

# JAGUAR STYLE GUIDE

## 2012 INTRO TO NEW LOGOS AND FONTS

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# LOGO USAGE GUIDELINES

## BACKGROUNDS



The Jaguar logo consists of two elements: the leaper and the wordmark. Never separate or crop these elements.

The chrome version of the Jaguar logo is used across all communications unless you are compromised by material and finish. In which case, use the outline version of the logo. There is a different version of the outline logo for smaller applications.

There is a different version of the chrome logo for use on black backgrounds.

### WHITE BACKGROUNDS

The Jaguar chrome logo should appear on a white background whenever possible.

### BLACK BACKGROUNDS

In exceptional circumstances such as a TV end frame the chrome logo can be placed on a black background.

### PHOTOGRAPHIC BACKGROUNDS

Never position the logo on a photographic background that is made of midtones as this will compromise the legibility of the logo.

### CHROME



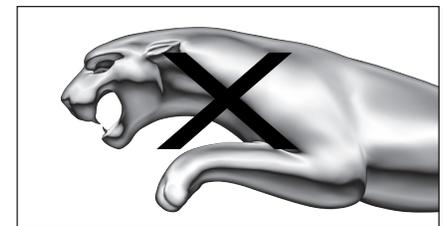
### OUTLINE / LARGE



### OUTLINE / SMALL



### INCORRECT LOGO USAGE



# LOGO USAGE GUIDELINES

## CLEAR SPACE AREA



A clear space area around our logo helps it to stand out in every layout. Do not place other visual elements within this area.

### FOR PRINT APPLICATIONS

The amount of space is calculated as follows:

If the width of the logo = **X**  
Clearance above and below = 0.15X  
Clearance to the sides = 0.25X

So if the width of the logo = 10cm  
Clearance above and below = 1.5cm  
Clearance to the sides = 2.5cm

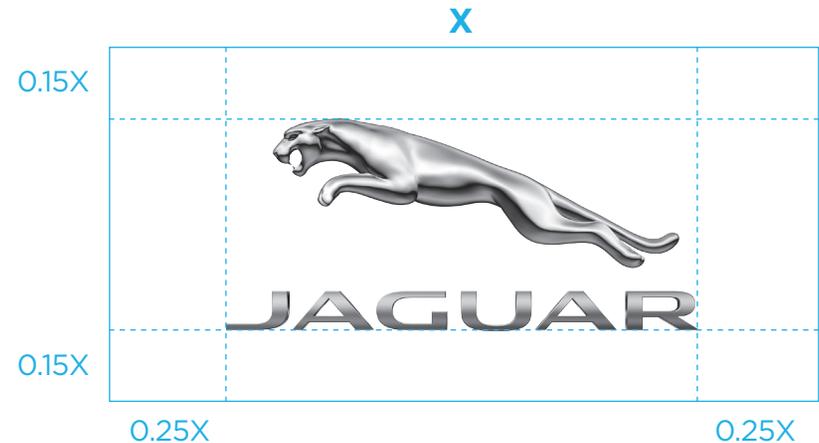
### FOR DIGITAL APPLICATIONS

This represents the worst case scenario. Allow more space around the logo wherever possible. The amount of space is calculated as follows:

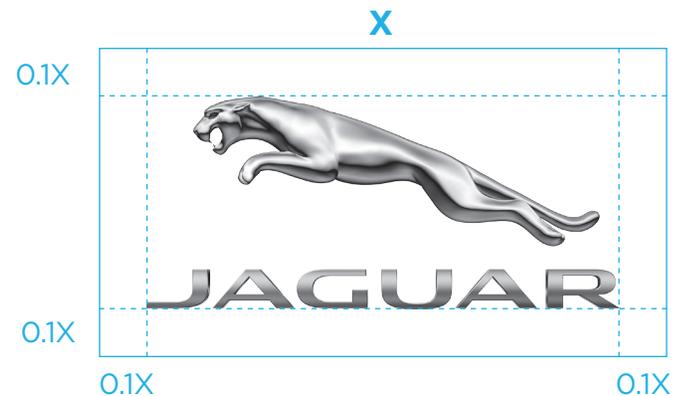
If the width of the logo = **X**  
Clearance above and below = 0.1X  
Clearance to the sides = 0.1X

So if the width of the logo = 100 pixels  
Clearance above and below = 10 pixels  
Clearance to the sides = 10 pixels

### FOR PRINT COMMUNICATIONS



### FOR DIGITAL COMMUNICATIONS



# LOGO USAGE GUIDELINES

## SIZING AND MINIMUM SIZE



### SIZING

The size of the logo is measured by the width of the wordmark - between the left edge of the 'J' and the right edge of the bottom of the 'R'.

### MINIMUM SIZE FOR PRINT COMMUNICATIONS

The minimum recommended size of the Jaguar chrome logo in printed communications is 18mm. If the logo needs to be smaller than 18mm, use the small use monochrome version. The small use monochrome logo can never be less than 12mm wide.

### MINIMUM SIZE FOR DIGITAL COMMUNICATIONS

The minimum recommended size of the Jaguar chrome logo for digital communications is 90 pixels. If the logo needs to be smaller than 90 pixels, use the small-use monochrome version. The small-use monochrome logo can never be less than 60 pixels wide.

### MEASURING THE LOGO



Measure from the left edge of the 'J' to the right edge of the bottom of the 'R'.

