Black & White or One Color Version

ALTERNATIVE COLORS

These examples show acceptable and unacceptable color uses of the corporate signature.

Do not deviate from the specified colors of the corporate signature. In cases where there are color limitations, it is advisable to use a black and white rendition of the signature.



CORRECT

Corporate signature on light solid or textured background.



INCORRECT

Corporate signature on dark background.



CORRECT

Corporate signature in one color on solid or textured background.



CORRECT

Corporate signature in one color only if screening is not possible.



CORRECT

Corporate signature reversed in one color on dark solid or textured background.



CORRECT

Corporate signature reversed in one color.

The examples of incorrect use of the corporate signature on this page are only a few of the ways that the signature could be used incorrectly if the manual is not strictly followed.

No variations of the corporate signature will be permitted.

Always use the reproduction sheets included in this manual to prevent errors.



Changing the format specified in this manual



Altering logotype size and alignment



Changing the typeface of the corporate logotype



Changing proportions of the logotype in relation to the symbol



Altering logotype leading



Altering logotype weight

Friz Quadrata Plain is the font used for the JG Summit logotype while the Optima family is used to complement the logotype.

The use of Friz Quadrata and the Optima family is primarily for the corporate communications and business forms and stationery.

The creative needs of advertising and promotions may require the use of other typefaces so it is permissible to use other typefaces.

Friz Quadrata Plain

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Optima Plain

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Optima Plain Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

A surrounding area control must be followed for all printed communication materials for JG Summit Holdings, Inc. There must always be an adequate area surrounding the signature to give visibility without competing with other visual elements.

In cases where space is limited, exceptions to this rule may be necessary.

Do not contain the signature in a box or other shapes or add elements because this will greatly affect the integrity of our identity.



Vertical Format



Horizontal Format

Stationery and other business forms are some of the most highly visible means communication used and play a very important role in establishing our identity both internally and externally.

It is important that stationery items are produced following the standard formats presented in the following pages. Do not deviate from the specified layout, placement of the corporate signature, sizes of the typeface, and colors specified.

8 18 4

Specifications

Size : 21.5 x 28 cm.
8 1/2 x 11 in.

Typesetting
Address : 7 pts./9 pts. leading
Optima Plain all caps,
letterspace 0.16 pts.
aligned center on page

Signature size
JG Summit : 18 mm.
11/16 in.

Colors
JG Summit : Green Pantone 355U
Process: y100
c80
Blue Pantone 2935U
Process: c100
m50

Logotype : Black
All Other Type : Black

Paper Stock : Classic Watermark
Laid Paper
Ultra White 90 gms

Printing Method : Offset Lithography



JG SUMMIT
HOLDINGS, INC.

29TH FLOOR, GALLERIA CORPORATE CENTER, EDSA COR. ORTIGAS AVE., QUEZON CITY
TEL. NO. 633-7631 TO 40 • FAX NO.: 633-9387 OR 633-9207

Specifications: Business Card

<i>Size</i>	: 5 x 9 cm. 2 x 3 1/2 in.
<i>Typeetting</i>	
Name	: 9 pts./ 9 pts leading Optima Plain all caps letterspace 0.3 pts.
Designation	: 7 pts./ 9 pts leading Optima Plain letterspace 0 pts.
Division	: 7 pts./ 9 pts leading Optima Plain letterspace 0 pts.
Address	: 5 pts./ 7 pts leading Optima Plain all caps letterspace 0.3 pts.
<i>Signature sizes</i>	
JG Summit	: 12 mm. 3/8 in.
<i>Colors</i>	
JG Summit	: Green Pantone 355U Process: y100 c80 Blue Pantone 2935U Process: c100 m50
Logotype	: Black
All Other Type	: Black
<i>Paper Stock</i>	: Classic Watermark Laid Paper Ultra White 90 gms

Printing Method : Offset Lithography

Specifications: Envelope

<i>Size</i>	: 11 x 23 cm. 4 3/8 x 9 in.
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<i>Typeetting</i>	
Address	: 5 pts./ 7 pts leading Optima Plain all caps letterspace 0.3 pts.

