

dataJARltd.

**Brand
Guidelines.**

**Elegant and
powerful Apple
services for
business and
education.**

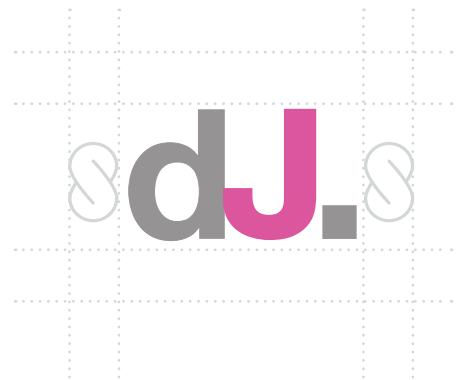
dataJARltd.

Logo usage.

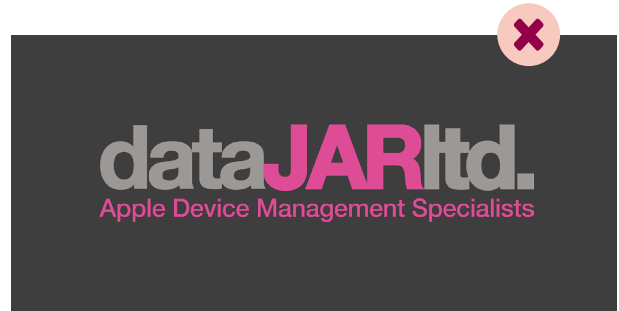
Logo horizontal.



Icon.



Dark and light.



Icon dark and light.



typography.

Helvetica Neue

The Helvetica design is a classic that has stood the test of time – and changed with technological advances in the process.

This is Helvetica Neue Typeface

Typography.

Primary typeface weights.

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Medium.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Document style guide.

Title

Use for titles.

30px; bold; Helvetica Neue

Heading 1

Use for headings.

20px; bold; Helvetica Neue

Heading 2

Use for sub-headings.

11px; bold; Helvetica Neue

Normal text

Use for body text.

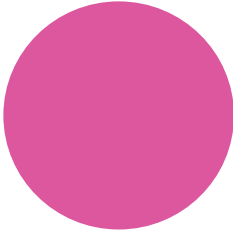
11px; regular; Helvetica Neue

Case sensitive formatting

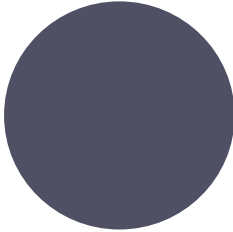
dataJAR - Never 'DataJAR' or 'DataJar'. Even if at start of sentence.

datajar.mobi - All lower case, even if at sentence start.

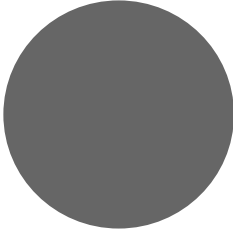
Colour palette. Primary colour system.



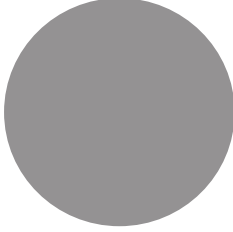
dataJAR Magenta
Colour 220 / 87 / 158
Colour #DC579E



Blue-Grey
Colour 79 / 80 / 100
Colour #4F5064



Dark Grey
Colour 102 / 102 / 102
Colour #666666



Light Grey
Colour 148 / 146 / 147
Colour #949293

Company stationery set.

dataJARltd.
Apple Device Management Specialists

Document number:	Use: Internal/External
Version:	Date:

Title

Heading 1
Normal text

Subheading
Normal text

Please use this file naming convention when saving company documents: '<Document number> - <Title> - <Version>', e.g. 'DJ-001 - Operating Procedure - V1'.

Postal Address: 6 Orange Row, Brighton, East Sussex, BN1 1UQ. Registered Office: 39 Sackville Road, Hove, East Sussex, BN3 3WD.
Company Registration Number: 08706679. VAT Registered: GB18024333.

Business Card Format.

dJ.

Felix Grant
Senior Marketing
Executive

dataJARltd.



Questions?
Contact marketing@datajar.co.uk