

Jirav brand guidelines



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Brand overview



About Jirav

Brand Positioning Elements

Comprised of insights drawn from internal, customer, and market research, the brand positioning elements are aimed at setting the Jirav brand apart.

The first of these elements is the brand positioning statement. This is an overarching declaration of what Jirav stands for. It's our flag in the ground, describing who we serve, how we solve challenges, why that's valuable, and why it's better than the competition.

The second brand positioning element is the brand theme. This is a more customer-friendly expression of the brand positioning statement, and serves as a unifying element for the brand.

Brand Positioning Statement

We believe in a world where teams come together empowered with the financial insights to maximize their potential. We accomplish this by connecting people with the information and knowledge they need to create a plan and drive towards it with speed and confidence.

Brand Theme

Business planning built for growth

Jirav's all-in-one FP&A solution, unlocked by the power of driver-based financial modeling, helps businesses take on complex business planning with confidence. Purpose built for growth, Jirav is fast, easy and has made core FP&A capabilities accessible to organization of any size.

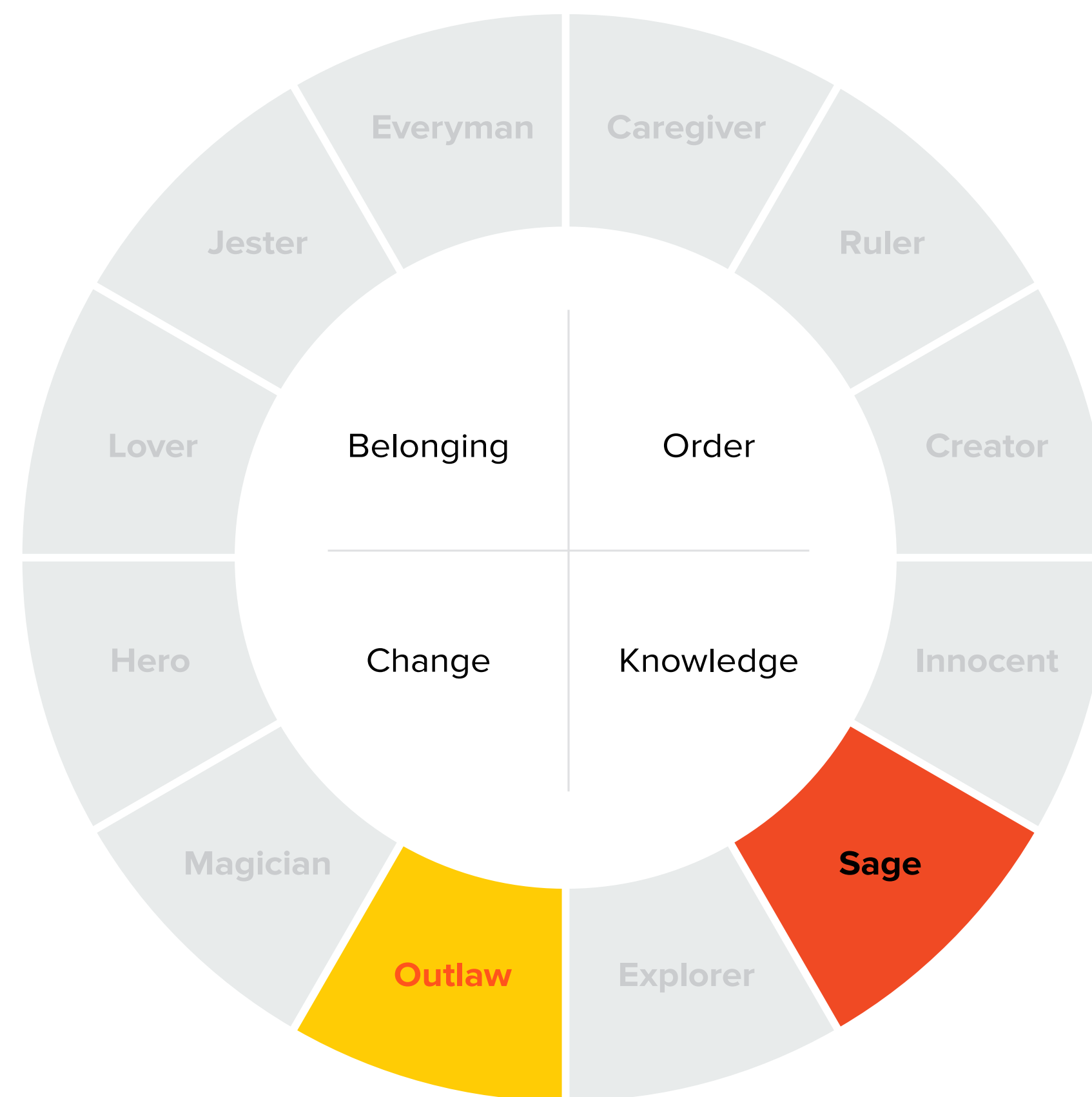
Brand tone of voice

Differentiation with Sage Archetype

Each of the 12 archetypes supports one of four psychological functions: belonging, order, knowledge, or change.

Archetypes are universally identifiable and understood. Identifying a brand's archetype will help frame relational behaviors as they pertain to culture and audience.

Jirav's brand archetype is the **Sage**. Fulfilling the psychological need for knowledge, a Sage archetype leads with professionalism, gravitas, and a deep understanding of the world around them. However, they remain curious and ambitious in finding new pathways, and journeys. That's why Jirav also embodies a bit of the Outlaw archetype which liberates you to be a market disruptor.



The Sage

Goal

Use intelligence & analysis to understand the world

Traits

Restless, adventurous, ambitious, individualistic, independent, pioneering

Worries

Being duped, misled, ignorance

Marketing Niche

The discovery of truth

Brand tone of voice

Tone of voice

Tone of voice is simply how we talk to people—in print, online and in all communications. Whenever you speak as Jirav, use the Jirav voice. Our words—and actions—are how people will know us, judge us, trust and want to work with us.

Straightforward (but not stuffy)

We say what we mean, and we back it up with expertise. We are not silly or whimsical, but we maintain a healthy levity in everything we do. We are serious about helping customers solve big problems, but do it with kindness and lightheartedness.

Knowledgeable (but not arrogant)

We know our subject matter inside and out. But part of our commitment to meeting customers where they are means that we are gracious about sharing this knowledge and do it in a way that helps customers accomplish their goals.

Innovators (who move at the right speed)

Big, hairy problems don't scare us—in fact, that's where we excel. But we recognize that helping our customers isn't always about pushing them to move faster. It's about being sensitive to each customer's needs and helping them move at the pace that allows them to succeed.