Signature sizes

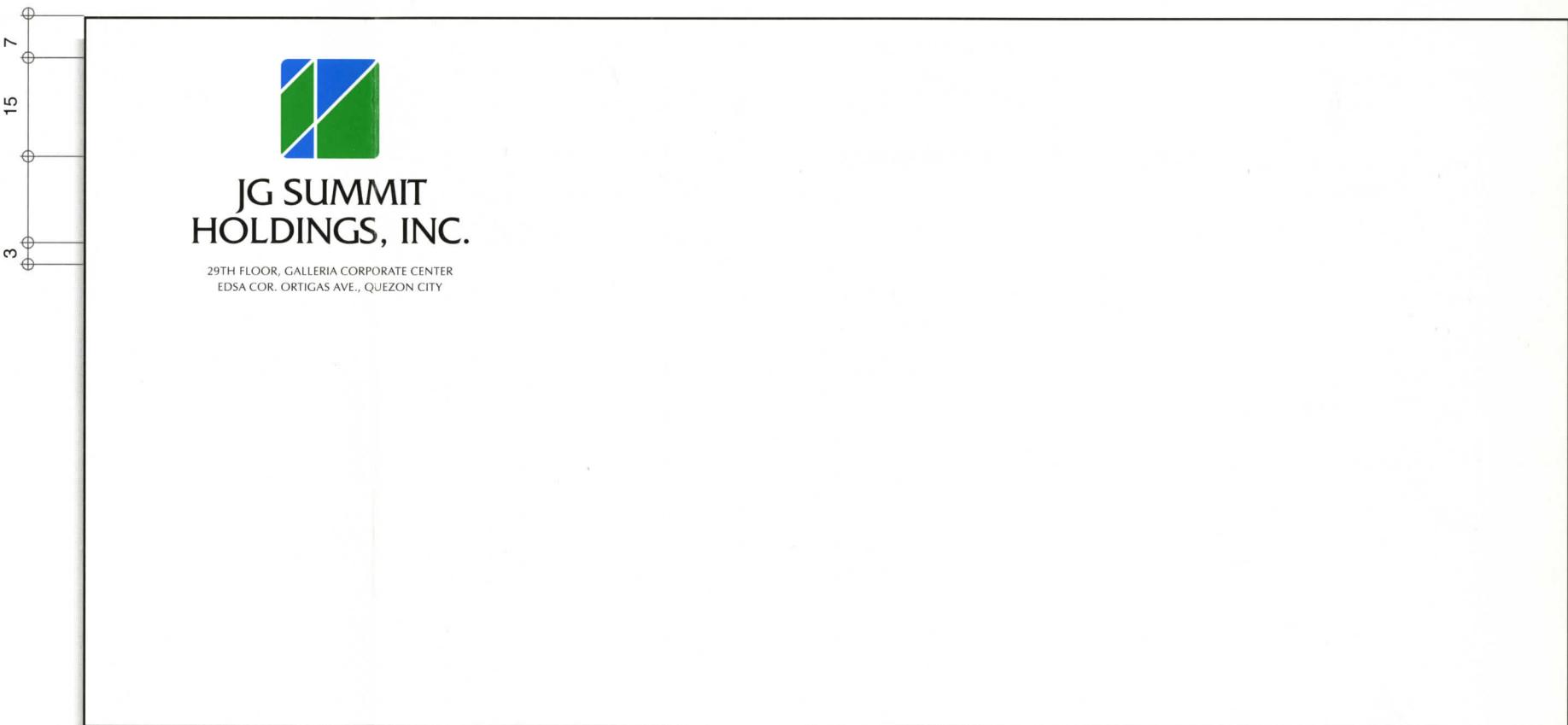
JG Summit	: 15 mm. 9/16 in.
-----------	----------------------

Colors

JG Summit	: Green Pantone 355U Process: y100 c80 Blue Pantone 2935U Process: c100 m50
-----------	--

<i>Paper Stock</i>	: Classic Watermark Laid Paper Ultra White 90 gms
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Printing Method : Offset Lithography



JG Summit Holdings, Inc. is a holding company for a group of companies and therefore, its symbol must appear on all of its subsidiaries. These shall include all stationeries and business cards.

The JG Summit Holdings, Inc. subsidiary signature format is shown below.

