

January, 2026

# Jawnt brand guidelines

Version 1.0  
Copyright ©2026 All rights reserved

**jawnt**

Introduction

# What’s inside

Updated: January, 2026  
Originally Published: January, 2026  
Created By: BHONG (bhong.com)  
Questions: marketing@jawntpass.com

<b>Introduction</b>	<b>02</b>	<b>Imagery</b>	<b>26</b>
About this guide	03		
<b>Our logo</b>	<b>04</b>	<b>Iconography &amp; graphics</b>	<b>28</b>
Wordmark	05	Iconography	29
Icon	06	Graphic elements	30
Clear space	07	Illustrations	31
Background control	08	Skyline illustrations	32
Placement on the web	09		
Placement on social media	10	<b>Grid system</b>	<b>33</b>
What to avoid	11	Corner radius	35
Co-branded media	12	Margin formula	36
What to avoid in co-branding	13	Margin construction	37
		Print Guidelines	38
<b>Brand colors</b>	<b>14</b>	<b>Applications</b>	<b>39</b>
Primary color palette	15	Print applications	40
Using tints	16	Digital applications	42
Using black & white	17		
Approved pairings	18	<b>In closing</b>	<b>43</b>
What to avoid	19	Approvals & file types	44
		Contact	45
<b>Typography</b>	<b>20</b>		
Typefaces	21		
Website Headings	22		
Digital Body text	23		
Six type commandments	24		
What to avoid	25		

## Introduction

# About this guide



**These guidelines serve as a reference for our partners, external vendors, and any other third parties authorized to use Jawnt's brand assets.**

It defines the standards that shape our brand and ensures consistency across all touchpoints—from sales decks and marketing materials to product interfaces and social media. Following these guidelines helps us maintain a cohesive, recognizable, and reliable brand presence.

# Our logo

## The heart and soul of our brand identity.

Here you'll find everything you need to know about using our logo. From proper placement to clear space, these rules are designed to protect our brand's visual identity and make it easy for you to apply it correctly.

The Jawnt Brand kit contains all file formats and colors. Make sure you're using the latest version!



Our logo

# Wordmark

jawnt

This is the primary logo to use for physical and digital applications.

The Jawnt wordmark is our preferred brand expression. It should be used in Jawnt Orange or Jawnt White (see brand colors).

This logo is a locked artwork that should not be altered in any way.

jawnt 30px

## Minimum size

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

Our logo

# Icon



The secondary lockup can be used when there is not enough space for the full wordmark.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon.



## Minimum size

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

Our logo

# Visualized clear space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the width of the “J” on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



Our logo

# Background control

Contrast is the name of the game when considering placing the logo on any background.

If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The logo may be used on any Orange-tint background of the color palette. Use the dark or light version to achieve maximum contrast.



The logo may be used on low-contrast patterns. Use the dark or light version to achieve maximum contrast.



Only the white version of the logo may used on dark photographic backgrounds.



Our logo

# Placement on the web

Placement of the logo on canvas is vital to a consistent visual style.

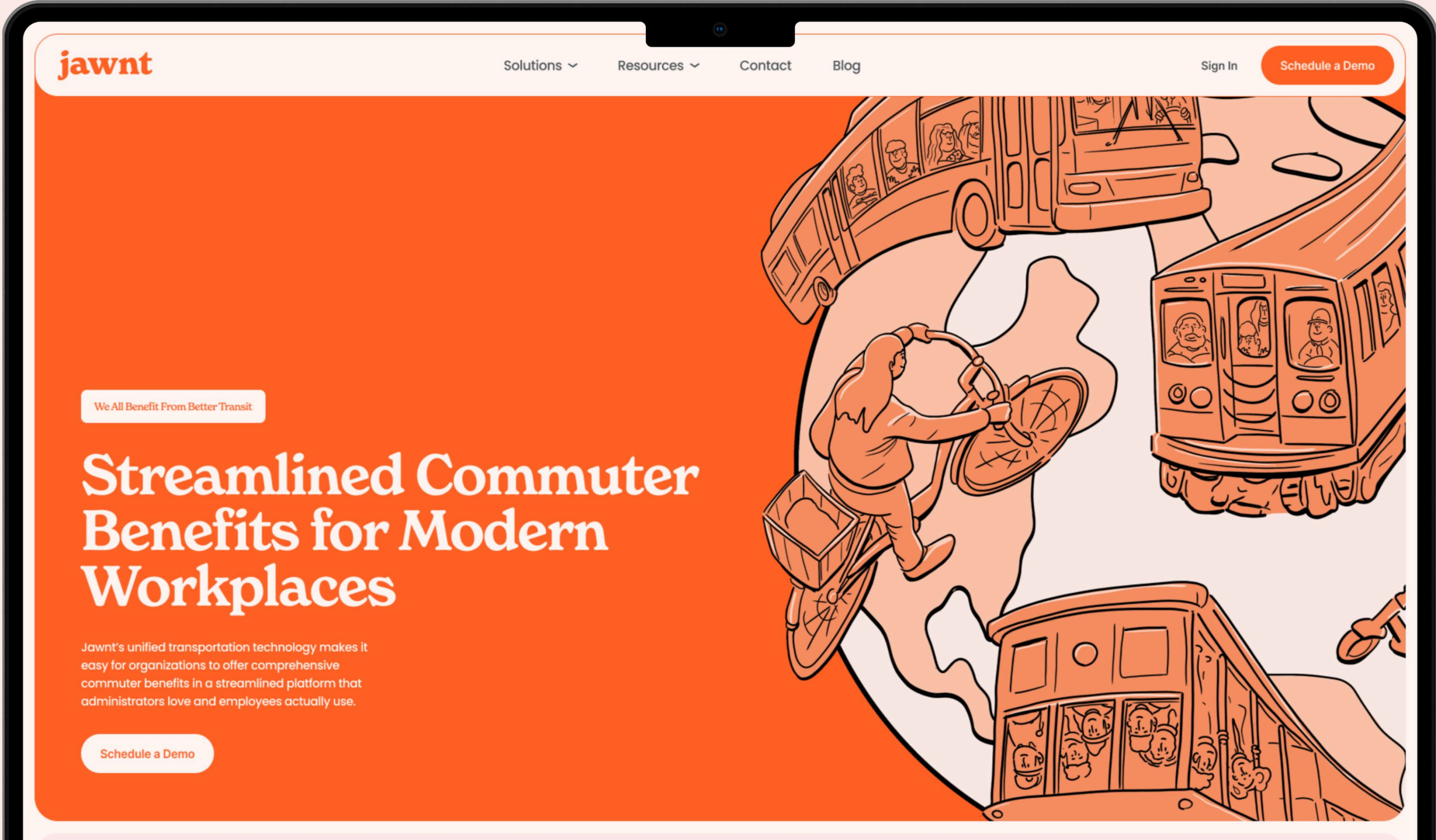
On the Jawnt website, the logo is placed in the upper left-hand corner of the navigation bar. This should stay consistent across all pages and elements on the Jawnt website.



Our favicon—a 32px x 32px icon that is displayed in the browser next to the url.



Our webclip—a 256px x 256px icon that will show up on a device's home screen, similar to an app icon.





Our logo

# Placement on social media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. One for both circular and square avatars shapes of all sizes.



Full centered wordmark

Avatar for use on all platforms. The wordmark must be visually centered, not mathematically, to maintain optical balance.



Secondary icon

Preferred avatar for use on platforms with a profile picture cropped to a square.




Our logo

# What to avoid


Following the rules ensures Jawnt’s brand always looks professional and recognizable.

