BRAND GUIDELINES

Jobman {··}®

Manufacturing Software

Jobman {-}®

Manufacturing Software

Jobman {•}®

Jobman {··}
Manufacturing Software

Jobman {··}

When our logo is used on a white background "Jobman" must appear in black and our "mark" is to be set in orange.

The logo can be used either with or without our tagline—depending on the circumstance. Please contact us for instructions on which to use for a particualr project.

Jobman
Manufacturing Software
{··}®

Jobman {··}®

When our logo is used on a coloured background it must be on either black (left) or orange (over).

When on black "Jobman" must appear in white and our "mark" and tagline is to be set in orange.

When our logo is used on a coloured background it must be on either black (previous) or orange (left).

When on orange "Jobman" must appear in black—(as well as our tagline) and our "mark" is to be set in white.

Our logo is not permitted in any other format other than the previous pages.

The above are examples of how our logo is NOT to be used.

CLEAR SPACE
To stand out and maintain clarity, it is essential that the Jobman logo has some breathing space.

The optimum clear space specified is to be used. That is half the width of our "mark".

Our "Logo Mark" is to be used only in orange when on a white background.

When used on a solid background only black and orange are permitted.

When on orange the mark must be white. When on black it must be orange.

Our mark is not to be animated or manipulated in any manner. Including no blinking, winking or otherwise animating the face.

TYPOGRAPHY SET

AaBbCcDd
01234567

**AaBbCcDd
01234567**

Barlow—Light

abcdefghijklmnop
ABCDEFGHIJKLMNOP
1234567890

Barlow—Bold

**abcdefghijklmnop
ABCDEFGHIJKLMNOP
1234567890**

Barlow—Regular

abcdefghijklmnop
ABCDEFGHIJKLMNOP
1234567890

Barlow—Black

**abcdefghijklmnop
ABCDEFGHIJKLMNOP
1234567890**

COLOUR SYSTEM

HEX: #FF6A39
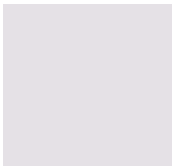Pantone: 1645 c
CMYK: 0, 56, 75, 0
RGB: 255, 106, 57

HEX #1D428A
Pantone: 7687 c
CMYK: 82, 52, 0, 46
RGB: 29, 66, 138

HEX # 5B6670
Pantone: 431 c
CMYK: 19, 09, 0, 56
RGB: 91, 102, 112

HEX #C7C9C7
Pantone: 420 c
CMYK: 0, 0, 2, 18
RGB: 199, 201, 199

HEX #E5E1E6
Pantone: 663 c
CMYK: 0, 3, 0, 9
RGB: 229, 225, 230

Colours associated with the Jobman brand are strictly limited to these.

Our primary colour is orange with blue and grey's as supporting colours.

Black is also permitted in addition to these colours (please refer to our logo rules).

Jobman {..}

Manufacturing Software