

Brand Guidelines

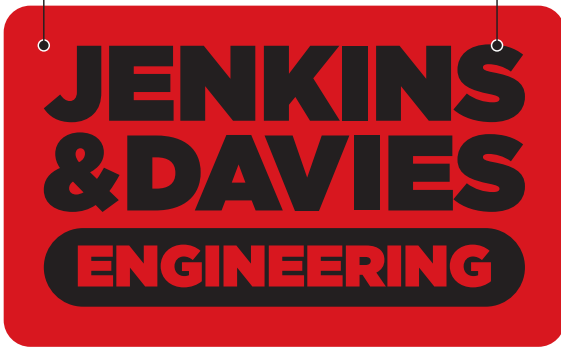
The **JENKINS & DAVIES ENGINEERING** brand has been designed for clarity and robustness. It has flexibility and is available in enough varieties and formats to cover any requirement.

The brand works best when used in a consistent way regardless of the application and these brand guidelines should be adhered to in all circumstances.

The Logo

C0 M100 Y100 K10

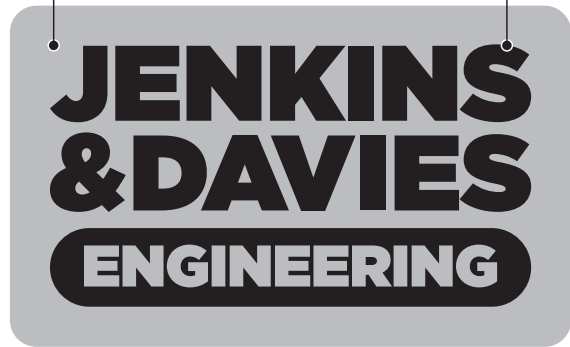
K100



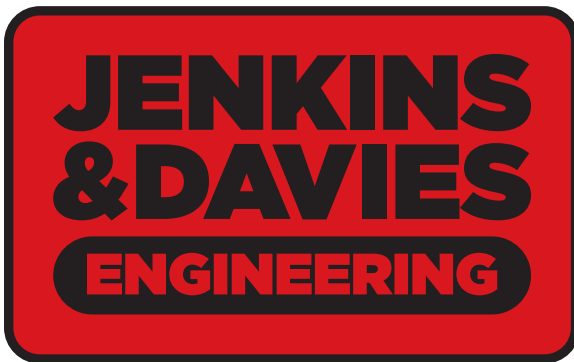
CMYK

K30

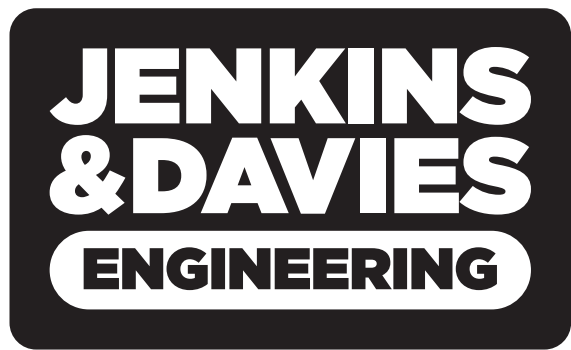
K100



Mono



CMYK Outlined



Mono Reversed Out

The font used in the logo set is Gotham Ultra from the Hoefler & Frere-Jones Foundry

The Logo sits within a C0-M100-Y100-K10 round cornered block in CMYK and K30 in Mono. A reversed mono version is available.

If the logo is to be used against a red background an outlined version is available to define the background block.

Screen resolution .gifs are available for website and online applications.

These are in 600, 400 and 200 pixels wide versions and should never be scaled up.

The hexadecimal web-safe colour for the red is CC 00 00

The logo is placed on a red background with a white bleed-off band on the left side. The text 'JENKINS & DAVIES' is in black, and 'ENGINEERING' is in red on a black rounded rectangle.