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1.

When in doubt, check the contrast ratio using tools like [contrast-ratio.com](https://contrast-ratio.com).

The Jawnt logo is shown in white on an orange background, but it is rotated diagonally.


✗ Don’t rotate the logo

The Jawnt logo is shown in white on an orange background, but it has a thick white outline.

✗ Don’t outline the logo

The Jawnt logo is shown in white on an orange background, but it is stretched horizontally.

✗ Don’t stretch the logo

The Jawnt logo is shown in purple on an orange background, which is an off-brand color.

✗ Don’t use off-brand colors

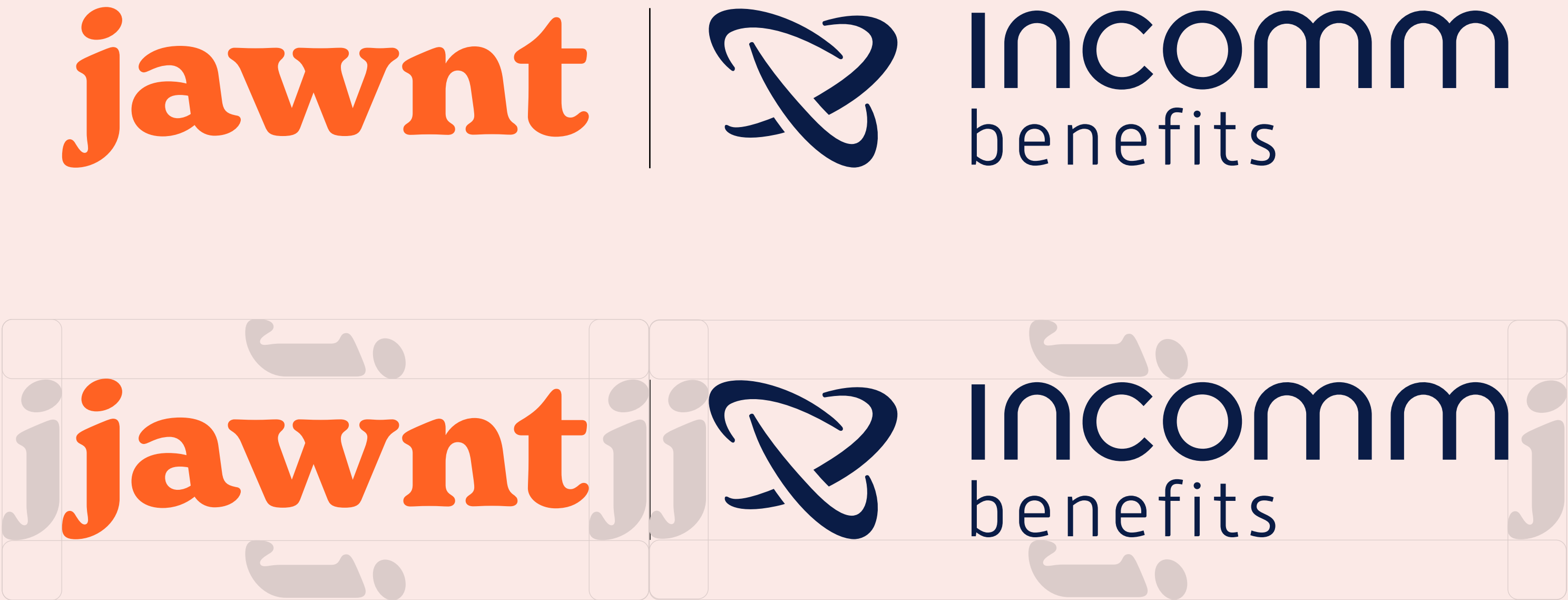
Our logo

# Co-branded media

## Aligning Jawnt with partner and customer brands.

When representing the Jawnt logo paired with partner or customer logos, we prefer to use our full wordmark in Jawnt Orange.

Give Jawnt and partner marks abundant space and room to breathe. This ensures our marks are clear to read and separate from other distracting elements.



Our logo

# What to avoid

## Mistakes to watch out for.

When placing partner logos next to ours, following these rules ensures co-branded media is always consistent.



✗ Don't recolor the wordmark to match the partner logo.



✗ Don't use the wordmarks in very different sizes.



✗ Don't use the standalone icon with a partner logo.



✗ Don't use a different divider than the straight subtle line.



✗ Do not use the partner lockup on color backgrounds to prevent contrast issues and avoid violating partner brand guidelines.



✗ Don't use the partner lockup over an image to prevent contrast issues and avoid violating partner brand guidelines.

# Brand colors

## Color sets us apart.

Our bold colors play a big part in our brand recognition.

It's important that our colors are represented faithfully and combined in the right way. This section covers these guidelines in detail.



Brand colors

# Primary color palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Use the primary palette for core brand moments, and the secondary palette for accents and functional elements.

Jawnt orange  
HEX: #FF6224  
RGB: 255, 98, 36  
CMYK: 0, 76, 93, 0

20% orange  
HEX: #FBEAE7  
RGB: 251, 234, 231  
CMYK: 0, 7, 8, 2

Jawnt blue  
HEX: #032A80  
RGB: 3, 42, 128  
CMYK: 98, 67, 0, 50

10% blue  
HEX: #E5E9F2  
RGB: 229, 233, 242  
CMYK: 5, 4, 0, 5

Brand colors

# Using tints

Use the primary palette for core brand moments and the secondary palette for accents, backgrounds and functional elements.

Please note that we have included a specific dark accent color intended solely for use on buttons with white text; this ensures we remain compliant with AA contrast standards and maintain optimal readability across all digital touchpoints."

Darkest orange  
HEX: #C4400F  
RGB: 196, 64, 15  
CMYK: 0, 67, 92, 23

Dark orange  
HEX: #EF5418  
RGB: 239, 84, 24  
CMYK: 0, 65, 90, 6

Jawnt orange  
HEX: #FF9067  
RGB: 255, 144, 103  
CMYK: 0, 44, 60, 0

80% orange  
HEX: #FF9067  
RGB: 255, 144, 103  
CMYK: 0, 44, 60, 0

60% orange  
HEX: #FFAF93  
RGB: 255,175,147  
CMYK: 0,31,42,0

40% orange  
HEX: #FFCEBD  
RGB: 255, 206, 189  
CMYK: 0, 19, 26, 0

20% orange  
HEX: #FBEAE7  
RGB: 251, 234, 231  
CMYK: 0, 7, 8, 2

Brand colors

# Using black & white

Neutral colors help our primary color palette pop.

Whenever possible, avoid true black and true white in favor of these subdued tones.

Primary black

HEX: #000E11

RGB: 0, 14, 17

CMYK: 100, 18, 0, 93

Secondary black

HEX: #4D5658

RGB: 77, 86, 88

CMYK: 12, 2, 0, 65

Tertiary black

HEX: #999E9F

RGB: 153, 158, 159

CMYK: 4, 1, 0, 38

Off-white

HEX: #FFF5F3

RGB: 255, 245, 243

CMYK: 0, 4, 5, 0

Brand colors

# Approved pairings

## Achieving visual distinction and brand consistency starts with thoughtful color pairings.

To maintain our professional aesthetic, we generally avoid black as a background color. We also recommend limiting the combination of orange and black, we're not in the Halloween business 🧛.

Instead, focus on high-contrast designs. Optimal readability and brand presence are achieved when using our Jawnt orange color and combining it with an off white or lighter tint of Jawnt Orange.



No body text on orange. Logo on a Jawnt orange. Perfect for digital use.