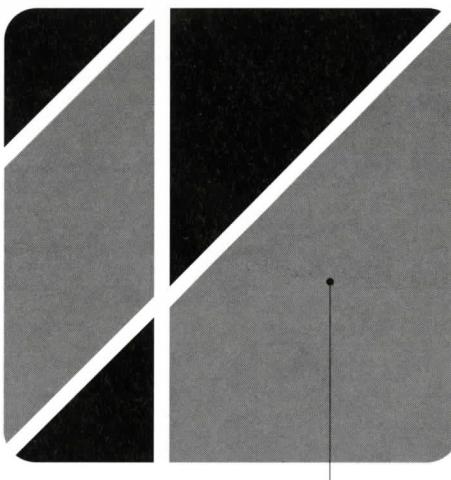
The suggested format shown, including format and typography must never be altered.

The subsidiary signature shall be rendered in black and white only. The specific layouts and sizes for the subsidiary signature are included in the various subsidiary manuals.

Do not attempt to create the subsidiary signature. Digitized versions of the subsidiary signature are available in both Macintosh and IBM formats.

Reproduction artworks are provided in this manual for repro-camera and scanning use.

*A JG Summit
Company*



40% Black

Subsidiary signature

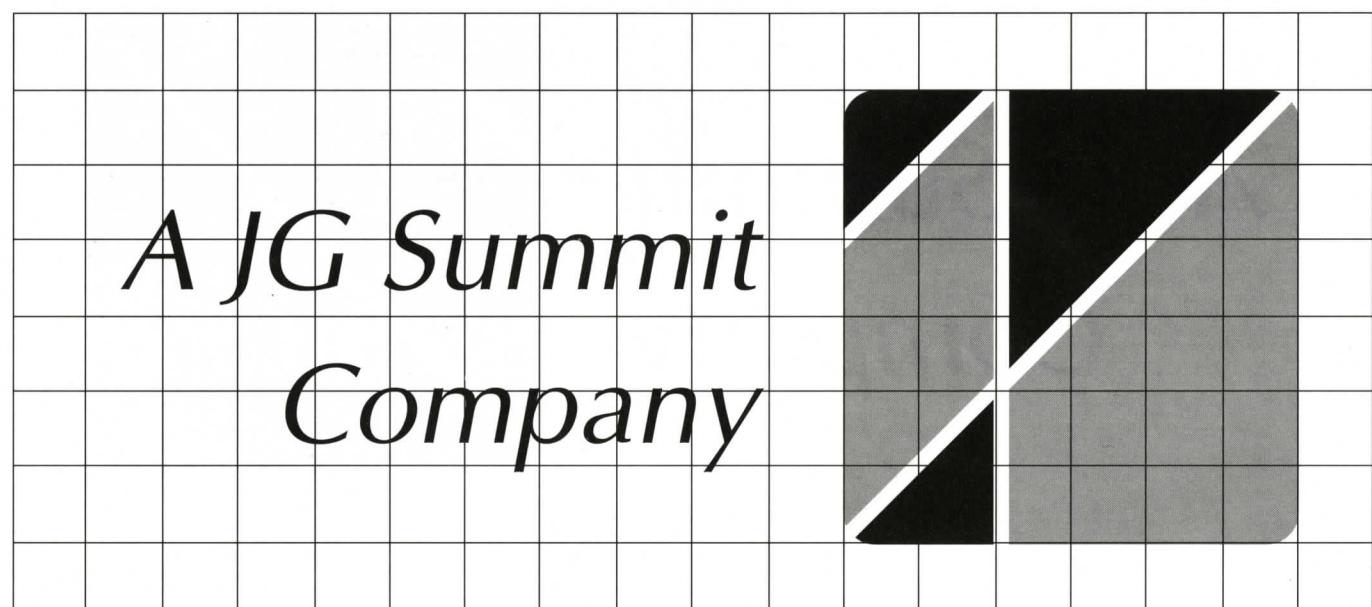
**SUBSIDIARY SIGNATURE
GRID SCALE**

This is the grid scale construction of the JG Summit subsidiary signature. It provides a reference for the copy in relation to the symbol.

All reproduction of the subsidiary signature must be done either photographically or photoelectronically.

Reproduction artworks are provided in this manual for repro-camera and scanning use.

Do not attempt to create the subsidiary signature. Digitized versions of the subsidiary signature are available in both Macintosh and Windows formats.



JG Summit Holdings, Inc. is a holding company for a group of companies and therefore, its symbol must appear on all of its subsidiaries. These shall include all stationeries and business cards. The suggested format shown, including format and typography must never be altered.

