

Brand Guidelines

● JFAB Consulting Identity Manual

JFAB

Primary Logo

The new JFAB Consulting logo is bold, contemporary, and dynamic. The custom mark has been created to reflect the technology, sophistication, and expertise that we employ in the work we do for our clients.

Shown here are two versions of the 2-color primary logo. The Blue/Black JFAB Primary Logo is for use on white or light backgrounds. The Blue/White JFAB Primary Logo is for use on black or dark backgrounds.

Blue/Black JFAB Primary Logo



Blue/White JFAB Primary Logo



Logo with Tagline



Empower. Innovate. Succeed.



Secondary, 1-Color Logos

These 1-color logos are primarily for when production limits the number of colors that will be printed. However, some subjective design considerations will also allow the use of these versions.



JFAB



JFAB



JFAB



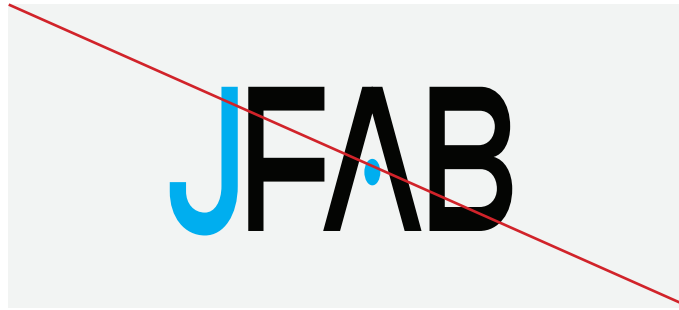
JFAB

Avoid Logo Misuse

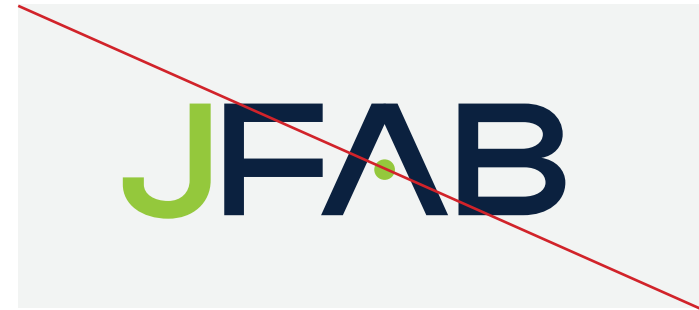
To protect the integrity of our brand, the logo must always be used as provided without any alterations.

Misuse can weaken our recognition, reduce legibility, and create inconsistency across the JFAB Consulting branded materials.

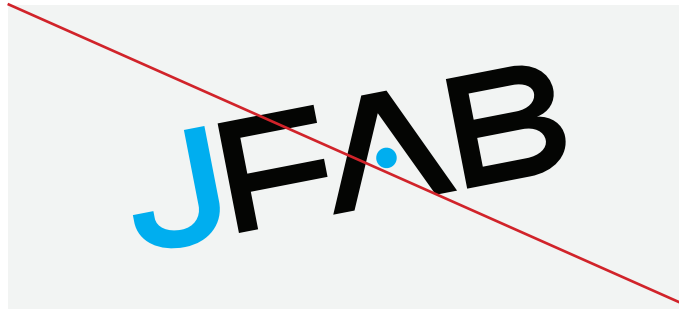
These examples illustrate misuse mistakes that must be avoided.