Experts (who avoid jargon)

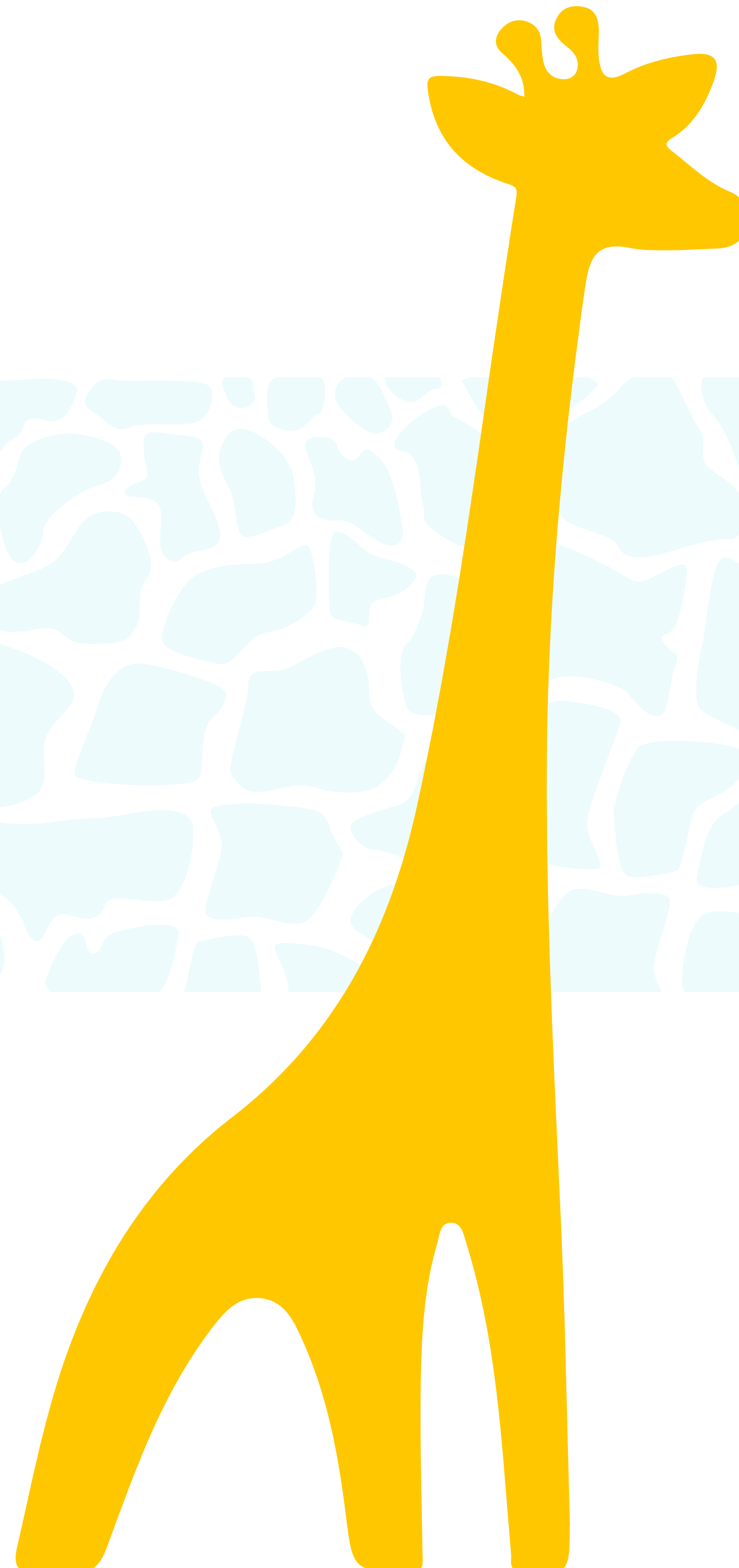
Part of our expertise lies in making our technology accessible to every customer. This means sidestepping jargon and overly technical language to help them understand exactly how we can help.

Jirav

We pronounce “Jirav” just like our correctly-spelled namesake and mascot, the noble giraffe. For us the giraffe is more than a mascot or logo, it is representative of our approach to financial excellence. The giraffe is the tallest living land mammal giving it the maximum forward looking view and greatest reach while still rooted firmly on the ground.

How do you pronounce “Jirav”?

/je ‘raf/



Logo



Corporate logo

Primary logo

A logo is the embodiment of the brand. It is the brand simply summed up in one tiny, neat little package. Therefore, the logo must at all times be perfectly legible and without obstructions.

Secondary logo

It is preferred to use the logo lock-up with the circle. However, there may be instances when the Jirav word mark will need to be used on its own. These circumstances occur mainly with swag items such as pens, embroidery, and occasionally on small banners.



Minimum sizes

Digital

Print

Digital

Print



60px



0.75 inches



100px



0.625 inches

Logo guidelines

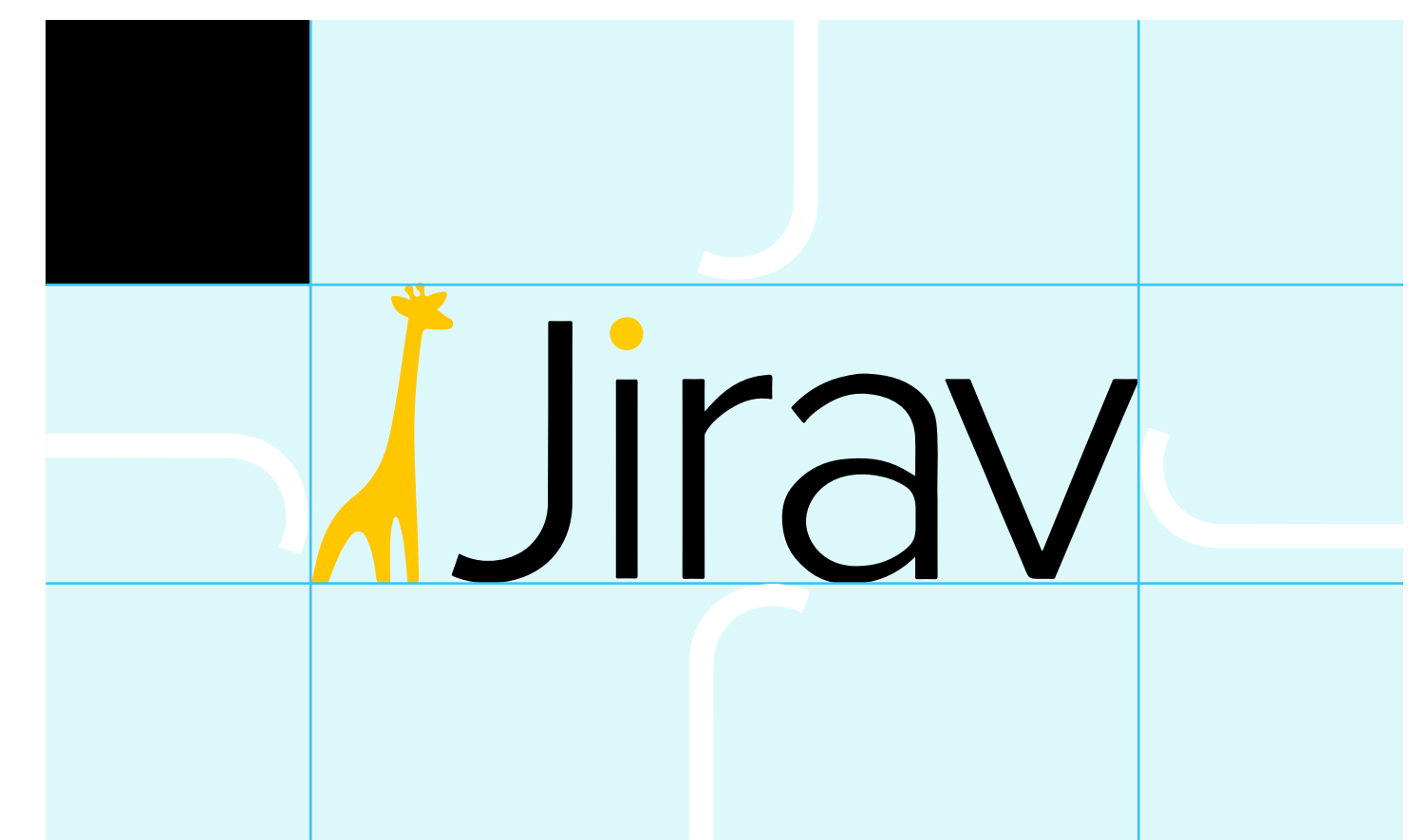
Clear space

Clear space is the area that is required around the logo—it must be kept free of other graphic elements such as headlines, texts, images, and the outside edges of materials. The minimum required clear space for the logo is equal to the height of the **J** in the Jirav logo.