Specific layouts for placement of the JG Summit symbol are included in the various subsidiary manuals. Shown below is an example of the application on a subsidiary.

Reproduction artworks are provided in this manual for repro-camera and scanning use.

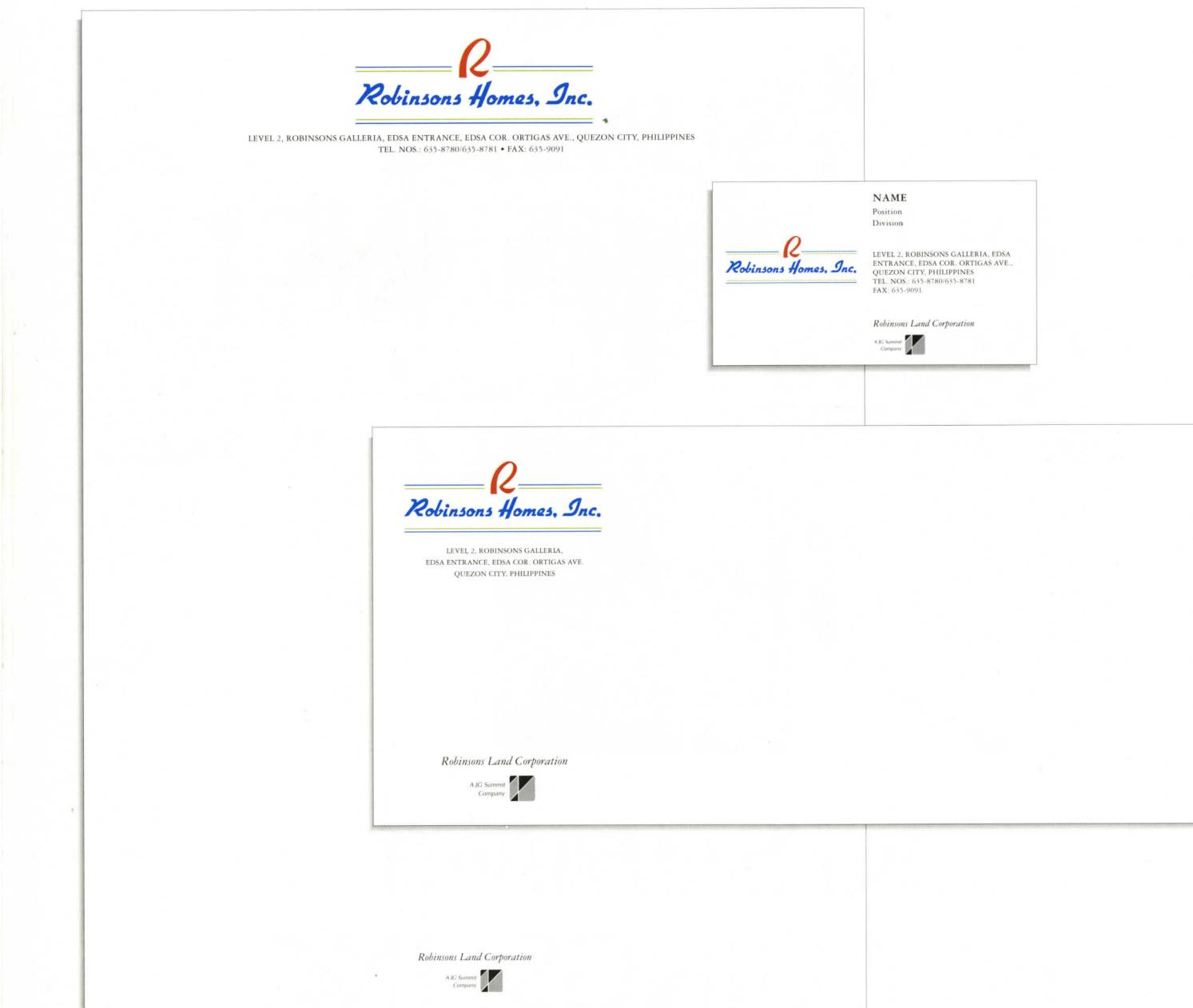


USAGE ON SUBSIDIARIES

JG Summit Holdings, Inc. symbol must also appear on all of its subsidiaries' divisions. These shall include all stationeries and business cards. The suggested format shown, including format and typography must never be altered.

