



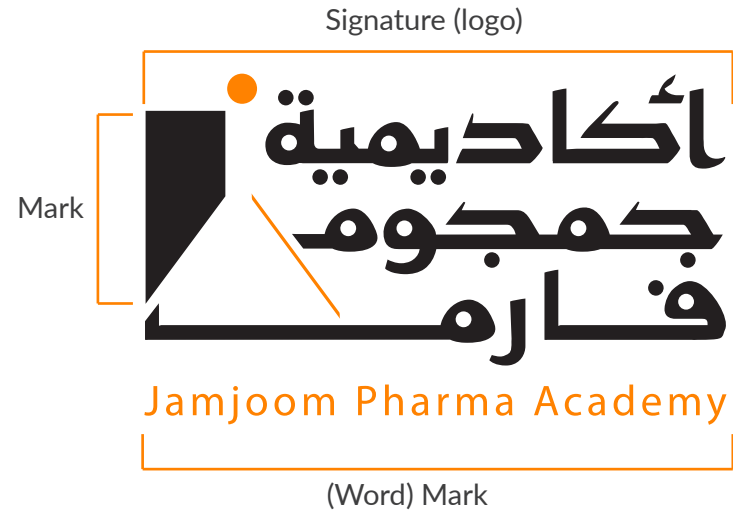
Jamjoom Pharma Academy

Jamjoom Pharma Academy Logo Design Guidelines

1.1

Signature/Logo

Jamjoom Pharma Academy logo Design Guidelines



Signature (logo)

An inseparable unit

Our signature is the most important element of the brand identity. It is the central component of all visual communication.

The Jamjoom Pharma Academy signature is made up of two elements, the shapemark and the word mark. At no time may these elements be used separately; they always form a unit as illustrated here.

Basic Rules

- The Jamjoom Pharma Academy signature always forms a unit and may not be modified.
- The Jamjoom Pharma Academy signature may be applied only in the manner described here.
- In copy text, the name Jamjoom Pharma Academy is written using upper and lower case letters like in the logo.

1.2

Signature/Clear Space

Jamjoom Pharma Academy logo Design Guidelines



Signature (Clear Space)

Let it breathe

To ensure that the Jamjoom Pharma Academy signature is immediately recognizable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

Basic Rules

- Our signature is surrounded by a minimum area of clear space which remains free of other elements at all times.
- The clear space may not be altered.
- The clear space is defined by the width of the mark.
- The clear space does not define the position of the signature on any format.

1.3 Signature/Color Usage

Jamjoom Pharma Academy logo Design Guidelines



Jamjoom Pharma Academy

Jamjoom Pharma Academy Colors



CMYK 0/0/0/100
RGB 35/31/32



PANTONE® 151 C
CMYK 0/60/100/0
RGB 255/131/0



Jamjoom Pharma Academy



Jamjoom Pharma Academy

Jamjoom Pharma Academy Black
CMYK 0/0/0/100
RGB 35/31/32

Color comes first

There are three basic color versions of the signature:

1. Jamjoom Pharma Academy colored.
2. Reversed out white.
3. Black.

As a rule, the regular version in Jamjoom Pharma Academy colored on a white or light background is used. This is the preferred version.

The reversed out white version may only be used if there are production or design restrictions.

In special cases where production restrictions make it impossible to use either the Jamjoom Pharma Academy colored or the reversed out white version, the black version of the signature may be used.

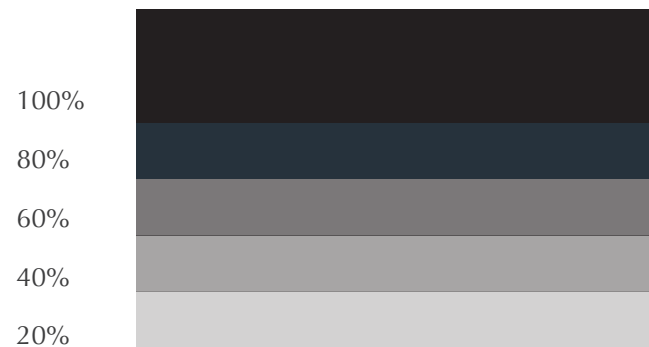
Basic Rules

- The Jamjoom Pharma Academy colored signature is the preferred version.
- The Jamjoom Pharma Academy signature may only be featured in the color versions shown here: Jamjoom Pharma Academy colored, reversed out white and black.
- These color versions also apply to the regular version with brandline and the small version of the signature.

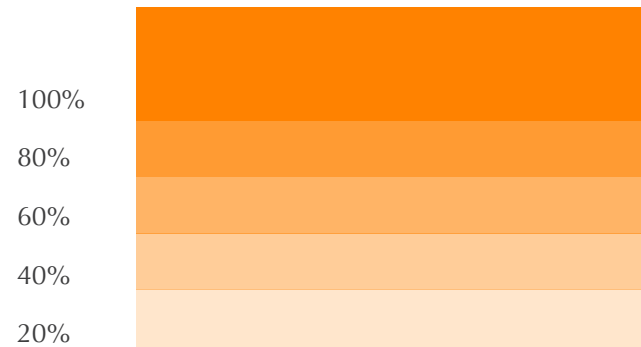
1.4

Signature/Primary Colors

Jamjoom Pharma Academy logo Design Guidelines



Black
CMYK 0/0/0/100
RGB 35/31/32



PANTONE® 151 C
CMYK 0/60/100/0
RGB 255/131/0

1.5

Signature/Regular & Small Version

Jamjoom Pharma Academy logo Design Guidelines

Regular version

scalable to any size
from 25 mm and over

minimum size



Recommended signature sizes
(regular version) for standard
formats

Format (in inches)	mm
A23.39) 1 x 200	(33.11
A16.54) 2 x 140	(23.39
A11.69) 3 x 100	(16.54
A8.27) 4 x 70	(11.69
A5.83) 5 x 50	(8.27
A4.13) 6 x 40	(5.83
DL (3.94 x 40	(8.27
US Letter (8.5 x 70	(11

Two sizes fit all

There are two different versions of the Jamjoom Pharma Academy signature. The versions differ in a number of specific ways and must therefore be applied exactly according to the following rules. For most applications the regular version of the signature is used (sizes 25 mm and over). It can be enlarged to any size, as long as the quality and production requirements are met.

For very small applications of the signature (20–10 mm) the small version is used. The signature may not appear smaller than 10 mm.

Recommendations for the size of the signature on various standard formats have been made (refer to the table on the left). When printing special formats, please select the most similar format as a reference point for the size of the signature.

Small version

scalable only between
20–10 mm

minimum size



Basic Rules

- In most applications, the regular version of the signature is used.
- The small version is used only in special cases (limited space).

1.6

Signature/Prohibited usage

Jamjoom Pharma Academy logo Design Guidelines





Signature/Fonts

Jamjoom Pharma Academy logo Design Guidelines

English Font:

Font Name:

Lato Family \ Regular, Medium & Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZabcdefghijklmn
opqrstuvwxyz
0123456789



Jamjoom Pharma Academy

Basic Elements Guidelines,
Jamjoom Pharma Academy 2019