"I knew I enjoyed working with you, but now I think you're my new best friend!"

Primary or Secondary black text and Jawnt orange logo on Off-white or light tints of Jawnt orange. Good contrast.



"I knew I enjoyed working with you, but now I think you're my new best friend!"

Primary or Secondary Black text and black logo on Off-white. Great contrast and legibility.

"I knew I enjoyed working with you, but now I think you're my new best friend!"

Off-white body text on Darkest orange. Perfect for buttons and tags.

"I knew I enjoyed working with you, but now I think you're my new best friend!"

No Logo on blue. Off-white or 10% Blue text on a Jawnt Blue. Good contrast and legibility.

"I knew I enjoyed working with you, but now I think you're my new best friend!"

No Logo on blue. Primary black, Secondary black, or Jawnt blue text on 10% Blue. Good contrast and legibility.

Brand colors

# What to avoid

Steer clear of unauthorized color combinations.

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1.

When in doubt, check the contrast ratio using tools like [contrast-ratio.com](https://contrast-ratio.com).

To uphold our brand's professional and inviting aesthetic, please refrain from using black as a foundational background color. Our recommended Jawnt White or soft orange options are designed to improve content visibility and user comfort.



Don't combine Black and Jawnt orange. Too spooky!



Don't combine the Orange and Blue. They are meant to be used seperately.



Don't use true black and true white in combination. This produces too much contrast for our brand.



Don't change or adjust our colors in any way. Consistency in color is vital to brand recognition.



Don't use off-brand colors, especially in combination with approved brand colors.



Never use the Jawnt logo in a different color than Orange, Jawnt White or Black.



# Typography

## We're obsessed with the power of typography

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

Only the typefaces listed in this section are approved for use.

Use New Spirit Semi Bold for headlines and Poppins Medium for body copy. Maintain consistent hierarchy and alignment.

In headings, sentence case is preferred over title case.

Typography

# Typefaces

Header Typeface

New Spirit  
Semi Bold

A modern revival of the classic Windsor typeface, New Spirit combines elegance with readability. Its refined serifs and balanced proportions make it ideal for sophisticated branding and editorial design.

Available on Adobe Fonts.

Body Typeface

Poppins Medium

A geometric sans-serif with clean, balanced forms. Legible, versatile, and multilingual-ready, Poppins Medium works perfectly for both body text and emphasis.

Available in Google & Adobe Fonts.

Typography

Website headings

H1: Size 4rem

100% Leading

-0.04em Tracking

Streamlined commuter benefits  
for modern workplaces

H2: Size 3rem

100% Leading

-0.03em Tracking

We save admin time

H3: Size 2,5rem

100% Leading

-0.03em Tracking

Trusted by world-class organizations

H4: Size 2rem

100% Leading

-0.03em Tracking

Jawnt pass

H5: Size 1,5rem

100% Leading

-0.03em Tracking

Save on your bus ride

Typography

Digital body text

Paragraph

Weight: Poppins Medium  
Size: 16pt (small), 18pt (medium), or 20pt (large)  
Leading: 150%  
Tracking: 0%  
Color: Secondary Black or Jawnt White

Max. width: 800px

Because Lamar Advertising told us that billboard would see 800,000 weekly impressions, which is about as many people as SEPTA moves every single day. That’s the scale we’re talking about. And if you’re stuck in traffic, there’s a good chance part of the reason is underinvestment in transit.

Strong or bold

Weight: Poppins Bold

We've also started working with the Commonwealth of Pennsylvania, helping administer transit benefits to **75,000 state employees**.

Block Quotes

Weight: Poppins SemiBold  
Size H5: 28px  
Color: Jawnt Orange  
Indent: 18px  
Line: 3px

“We know this isn’t a partisan issue. It’s a Pennsylvania issue.”

Text Links

Weight: Poppins Medium, Underlined  
Color: Primary Black

At Jawnt, we work with nearby organizations like UPenn, Penn Medicine, and the City of Philadelphia to help thousands of employees commute more easily via transit. These employers, along with Comcast, CHOP, and other civic leaders have been vocal in their support for SEPTA. We’re proud to stand alongside them.

Typography

# The six type commmandments

## A quick cheat-sheet for great type.

We’re big letter nerds 🧐. These tips will help you build dynamic, interesting, and on-brand typographic layouts.

While the rules are proven and sound, sometimes breaking them is the right call. When in doubt, use your best judgment!

### Stay left-aligned, rag right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we’re a little off-center as a brand anyway.

### Skip weights & double size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

### Align X-heights or baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

### Give things space, if needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

### Watch the rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

### Keep line length reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It’s best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.



Typography

# What to avoid

Oh, goodness, No...

Omnímus cuscílit que ea volesto et,  
sitatur mínúm rae. Et expel ínctae rerum  
ea que omníma consedit maíó

✗ Don't use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations.

No t g ood, nope.

Omnímuscusc ílit q ue eavo lestoe t,  
sitatur mín umrae.Ete xp elínctae  
rerumeaqueomni maconseditma jo  
conet, ve hima ximi,cor epel íquy ntvolór  
posqua m,sig uosintiusc sitashíll aborei  
cit atlíss ímus

✗ Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Helpme

✗ Don't stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too much stroke

Omnímuscusc ílit q ue eavo lestoe  
t, sitatur mín umrae.Ete xp  
elínctae rerumeaqueomni

✗ Don't use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

Mistakes to watch out for.

Note: This is not a comprehensive list. These are just some of the most egregious errors to avoid.

# Imagery

## Our photography: Genuine urban connection.

Our photography should feel real, inclusive, and urban. Show people in motion, connected to their city, not stock-style posed shots.

**Do:** natural light, authentic moments

**Don't:** staged stock photography, generic “tech” imagery







# Iconography & graphics

**Clear, consistent visuals that extend our brand.**

Icons and hand-drawn elements are powerful tools that extend our brand language and visual identity. They communicate quickly, adding warmth and personality to our messages.

Each icon and sketch should be simple, geometric, and consistent in line weight across all applications.

Their primary purpose is to clarify and guide users intuitively, never to overwhelm or clutter the design. Think of them as visual shorthand, designed to enhance the user experience.

Iconography & graphics

# Iconography

Use icons to clarify, not to clutter

Icons extend our brand language. They should be simple, geometric, and consistent in line weight.