Showed below is an example of the application on a subsidiary's division.

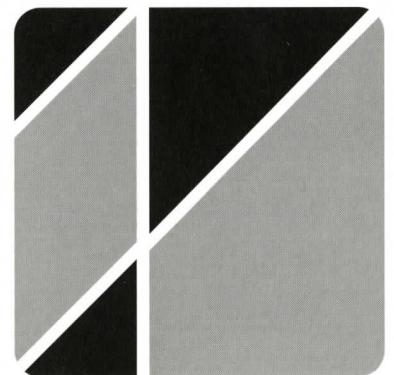
Reproduction artworks are provided in this manual for repro-camera and scanning use.





JG SUMMIT HOLDINGS, INC.

VERTICAL FORMAT
Colored



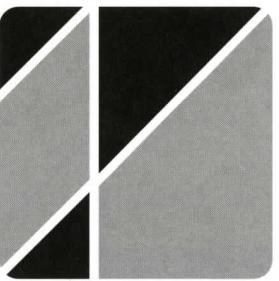
JG SUMMIT HOLDINGS, INC.

VERTICAL FORMAT
Black and white



JG SUMMIT HOLDINGS, INC.

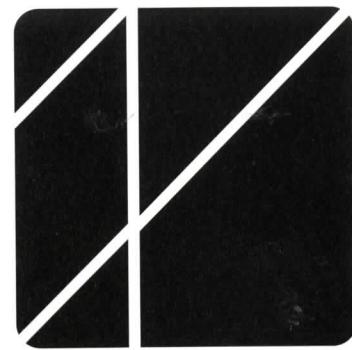
HORIZONTAL FORMAT
Colored



JG SUMMIT HOLDINGS, INC.

HORIZONTAL FORMAT
Black and white

Do not attempt to create the corporate signature. This camera-ready art has been provided for suppliers for repro-camera use.



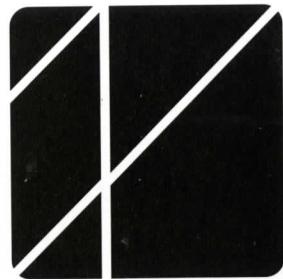
JG SUMMIT HOLDINGS, INC.

VERTICAL FORMAT
Black & White camera-ready Art
(POSITIVE)



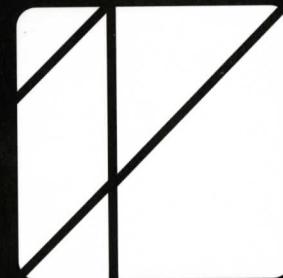
VERTICAL FORMAT
Black & White camera-ready Art
(NEGATIVE)

Do not attempt to create the corporate signature. This camera-ready art has been provided for suppliers for repro-camera use.



JG SUMMIT HOLDINGS, INC.

HORIZONTAL FORMAT
Black & White camera-ready Art
(POSITIVE)



JG SUMMIT HOLDINGS, INC.

HORIZONTAL FORMAT
Black & White camera-ready Art
(NEGATIVE)

Minimum size
(10 mm.)



JG SUMMIT
HOLDINGS, INC.

Business Card size
(12 mm.)



JG SUMMIT
HOLDINGS, INC.

Envelope size
(15 mm.)



JG SUMMIT
HOLDINGS, INC.

Letterhead size
(18 mm.)



JG SUMMIT
HOLDINGS, INC.



JG SUMMIT
HOLDINGS, INC.



JG SUMMIT
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JG SUMMIT HOLDINGS, INC.



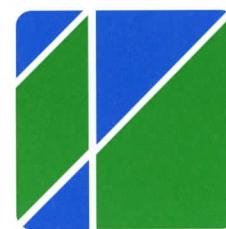
JG SUMMIT HOLDINGS, INC.



JG SUMMIT HOLDINGS, INC.



JG SUMMIT HOLDINGS, INC.

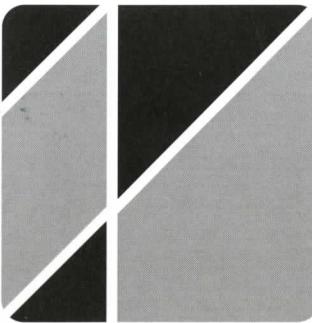


JG SUMMIT HOLDINGS, INC.

Do not attempt to create the corporate signature. This camera-ready art has been provided for suppliers for repro-camera use.