Primary logo



Secondary logo



Logo variations

Full color

The full color Jirav logo should always be rendered in Jirav orange. Use discretion to maintain adequate contrast for maximum visual impact.

One color and reverse

One color white or black versions of the logo may be used when the application doesn't allow for color, or when contrast is an issue for the full color versions. Please use the reverse logo against orange, or the one-color white logo when more than one color is not an option.

Full color on white



Reverse and white logo on color



Black one-color logo



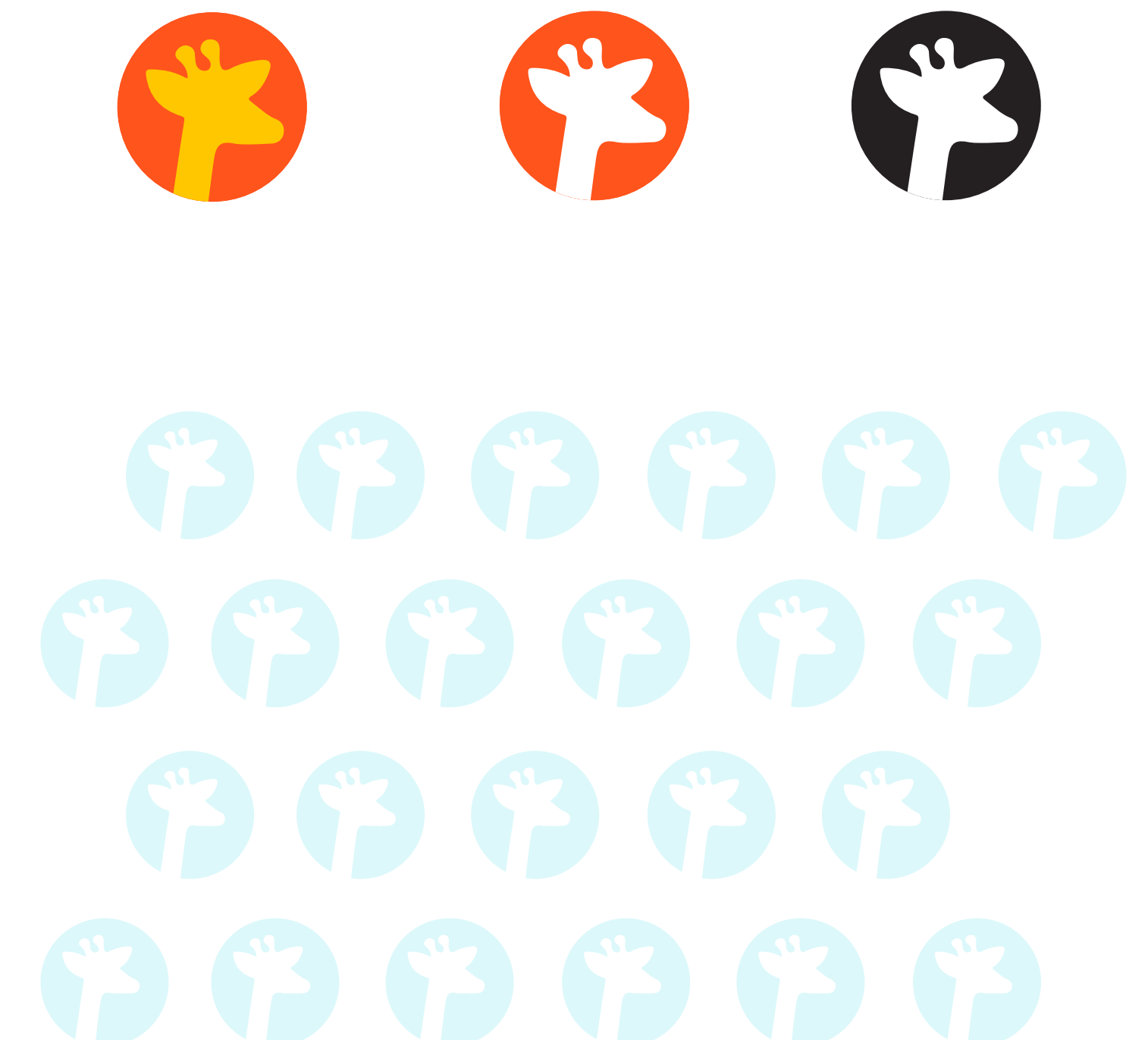
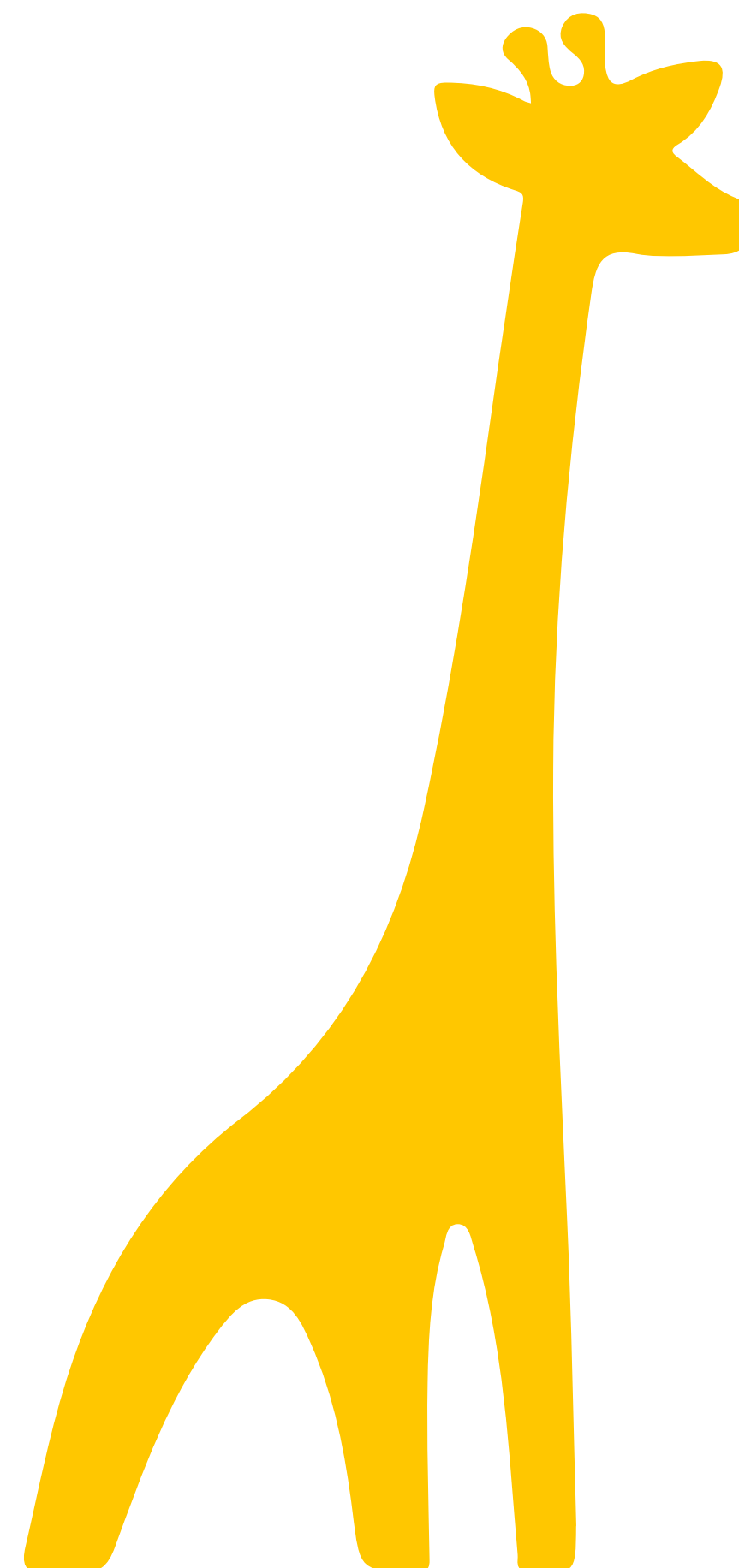
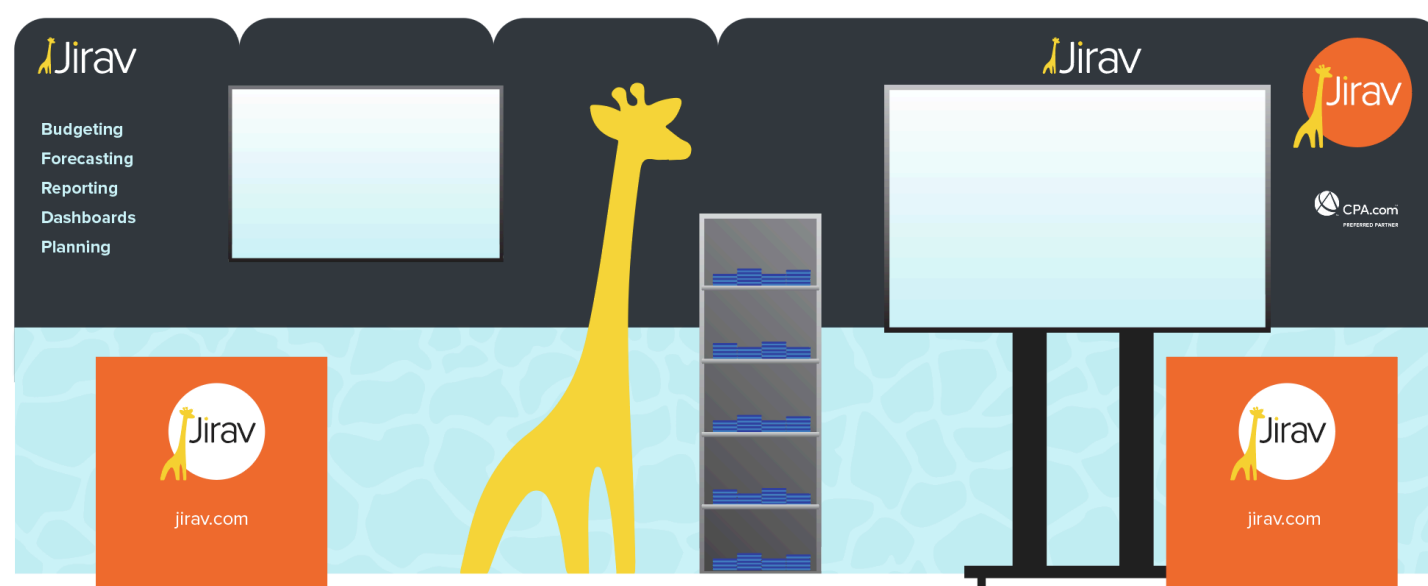
Logo variations