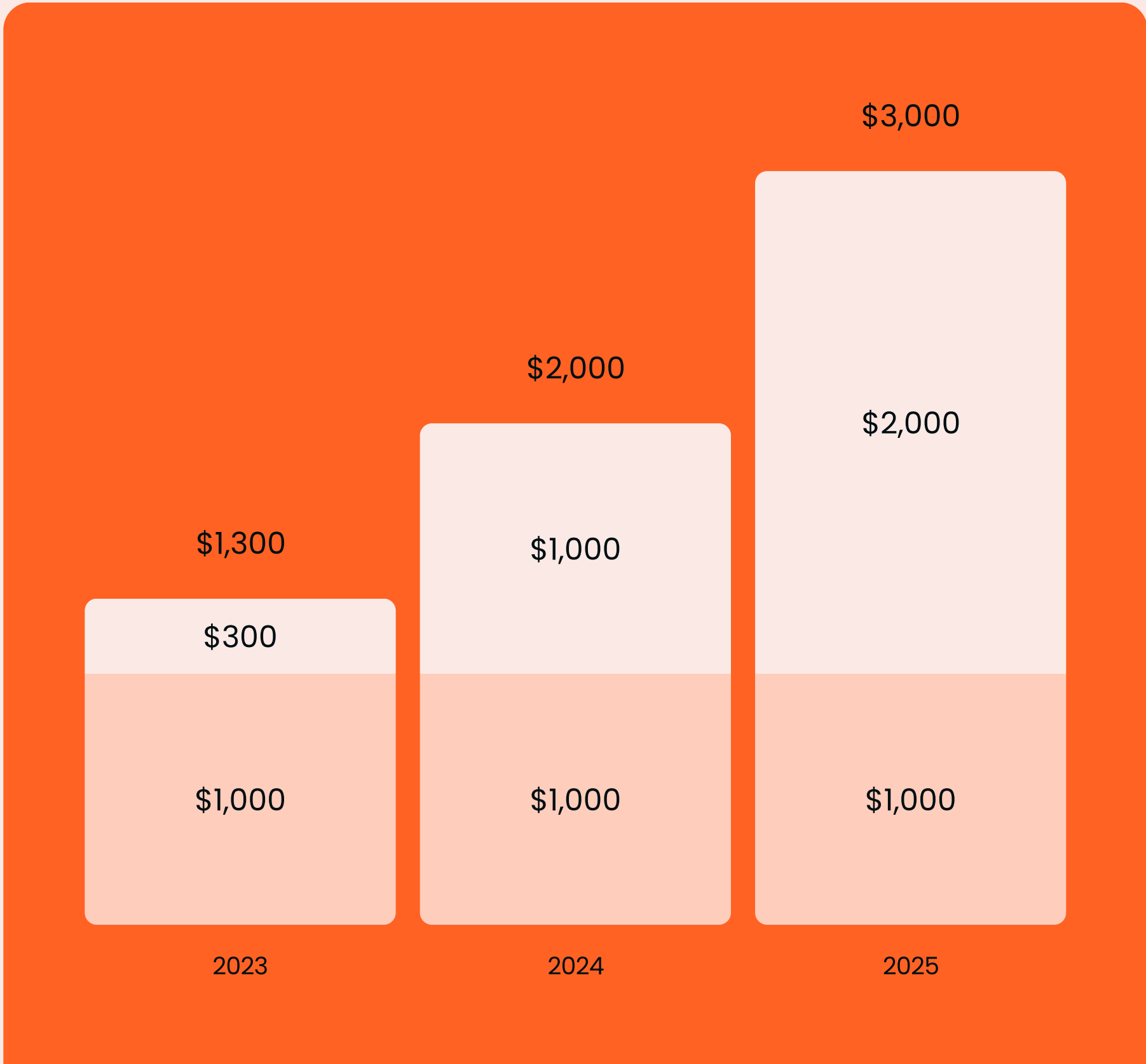


Iconography & graphics

# Graphic elements

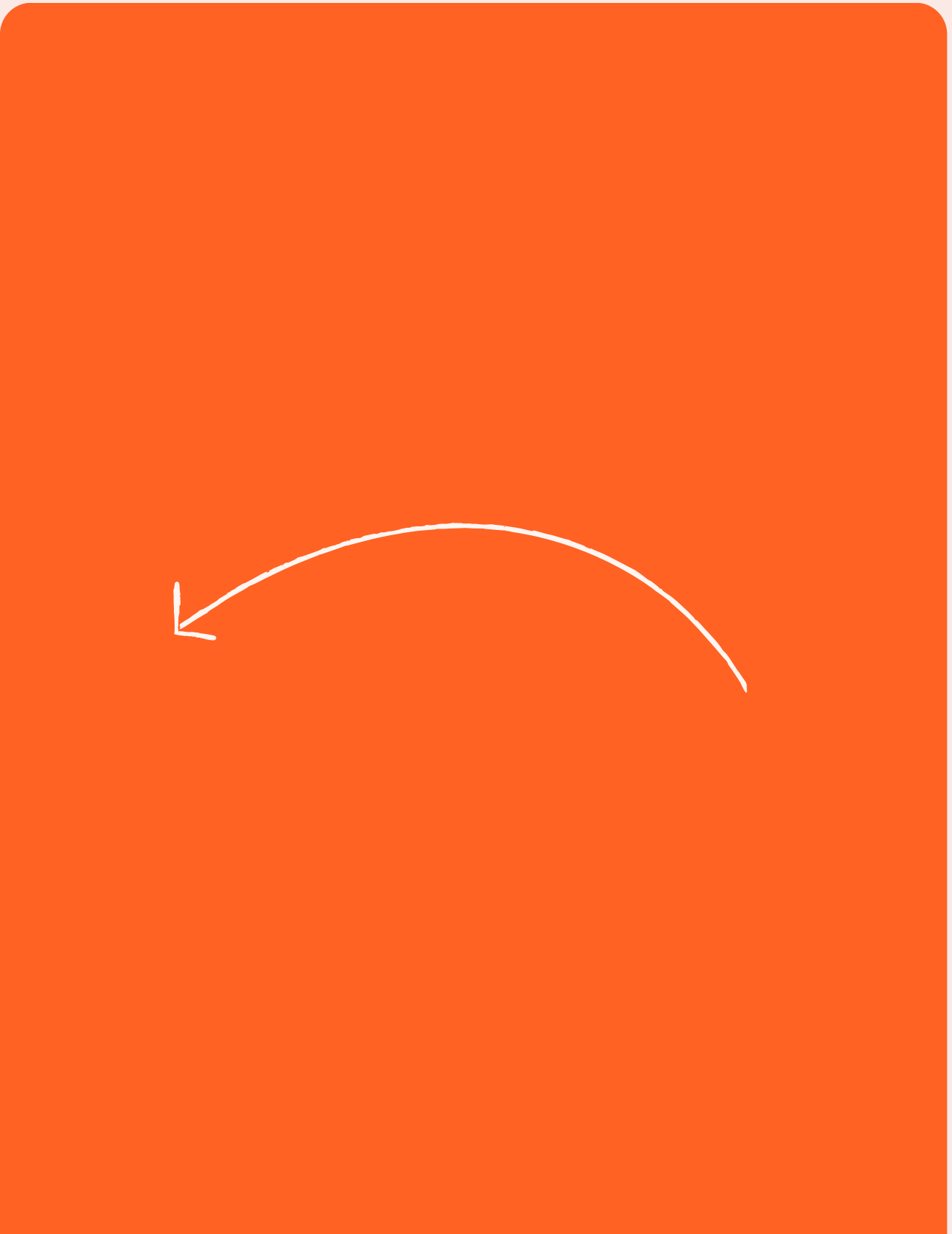
## Graphic elements are powerful visual communicators

They help convey our brand's character, and build a consistent visual narrative across all platforms.



## Pie charts & diagrams

Only use tints of one color from the Jawnt color palette.



## Handdrawn arrows

Give your designs a dose of warmth with our hand-drawn arrows. Place them to strategically to point out key information.



## Iconography &amp; graphics

# Illustrations

**Illustrations give Jawnt a distinctive, human touch.**

Illustrations are especially effective in:

- Setting the scene with skylines
- Showing movement with commuters
- Adding personality to layouts and graphics

All official illustrations are stored in the Jawnt Brand Kit Use only these files to ensure consistency across projects.