Reproduction Art

*A JG Summit
Company*



Camera-ready art

*A JG Summit
Company*



Black & White camera-ready Art
(POSITIVE)

*A JG Summit
Company*



Black & White camera-ready Art
(NEGATIVE)

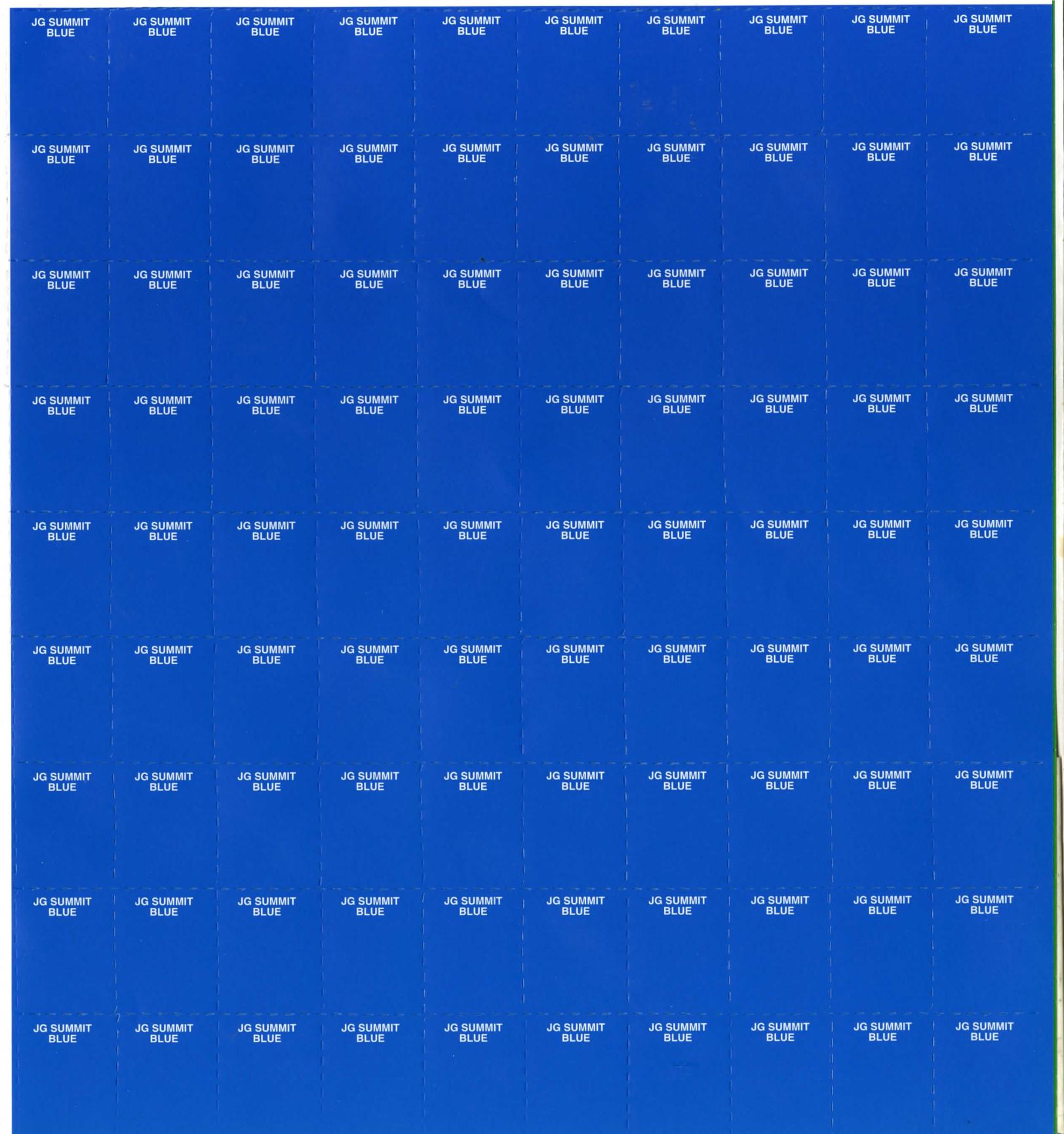
Color swatches from these pages should be provided to suppliers with the artwork for all reproductions of the "JG Summit Holdings, Inc." color. All reproductions should visually match the swatches regardless of paper stock or background material. Certain end use may require adjustments.

