

# JUMO logo

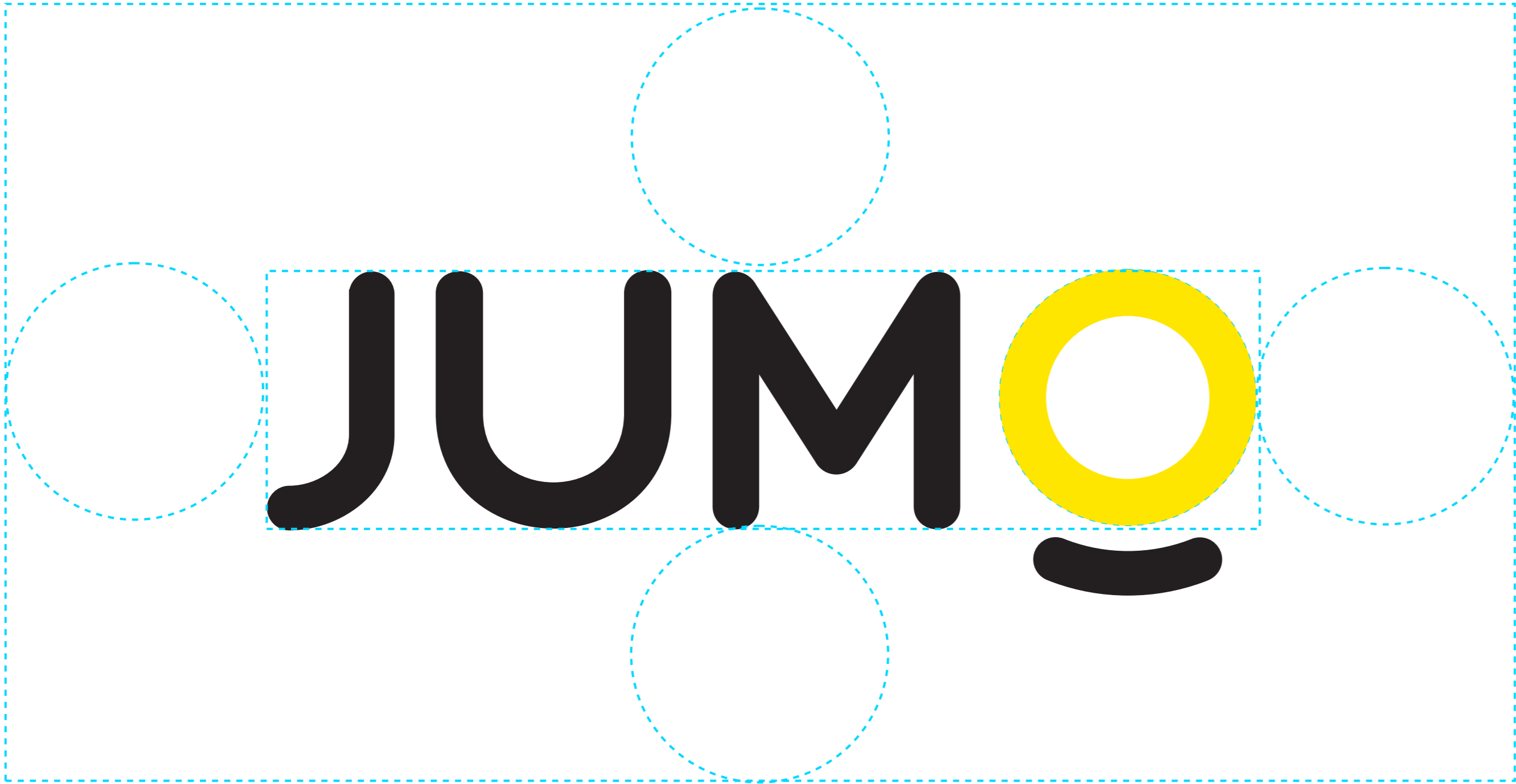
The symbol that marks a JUMO experience. It encompasses our global and progressive attitude. It represents the intelligence of our systems and processes, the humility, energy and curiosity of our teams, as well as the flexibility of our platform.



This is our default logo type. The wordmark should be used for all external facing properties.