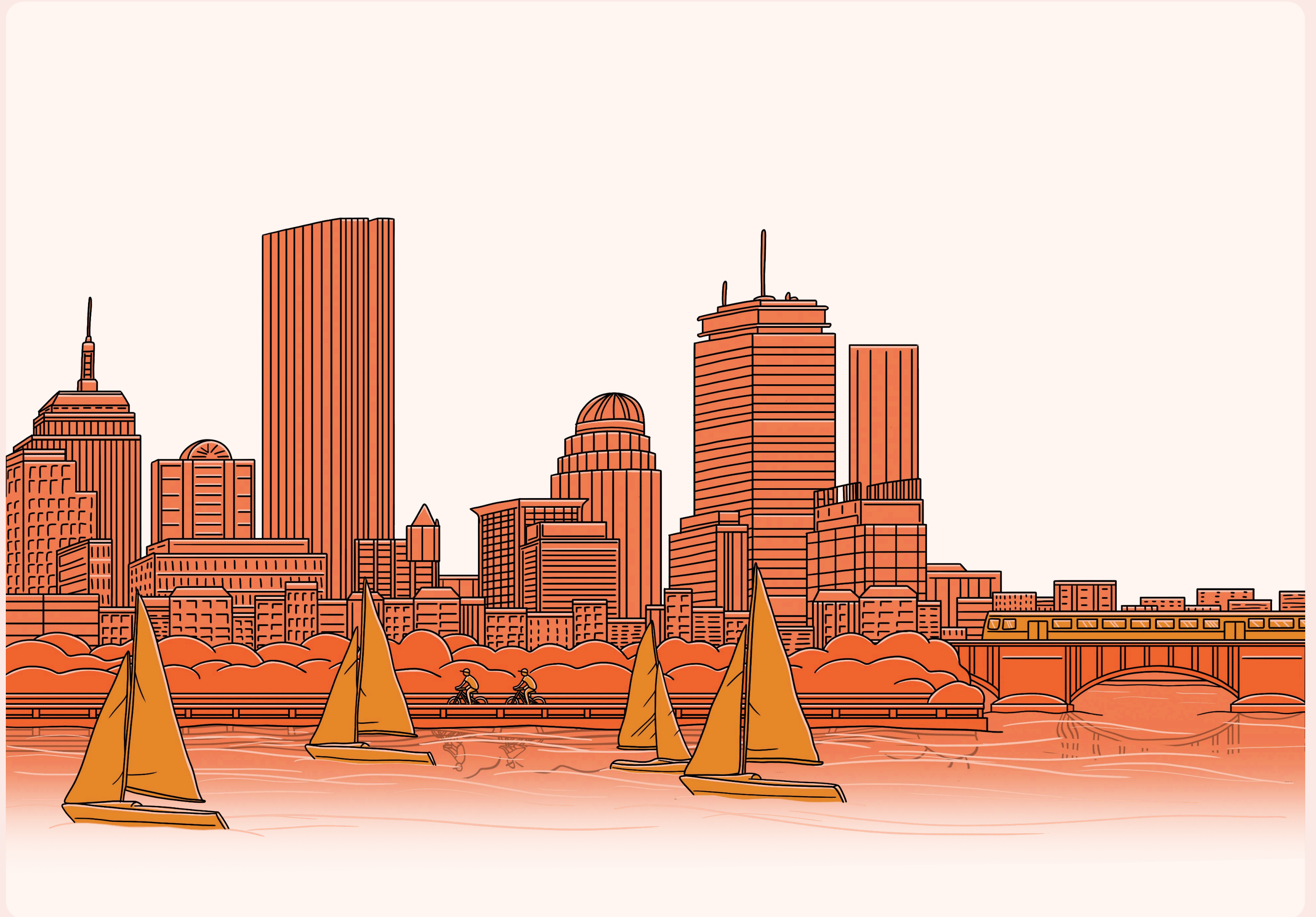


## Iconography &amp; graphics

# Skyline illustrations

## Skylines of the cities where we're active.

When designing promotion for specific cities where we're active, we make an illustration of the skyline of that city in Jawnt-style. You can see examples here to the right and you can download and view all the available skylines illustrations in the [Jawnt Brand Kit](#)



# Grid system

## Design with precision, print with confidence.

Our grid system is engineered to simplify the design process while elevating brand recognition. It provides a consistent framework that ensures every layout, no matter the medium, looks professional, organized, and distinctly ours, making your work more efficient and impactful.

Beyond the screen, these print guidelines are your assurance of a flawless physical representation. Adhering to these specifications prevents common print pitfalls, guaranteeing vibrant colors, crisp details, and a premium finish that truly reflects our brand's quality.

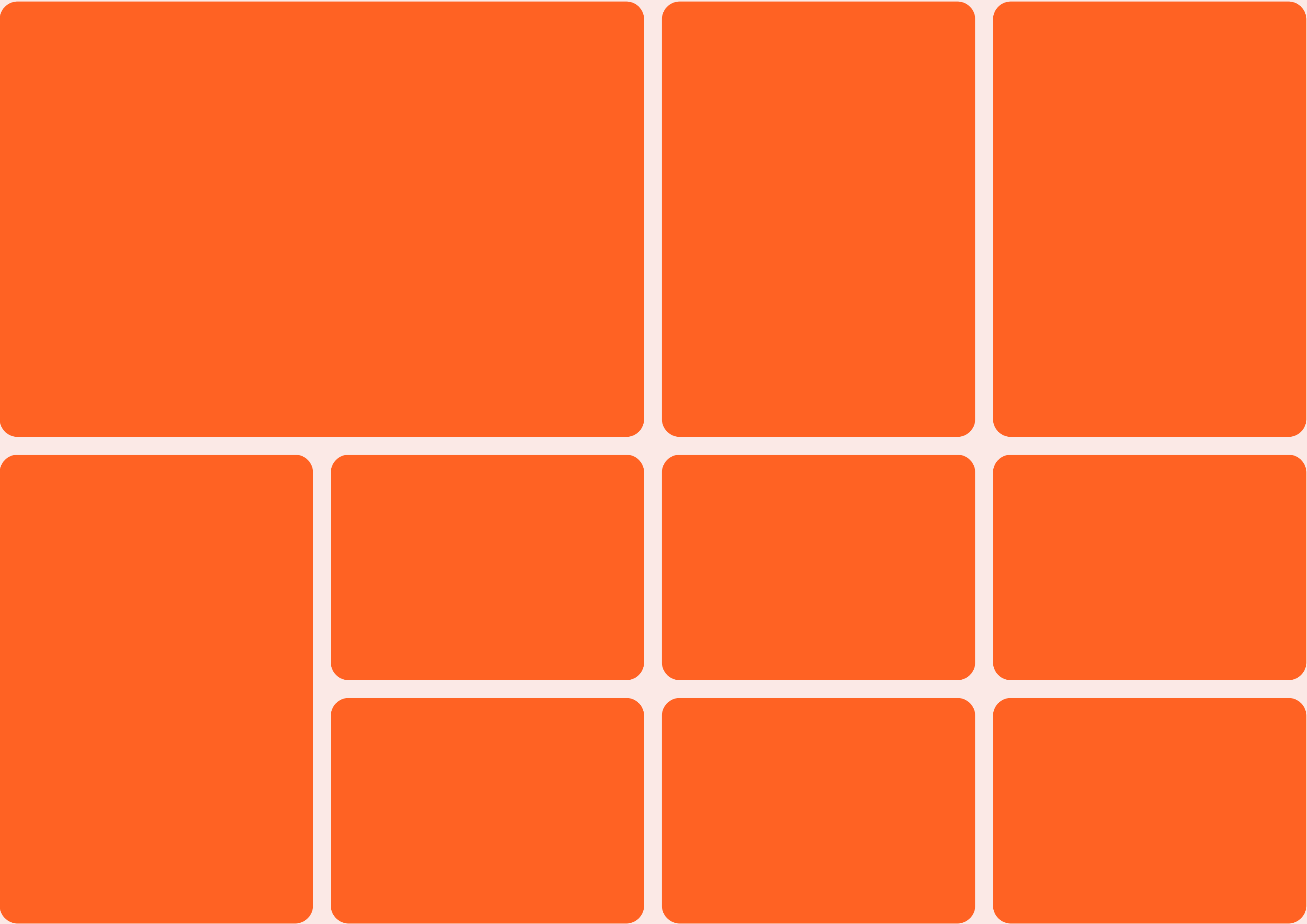
Grid system

# Grid system

A consistent grid creates a clear path forward.