COLOR SWATCHES

NOTE: Due to uncontrollable pigment fading or paper aging, the color swatches may change. For exact colors, refer to the current editions of the Pantone® Color Standards or DIC® Color Guide.

Pantone® 2935C or DIC 579®
Process color: 100 cyan, 50 magenta,

* Pantone® is a registered trademark of Pantone, Inc.
DIC® is a registered trademark of Dainippon Ink & Chemicals.



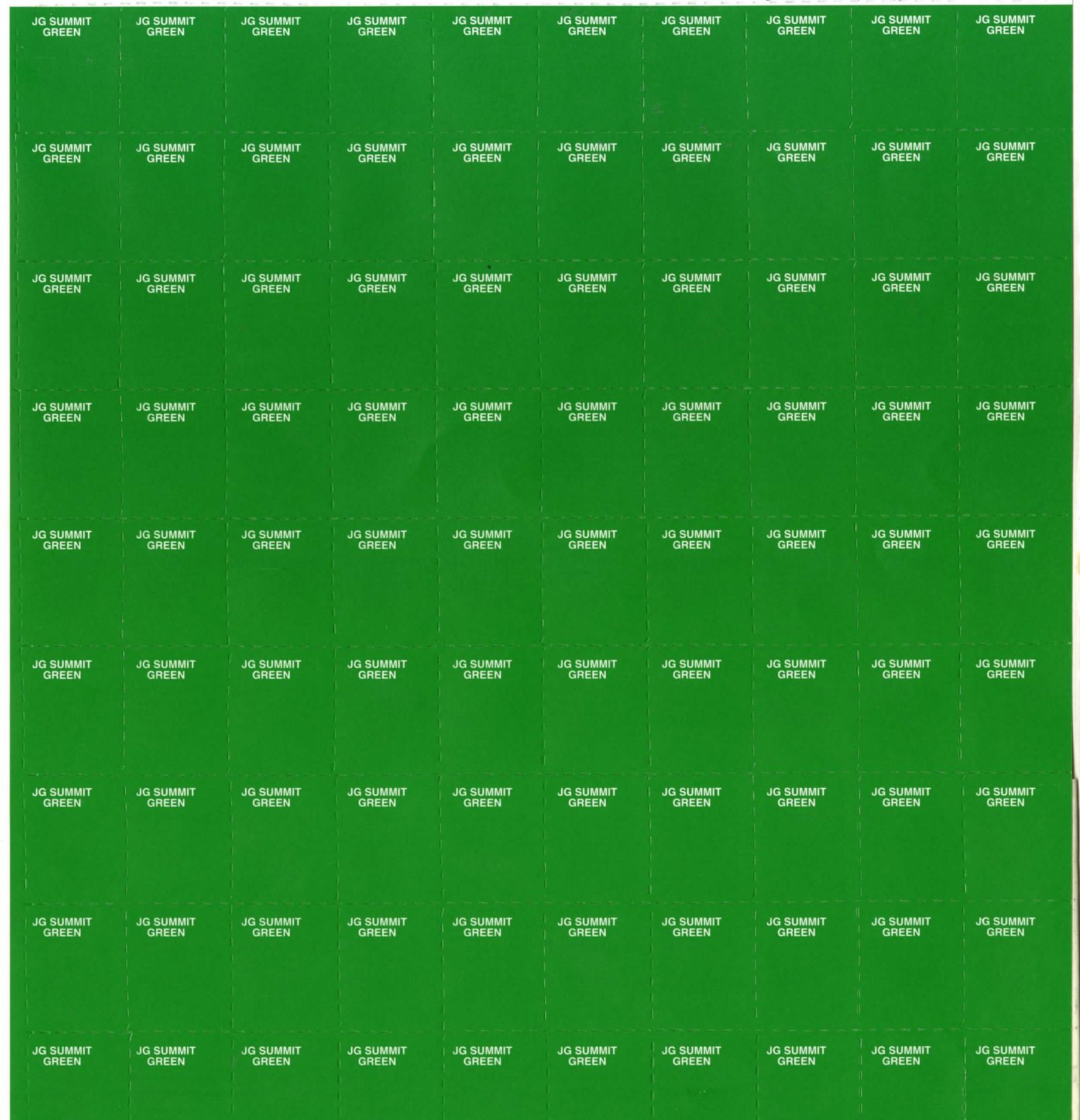
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Pantone® 355C or DIC® 572
Process color: 100 yellow, 80 cyan

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DIC® is a registered trademark of Dainippon Ink & Chemicals.



