01 LOGO

The Java Card Forum Logo

01.01

Construction and color value

01.02

55% BLACK
C 0 M 0 Y 0 K 55

BLACKBERRY
C 55 M 65 Y 15 K 20

Helvetica Neue Bold
Versalien

left-aligned

5h

body line

5h

H 1/2 h

JAVA CARD Forum

BLACKBERRY
C 55 M 65 Y 15 K 20

60% BLACK
C 0 M 0 Y 0 K 60

Helvetica Neue Roman
Gemischt

H 1/2 h
1. Colored
Wherever practical or appropriate the colored logo should be used at a white.

2. Gray scales
If required the logo can also be used in gray scales.

3. Black/White
In exceptional cases it is also allowed to use a pure black/white version of the logo.

85% BLACK
C 0 M 0 Y 0 K 85

BLACK
C 0 M 0 Y 0 K 100

WHITE
C 0 M 0 Y 0 K 0
To ensure that the logo can fulfill its representative purpose it is necessary to define a free space, called protect zone. Within this protect zone it is not allowed to place any other objects, like graphics, texts or images.

The protection zone is defined by its height “h”.
The prefered protection zone is about 1,5 h around the logo.

In case of shortage of space please make sure that the protection zone around the logo is at least 1 h.
The logo's size depends on the size of the application / item it is used on. It is a matter of individual decision which logo's version to use.

For a perfect presentation of the Logo a preferred width of 40 mm is required. If copied or scanned the logos legibility and visibility must be guaranteed.
On ballpoint pens, USB-Sticks and similar advertising articles the optimum presentation of the logo is limited by the missing place. In these special cases a reduction of the logo is necessary.

Considering the materials to be printed and the place available it needs to be decided whether the signet or the typeface is used alone.

**JAVA CARD Forum**

**Typeface**

In special cases, for example with engravings on ballpoint pens, it is permitted, to use the typeface free-standing.

**Signet**

To guarantee the recognition value, the typeface should be placed at another place on the advertising article.

---

**01.07**

Application of the colored Logo – Dos

**Application on a grey background to a maximum grey level of 20%**
Otherwise please use the black/white logo

**Application on a picture with a restful scene and bright colors**
Otherwise please use the black/white logo
Application of the colored Logo – Don’ts

- Turn
- Glow or shadow
- Put back colors
- Other colors
- Not enough contrast to the color
- Not enough contrast to the grey value
- Picture with a turbulent scene
- Multicolored background
In preference the color in 100% has to be used. The gradations are just allowed to be used in special cases.

60% Black is to be used for the lettering „Forum“ in the Logo.

In general a lot of white space should be used into the creation of materials. It serves an elegant and friendly address and guarantees a consistent corporate design.
To guarantee a steady company appearance it is essential to use a consistent typeface. The defined house writing of the Java Card Forum is Helvetica Neue.

*Helvetica Neue Light*
Headlines and copy at large sized typography

*Helvetica Neue Roman*
Logo, Copy, Cutline

*Helvetica Neue Italic*
Cutline, Asterisk

*Helvetica Neue Bold*
Logo, Headlines/Subheadlines, Accentuation
The defined house writing for the office and digital using of the Java Card Forum is Arial.