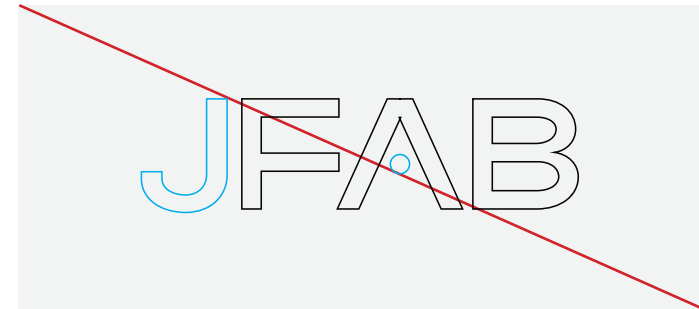
DON'T STRETCH THE LOGO



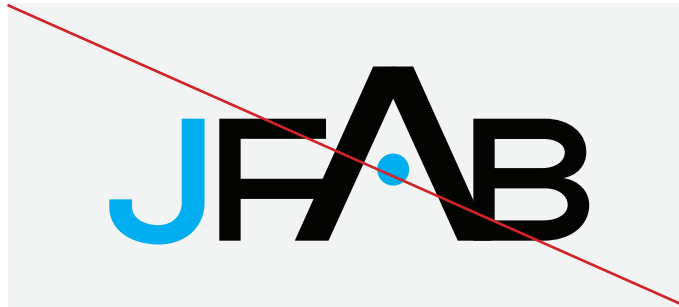
DON'T CHANGE THE COLORS



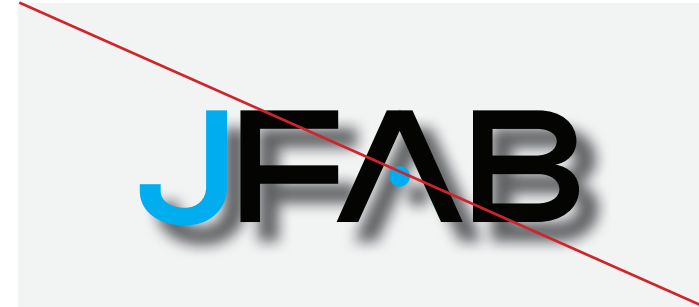
DON'T ROTATE THE LOGO



DON'T OUTLINE THE LOGO



DON'T SCALE INDIVIDUAL ELEMENTS

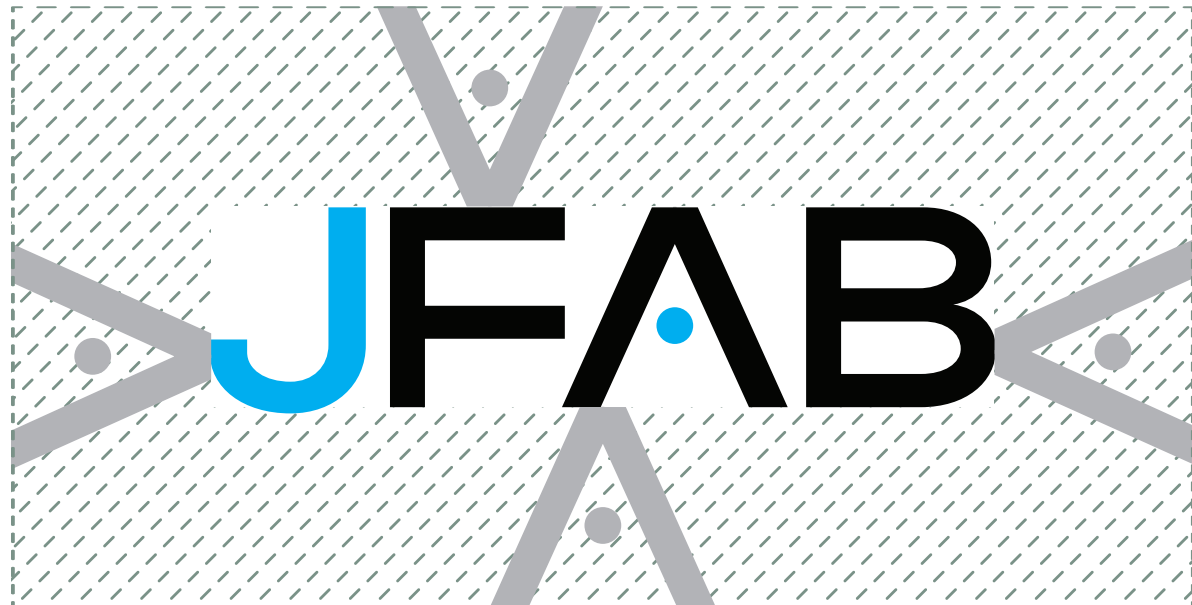


DON'T ADD EFFECTS TO THE LOGO

Logo Clear Spacing

To preserve the JFAB Consulting logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography, or background patterns that may divert attention.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Logo Size Constraints

There are no specific requirements on how large the logo can be used. More importantly, however, it should be used no smaller than three-quarters of an inch wide to maintain minimum legibility.

Exceptions may have to be made for promotional items or other instances where image area is dictated.

The logo 'JFAB' is displayed in a large, bold, sans-serif font. The letter 'J' is blue, while 'F', 'A', and 'B' are black. A blue dot is positioned above the 'J', and another blue dot is positioned above the 'A'.

The logo 'JFAB' is displayed in a medium-large, bold, sans-serif font. The letter 'J' is blue, while 'F', 'A', and 'B' are black. A blue dot is positioned above the 'A'.

The logo 'JFAB' is displayed in a medium, bold, sans-serif font. The letter 'J' is blue, while 'F', 'A', and 'B' are black. A blue dot is positioned above the 'A'.

The logo 'JFAB' is displayed in a small, bold, sans-serif font. The letter 'J' is blue, while 'F', 'A', and 'B' are black. A blue dot is positioned above the 'A'.

The logo 'JFAB' is displayed in the smallest size, bold, sans-serif font. The letter 'J' is blue, while 'F', 'A', and 'B' are black. A blue dot is positioned above the 'A'.

