JAVA CARD
Forum

CORPORATE DESIGN GUIDELINE

08.2013

01.02
Construction and color value

55 % BLACK
C 0 M 0 Y 0 K 55

BLACKBERRY
C 55 M 65 Y 15 K 20

Helvetica Neue Bold
Versalien

¹⁄₃ h

left-aligned

body line

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h

¹⁄₃ h

5 h

h

BLACKBERRY
C 55 M 65 Y 15 K 20

60 % BLACK
C 0 M 0 Y 0 K 60

Helvetica Neue Roman
Gemischt

JAVA CARD
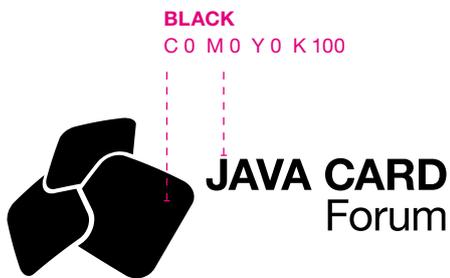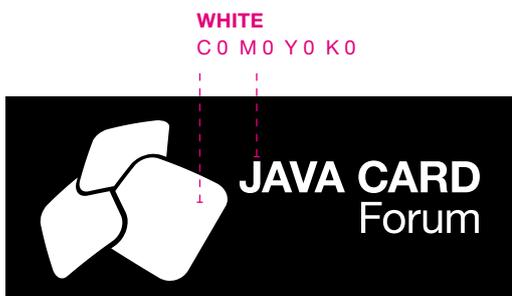Forum
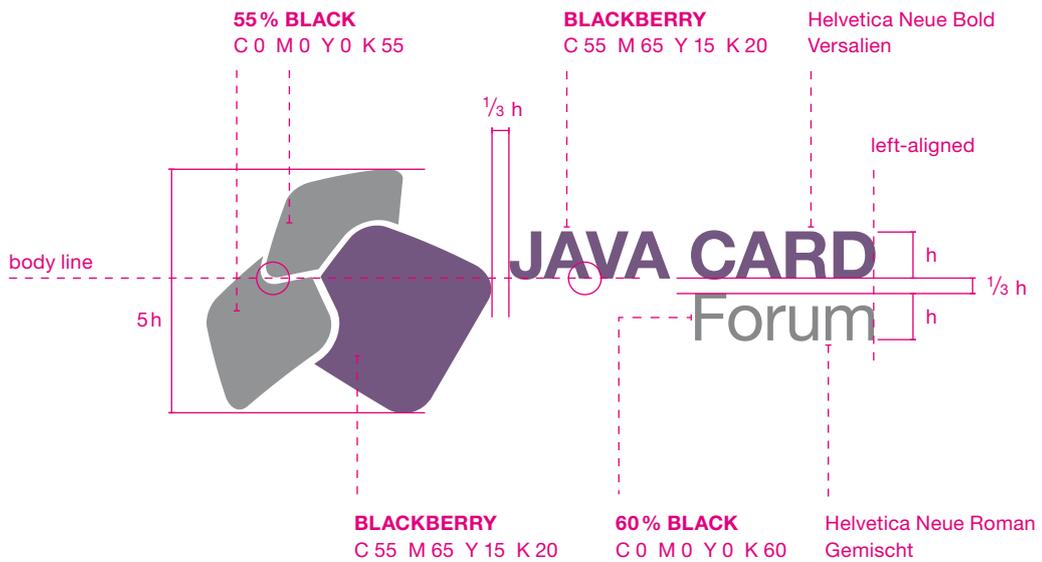
1 **Colored**
Wherever practical or appropriate the colored
logo should be used at a white.

85 % BLACK
C 0 M 0 Y 0 K 85

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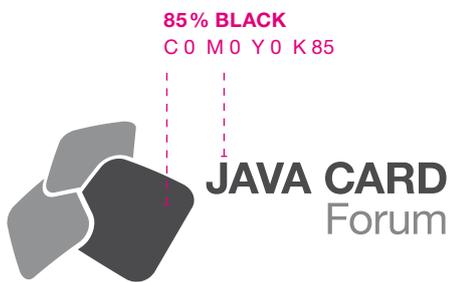
2 **Gray scales**
If required the logo can also be used
in gray scales.

