



# Graphic Standards Guide

2017



# COLORS

Blue and green hues should dominate all forms of communication for Juliette Fowler Communities. Coated Pantones® and Uncoated Pantones® are different color mixtures and have official ink specifications. CMYK values for printing are listed below along with RGB and hexadecimal codes for electronic use only.




## PRINT



## MAIN COLORS



	<b>PROCESS MIX</b> (C) Cyan 45% (M) Magenta 0% (Y) Yellow 100% (K) Black 24%		<b>PROCESS MIX</b> (C) Cyan 100% (M) Magenta 78% (Y) Yellow 36% (K) Black 28%
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## ACCENT COLORS (Accent colors should ONLY be used in CMYK Process scenarios – not intended for Pantone® spot color usage.)

	<b>PROCESS MIX</b> (C) Cyan 19% (M) Magenta 77% (Y) Yellow 100% (K) Black 8%		<b>PROCESS MIX</b> (C) Cyan 40% (M) Magenta 0% (Y) Yellow 0% (K) Black 0%		<b>PROCESS MIX</b> (C) Cyan 10% (M) Magenta 2% (Y) Yellow 53% (K) Black 0%
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## DIGITAL

### HEXADECIMAL COLORS

	<b>HEX 669933</b> (R) Cyan 120 (G) Magenta 162 (B) Yellow 47		<b>HEX 003366</b> (R) Cyan 0 (G) Magenta 55 (B) Yellow 100
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# FONTS

These are the approved typefaces to use in collateral materials and communications for Juliette Fowler Communities.

