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Selling
NSW's
Finest

Brand Foundation

Logo

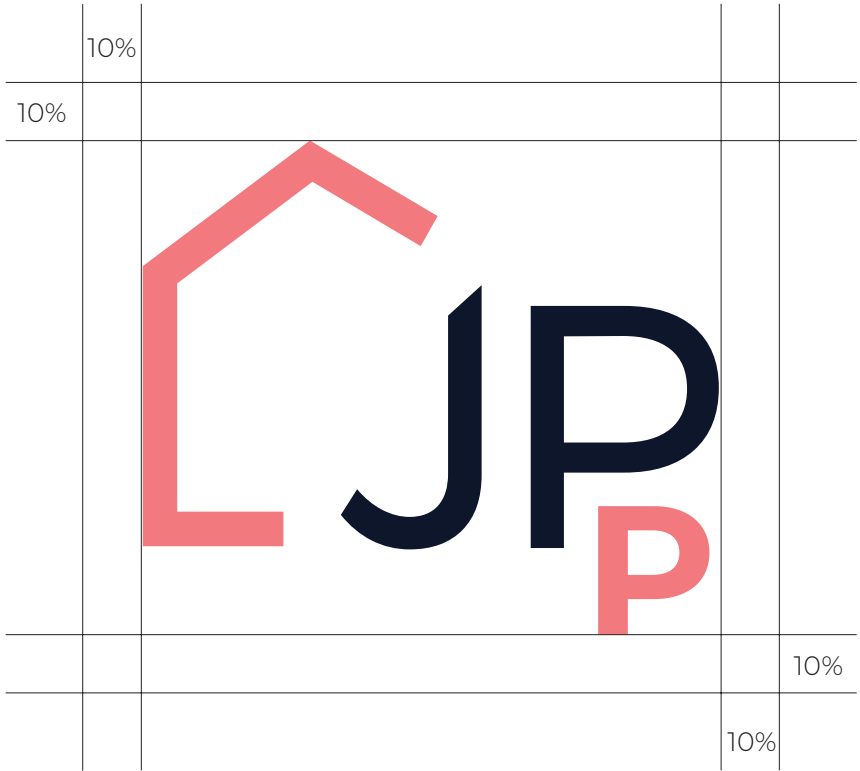


Brand Mark



Logo Use

To achieve a consistently clean and considered design, the logo and brand mark must have a minimum clearance around the logo. The clearance of the logo is 5% of the width and the brand mark is 10% of the height. The logos are not to be warped or distorted from its original form.



Primary Colours

Royal Blue

CMYK
C 91 / M 81 / Y 52 / K 66

RGB
R 15 / G 25 / B 45

PANTONE
7547 C

Cool Grey

CMYK
C 3 / M 3 / Y 5 / K 18

RGB
R 205 / G 204 / B 202

PANTONE
COOL GRAY 2 C

Secondary

Coral Pink

CMYK
C 0 / M 65 / Y 39 / K 0

RGB
R 243 / G 123 / B 126

PANTONE
177 C

Sand

CMYK
C 0 / M 0 / Y 6 / K 4

RGB
R 244 / G 243 / B 230

PANTONE
663 C

Font

The primary font used throughout the JacksonPower brand is Montserrat. These different weights are paired together in headings and quotes to create a contrasted look.

Montserrat

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SemiBold

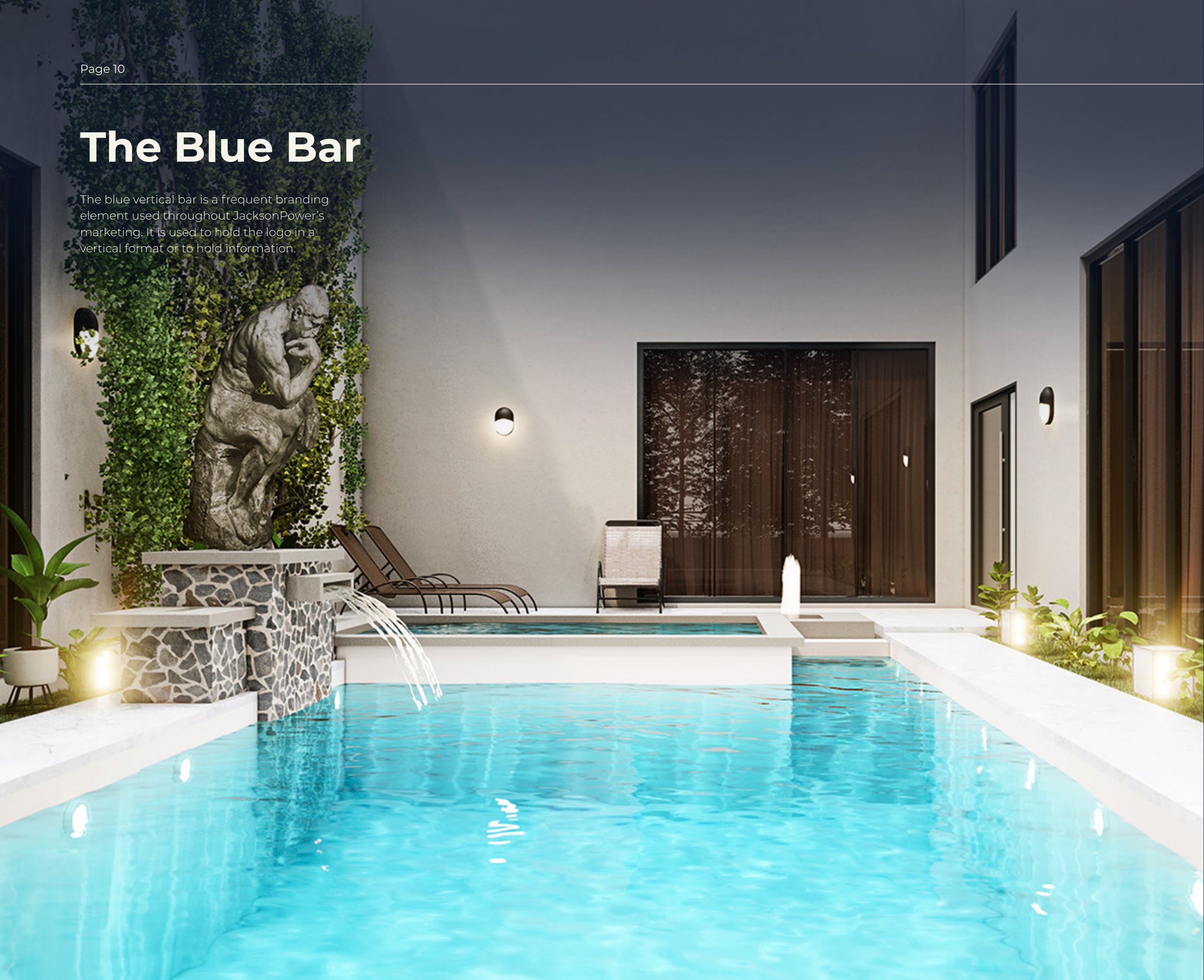
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Blue Bar

The blue vertical bar is a frequent branding element used throughout JacksonPower's marketing. It is used to hold the logo in a vertical format or to hold information.



 JacksonPower
PROPERTY



Property Location Marker

To be used on property marketing over aerial or drone imagery to pin point property location or draw attention as a visual guide to highlight the home.