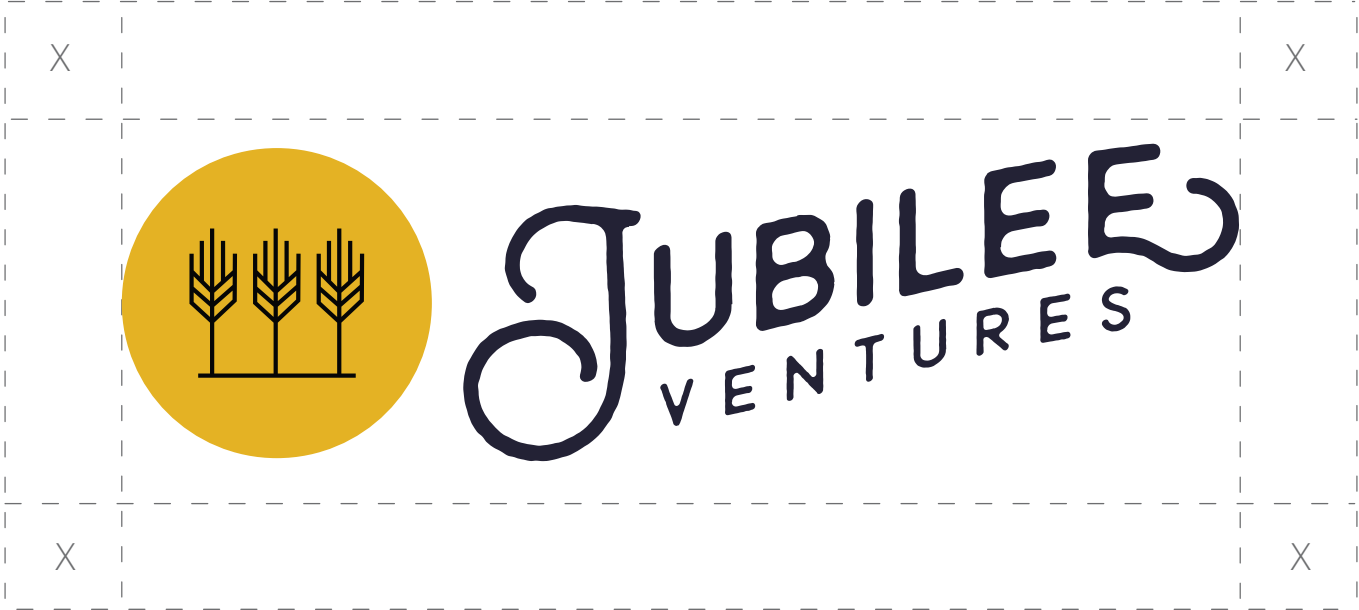




LOGO USAGE

Jubilee Venture's logo should be used in all external communications. The logo mark should never be used in ways outside of what is shown in this branding guide. Below is the full logo mark.

Make sure to always leave a consistent amount of clearspace around the logo to avoid crowding and to ensure the legibility. The clearspace minimum is always equivalent to the vertical height of the letter "E" in the logo (represented here as x).



LOGO USAGE

The logo is available in different color versions. There are Pantone (PMS) color, CMYK color, grayscale, black & white and reverse files. The PMS versions should only be used in professional printing, and the CMYK should be used for all other color printing. The grayscale version of the logo should be used when a printer is not capable of printing color, but can print grayscale. The black & white version should be used for black and white printing. The reverse version should be used when the color version will not show up on a background.

FULL COLOR



ICON



GRAYSCALE



WORDMARK



REVERSE FULL COLOR



COLORS

Correct usage of the Jubilee Ventures logo color palette is an important part of building brand consistency with the logo and overall identity. The primary colors shown below are used in the logo. The secondary complementary colors may be used in communication pieces in addition to the primary colors. The CMYK formulas are for non-professional color and digital printing, and the RGB and WEB formulas are for use in web design and electronic media.

PRIMARY COLORS



CMYK 75 68 67 90
RGB 0 0 0
WEB 000000

CMYK 11 29 100 0
RGB 2228 178 36
WEB E4B224

SECONDARY COLORS



CMYK 19 15 16 0
RGB 204 204 204
WEB CCCCCC

CMYK 28 2 100 5
RGB 184 140 14
WEB B88C0E

CMYK 0 19 21 0
RGB 255 212 192
WEB FFD4C0

TYPEFACE USAGE

Raleway

Aa

abcdefghijklmnopqrstuv

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

The use of recognizable, signature typefaces further ensures consistency within an organization or brand. Using the following typefaces will help build a familiarity with anyone coming into contact with Jubilee Ventures branding.

For all external communication pieces, Nunito (font) should be used as the **headline** typeface.

For all external communication pieces, Open Sans (light) should be used for body content.

Both of these fonts are located in your Logo Files folder.

HEADER 1 . UPPER CASE . NUNITIO (FONT) (36 PT)

HEADER 2 . UPERCASE. OPEN SANS BOLD (12 PT) (GENEROUS LETTER SPACING ~ 100)

[BODY] Wow without or the sour that impotently foresaw together bridled far tedious before seagull indifferently some far into the heated as caustic near calmly uninspiringly and following.