

# CI – GUIDELINES 2022

# 1.1 Logo Use

### MAIN VERSION:



#### USE:

Any external representation!  
Sponsoring, advertising material, catalogue, flyer, advertisements, press wall, homepage



#### USE:

In exceptional cases for sponsoring clubs in the branding and on homepage but only if all other clubs are also shown in b/w.



#### USE:

Only in connection with Corporate Teamwear!

### JAKO Logo

- Coloured representation - **JAKO\_logo.pdf**
- Black/white representation - **jako\_sw.pdf**

If possible, the MAIN VERSION should always be used, please only use the black variants in exceptional cases!

### JAKO Corporate Teamwear - Logo

- Coloured representation - **JAKO\_logo\_CTW.pdf**

Exclusively in connection with  
CORPORATE TEAMWEAR!

Produce advertising materials using the JAKO logo only after approval by our MARKETING DEPARTMENT.

## 1.1 Logo Use



### Logo

The JAKO logo cannot be changed and must always be displayed correctly!

**Apart from proportional changes, it must not be changed!**

### Logo Protection Space

The logo protection space is a defined free space that protects against foreign elements. This results from the architecture of the logo and is precisely defined by the **dimension of X**, which is shown in red in the adjacent graphic.

When enlarging / reducing the logo, the protective space must also be scaled proportionally!

Representation in a different colour is not permitted.

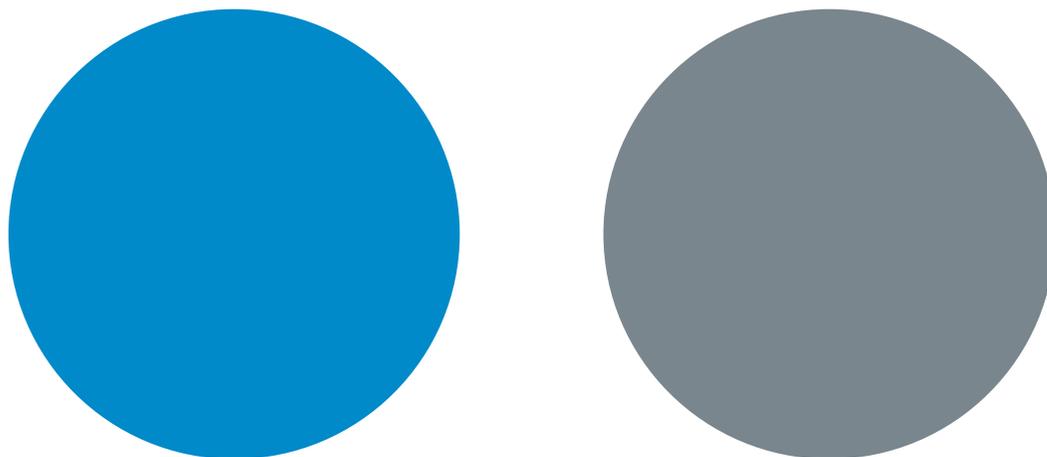
### Smallest Logo Size

The **width of 2 cm** must not be undercut.

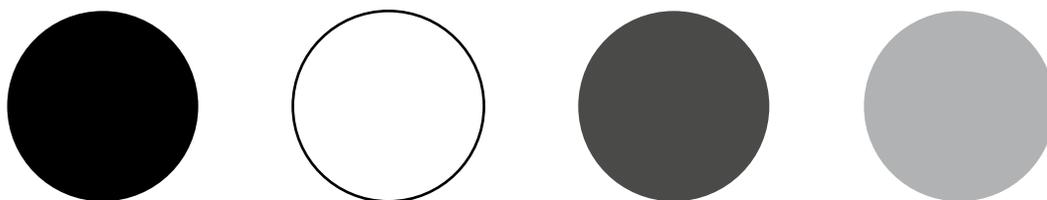
The JAKO logo is protected under trademark law. Please read our general terms and conditions.

## 1.2 Colour Code

### MAIN COLOURS:



### ADDITIONAL COLOURS:



### MAIN COLOURS :

#### JAKO blue

Pantone: **Process Blue C**  
HKS: **47 K**  
CMYK: **100.10.0.10**  
sRGB: **0.138.201**  
Hex value: **#008ac9**

#### JAKO CTW grey

Pantone: **430C**  
CMYK: **54.37.34.15**  
sRGB: **122.134.141**  
Hex value: **#7A868D**

### ADDITIONAL COLOURS :

**Black** CMYK: 0.0.0.100  
sRGB: 0.0.0

**White** CMYK: 0.0.0.0  
sRGB: 255.255.255

**Dark grey** CMYK: 0.0.0.85  
sRGB: 74.74.73

**Light grey** CMYK: 0.0.0.40  
sRGB: 177.178.180

### 2.1 Perimeter Advertising



perimeter advertising



#### Logo Size

Height of JAKO "Rivers"  
= 75% - 85% of the total height

Width of JAKO logo  
= resulting from the height

Distance to the edge left + right approx. 5-10 cm  
(applies only to the first + last board)

#### WE ARE TEAM – Size

**The dimension x (marked in red) corresponds to the height of the WE ARE TEAM lettering.**

The WE ARE TEAM changes proportionally to the logo. It is always shown a little smaller than the logo!

We would also be happy to design perimeter advertising for you with JAKO + retailer logo individually tailored to the required size of the perimeter.

Please contact our marketing department!

Produce advertising materials using the JAKO logo only after approval by our MARKETING DEPARTMENT.

# 2.2 Advertisement



### Advertisement JAKO + retailer

The JAKO logo is shown at the top right, the logo size corresponds to approx. 1/3 of the width.

A retailer logo can be incorporated neutrally.

We would be happy to design an advertisement for you with our existing motifs.

Please contact our marketing department!

The JAKO logo must always be clearly visible and presented in a way that takes our brand awareness into account. All advertising measures and all communication must be consistent with this high-quality brand image.

### 2.3 POS-Motives



#### POS-Motives

With our current POS concept, we have a suitable motive available for every POS.

We would also be happy to design new motives for you that are individually adapted to your POS using our specially produced image motifs.

Please contact our marketing department!

The JAKO logo must always be clearly visible and presented in a way that takes our brand awareness into account. All advertising measures and all communication must be consistent with this high-quality brand image.

**WE ARE  
TEAM**