The Jirav giraffe

The giraffe is an important logo component that adds a splash of personality to your layouts. Symbolically, the giraffe is equipped to give you a competitive advantage by rising above the clutter, giving you a clear view of your organization's past and future. Therefore the giraffe should always be "looking" at something and should never be positioned where its gaze is not affixed to an item of interest. It should always be used at a larger scale than the primary logo and should never be used as a replacement for the logo. Treat the giraffe as a supporting element that complements and adds interest to your layout (see the tradeshow example to the left).

Avatars, favicons, and wallpaper

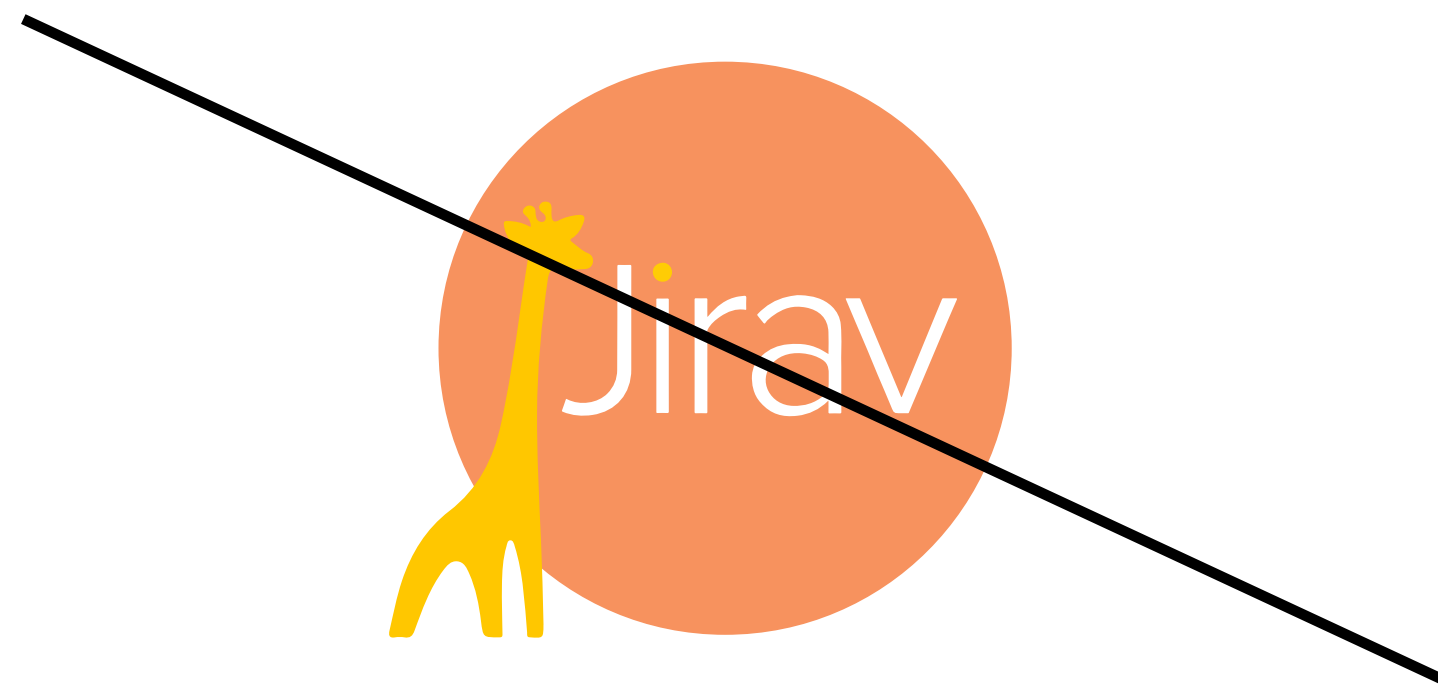
In instances where an icon is required and there are size limitations (such as avatars and favicons), the Jirav icon may be used. However, when size will permit and legibility is not an issue, the full logo should always be used. The only exception is the use of the icon as a background pattern. See section 05 for pattern usage guidelines.



Logo misuse

Mistakes to Avoid

Consistent presentation is an important part of making our logo recognizable. The following examples highlight a few improper uses.