.75" minimum width

The logo 'JFAB' is displayed in a small, bold, sans-serif font. The letter 'J' is blue, while 'F', 'A', and 'B' are black. A blue dot is positioned above the 'A'. A horizontal blue line extends to the left from the top of the 'J'.

Logo File Usage

The .eps and .ai files are vector files – created using mathematical calculations – so that no matter the scale, the logo always looks crisp and solid. These files should be used for print collateral, advertising, large banners and more.

The .png and .jpg files are raster/bitmap files, comprised of pixels that appear to be solid color. These files should not be enlarged.

VECTOR

Vector files are intended for print use. The colors are set for 4-color (CMYK) process printing. Please select the appropriate file for intended use.

The vector files provided are .eps and .ai.

RASTER

Raster files are intended for on-screen and web applications. The colors are set as Red, Blue and Green (RGB) for on-screen and web applications. Please select the appropriate file for intended use.

The raster files provided are .png (Preferred format with transparent background) and .jpg (Preferred format with white background).

VECTOR
(FOR PRINT USE)
.EPS and .AI



RASTER
(FOR SCREEN USE)
.PNG and .JPG





Primary Color Palette

JFAB Blue is bright and vibrant. It represents technology, symbolizing innovation, efficiency, and being forward-thinking, and is frequently associated with modern, clean, and futuristic concepts.

JFAB Blue is the main color for our brand. It should be used prominently to maintain and strengthen brand recognition and to continue to be associated with our company.

Black and White provide calm and contrast. Used as background or text colors, they create space to allow JFAB Blue to stand out.

CMYK 100 0 0 0
RGB 0 159 223
HEX #009FDF
Pantone Process Cyan C

CMYK 0 0 0 100
RGB 44 42 41
HEX #2C2A29
Pantone Process Black C

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF
Pantone N/A



Secondary Colors

The secondary colors consist of JFAB Navy, Teal, Yellow, and Gray. These were chosen to support and expand on the primary brand palette.

Navy and Teal sit naturally alongside our JFAB Blue, forming an analogous range of color that offers subtle variation while maintaining visual harmony.

Yellow serves as a contrasting color to the various shades of blue. It should be used sparingly as an accent, introducing emphasis when needed.

The Gray helps soften the dramatic contrast between JFAB Blue and Black.

CMYK 96 76 15 3
RGB 31 71 / 137
HEX #1F4789
Pantone 2728 C

CMYK 63 0 30 0
RGB 87 188 188
HEX #57BCBC
Pantone 3265 C

CMYK 7 21 93 0
RGB 239 196 15
HEX #EFC40F
Pantone 142 C

CMYK 4 2 4 8
RGB 217 217 214
HEX #D9D9D6
Pantone Cool Gray 1 C

Typography

The typeface Urbane, available via Adobe Fonts, is used exclusively on JFAB Consulting website, primarily in the demi bold, medium, and light weights. However, the entire family is an all-purpose workhorse with wide application. With an open readability even in small sizes and a wide range of weights and styles – italic, script, rounded, rough – it is a large and versatile family suitable for utilization in all JFAB Consulting marketing materials.



URBANE DEMI BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

URBANE MEDIUM

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

URBANE LIGHT

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

URBANE BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

URBANE EXTRA LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

URBANE THIN

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

URBANE DEMI BOLD ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

URBANE MEDIUM ITALIC

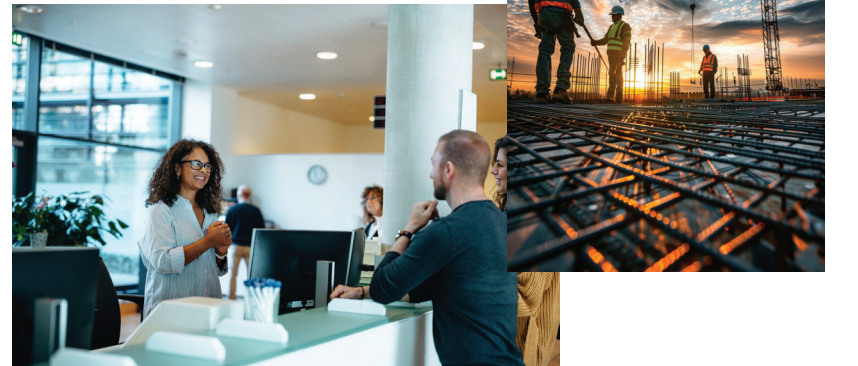
*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

URBANE LIGHT ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Photography

Photography used on our website and in marketing should ideally evoke a sense of authenticity. From office settings to industrial workplaces, we want to give a sense that our services touch every aspect of operations and industry.





Provided By:



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