BLACK
C 0 M 0 Y 0 K 100

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

WHITE
C 0 M 0 Y 0 K 0

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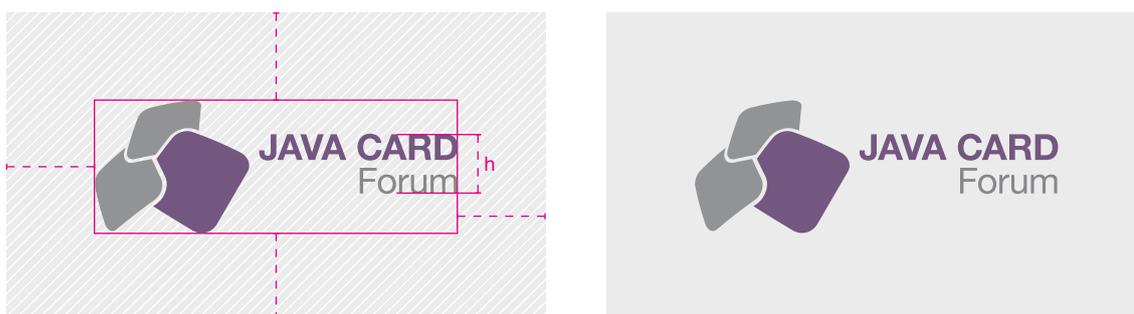
In case of shortage of space please make sure that the protection zone around the logo is at least 1 h.
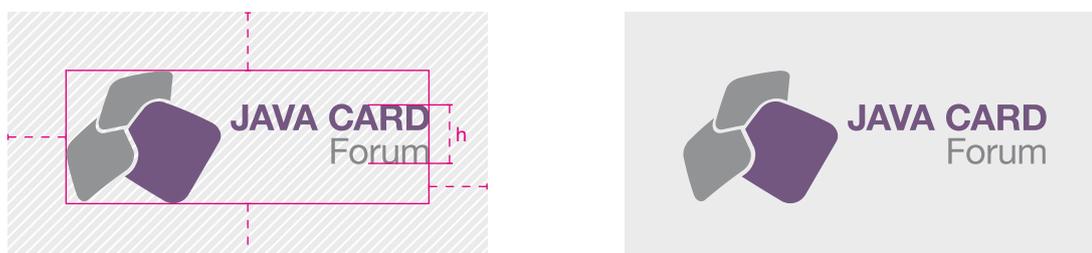
**The logo's size depends on the size of the application / item it is used on.
It is a matter of individual decision which logo's version to use.**

For a perfect presentation of the Logo a prefered width of 40 mm is required.
If copied or scanned the logos legibility and visibility must be guaranteed.

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55 mm
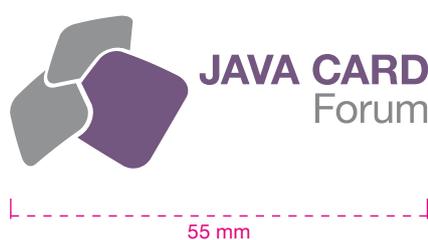
Prefered Size
possible for A4–A3 format materials

Possible Applications:
Brochures, Letterhead, Flyer, PowerPoint,
Adverts, Posters, Mailings

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40 mm

Prefered Size
possible for A5–A4 format materials

Possible Applications:
Flyer, Mailings, Adverts, Greeting Cards

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25 mm

Minimum Size

Possible Applications:
Give Away, Notepads

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.

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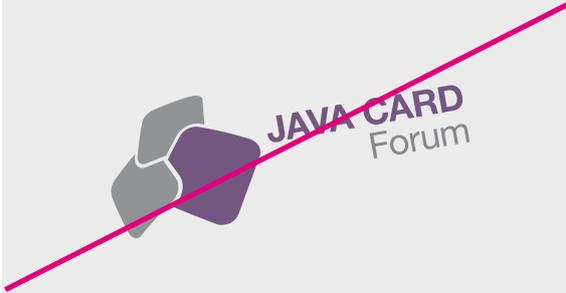
Application on a grey backround to a maximum grey level of 20 %
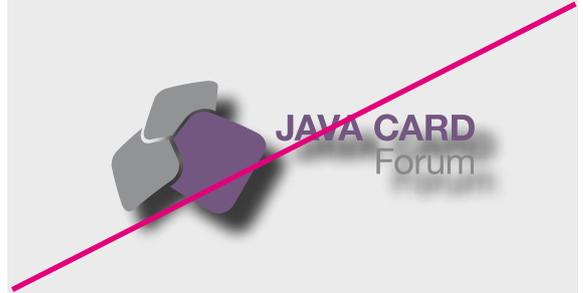Otherwise please use the black/white logo