You can divide your layout into 1, 2, 3, or 4 blocks as needed. Feel free to customize your splits; equal parts are not required.

Always prioritize ample whitespace for all elements to prevent clutter. If you need more room, simply extend your content to the next page.



Print guidelines

# Corner radius

Achieve equal padding with rounded corners with this formula.

$$\text{Outer Radius} - (\text{Padding}/2) = \text{Inner Radius}$$



Print guidelines

# Margin formula

$$\text{Longest side} / 25 = \text{margin}$$

A simple guideline for printed applications of all kinds of sizes.



1

28

1

30

Print guidelines

# Margin construction

Margins are calculated by dividing the longest dimension of the application by 25. This method ensures modular and proportionate scaling across all application formats and sizes.

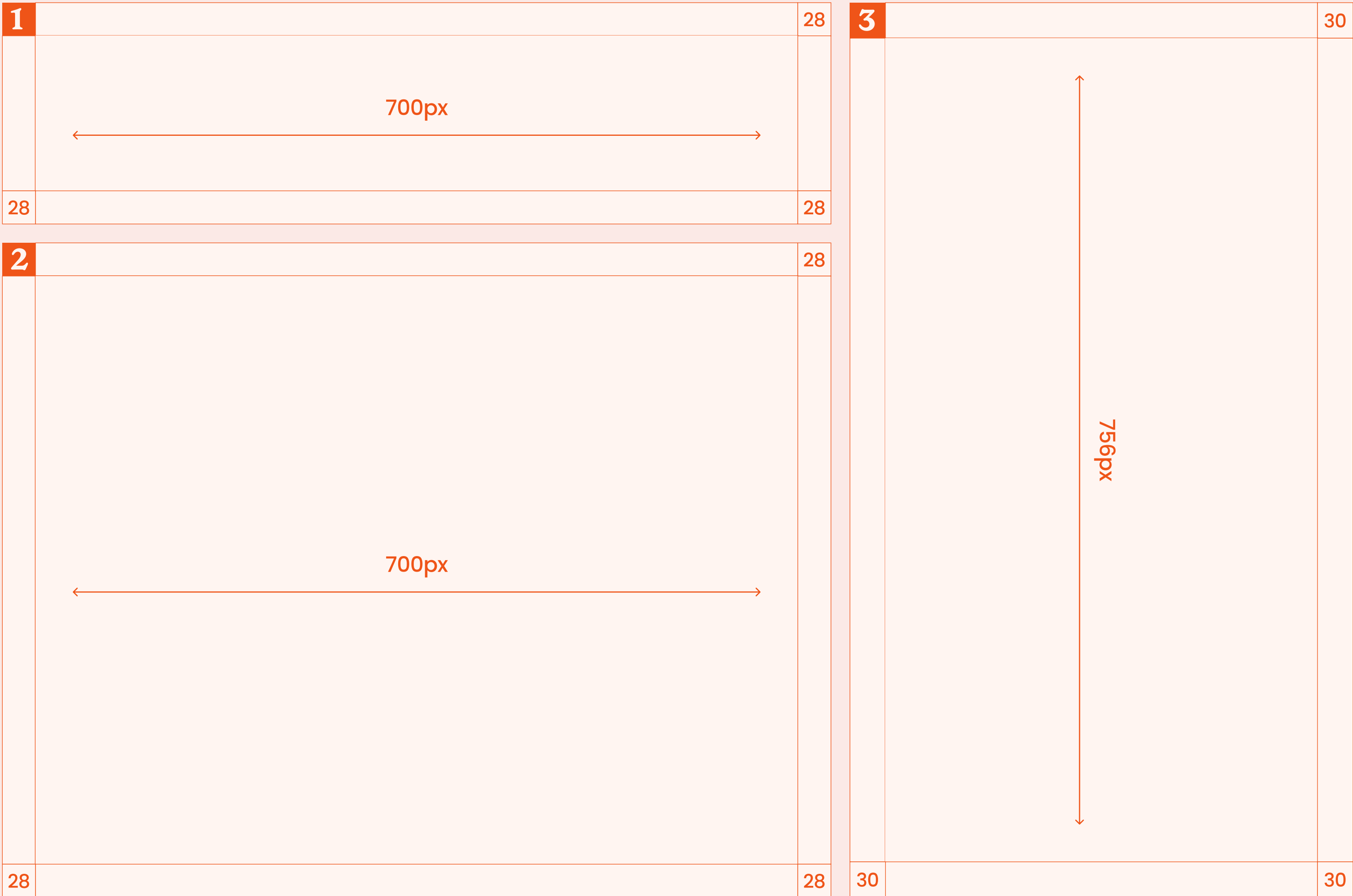
In extreme aspect ratios (very wide or very tall designs), manual margin adjustments may be necessary for optimal optical correctness.