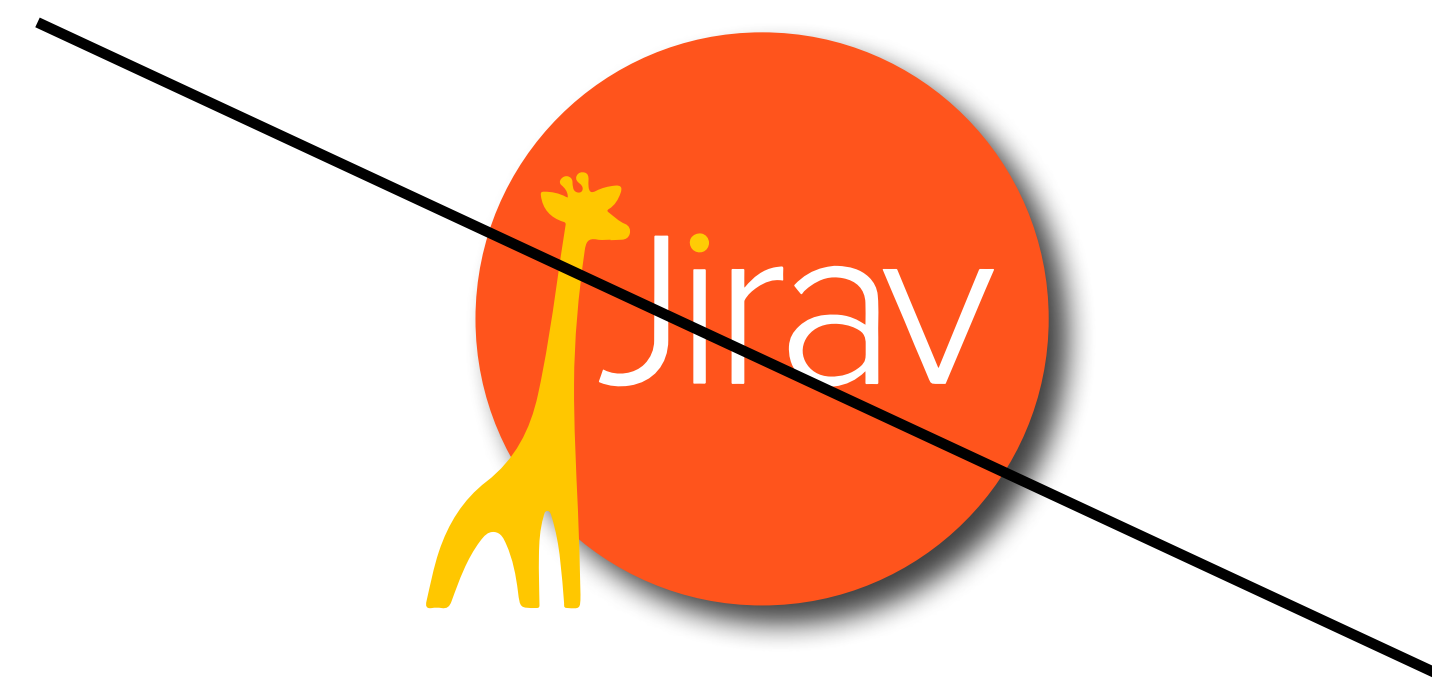
Legacy Logo

The values for Jirav color palette have been updated to add vibrancy to the all-new Jirav visual identity. For this reason, take care to avoid use of the legacy Jirav colors.