### FOR PRINT COMMUNICATIONS



Minimum size for the chrome logo is **18mm**



Minimum size for the monochrome logo is **12mm**

### FOR DIGITAL COMMUNICATIONS



Minimum size for the chrome logo is **90 pixels**



Minimum size for the monochrome logo is **60 pixels**

# FONT USAGE GUIDELINES

## TYPOGRAPHY



### JAGUAR

Our primary typeface is called 'Jaguar', and is available in two weights: Bold and Regular. It is to be used for headlines, titles and sub-heads.

Uppercase (all caps) is the preferred use for all Jaguar communications and should be used for primary messaging and headlines.

Lowercase should be used in exceptional circumstances when uppercase is too large for a given format.

### GOTHAM

Gotham is our secondary typeface. It is used for body copy and quotations, but not headlines. We use three weights of Gotham: Bold, Book and Light.

### ARIAL

Arial is used for live copy within websites and PowerPoint only, if Gotham is not available.

### DOWNLOADING GOTHAM

The Gotham font can be purchased and downloaded from:

[http://www.typography.com/fonts/font\\_styles.php?productLineID=100008](http://www.typography.com/fonts/font_styles.php?productLineID=100008)

### JAGUAR BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz

### JAGUAR REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz

### GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz

### GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz

### GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz

# FONT USAGE GUIDELINES

## HEADLINE / NAMEPLATE STYLING



When using the Jaguar font, our headlines use upper case over a maximum of four lines. Set any upper case text to 'All Caps' within the character palette. This will ensure that all hyphens are centered within the Cap height and is particularly important when setting nameplates.

### POSITIONING

The nameplate is set directly above the headline in the same point size and in uppercase.

### LEADING

Set the leading to 110% of the headline point size. A headline set in 40pt has 44pt leading.

### INTER-CHARACTER SPACING

Occasional kerning between two adjacent characters may be needed but do not add or reduce spacing uniformly across the entire headline.

### NAMEPLATE AND RANGE

The vehicle range must always read XF, XJ and XK. The highlighted nameplate is to be twice the size of the range which are positioned alongside and are set on the same baseline as shown on the right.

# SET HEADLINES IN UPPER CASE JAGUAR BOLD

With leading 110% of the type point size.

#### Headline

Correct use of leading and inter-character spacing.



#### Nameplate and range

In the above example the 'XF' is the featured nameplate and is twice the size of the range that is positioned alongside and set on the same baseline. This approach can currently only be applied for the XK, XJ and XF range.



Example of 'XK' as featured nameplate and 'XF' and 'XJ' as range.



#### Nameplate - Centered Hyphen

Set all upper case letters to 'All Caps' within the character palette.



#### Nameplate - Centered Hyphen - Incorrect usage

When 'All Caps' is not switched on the hyphen is positioned too low within the nameplate.

# COLOR USAGE GUIDELINES

## PALETTE



### ACCENT COLOR

#### DEEP RED

**PANTONE:** 201 C **CMYK:** 0, 100, 63, 29

**RGB:** 158, 27, 50 **HTML:** 9e1b32

**Websafe RGB:** 153, 0, 51

**Websafe HT ML:** 990033

#### DEEP RED GRADATION

A black gradation is placed on top of 100% deep red. Use the values of black, shown right for the correct gradation.

The 80% black can be reduced to a lower percentage when placed on a dark background, to ensure legibility.

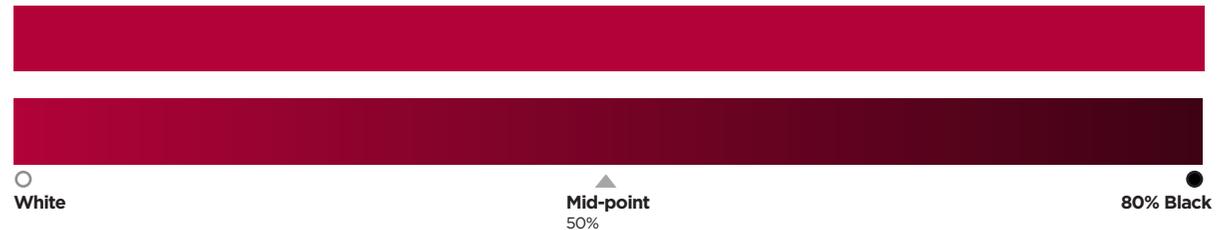
#### SUPPORTING COLOURS

Silver is used in our logo and also as a supporting colour. Silver or 45% black can also be graduated to 90% black as a horizontally applied gradation. This is applied to nameplates and range in ATL advertising.

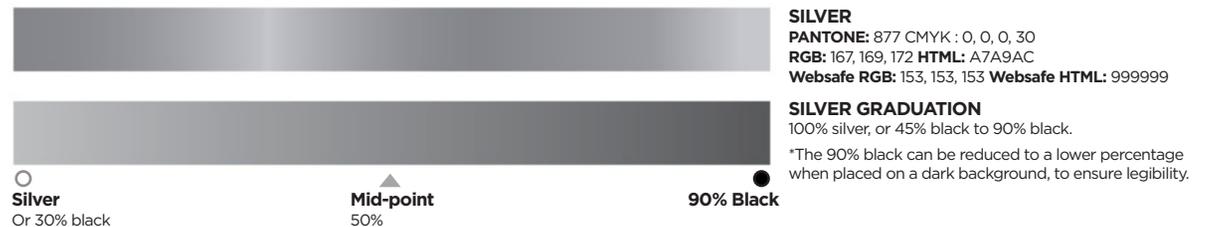
Black is a functional colour best suited to copy and monochrome applications. Tints of black can be used at intervals of 10% between 90% and 20%.

### ACCENT COLOR

Palette used to provide accents across touchpoints.



### SUPPORTING COLORS



Use black as a utility palette for copy or monochromatic applications

