

Jaquar Brand Guidelines

What are Brand Directives?

The guidelines in this book have been specially formulated for the correct use of the Jaquar brand and the elements that comprise its identity.

Why are they required?

These guidelines/ directives are required to ensure that a consistent face of the brand is presented to target audiences. This is to ensure consumers have confidence that they are interacting with a genuine brand, and not a lookalike.

Brand Jaquar

Jaquar is a Complete Bathroom and Lighting Solutions brand with a legacy of excellence that goes back over 60 years. Built on a platform of the highest quality and design standards, the brand is now present in over 45 countries worldwide. No matter where a customer interacts with Jaquar for the first time, they must feel familiar with the design language of the brand on every subsequent interaction. To that end, consistency in our visual identity and usage is key.

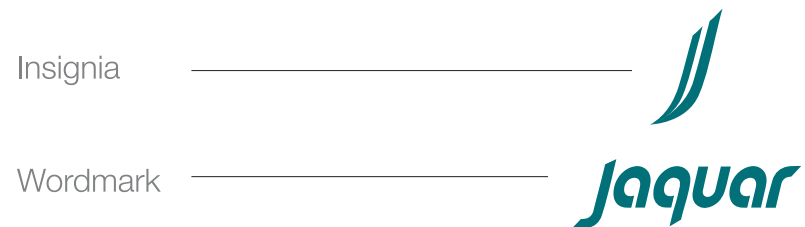
What is a logo? What is its significance?

A logo is the face of the brand. Whether used in communications or products, it is the visual or the identifier of the name and the perceptions associated with it in the mind of the of the consumer. By virtue of being the main recognisable form of the brand and its reputation, it is, therefore, vital that it be represented accurately and precisely wherever it may appear.

How should it be used?

In the following pages, we explain and demonstrate the correct way to depict the Jaquar logo, which is comprised of two main elements – the Insignia and the Wordmark. The Insignia is the sweeping ‘J’ form created to instantly draw attention and stands for the new levels to scale and the heights the brand seeks to reach. The Wordmark is the name of the brand, Jaquar, written in soft, sans serif letters to communicate a quiet and confident personality of a world-class organisation.

The logo has two parts:



Correct usage

For the critical brand purpose of consistency, it is important that you pay very close attention to all instructions for the correct usage of the logo and its colours, as detailed here.

Please take the time required to understand all aspects of these directives for the placement of the elements and their relationship with each other, before you proceed with briefing the team on the design you wish to implement.

Permitted orientations of the logo

The logo must appear only as stacked or horizontal version
No other orientation is permitted.

Stacked version



Horizontal version



How do we safeguard our logo

The design directives/do's or don't's


These examples illustrate the subtle differences that can make a big difference to the implementation of the brand identity. Do observe these Do and Don't's strictly.

Protective shield

Always have a protective shield around the logo which is the height of the letter "a" of the name Jaquar.

Place elements outside the protective shield



 Height of letter "a" should be maintained all around

Proportions of logo unit

The logo design and the various elements that constitute it, have been put together to achieve a fine aesthetic balance. Please follow these proportions exactly while reproducing the logo anywhere.

The Spacing between the insignia and name in both horizontal and stacked version, is equal to the height of letter "a" of the name Jaquar being used.

The size of insignia is to be 2.75 times the size of the letter "a".

The size of the descriptor in stacked version will be equal to height of the letter "a"

The gap between Jaquar and descriptor in horizontal version will be the width of the letter "a".

However, it is advised to keep the descriptor point size within the height of letter "a" in stacked version and within 1.5 times height of letter "a".

The descriptor with lighting and bathroom when used together should not exceed the height of the insignia. **Design descretion to be exerised.**



Logo usage with descriptors (horizontal)



Logo usage with descriptors (stacked)



The Jaquar logo colour

Primary colour



Pantone:	C: 100	R: 0
P120-15C	M: 50	G: 79
	Y: 55	B: 89
	K: 0	

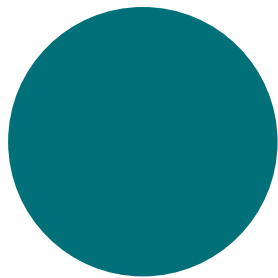
Secondary colour



Pantone:	C: 0	R: 0
426C	M: 0	G: 0
	Y: 0	B: 0
	K: 100	

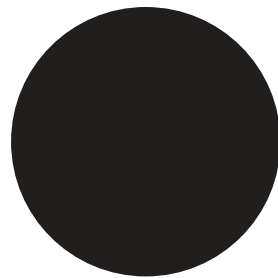
The Jaquar logo in reverse

Primary colour



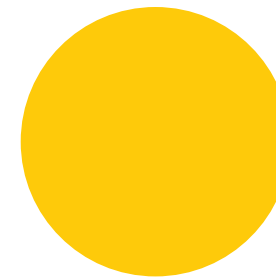
Pantone:	C: 100	R: 0
P120-15C	M: 50	G: 79
	Y: 55	B: 89
	K: 0	

Secondary colour



Pantone:	C: 0	R: 0
426C	M: 0	G: 0
	Y: 0	B: 0
	K: 100	

Secondary colour
for Lighting



Pantone:	C: 0	R: 255
P 7-8 C	M: 20	G: 205
	Y: 100	B: 5
	K: 0	

To be used only in signages
and wherever Lighting needs emphasis.