Do not distort



Do not use effects



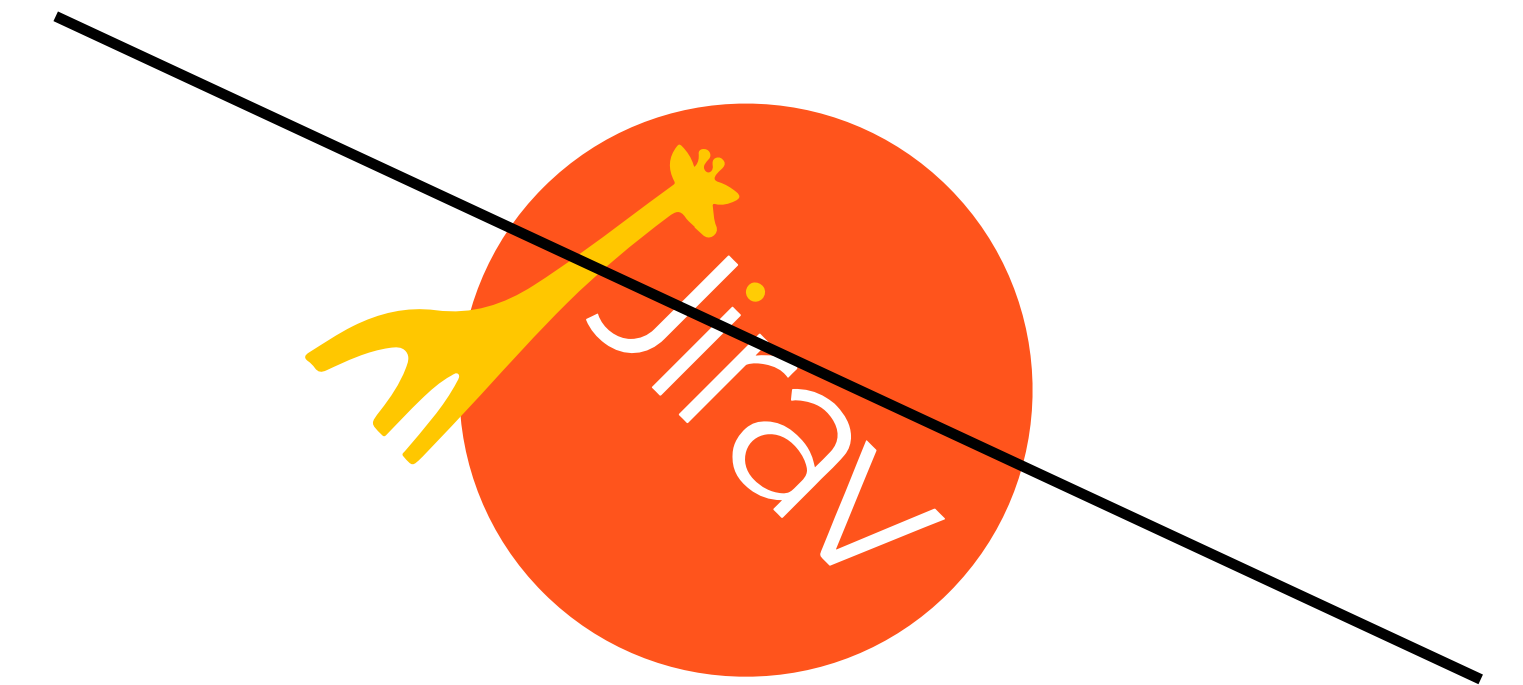
Do not use on low-contrast backgrounds



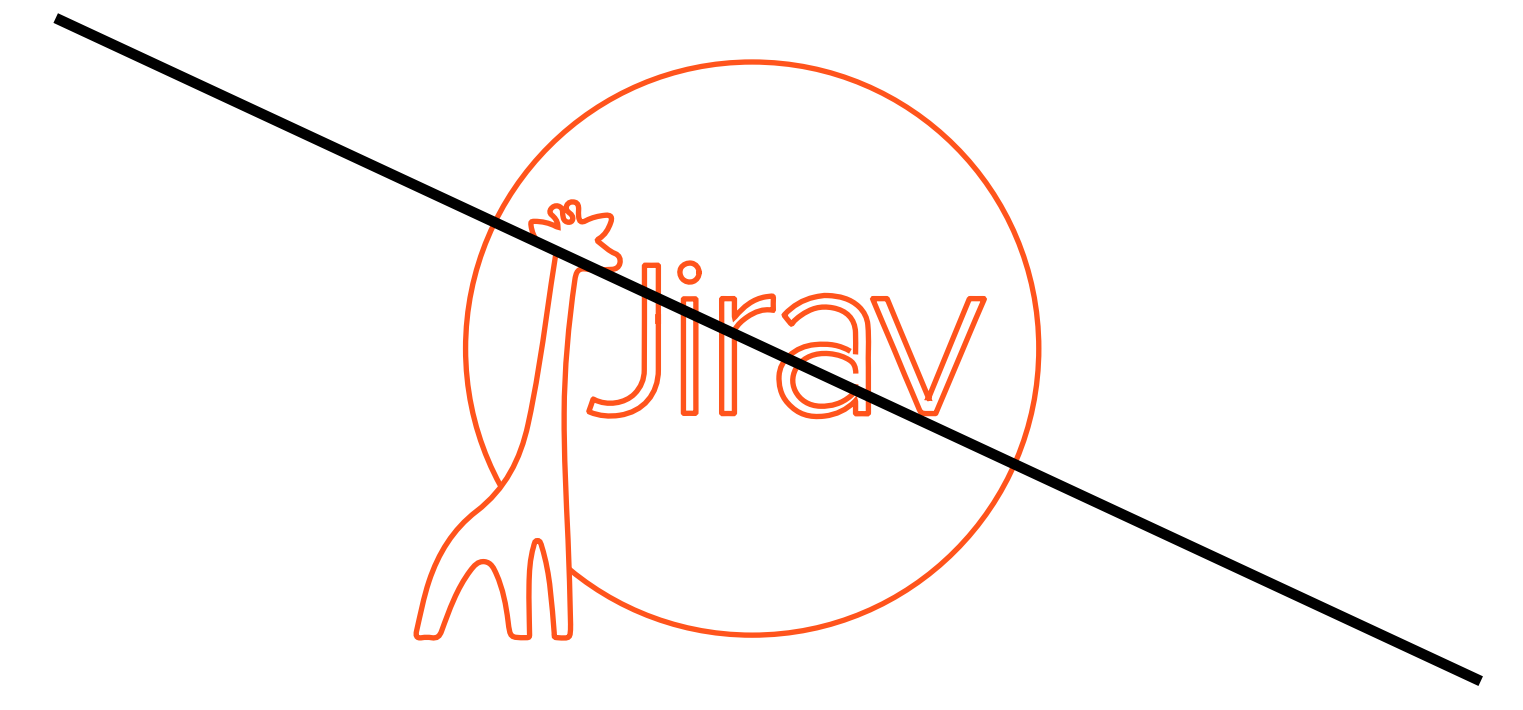
Do not use unapproved colors



Do not rotate



Do not outline



Color



Colorways

Overview

Color defines and unifies Jirav’s visual brand and incorporates a palette that can be combined and implemented with consistency and clarity. The color hierarchy ensures Jirav is always properly represented.

Use

The primary palette should always be used as the predominant color scheme. The secondary palette is reserved for supporting elements and when an additional color is needed to add contrast or to differentiate elements.

Corporate color palette Primary

Jirav orange

Hex #F16622	PMS 171
R 255	C 0
G 97	M 77
B 53	Y 83
	K 0

Dark mode grey

Hex #2B343B	PMS 432
R 43	C 78
G 52	M 66
B 59	Y 56
	K 54

Pale cerulean blue

Hex #baf3f7	PMS 628
R 186	C 24
G 243	M 0
B 247	Y 6
	K 0

Corporate color palette Secondary

Gainsboro grey

Hex #EEFCFD	PMS 656
-------------	---------

R 238	C 5
G 252	M 0
B 253	Y 1
	K 0

Sun yellow

Hex #FFCC05	PMS 116
-------------	---------

R 255	C 1
G 204	M 19
B 5	Y 100
	K 0

Sky blue

Hex #3BC4F1

R 59	C 62
G 196	M 1
B 241	Y 1
	K 0

Brunswick green

Hex #2A756C	PMS 626
-------------	---------

R 42	C 82
G 117	M 36
B 108	Y 58
	K 15

Bister brown

Hex #59231A	PMS 4625
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R 89	C 38
G 35	M 83
B 26	Y 82
	K 57

Typography



Brand typefaces

Primary typeface

Proxima Nova is our primary typeface, chosen to reflect the bold, geometric form of the logo. The default weight for headlines is bold.

Alternative typeface

When our licensed font is unavailable, Roboto is an approved free alternative to the brand font. One key example of the proper use of this font would be in company-wide PowerPoint templates where a brand font is not licensed.

[Download the font](#)

Proxima Nova

Roboto

Headline

Proxima Nova Bold
Sentence Case | Black

Subheading

Proxima Nova Regular
Sentence Case | Black

Body head

Proxima Nova Bold
Sentence Case | Black

Body

Proxima Nova Book
Sentence Case | Black

Jirav for growth

Natoque penatibus et magnis dis parturient montes.
Donec id elit non mi porta gravida at eget metus.

Vivamus sagittis lacus vel augue.

Cras mattis consectetur purus sit amet fermentum. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cras mattis consectetur purus sit amet fermentum.

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Fusce dapibus, tellus ac cursus odio sem nec elit commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod.

Visual elements



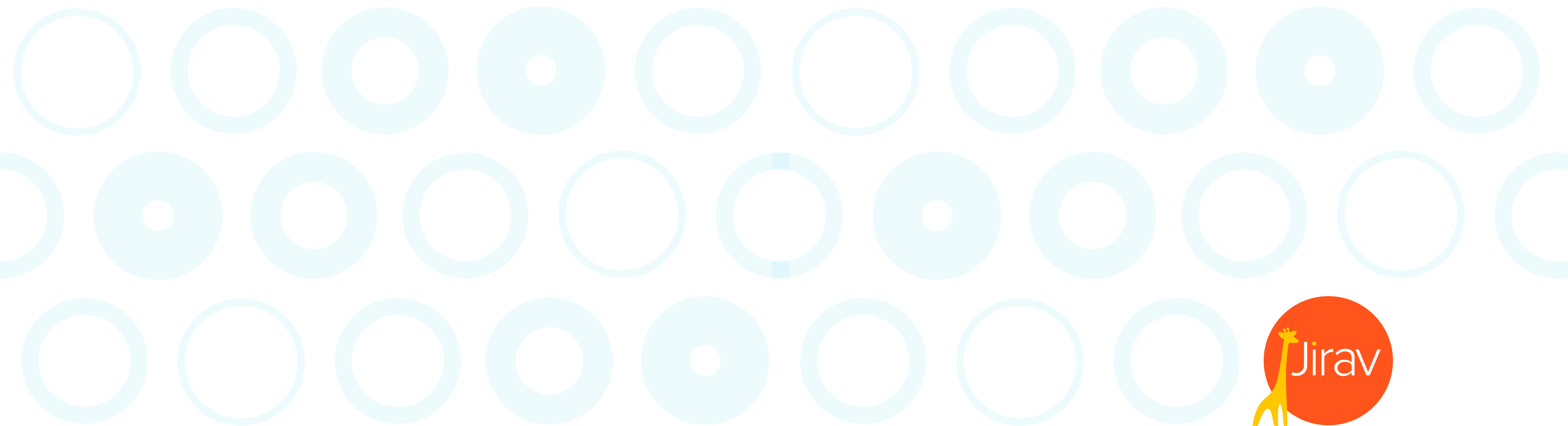
Diacritic dot

Overview

Diacritic dots are an important visual element of the Jirav brand. They represent movement, growth, and transformation, and is derived from the diacritic dot in the “i” of Jirav.

Construction

The dots are made of circles containing no more than four varying line weights. They can be used as a pattern and if desired, can resolve into the Jirav logo. When used as a background texture you may use any of the primary corporate colors but the color should be screened back at least 50%.



05 : VISUAL ELEMENTS

Jirav spots

Overview

The spots are another visual element of the Jirav brand. The uniqueness of the giraffe pattern makes it a valuable asset in terms of brand recognition.

Construction

The spots are a vector file which can be accessed along with the rest of the branding elements. When used as a background texture you may use any of the primary corporate colors but the color should be screened back at least 50%.