## SAFE AREA



The safe area measuring system is is using the width and height value of the “O” character.

## MINIMUM SIZE



The minimum height for the JUMO wordmark is 24px.

## COLOUR



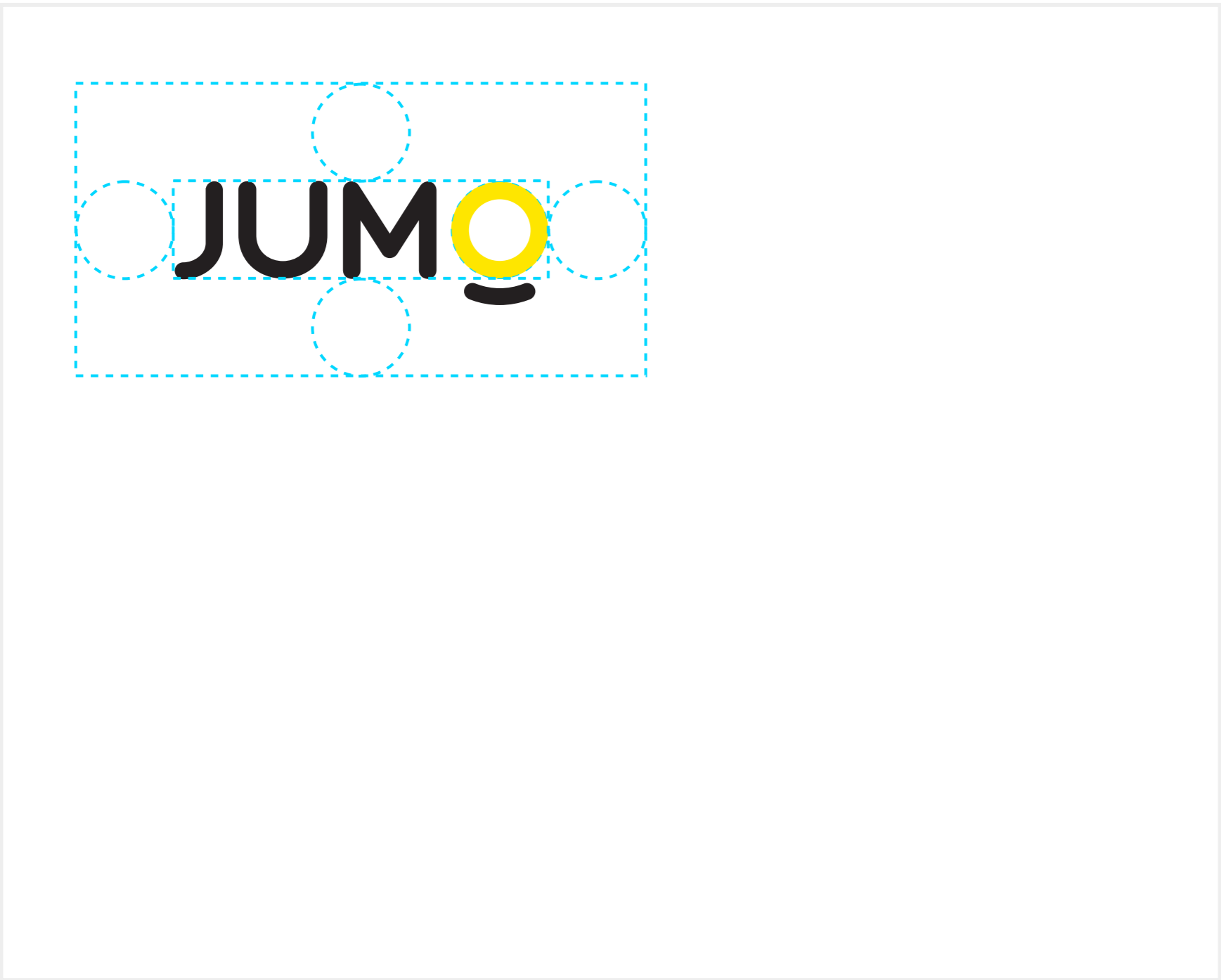
The JUMO wordmark is only used on white and dark backgrounds.