The Jaquar logo scale



15mm

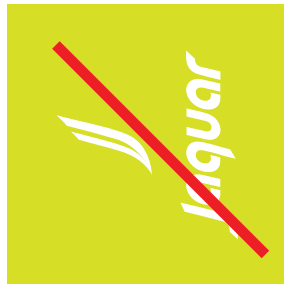
Recommended that the stacked version should not be used below 15mm



20mm

Recommended that the horizontal version should not be used below 20mm

Do not use the logo like this

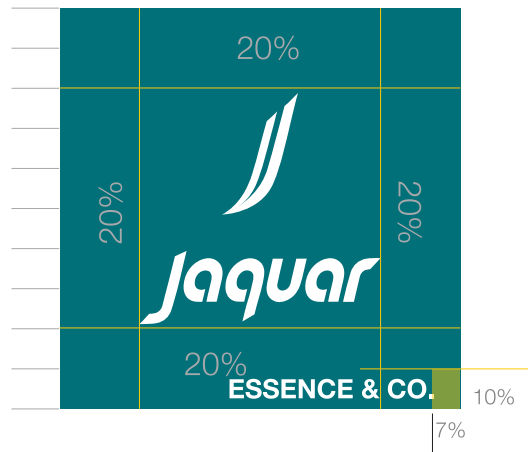


Usages: The Signage Ratio: 1x1

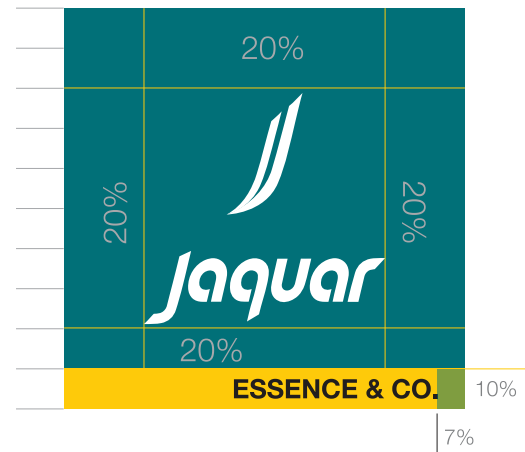
These are the ways in which the brand can appear on signage like storefronts etc as shown.

However protective area of 20% all around has to be left around the logo.

It's recommended that an area less than 1 feet should not be used to place the logo in OOH/signages.



Dealer name to appear
within 10% of the total height
Font: **Helvetica Neue Bold**



Jaquar Lighting Dealer name
to appear within 10% of the total height
Font: **Helvetica Neue Bold**

Usages: The Signage

Ratio: 1x2

Protective area of 20% has to be maintained on the left, top and bottom area

Please note since the ratio is more the protective area on the right will be higher than the 20%.



Dealer name to appear within 10% of the total height
Font: **Helvetica Neue Bold**



Jaquar Lighting Dealer name to appear within 10% of the total height
Font: **Helvetica Neue Bold**

Usages: The Signage Ratio: 1x3

Protective area of 20% has to be maintained on the left, top and bottom area

Please note since the ratio is more the protective area on the right will be higher than the 20%.



Dealer name to appear within 10% of the total height
Font: **Helvetica Neue Bold**



Jaquar Lighting Dealer name to appear within 10% of the total height
Font: **Helvetica Neue Bold**

Usages: The Signage Ratio: 1x6 & above

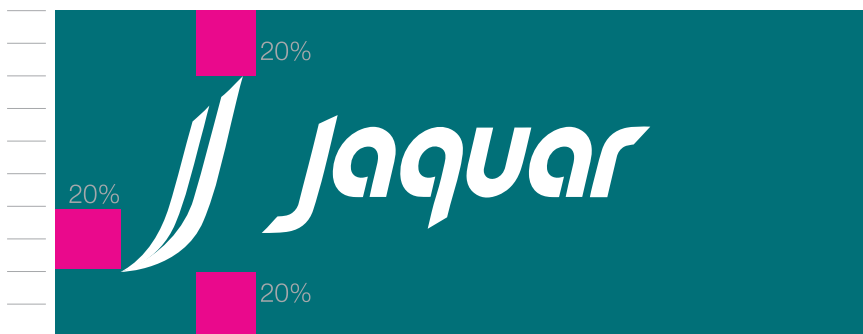
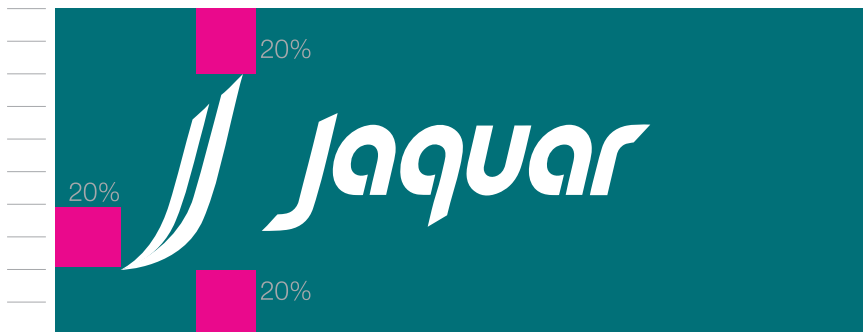
The signage will be divided into three parts, the dealer name will appear in the center in 1x1 ratio.

The equal ratios on the left and right will have the Jaquar logos on each side with protective area of 20% on the left, top and bottom area.

On the right hand side the logo will have the protective area from the outer edge of the letter "r".

Options shown below.

The dealer's name will be equal to the thickness of the letter "a" as shown here.



Recommended Font

Helvetica Neue

Helvetica Neue (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

