

JAC Group's Brand Guidelines

Quick Reference Sheet

Design Checklist

- ☐ Professional & global image
- ☐ Clear & professional catch-copy
- ☐ Clear & concise text body
- ☐ Group companies listed correctly
- ☐ Important details highlighted
- ☐ Logos correctly used
- ☐ Correct font & company colours
- ☐ No spelling or grammar errors

Images

- ☐ Upmarket & executive feel
- ☐ Global & up to date
- ☐ Include a splash of colour
- ☐ Engaging to look at
- ☐ Good lighting & image quality
- ☐ JAC owned image license
- ☐ Free materials (photos/illustrations)

Writing Tone & Style

- ☐ Warm and approachable
- ☐ Professional without being cold
- ☐ Clear and to the point
- ☐ Avoid exclamation points!
- ☐ No emojis
- ☐ Always check punctuation, grammar & spelling

Typeface

- ☐ Use only one font for a single language

ENGLISH

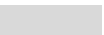
1. Primary
Noto Sans
2. Secondary
Verdana
3. Tertiary
Arial

JAPANESE

1. Primary
Noto Sans JP
2. Secondary
Meiryo
3. Tertiary
MS P Gothic

Corporate Colours

Hex (#) for screen, cmyk for prints

								
#00a9e0 C85	#b9d9eb C23	#8a8d8f C45/M34/Y34	#b37a3f C10/M50/Y70/K30	#009b48 C100/Y100	#69be28 C60/Y100	#e1e000 C10/Y95	#fedd00 Y100	#ff8200 M60/Y100
								
#d9d9d9 K15	#bfbfbf K25	#999999 K40	#808080 K50	#e87722 M62/Y95	#d50032 M100/Y72	#6007e C12/M100	#5f259f C82/M97	
								
#a7c6ed C34/M15	#307fe2 C70/M47	#303ab2 C93/M78	#000077 C100/M90/Y30	#8c5c30 C21/M63/Y98/K46	#714623 C25/M69/Y97/K54	#7c4d3a C24/M70/Y71/K58	#5b3427 C24/M85/Y100/K76	