## PHOTOGRAPHY

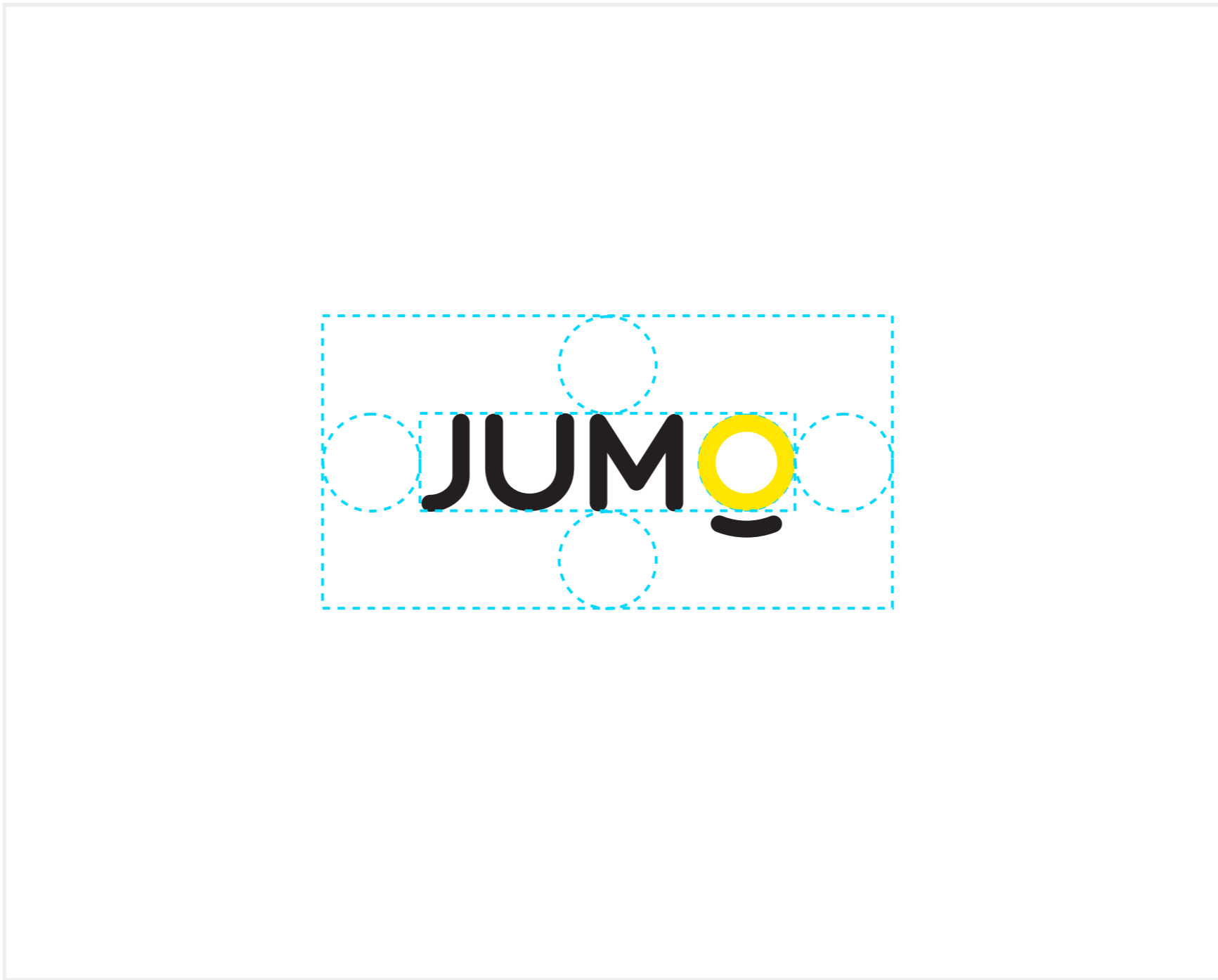


White logo on photo background. Include Black overlay on photo at 27% opacity if necessary.

