



The LOGO is the primary focus of the brand. It is essential to adhere to the following guidelines to retain the integrity of the JumpSport Brand.

Other than allied branding elements nothing should come within 50% of the Logo Height on all four sides.

The Preferred Background Color is WHITE.

If the background is a color darker than a 10% gray then use the White Box Logo as provided.

If the background is somewhat solid and darker than a 40% gray, then a WHITE REVERSED Logo can be used.

For black and white printing, the logo can be solid Black or solid White depending on the darkness of the background (see above guidelines). A surrounding box is only necessary when the background is busy.



PMS = #192
 CMYK = 0, 100, 68, 0
 RBG = 227r, 13g, 64b
 HTML = #E31838



PMS = #286
 CMYK = 100, 66, 0, 2
 RBG = 0r, 51g, 171b
 HTML = #003277