



THE JOE
BRAND GUIDELINES

SEPTEMBER 30, 2016





LOGO ON OTHER BACKGROUNDS

The white areas should not be dropped out.
They should remain white.



PRIMARY LOCKUP

To maintain legibility, the primary lockup should be no smaller than 1" wide for print and no smaller than 72px wide for digital applications.



1"
(72 px)

CLEAR SPACE

Do not overlap the logo with other elements. Maintain a clear space of at least 1/4th of the diameter of the logo around all sides.



1/4 DIAMETER
OF LOGO



**THE
JOE**

**DO NOT ALTER THE
LOCKUPS**

Use the lockups as provided. Do not
resize or move individual elements
within the logo.



**DO NOT STRETCH
OR DISTORT**

Always scale the logo at its
original width x height ratio.



**DO NOT ROTATE
OR SKEW**

Always place the logo
horizontally on the page.



DO NOT ADD EFFECTS
Do not apply gradients, drop shadows,
embossing or other effects.



**DO NOT CHANGE
COLORS**

Use the lockups in the colors
provided.



**DO NOT USE AT
ILLEGIBLE SIZES**
All the typography within the logo
must be legible.



**DO NOT ADD
ELEMENTS**
Do not add borders, lines, text
or shapes.



**DO NOT INVERT
THE LOGO**
The logo should always be white
art and text on a black circle,
even on a black background.

BLACK

PANTONE PROCESS BLACK

C=0, M=0, Y=0, K=100

R=0, G=0, B=0

#000000

LATTE

PANTONE 4655

C=8, M=37, Y=47, K=14

R=180, G=145, B=115

#000000

WHITE

C=0, M=0, Y=0, K=0

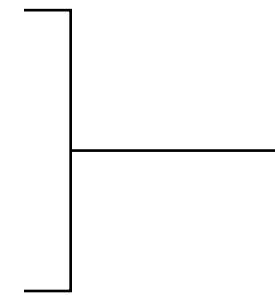
R=255, G=255, B=255

#FFFFFF

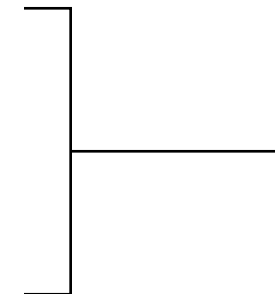
WAKE UP

**START YOUR DAY
WITH JOE**

Arum atibus alit ea eum am veliqui alit faciduciunt
doloribus molenis adipsa nis id enim simolorent
que re noncum cuptatem nimus eatquam essimus
esto incto sed quunti alitatur moluptatum quationet
venisquia que dolorunt molor anducium quibus.



Futura Bold
SUBHEADINGS & CAPTIONS



Futura Book
BODY COPY

Futura Bold

HEADINGS

FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

FUTURA BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura

BODY COPY

FUTURA BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

FUTURA ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z