



B A S I C L O G O M A N U A L 2 0 1 8

Basic JETT logotype

Basic colors of gradient



CMYK: 0/41/63/0
RGB: 246/170/104
Pantone: 157 C



CMYK: 0/80/13/0
RGB: 234/82/139
Pantone: 205 C



CMYK: 80/80/0/0
RGB: 85/68/150
Pantone: 266 C



CMYK: 100/80/0/30
RGB: 15/50/116
Pantone: 287 C



logo_color_basic



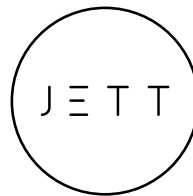
Color positioning

◀ -35°, 0% / 37% / 75% / 100%

Black and white variants of the logotype



logo_black



logo_black_inverse

White variants of the logotype

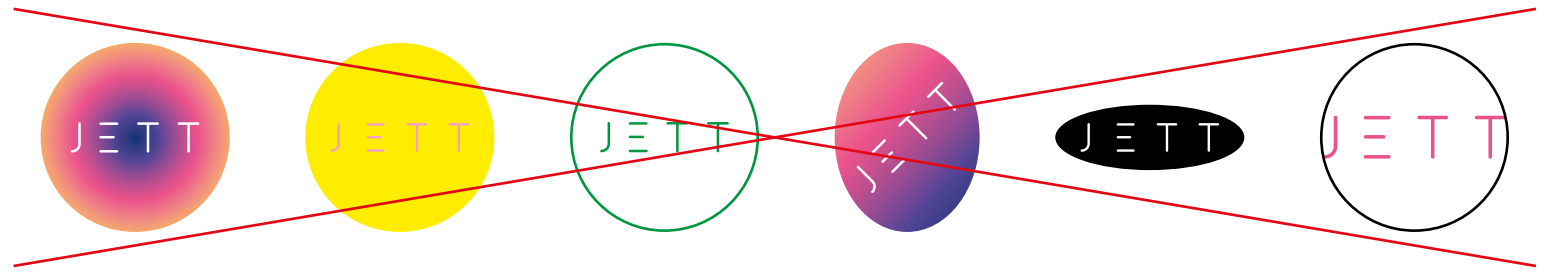


logo_white

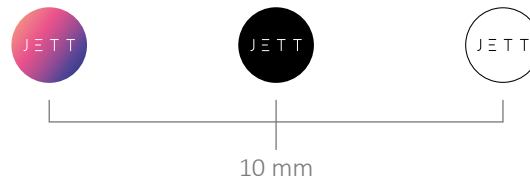
logo_white_inverse

Technical parameters of the logotype

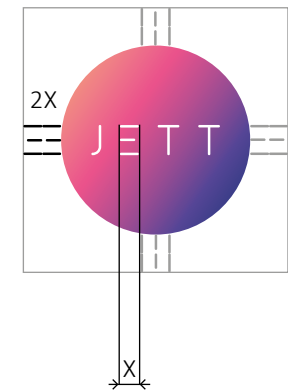
Prohibited variants



Minimum size



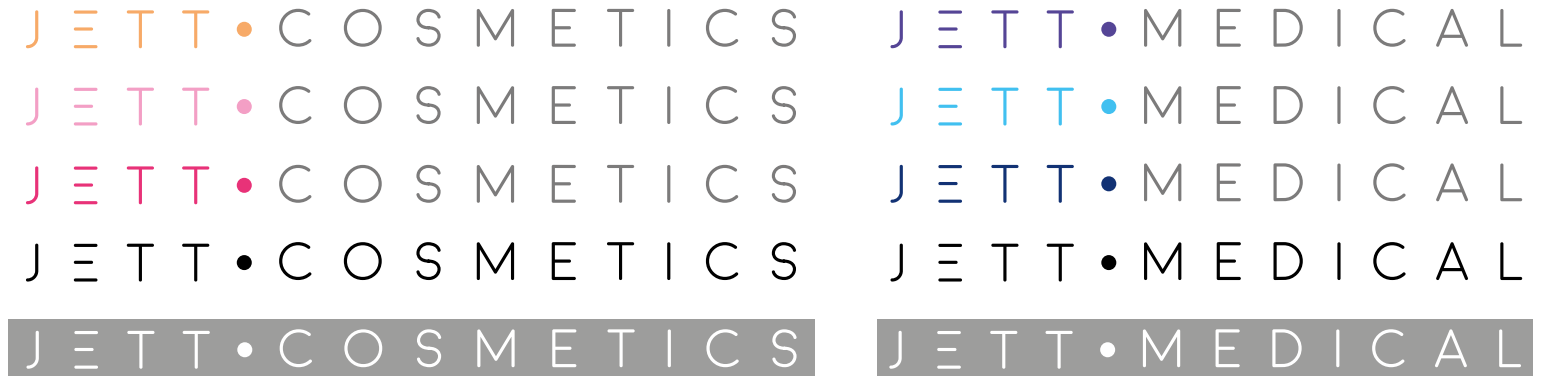
Safe zone



Secondary Logotype JETT – COSMETICS / MEDICAL

Logo COSMETICS and MEDICAL – colours

	CMYK: 0/41/63/0 RGB: 246/170/104 Pantone: 157 C
	CMYK: 0/50/0/0 RGB: 242/15/197 Pantone: 223 C
	CMYK: 0/90/20/0 RGB: 232/50/120 Pantone: 213 C
	CMYK: 80/80/0/0 RGB: 85/69/150 Pantone: 266 C
	CMYK: 65/0/0/0 RGB: 64/192/240 Pantone: 298 C
	CMYK: 100/80/0/30 RGB: 15/50/116 Pantone: 287 C
	CMYK: 0/0/0/0 RGB: 255/255/255 Pantone: --
	CMYK: 0/0/0/65 RGB: 124/123/123 Pantone: Cool gray 9 C
	CMYK: 0/0/100 RGB: 0/0/0/0 Pantone: Neutral Black C



Minimum height secondary logotypes: 2 mm

Fonts for graphic and systems SW

Interlining between letters in the headlines: 500 b

Color for highlighting text:

	CMYK: 80/80/0/0 RGB: 85/69/150 Pantone: 266 C WEB: #554596		CMYK: 0/0/0/65 RGB: 124/123/123 Pantone: Cool gray 9 C WEB: #7c7b7b		CMYK: 0/0/0/80 RGB: 87/87/86 Pantone: Cool gray 11 C WEB: #575756
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Font: Calibri light

A B C Č D E Ě F G H I J K L M N O P Q R Ř S Š T U V W X Y Z
a b c č d e ě f g h i j k l m n o p q r ř s š t u v w x y z
1 2 3 4 5 6 7 8 9 # & ! ? : ; % () ' + - , . / @

Font: Calibri Pro regular

A B C Č D E Ě F G H I J K L M N O P Q R Ř S Š T U V W X Y Z
a b c č d e ě f g h i j k l m n o p q r ř s š t u v w x y z
1 2 3 4 5 6 7 8 9 # & ! ? : ; % () ' + - , . / @

Font: Calibri Pro bold

A B C Č D E Ě F G H I J K L M N O P Q R Ř S Š T U V W X Y Z
a b c č d e ě f g h i j k l m n o p q r ř s š t u v w x y z
1 2 3 4 5 6 7 8 9 # & ! ? : ; % () ' + - , . / @