

GRAPHIC STANDARD GUIDE

Jurock.com



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INTRODUCTION

The following *Graphics Standard Guide* is specific to the identity of **Jurock.com**. It will outline in detail proper usage for the **Jurock.com** logo.

In order to maintain the visual integrity of the logo, the following rules outlined in this guide should be adhered to, and the elements that make up the logo should not be modified or interpreted.

ELEMENTS OF THE LOGO

All typefaces have been modified for use specifically with this logo and typesetting should be avoided.

1.A

The word *Jurock* is typeset in Frutiger Black 24 pt. with 100 pt. tracking amount.

1.B

The word *com* is typeset in Filosofia Italics 39 pt.

1.C

The tagline *BC Real Estate Marketplace* is typeset in Filosofia Regular 12 pt.

2.A

This dotted area indicates a buffer zone of 1/4". For the logo to work successfully on a visual plane with other elements, it needs to have its own space. Allow at least 1/4" around the exterior most points of the logo.

2.B-D

These lines indicate the alignment of various elements that make up the logo as a whole.



LOGO VARIABLES

1.

The top version is the logo in its complete form. This version should be used whenever the tagline is a necessary component.

Do NOT use this version at a size where the tagline is illegible.



2.

The bottom version does not incorporate the tagline *BC Real Estate Marketplace*. This version is to be used in less formal situations where the descriptive is not a necessary component.

This logo is also to be substituted for the primary logo (above) in situations where the intended use is at a small size and the tagline would be illegible.



COLOUR VARIABLES

The consistent use of colours is integral to a cohesive identity. Depending on the reproduction procedures of the logo, the following colour variations should be adhered to.

1.

This version will be the one most commonly used.

1.A

(RGB): R-0, G-51, B-102
(CMYK): C-99, M-67, Y-21, K-37
(WEB): #003366
(PMS-Uncoated): 282; (Coated) 648

1.B

(RGB): R-0, G-102, B-153
(CMYK): C-96, M-35, Y-13, K-13
(WEB): #006699
(PMS-Uncoated): 307; (Coated) 3015

2.

This version is to be used when colour reproduction is not an option, and the background is light.

2.A: Black

2.B: 55% tint of black

3.

This version is to be used when grayscale and colour reproduction is not an option, and the background is light.



COLOUR VARIABLES

There are situations in which the logo may need to be reproduced on a dark background. The following colour variations should be adhered to.

4.

Use this version of the logo if colour is still an option, but the background is dark.

4.A

(RGB): R-0, G-51, B-102
(CMYK): C-99, M-67, Y-21, K-37
(WEB): #003366
(PMS-Uncoated): 282; (Coated) 648

4.B

(RGB): R-0, G-102, B-153
(CMYK): C-96, M-35, Y-13, K-13
(WEB): #006699
(PMS-Uncoated): 307; (Coated) 3015

4.C

These elements are to be reversed out of the background (making them white).

5.

Use this version of the logo when colour reproduction is not an option and the background is dark.



