

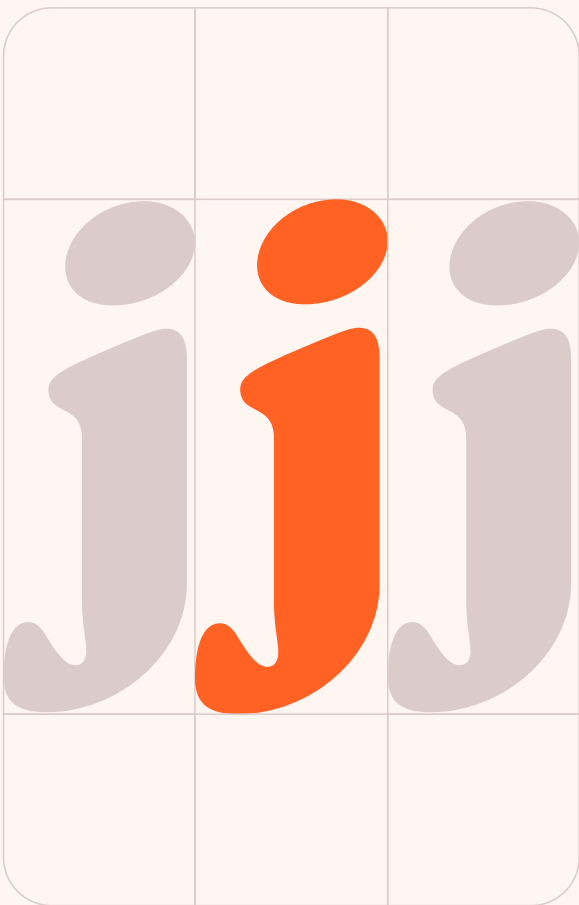
Our logo

Wordmark with visualized minimum clear space



jawnt | 30px At small sizes, ensure the wordmark is legible. The minimum height is 0.5" for print and 30px for digital applications.

Icon with visualized minimum clear space



j | 30px At small sizes, ensure the icon is legible. The minimum height is 0.5" for print and 30px for digital applications.

Typography

Header Typeface

New Spirit
Semi Bold

Body Typeface

Poppins Medium

Color palette



Approvals & file types

Approvals

Jawnt's brand guidelines document is not an exhaustive rulebook, but all brand executions must follow the standards outlined there.

Any use outside these guidelines requires approval from a designated Jawnt representative. Approvals may be submitted electronically by sending your concept to marketing@jawntpass.com. And remember: questions prevent mishaps — if you're unsure about how to use our brand materials, please don't hesitate to ask.

File types

The files provided fall into two categories: raster and vector. **Raster** files are pixel-based and have a fixed size; enlarging them beyond their original dimensions will reduce quality. They are common for digital use and photography, and acceptable for print only when they meet a minimum of 150 DPI. Typical raster formats include .jpg, .png, .gif, and .psd.

Vector files are built from mathematical relationships, allowing them to scale infinitely without losing quality. Logos, icons, illustrations, and many graphic elements are created as vectors, and these files are preferred for printing or whenever a high-resolution graphic is required. Vector formats typically include .ai, .eps, and .svg, though they may require specific software to open.