J

Janney Roofing, LLC.

Brand Guidlines

Contents

Logo

3. Avatar + Logotype

There are two versions of the Janney Roofing logo — a stacked version and a linear version.

Both versions are comprised of black type and and white circle avatar.
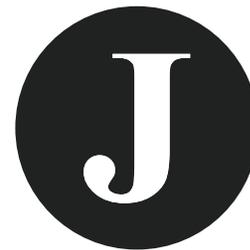
J
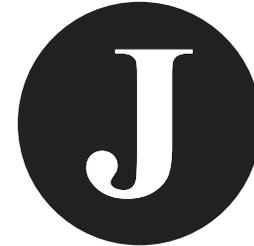
Janney Roofing, LLC.

J Janney Roofing, LLC.

4. Safety Area

A safety area around the logo ensures
visibility and impact.

Stacked version:
The minimum safety zone measures exactly 2x
the height of the space between the top of the
"Janney Roofing, LLC." text and bottom of the avatar.

Linear version:
The minimum safety zone measures exactly 2x
the width of the space between the left side of the
"Janney Roofing, LLC." text and right side of the avatar.
Use of the safety zone between the logo and other
graphic elements (images, type other logos, etc.)
will help Janney Roofing retain a strong presence
wherever the logo appears. This is a minimum
safety area; where possible, more space can be
allowed around the logo.

Stacked Version

Linear Version

5. Color

Pantone
Black: Neutral Black C
Grey: 877 C

CMYK
Black: 0, 0, 0, 87
Grey: 0, 0, 0, 38

RGB
Black: 33, 33, 33
Grey: 158, 158, 158

Web Hex Colors
Black: #212121
Grey: #9E9E9E

Stacked Version

Janney Roofing, LLC.

Linear Version

Janney Roofing, LLC.

6. Greyscale

Aside from strictly black and white print applications, the grayscale version of the logo can be used in situations where the logo needs to be secondary. Examples include, but are not limited to, when the logo is used as a broadcast "bug" or in print and/or web applications where the logo is placed on every page.

True Grayscale
Black: 100% K
Grey: 40% K

Pantone
Black: Neutral Black C
Grey: 877 C

CMYK
Black: 0, 0, 0, 87
Grey: 0, 0, 0, 38

RGB
Black: 33, 33, 33
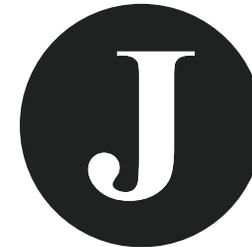Grey: 158, 158, 158

Web Hex Colors
Black: #212121
Grey: #9E9E9E

Stacked Version
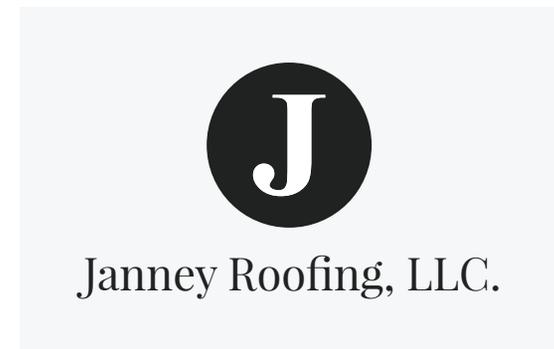
Janney Roofing, LLC.

Linear Version

Janney Roofing, LLC.

7. Logo Usage

These are examples of correct logo usage
 on a variety of backgrounds. For optimal
visibility, it is important to provide adequate
contrast between the logo and the background.
In general, the logo should be used over white
backgrounds, or backgrounds that are
predominantly white or light in tone.

Only the approved colors
(see Color (5)) should be used.

8. Incorrect Usage

Consistent use of the Janney Roofing logo in all print, broadcast and web applications is important to the integrity and impact of the branding package. The logo is a fundamental piece of the branding initiative and, as such, should never be compromised.

Do not distort the logo

Do not use unapproved colors in the avatar or logotype

Do not set the logotype over the avatar

Do not adjust the size relationship of the avatar or logotype

Do not use an alternative typeface

9. Typography

The use of a consistent family of type and subsequent system of use will help to effectively establish the Janney Roofing identity. With continued use and adherance, this visual reinforcement will aid in branding Janney Roofing by increasing recognizability.

The Playfair Display & Source Sans Pro family should be used in all print, broadcast and web applications.

In general, all headlines and list items should be set in Playfair Display.
In general, all body copy should be set in Source Sans Pro.

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

For use with all major headers, body copy titles, list items and/or call outs.

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

For use with all major headers, body copy titles, list items and/or call outs

Example Text:

Headline — Our Mission

Body Copy — Janney Construction Services is a family-founded roofing company that was built on honesty and high quality work at a price that even the "average Joe" can afford. We are a family-operated company that takes as much pride in our work as we do our last name.

10. Typographic Style

"Janney Roofing, LLC." whether in logo or text form,
should always include a comma between "Rooing" and "LLC."
— there are no exceptions to this.

All text should be left justified. Also, the leading (line height)
should be reduced by one or two whole point sizes where
possible. However, ascenders and descenders should NEVER touch.

In general, all text should be colored as follows: white over a colored
background or a dark section of photograph/footage; text should
be black when placed over a white or light background or lighter
section of a photograph/footage.

Language Style
The default style for all language use is the Associate Press Stylebook.
For all grammar, punctuation and language issues, please see the
2010 AP Stylebook. For more information, visit www.ap.org.

Web

11. Web Typography

When possible, typography on the web should be made to match the typography in print and broadcast applications. In some cases, given discrepancies between browser and end-user platforms some work-arounds may be necessary.

In general, in cases where Gotham is unable to be used, Helvetica should be used throughout. Always use Arial as a secondary font choice in the CSS code.

See Typography (9) and Typographic Style (10) for more speci c instructions.

Web Usage (CSS) example:
```
h1{
font-family: Playfair Display, Serif; font-weight: Regular;
font-size: __;
}


p{
font-family: Source Sans Pro, Sans-Serif; font-size: __;
}
```

J

Janney Roofing, LLC.

janneyroofing.com