



BRAND MANUAL GUIDELINES

Version 1. 2023

THE LOGO INTRODUCTION

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

Symbol



Logo Title

JERRY CAN
COMPANY

The Logo



JERRY CAN
COMPANY

LOGO CONSTRUCTION CLEARSPACE

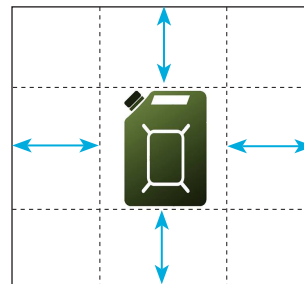
The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.

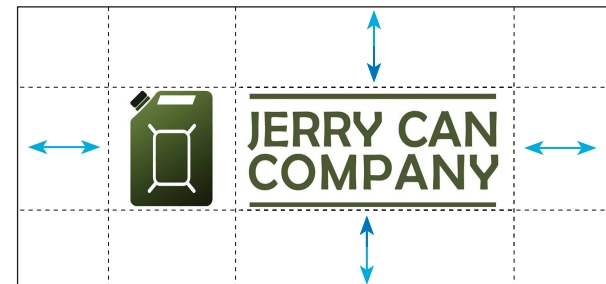


CLEARSPACE

Logo Symbol



Full Logo



LOGO INCORRECT USAGE

The logo must be used as is and not be altered in any way. This means that you **MUST NOT**:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



THE PRIMARY COLORS SYSTEM

Our company colours are professional and modern, expressing who we are. Dark Moss Green is the main colour of the Jerry Can Company identity so it has the strongest presence on our brand.

Netural Black C complements the green colour, creating balance and making the palette more distinctive and sophisticated.

Pantone Cool Gray balances the other colours and gives space to the elements

Primary Colors System



DARK MOSS GREEN

-

COLOR CODES

CMYK : C067 M044 Y088 K036

Pantone : PMS 574 C

RGB : R074 G090 B051

Web : #4A5A33



RAISIN BLACK

-

COLOR CODES

CMYK : C000 M011 Y009 K086

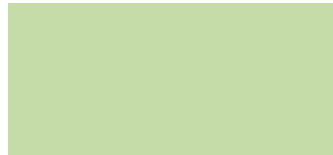
Pantone : P PROCESS BLACK C

RGB : R255 G00 B000

Web : #231f20

THE SECONDARY COLORS SYSTEM

Secondary Colors System



COLOR CODES

CMYK : C024 M002 Y042 K000 RGB : R197 G219 B168
Pantone : P 154-3 U Web : #c5dba8



COLOR CODES

CMYK : C000 M023 Y098 K000 RGB : R255 G197 B012
Pantone : 7548 C Web : #ffc50c



COLOR CODES

CMYK : C000 M099 Y100 K000 RGB : R255 G000 B010
Pantone : Bright Red C Web : #ff000a



COLOR CODES

CMYK : C064 M056 Y053 K028 RGB : R088 G088 B090
Pantone : P 173-14 C Web : #58585a



COLOR CODES

CMYK : C045 M078 Y085 K068 RGB : R071 G027 B003
Web : #471b03

TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

Headings

Aa

ANTON FONT FAMILY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"\$%&/()=?**

Paragraphs

Aa

RALEWAY FONT FAMILY

light regular medium semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"\$%&/()=?

Aa

RALEWAY FONT FAMILY

light regular medium semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"\$%&/()=?

ICONOGRAPHY

Icons are important visual aids that help people quickly navigate through our media. Customers can easily scan the images for the icon that's familiar and important to them.

How to use:

1 - minimum stroke size: 0.5 pt

2 - upscale only proportional



LETTERHEAD

Paper:
A4

These are examples for printing or documentation match with brand identity

15mm

15mm

JERRY CAN COMPANY

August 12 2023

ABC
Lorem Ipsum generator
Dublin, Ireland

Dear Mr. XYZ,

Is reriorum none nist alibus minitit dolor sedicim suntenditae volorem quundanda qui oditas autecto reperumquis dolorum re, ut aut laudem accusandi repelles di rem iumquodit quata consequi omnis asped eati nate vel et et ratquib.

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Sincerely yours,

Andrea Balzano
Digital Senior Manager

15mm

15mm

15mm

210mm

297mm

BUSINESS CARD

Paper:
90x55 mm / 3.5x2 inches

These are examples for printing or documentation match with brand identity



THANK YOU FOR INTEREST

CONTACT

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