Jirav i pattern

Overview

The “i” pattern is another visual element of the Jirav brand. It is an extension of the diacritic dot graphic and is the highlighted Jirav “i” in a repeating pattern. The “i” can also be used individually as an enlarged element to highlight a featured section.

Construction

The “i” is extracted from the “i” in the Jirav logo. It should only be used in a single color and when used as a background texture you can use any of the primary corporate colors but the color should be screened back at least 50%.



Jirav icon

Overview

The icon is another visual element of the Jirav brand. It is an extension of the Jirav logo and can be used in backgrounds or as a wallpaper.

Construction

The icon is a vector file which can be accessed along with the rest of the branding elements. When used as a background pattern you may use any of the primary corporate colors but the color should be screened back at least 50%.



Photography



Style

Portraits

The Jirav photography style is rich, airy and natural. Find photography with natural light whenever possible. Photos should feel real, unscripted, and authentic.

These images exemplify what Jirav photography should consist of:

- Natural light
- Real, candid moments
- Colors align with palette
- Focus is on people
- Not overly saturated colors
- Positive/upbeat



Circle

A circular mask can completely enclose the image or the subject can be clipped out. This mask is used to create diversity in how images are shown in the Jirav brand and the circle mimics the diacritic dot in the Jirav “i”.



Misuse

Images to avoid

As an important contributor to the overall brand, photography should promote Jirav in the best way possible. Avoid photos that are shot at unnatural angles, overly colorized, too posed, or have added visual elements.

When selecting photography to represent the Jirav brand, refer to the images below for specific examples of what to avoid.