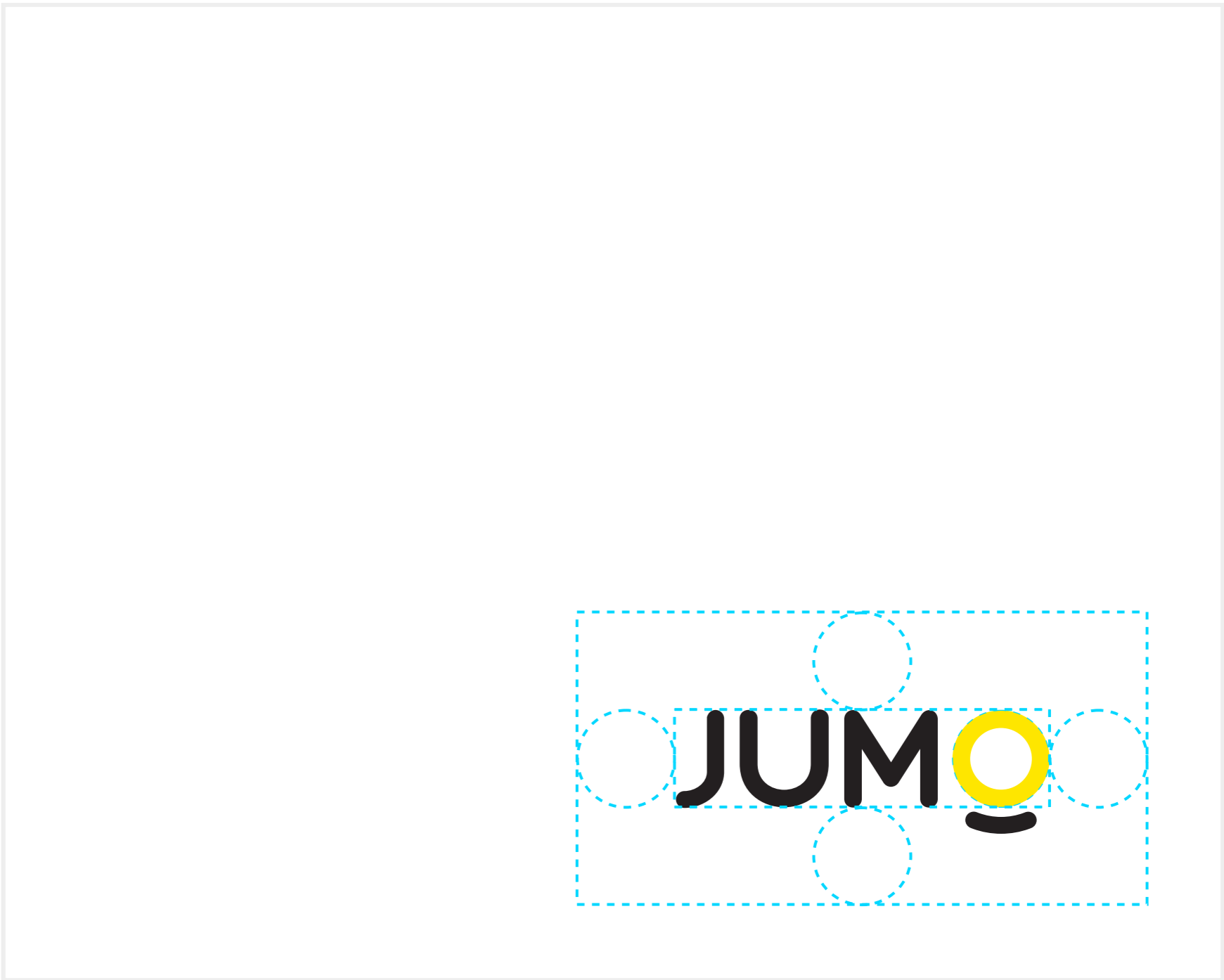
## PLACEMENT



TOP LEFT - Logo placed in top left corner appears mostly in interface design.



CENTRE - Logo placed in the centre acts as an introductory element to Communication Design elements such as TV, presentations and merchandise, e.g. T-shirts and caps..



BOTTOM RIGHT - Logo placed in bottom right corner appears mostly in Communication Design elements such as letterheads and documnets.