BRAND
STANDARDS
& STYLE
GUIDE

JS|HELD

APPROVED COLOR PALETTE

PMS 5405

CMYK 71/30/13/41
RGB 77/105/140
HEX #4d698c

PMS 2955

CMYK 100/55/10/48
RGB 0/55/100
HEX #003764

PMS 297

CMYK 51/0/1/0
RGB 133/199/227
HEX #85c7e3

BLACK 50%

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

PMS 2915

CMYK 61/7/0/0
RGB 79/169/223
HEX #4fa9df

BLACK 20%

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

This tertiary color is used minimally and only for special cases.

PMS 164

CMYK 0/62/78/0
RGB 253/118/65
HEX #fd7641

TYPOGRAPHY & OUR IDENTITY

OUR
LOGO

DOWNLOAD A
J.S. HELD LOGO:
Z:\Shared\General\
Employee Center\
JSH Logos

Our logo can NOT,
under any circum-
stances, be altered
or changed.

If your project
requires special
attention or
if you have
questions, contact
marketing@jsheld.com

PRIMARY
for all media (print, web, email, etc.)

ALTERNATE LOGO
for use when there are width restraints

REVERSE LOGO
for use when logo is placed over a dark background

INCORRECT

LOGO
VARIATIONS

Our typographical logo must
always be used with the
rondele and cannot, under
any circumstances, be altered
or changed.