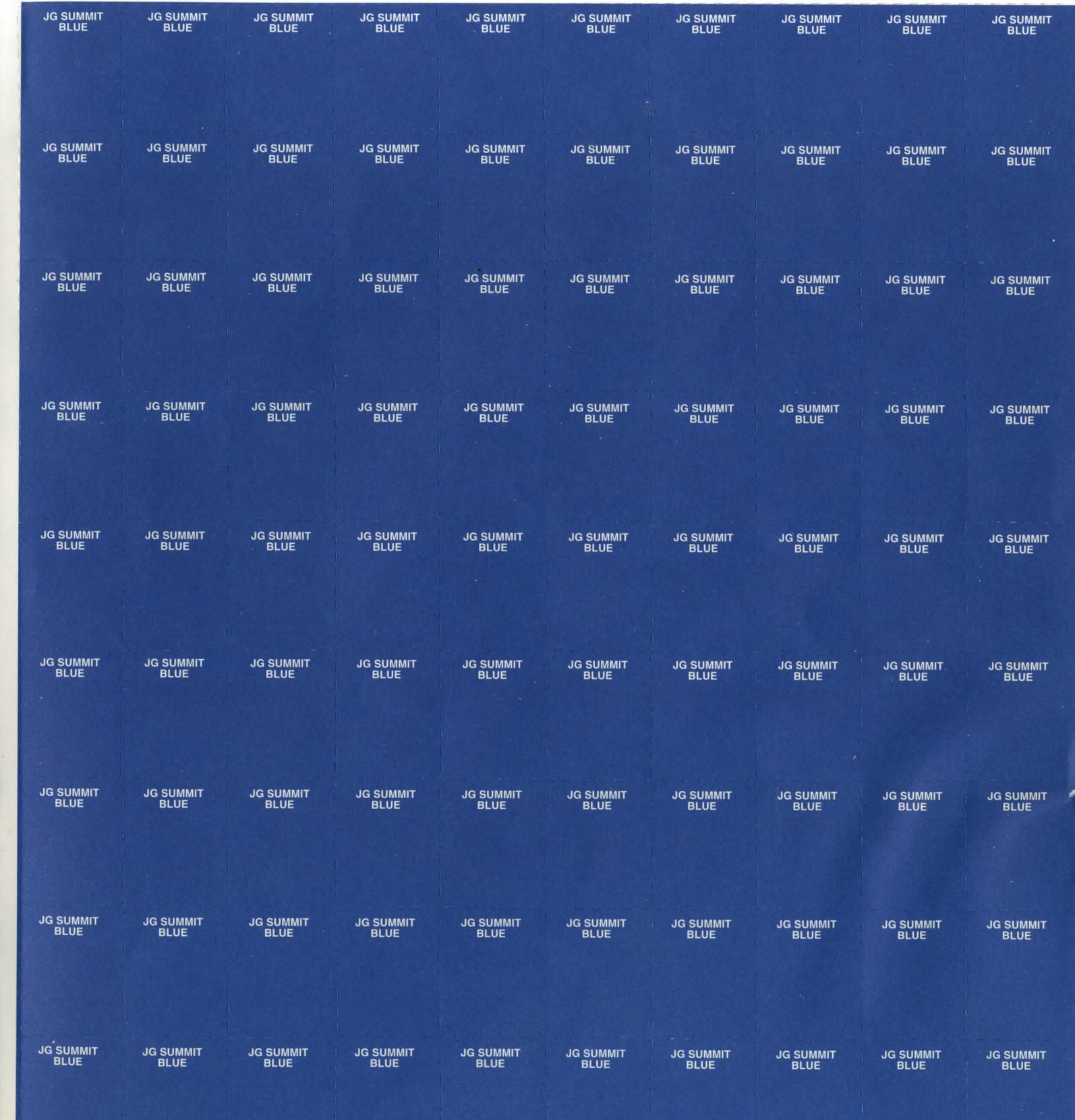
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Process color: 100 cyan, 50 magenta,

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Process color: 100 yellow, 80 cyan

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