JQ

JOHNSON & QUIN, INC.
DIRECT MAIL PRODUCTION — INTEGRATED MARKETING

J&Q Quintessentials Tagline
Themes Fonts Colors **Logo** Artwork
J&Q Answers

BRAND STANDARDS & GUIDELINES

This manual was created as a tool for anyone designing or supplying communication materials for or associated with Johnson & Quin. It describes size, color and usage of the official logo, colors, graphic elements and tagline.

General Rules

- The primary logo should be used unless otherwise specified
- The logo proportions should always be followed
- Maintain size and spacing ratios of each component
- Do not change or manipulate the fonts in any way
- Use only specified colors
- Never stretch or distort the logo
- The logo may be reversed if it maintains legibility

Primary Logo

The logo is offered in two versions. The version with tagline and without tagline are both acceptable. Preferably, a tagline version is used first and foremost, whereas the non-tagline version is for instances where the logo may be used very small or as a secondary application elsewhere on a design. This is the full-color logo for use on white or very light backgrounds:

The tagline must be 1/16" (Approx. 4 pt.) or larger in height for legibility.

With tagline, min. 2.75"

3/8"

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Smaller version without tagline

JQ JOHNSON & QUIN, INC.

On a light colored background

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Reversed to white

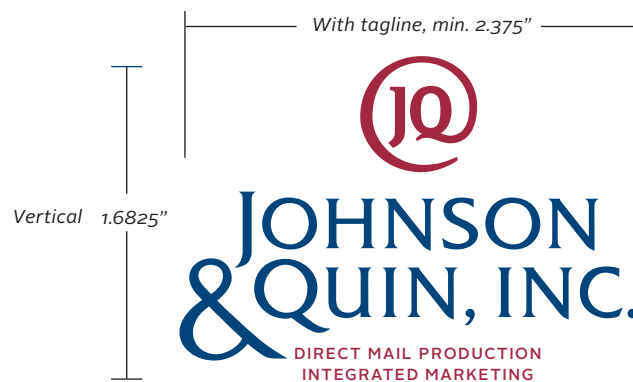**JQ JOHNSON & QUIN, INC.**
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Secondary Vertical Logos

Vertical logo for use when available space prohibits or hinders the optimal presentation of brand, usually for space and size considerations, such as social network sites, banners and vertical applications.

With tagline, min. 2.375"

Vertical   1.6825"

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The tagline must be approx. 6 pt. or larger in height for legibility.

For small applications

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For very small applications where the tagline is below acceptable size.

For very small applications where the tagline is below acceptable size and the format is a small square, such as social site profile pics.

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J&Q Mark

- The J&Q mark may be used as a freestanding graphic element in cases where the primary logo appears elsewhere on the material
- The mark may be used in J&Q primary logo blue, red, white, black or reversed to white or overprinted as a darker hue of the background color
- The mark may be printed as a dark or light transparent against a background image
- The mark may be cropped or bled off the page
- The mark may be step and repeated as a pattern or texture

Accepted Examples of Mark Usage - Stand-Alone

White reverse from red

Black or gray

White reverse

Accepted Examples of Mark Usage - Background Accent / Enhancement

Others colors only allowable as secondary or background graphic element utilizing approved color palette.

If cropping the JQ symbol, make sure the lower part of the Q is visible to insure it's a Q and not an O.

Dorem ipsum intre franzen by a unerst minser.

Dorem ipsum intre franzen by a unerst minser.

JOHNSON & QUIN, INC.
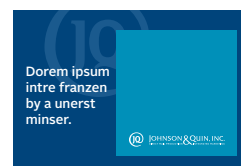
JOHNSON & QUIN, INC.

Primary Logo Colors

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BLUE
PMS 295
C 100 M 57 Y 0 K 40

RED
PMS 194
C 27 M 100 Y 66 K 18

Primary Colors

BLUE	**DARKER BLUE**	**RED**	**DARKER RED**
PMS 295	PMS 295 + BLACK	PMS 194	PMS 194 + BLACK
C 100 M 57 Y 0 K 40	C 100 M 57 Y 0 K 69	C 27 M 100 Y 66 K 18	C 27 M 100 Y 66 K 50

Secondary Colors

Secondary and accent colors should be used only when the primary colors are present.

DEEP ORANGE	**ORANGE**	**OLIVE**	**AQUA**
PMS 165	PMS 1575	PMS 377	PMS 313
C 0 M 74 Y 940 K 0	C 0 M 62 Y 86 K 0	C 58 M 22 Y 100 K 4	C 100 M 23 Y 19 K 0

BROWN	**LIME**	**YELLOW**	**DEEP AQUA**
PMS 471	PMS 361	PMS 605	PMS641
C 20 M 70 Y 100 K 8	C 75 M 4 Y 100 K 0	C 15 M 13 Y 100 K 0	C 100 M 53 Y 21 K 4

Accent Colors (CMYK)

Primarily intended for background colors, soft accents and tertiary color enhancements.