- 1

700 px horizontal / 25 = 28 px Margin
- 2

700 px horizontal / 25 = 28 px Margin
- 3

756 px vertical / 25 = 30 px Margin



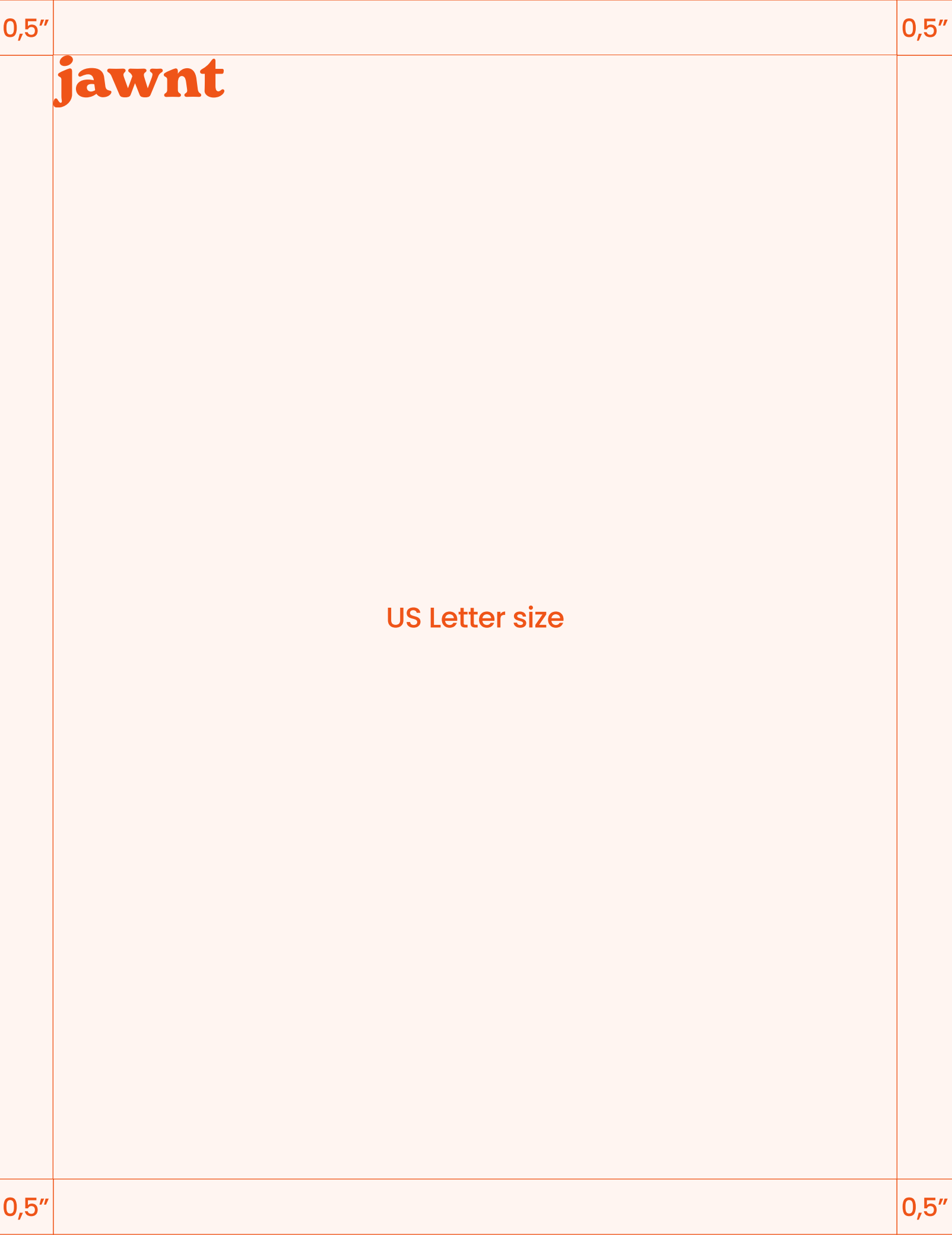
Print guidelines

# Print guidelines

## Keep documents consistent.

When preparing documents to print, use US Letter format with margins of 0,5” to prevent the from feeling cramped. The Jawnt logo is always positioned in the top-left corner.

If print is restricted to black and white, default to the approved black wordmark and ensure all visual elements translate effectively to monochrome.



# Applications

**Explore real-world examples of our brand in use.**

To help you apply our brand consistently, this section provides visual demonstrations of good usage.

You'll find examples across various formats, including print applications like posters and merchandise, and digital instances such as website components and social media posts. Follow these examples to uphold our brand's visual standards.

Applications

# Print applications

How our brand looks in the real world.

These examples showcases successful applications across various physical media.