## SAN SERIF FONT

Linotype Frutiger 45 Light  
*Linotype Frutiger 46 Light Italic*

Linotype Frutiger 55 Roman  
*Linotype Frutiger 56 Roman Italic*

**Linotype Frutiger 65 Light**  
***Linotype Frutiger 66 Light Italic***

**Linotype Frutiger 75 Black**  
***Linotype Frutiger 76 Light Italic***

**Linotype Frutiger 95 Ultra**

## SERIF FONT

TRAJAN REGULAR  
TRAJAN BOLD

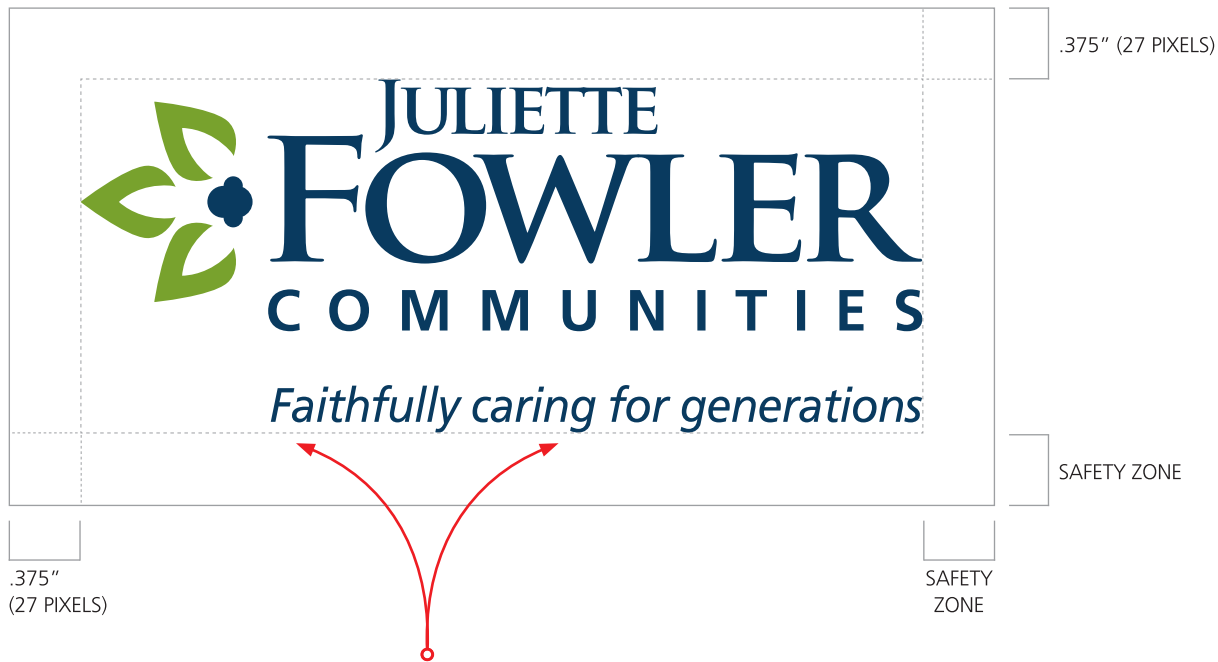


# VISUAL IMPACT AND LEGIBILITY

To ensure optimum legibility of the logo for Juliette Fowler Communities, a clear area surrounding the logo must be maintained. This area is the minimum allowable distance between the logo and all other imagery (typography, photographs, page trim and folds). This area is invisible and does not print. This area is only a minimum distance. A generous amount of negative space surrounding the logo is always recommended. The typography must be readable even in small sizes.

When using the logo of Juliette Fowler Communities, keep a minimum of 0.375 inches (27 pixels) of clear space around the logo to separate it from other elements such as text, pictures and other graphics. This area preserves the visual impact and legibility of the logo and should be sized to scale in large applications such as banners and signs. So that legibility is not compromised, the logo of Juliette Fowler Communities should never be reproduced less than 1.5 inches in width.

SAMPLE



MINIMUM SIZE - 1.5" WIDE  
(108 PIXELS)

## TAGLINE

The tagline of Juliette Fowler Communities has been created with careful consideration of the mission, vision and values of Juliette Fowler Communities to communicate the image to the public. For uses other than in a body of text in communications, the tagline should be used in the font and layout as shown here. The tagline is part of the branding efforts of Juliette Fowler Communities and is to be used in marketing and advertising communications – not for corporate identity uses such as with the logo, stationery or signage.



# DEFINITIONS

**CMYK** An acronym used to identify full-color process print reproduction and the four specific colors used. When printed as overlapping screens of dots on paper, these four colors create the illusion of a wide range of colors. The four process colors are: cyan (process blue), magenta (process red), yellow (process yellow) and black. The letter K is used for black.

**EPS** (or **AI** = Adobe Illustrator) Encapsulated PostScript is a standard format for importing and exporting PostScript language files in all environments. EPS or AI files are vector graphics or illustrations that have the ability to scale limitlessly.

**GIF** Graphics Interchange Format is an image format introduced by CompuServe for web graphics. The format is almost universally used to support up to 8 bits per pixel, thus allowing a single image to reference a simple palette of up to 256 distinct colors. It also supports animations as well.

**Grayscale** Tints of black between 1 and 99%.

**Hexadecimal** - "HEX" numbers are a base-16 numbering system used to define colors on Web pages; a HEX number is written from 0-9 and then A-F.

**JPG** is a compressed photographic file format. JPGs reduce the original image size by simplifying complex images, allowing them to transfer more quickly across an Internet connection. JPG is a common file format for use primarily in web publishing.

**PDF** Portable Document Format is a universal native file that can contain any combination of text, graphics and images in a simple format. These documents can be very simple or extremely complex with a rich use of fonts, graphics, colors and images.

**PNG** Portable Network Graphics is a raster (photo) file format for the web that supports lossless data compression and greater resolution reproduction, versus the GIF, and is most commonly used for having a transparent (or knocked-out) background.

**PMS** Abbreviated for the PANTONE® Matching System, an international system of ink formulas developed for spot colors.

**RGB** - A color model used on displays where red, green, and blue light are combined to make millions of colors. Color mode is primarily used with internet graphics and not traditional printing.

**Serif Fonts** Term used to describe typeface font with headers and footers within the character letters. Small horizontal lines that rest on the tops and bottoms of character staffs of the font. JFC has adopted Trajan Pro as our official serif font.

**San Serif Fonts** Sans serif typefaces do not have the characteristic small horizontal lines at the tops and bases of characters as serif fonts. JFC has adopted Frutiger as our primary sans serif font. Primary use is for subheads, captions, tables and lists where readability at smaller sizes is essential.

**TIF** Tagged Image File. TIFs are appropriate for print publishing and used more often in high resolution printing.