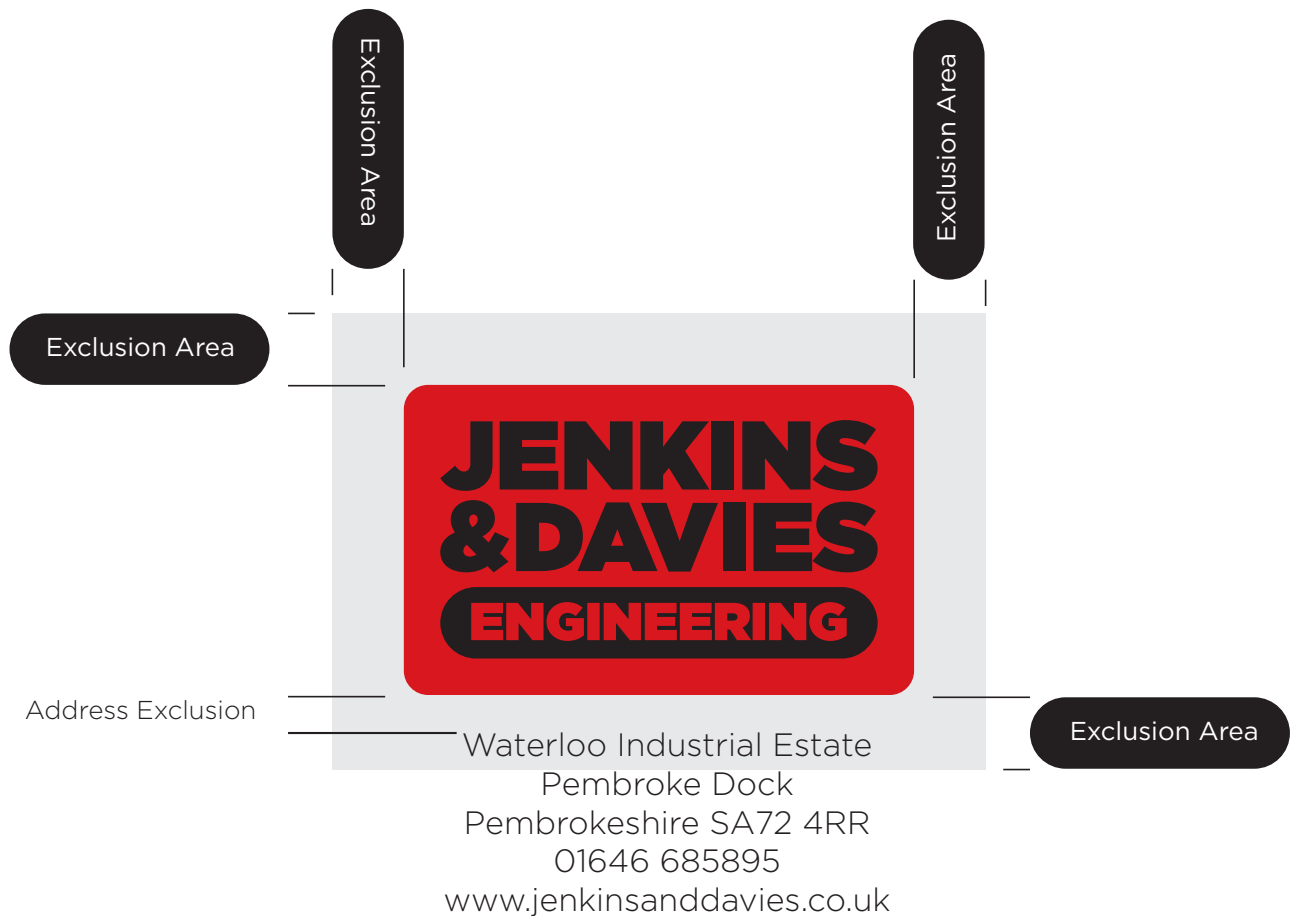
**JENKINS
& DAVIES
ENGINEERING**

The logo may also be placed in a bleed-off band from top, bottom or side but the band must be exactly the same width or height as the logo and of the exact same colour.

The logo is placed on a red background with a white bleed-off band on the right side. The text 'JENKINS & DAVIES' is in black, and 'ENGINEERING' is in red on a black rounded rectangle.

**JENKINS
& DAVIES
ENGINEERING**

Positioning & Sizing



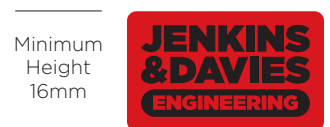
When positioning the **JENKINS & DAVIES** logo an area equal to the height of the bar around '**ENGINEERING**' should be left clear around the background box.

This amount is also the minimum margin that should be allowed from a page edge.

The only exception to the exclusion rule is when the **JENKINS & DAVIES** address is written below and this may encroach to within half the height of the bar.

No disproportionate scaling is to be used in any circumstance.

The minimum height a logo should be used is 16mm.



Fonts

The font used in the logo set is **Gotham Ultra** from the Hoefler & Frere-Jones Foundry and this is also the font used for headings.

It should be used with -5 kerning and with leading set just over the point size, e.g. 12pt on 13pt, 16pt on 18pt, 24pt on 27pt.

Text headings should be 2-4pts larger than the body text.

Body text is set Justified in Gotham Light with natural kerning and with leading 3pts above type size as follows: 10pt on 13pt, 11pt on 14pt, 12pt on 15pt.

Emphasis can be made by substituting **Gotham Medium** instead of Light.

Bullets are set in **Gotham Ultra** and are typically 3pts larger than body text and set with a -2pt baseline shift to bring them centrally into the line height. As with all signature colour use (rules etc.) they should be coloured J&D Red, CO-M100-Y100-K10.

Heading

Sed ut perspiciatis unde omnis iste natus

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod** tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Emphasis

Bullets

- sit voluptatem accusantium doloremque laudantium
- porro quisquam est, qui dolorem ipsum quia dolor