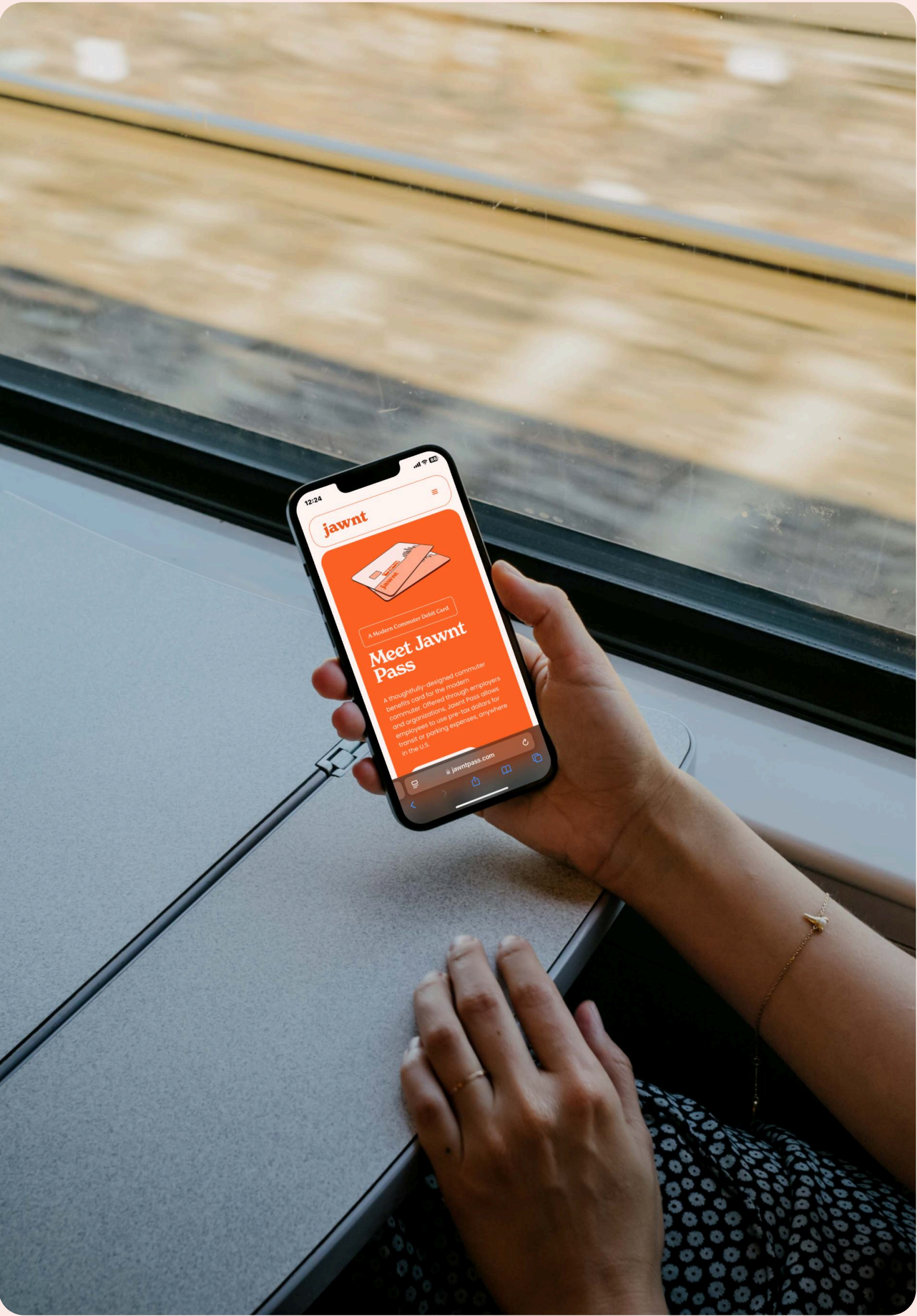
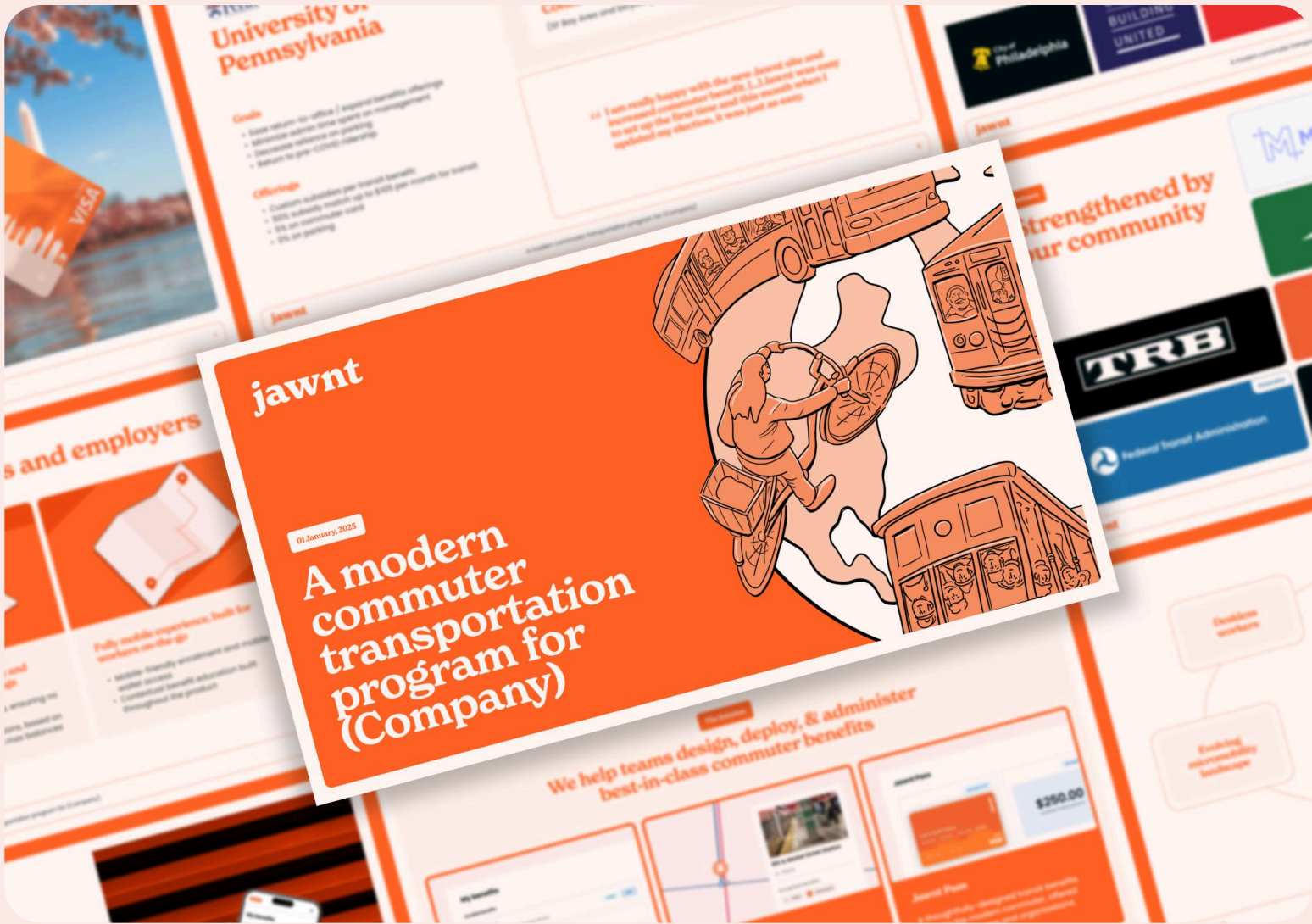
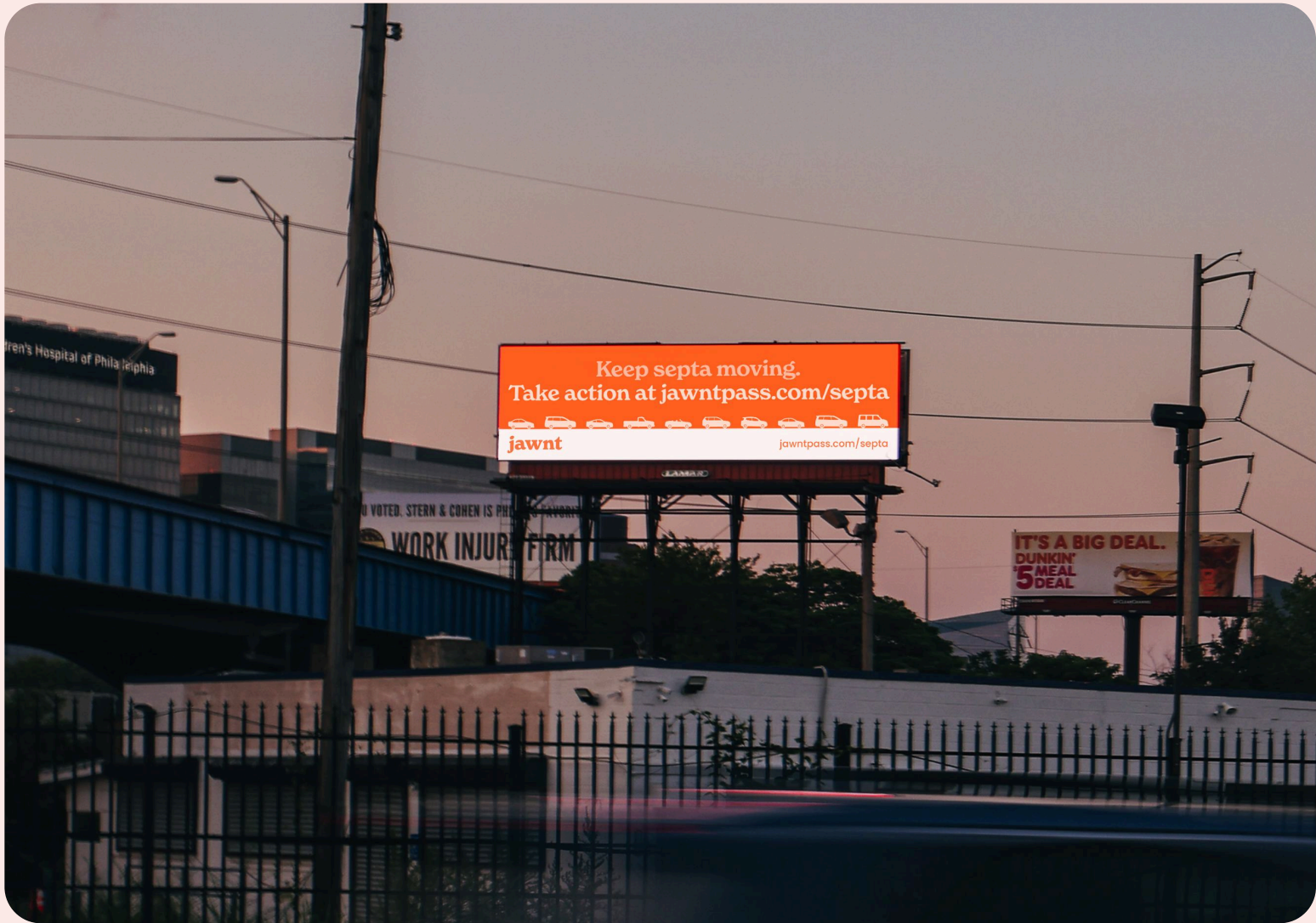


Applications

# Digital applications

Our brand correctly represented in the digital space.

Each application demonstrates how to effectively implement our guidelines, maintaining visual integrity and brand recognition in the digital space.





# In closing

**Though we’ve come to the end of this guide, this is only the beginning of our journey.**

Thank you for your creative partnership!  
If you have questions or need assistance, please don't  
hesitate to reach out to our team at

.

In Closing

# Approvals & file types

Everything we forgot to mention before this.

## Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably affect our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within.

Anything outside of these guidelines must be approved by an authorized representative from Jawnt.

Outside approvals may be submitted electronically by emailing the concept to [marketing@jawntpass.com](mailto:marketing@jawntpass.com).

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

## File types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

**Raster files** are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You’ve probably seen this before: images begin to appear pixel-lated if they’re pushed too far. Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print. Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

**Vector files** create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations. Vector files are typically used for printing or producing the logo or other graphics in most forms. If you’re ever asked for a high-resolution logo file, send a vector file. Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

# Contact

**Reach out**  
marketing@jawntpass.com

**jawnt**