Application on a picture with a restful scene and bright colors
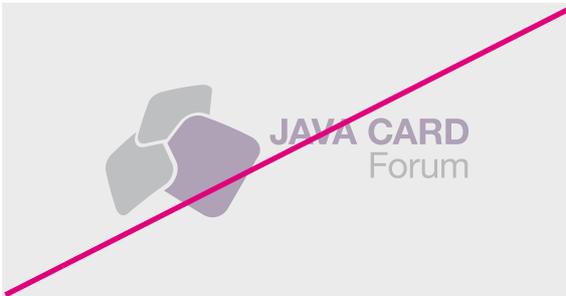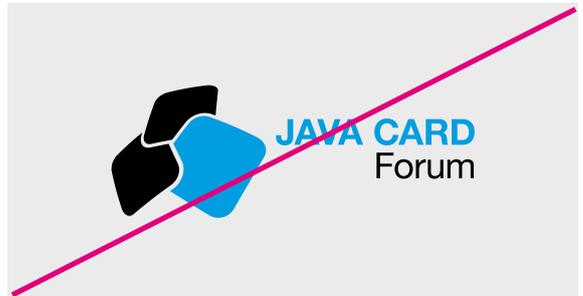Otherwise please use the black/white logo
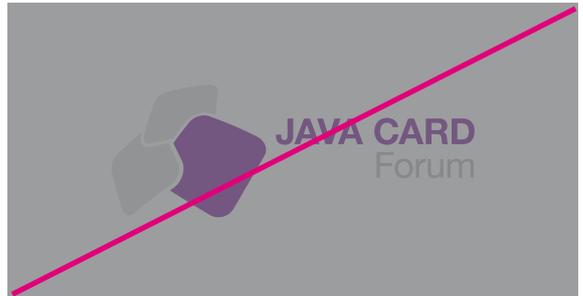
Turn

Glow or shadow

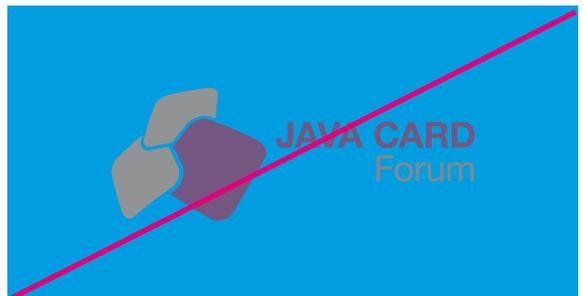Put back colors

Other colors

Not enough contrast to the color

Not enough contrast to the grey value

Picture with a turbulent scene

Multicolored background

55 % Black is to be used for the Signet in the Logo.

BLACKBERRY

CMYK: C 55 M 65 Y 15 K 20
RGB: R 119 G 89 B 131
PANTONE: 7676

| 80 % | 60 % | 40 % | 30 % | 20 % |

55 % BLACK

CMYK: C 0 M 0 Y 0 K 55
RGB: R 138 G 140 B 142
PANTONE: Cool Gray 7

60 % BLACK

CMYK: C 0 M 0 Y 0 K 55
RGB: R 128 G 130 B 133
PANTONE: Cool Gray 8

In preference the color in 100 % has to be used.
The gradiations are just allowed to be used in special cases.

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

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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.

BLACKBERRY

Signet and lettering
Backgrounds
Accentuation, e.g. Headlines
Graphics
Structural Elements

55 % BLACK

Signet
Backgrounds
Graphics
Structural Elements

60 % BLACK

Lettering
Accentuation, e.g. Headlines
Copy

**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.**

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrs
tuvwxyz?!.,;&%()1234567890

Helvetica Neue Light
Headlines and copy at large sized typography

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz?!.,;&%()1234567890

Helvetica Neue Roman
Logo, Copy, Cutline

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz?!.,;&%()1234567890*

Helvetica Neue Italic
Cutline, Asterisk

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcde
fghijklmnopqrstuvwxyz?!.,;&%()1234567890**

Helvetica Neue Bold
Logo, Headlines / Subheadlines, Accentuation

The defined house writing for the office and digital using of the Java Card Forum is Arial.

ABCDEFGHIJKLMNOPQRST UVWXYZabcdefghijklmnopqr stuvwxyz?!.,;&%()1234567890

Arial Regular
Headlines at large sized typography, Copy, Cutline

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef ghijklmnopqrstuvwxyz?!.,;&%()1234567890

Arial Italic
Page and link reference, list of references

ABCDEFGHIJKLMNOPQRSTUVWXYZabcde fghijklmnopqrstuvwxyz?!.,;&%()1234567890

Arial Bold
Headlines, Accentuation

ABCDEFGHIJKLMNOPQRSTUVWXYZabcde fghijklmnopqrstuvwxyz?!.,;&%()1234567890

Arial Bold Italic
References to pages, links and sources