WILLOW GREEN	**PALE ORANGE**	**LAVENDER**	**GREEN PEAR**
C 33 M 0 Y 49 K 0	C 8 M 30 Y 93 K 0	C 31 M26 Y 0 K 0	C 20 M 0 Y 79 K 0

LIGHT BROWN	**SLATE**		
C 16 M 34 Y 80 K 4	C 35 M 21 Y 45 K 0		

Alright Sans Font Family - Print Applications

The fonts below are the only fonts to be used for Johnson & Quin print materials.

Alright Sans Heavy	**ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz 1234567890 (CAPS)1234567890 +Italic**
Alright Sans Bold	**ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz 1234567890 (CAPS)1234567890 +Italic**
Alright Sans Medium	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopq rstuvwxyz 1234567890 (CAPS)1234567890 +Italic
Alright Sans Regular	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqr stuvwxyz 1234567890 (CAPS)1234567890 +Italic
Alright Sans Light	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrs tuvwxyz 1234567890 (CAPS)1234567890 +Italic
Alright Sans Thin	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrst uvwxyz 1234567890 (CAPS)1234567890 +Italic
Alright Sans X Thin	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrst uvwxyz 1234567890 (CAPS)1234567890 +Italic

Arial Font Family - Web Applications

To be used for Johnson & Quin website and digital applications.

Arial	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrst uvwxyz 1234567890 +Italic
Arial Bold	**ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopq rstuvwxyz 1234567890 +italic**

Friz Quadrata - Print Applications

For use as a serif option.

Friz Quadrata Bold	**ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrstuv wxyz & 1234567890 1234567890**
Friz Quadrata Medium	ABCDEFGHIJLKMNOPQRSTUVWXYZabcdefghijklmnopqrstuvw xyz & 1234567890 1234567890

Aracne - Print & Web Applications

• For use as specialty face when animating illustrative dialog. Used as narrative text on Website.

Aracne Regular	ABCDEFGHIJLKMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUV WXYZ 1234567890

J&Q Answers Campaign Theme Logo

The J&Q Answers logo can be used in only these configurations with or without "From Johnson & Quin" underneath (not needed when J&Q Answers has a Johnson and Quin full logo in close proximity.)

BLUE
PMS 295
C 100 M 57 Y 0 K 40

RED
PMS 194
C 27 M 100 Y 66 K 18

GRAY
70% BLACK

Stacked Version

Horizontal Version

J&Q
&nswers
from JOHNSON & QUIN

J&Q &nswers
from JOHNSON & QUIN

J&Q &nswers
from JOHNSON & QUIN

J&Q Quintessentials Campaign Theme Logo

The Quintessential logo can be used in only these configurations with or without "From Johnson & Quin" underneath (not needed when J&Q Answers has a Johnson and Quin full logo in close proximity.)

BLUE
PMS 295
C 100 M 57 Y 0 K 40

OLIVE
PMS 377
C 58 M 22 Y 100 K 4

RED
PMS 194
C 27 M 100 Y 66 K 18

Quintessentials
From JOHNSON & QUIN

JOHNSON & QUIN'S
Quintessentials

Quintessentials
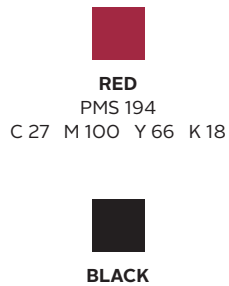*From JOHNSON & QUIN*

JOHNSON & QUIN'S
Quintessentials

J&Q Postal Optimization Experts Theme Logo

The J&Q "hand cancelled" Postal Optimization Experts logo is intended to use as a graphic element/enhancement. It only exists as a rastorized (image) file so it must be placed on a white background or manipulated in PhotoShop to appear on a colored background as shown below.

Shown on White

RED
PMS 194
C 27 M 100 Y 66 K 18

BLACK

Shown on Blue

Examples of Wrong Usages of the Logo

Do not manipulate elements. Only use approved digital art.

Do not print in one color unless in gray, black or reversed.

Do not delete the JQ element.

Do not overprint the logo on a dark color or background

Do not move the JQ element closer or further away from the type.

Only print the logo level. Do not rock or spin.

Logo Clear Space Requirements

Allow the full height of the cap "J" to represent the area where other elements cannot encroach upon.

Allow the full height of the cap "Q" to represent the area where other elements cannot encroach upon.

Icons

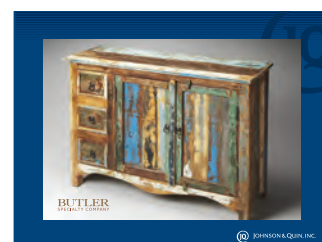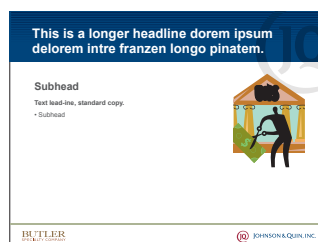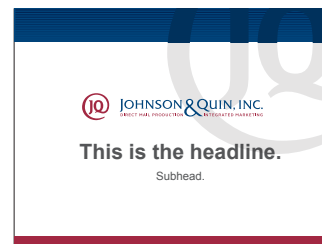Used to represent J&Q Answers areas of information.

Resources

Videos / Webinars

Industry News

PowerPoint Template

Examples of various page configurations.

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For more information, clarification or additional brand elements, contact Kay Wilt, Director Marketing ,
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