

BRAND GUIDELINES



LOGOS

LOGO USAGE

The JUMP logo is reserved exclusively for JUMP programs, events and community collaborations. Any event taking place at JUMP that is not a JUMP program, event or community collaboration may not use the JUMP logo in any branding, advertising or promotional materials.

LOGO, *Preferred*

- The preferred logo is all white on a solid colored background.
- Background can be any solid color as long as the white JUMP logo is visible.
- Background can be any shape as long as there is appropriate spacing around the logo.



Perfered

LOGO, *Alternative*

- The alternate logo must be in either a JUMP brand color, black or white



Alt. 1

LOGOS SPACING AND SIZE

- Minimum logo size is .5" tall
- Clear spacing around all sides of logo must be equal to or greater than 1/4 of the overall logo height.

Example: if logo is 1" tall then there must be at least .25" of clear space on all sides, measured from the furthest out point of the logo.



PLEASE DO NOT

- Use the alternate logo in any color other than the JUMP brand colors or black or white
- Stretch, distort or disfigure the logo in any way
- Display these logos in a way that implies a relationship, affiliation or endorsement by JUMP of your product, business or service without prior consent from JUMP
- Use these graphics in any way as part of your own product, service or business
- Alter these graphics in any way other than that approved by these brand guidelines

TYPEFACES

AVENIR

The font family, Avenir is clean, contemporary and professional. These typefaces should be used for all JUMP materials to ensure the integrity of the original concept.

Exceptions:

- Arial may be substituted for Avenir for Powerpoint presentations, website, and other digital media.
- Other typefaces may be used for design only when creative concepts require them and only when they are critical to the authenticity of a specific art direction.

TRASH HAND

The font, TrashHand, is playful, edgy and contains authentic raw style that contrasts well with Avenir. This typeface should be used for quotes and can be used while taking artistic liberties. This typeface should not exceed 15% when used. **Please do not use for web or digital purposes.**

COLORS



PMS

179 C
2347 U

CMYK

Uncoated
4, 93, 100, 0
Coated
0, 87, 85, 0

RGB

230, 57, 38

HEX

#e63926



PMS

2024 C
158 U

CMYK

Uncoated
0, 68, 85, 0
Coated
0, 58, 65, 0

RGB

243, 116, 58

HEX

#f3743a



PMS

135 C
7548 U

CMYK

Uncoated
0, 25, 75, 0
Coated
0, 21, 27, 0

RGB

254, 195, 90

HEX

#fec35a



PMS

2301 C
2300 U

CMYK

Uncoated
43, 0, 80, 10
Coated
46, 0, 100, 14

RGB

141, 187, 90

HEX

#8dbb5a



PMS

2172 C
300 U

CMYK

Uncoated
83, 40, 0, 0
Coated
86, 42, 0, 0

RGB

2, 130, 198

HEX

#0282c6



PMS

258 C
513 U

CMYK

Uncoated
473, 82, 0, 18
Coated
51, 79, 0, 0

RGB

133, 66, 135

HEX

#854287

PLEASE REMEMBER

- We are JUMP or Jack's Urban Meeting Place, not the JUMP Center, not the JUMP Building, not Simplot's JUMP Project or any other name.
- If you are talking about us on social media be sure to use #jumpboise.

LEGAL

- This is a friendly legal reminder that these graphics and brand are proprietary property of JUMP LLC and protected under intellectual property laws.