X Overly-dark or colorized images



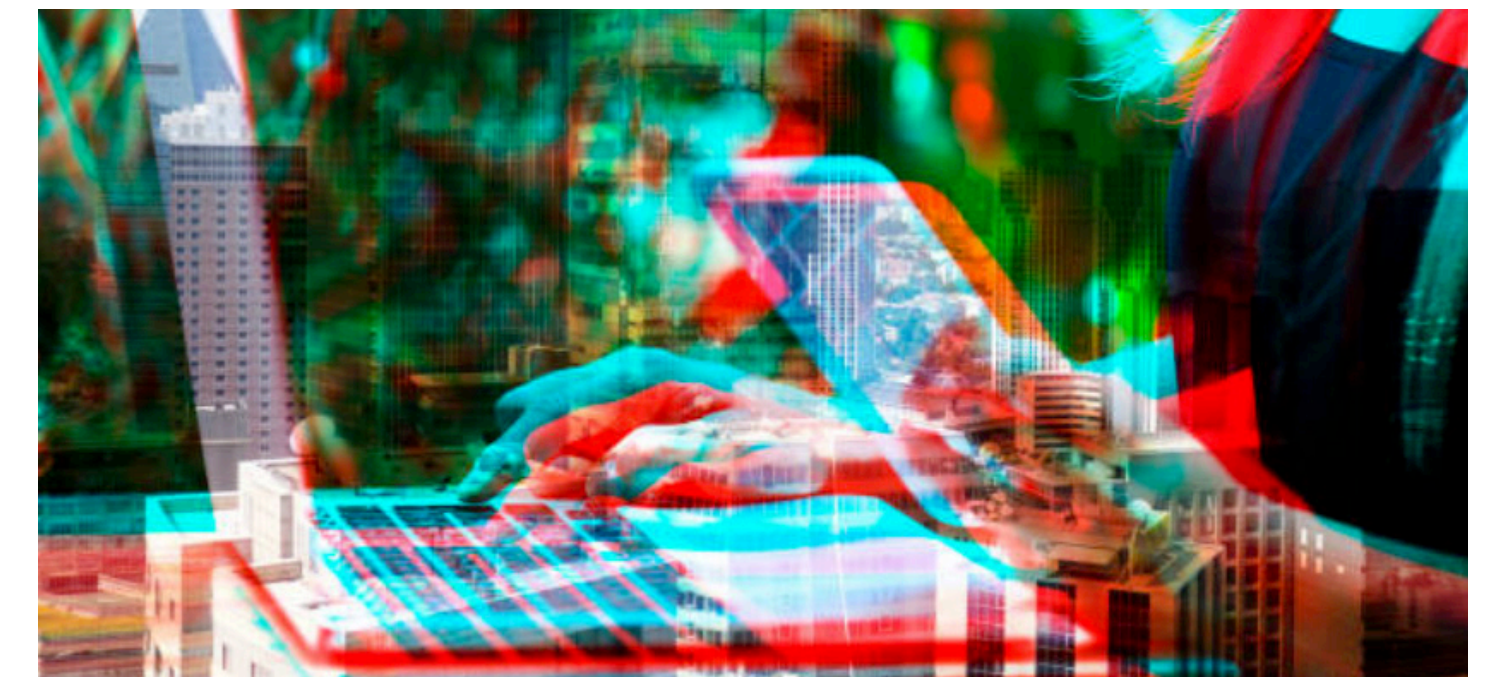
X Scenes without people



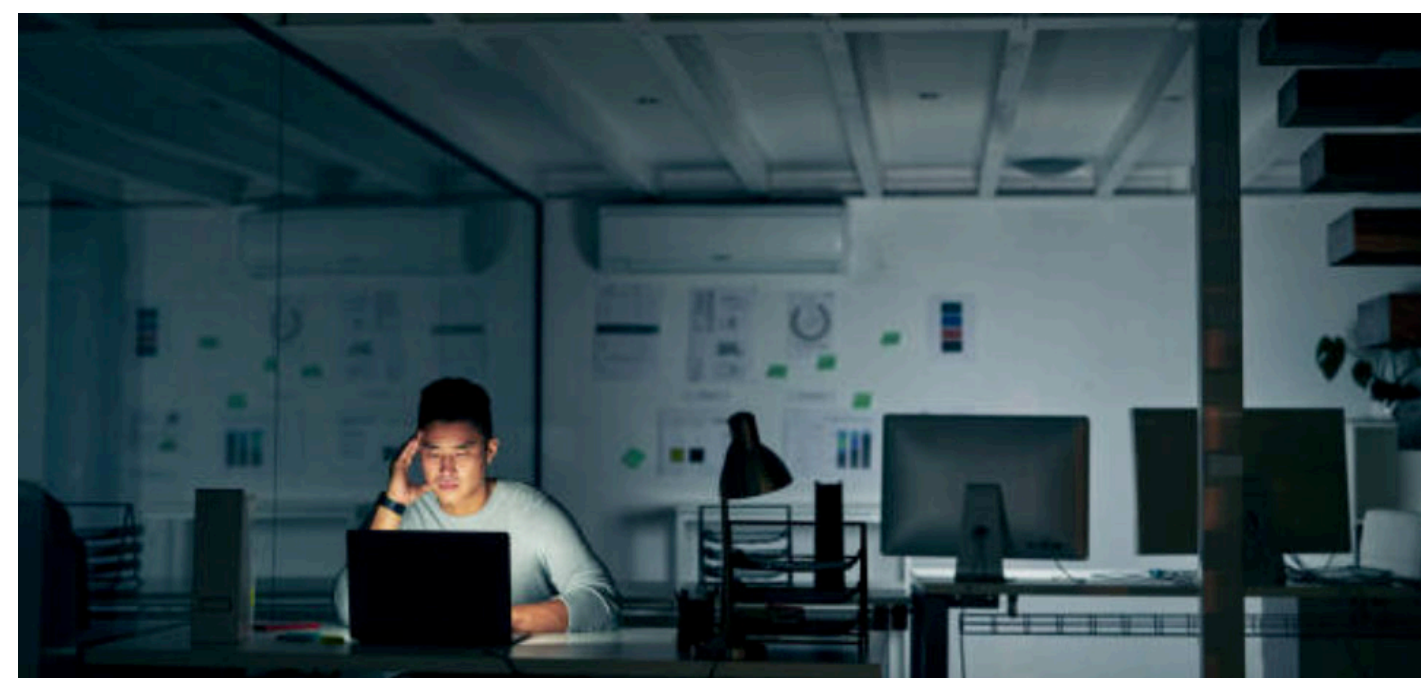
X Overly-posed or cliché shots



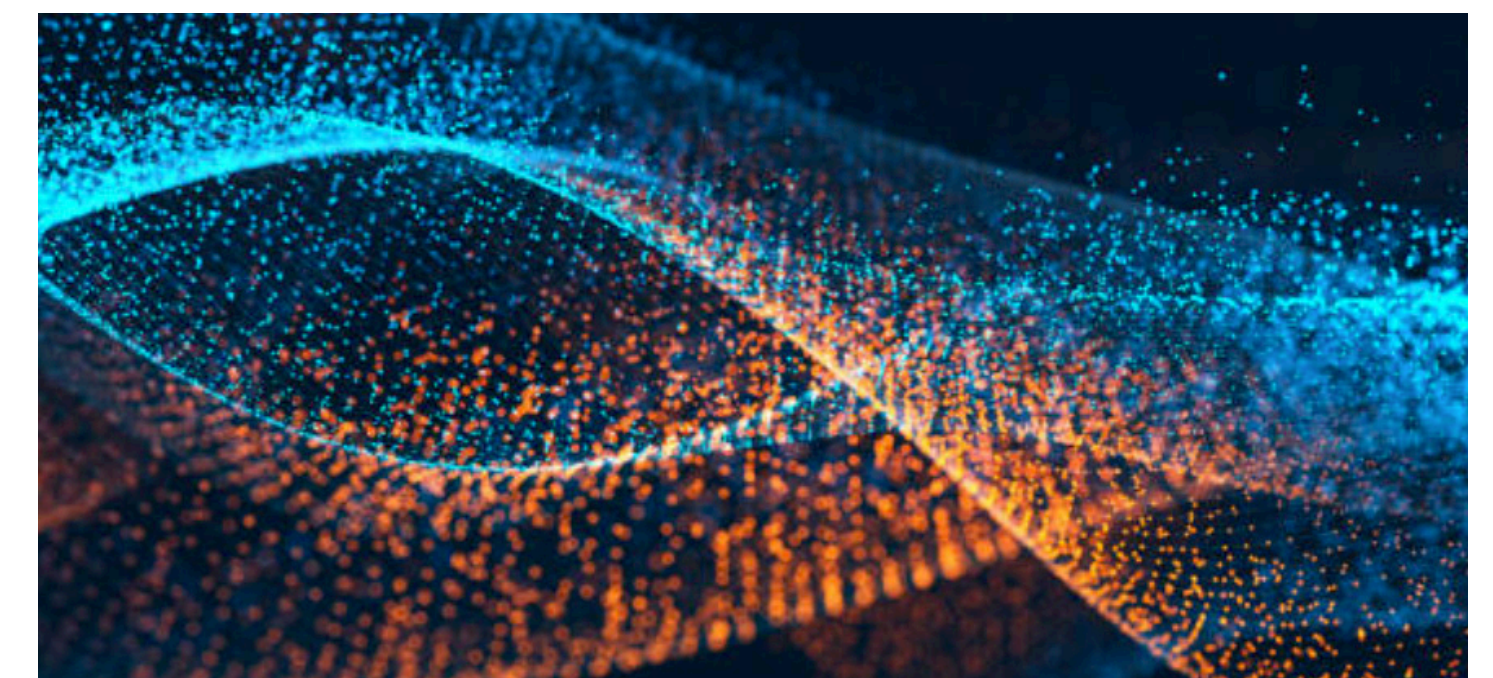
X Graphic overlays



X Distant subjects

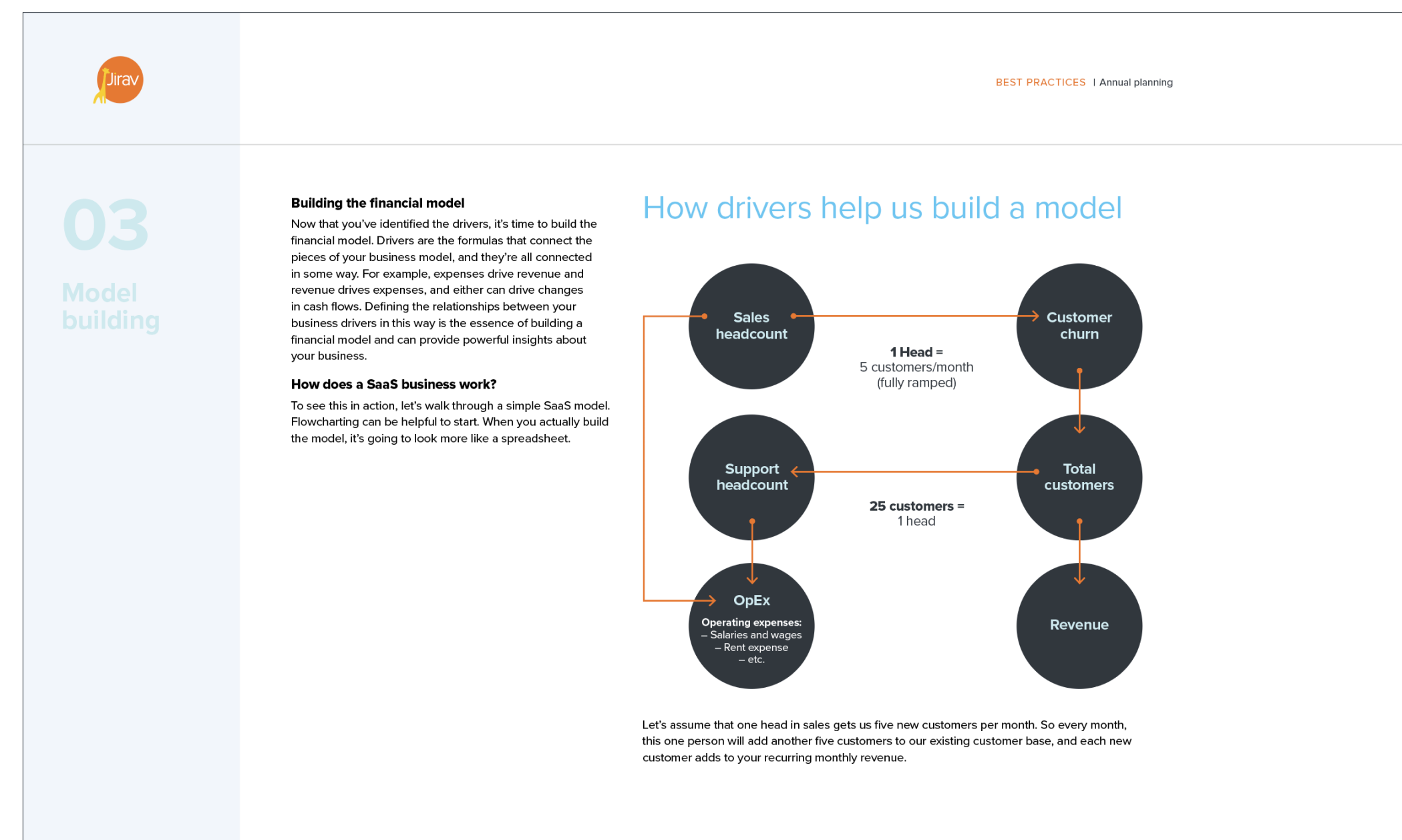


X Abstract concepts






Brand examples

Resource templates



Landing page

Pillars of success

 <p>Leadership</p> <p>Get to know the Jirav leadership team</p> <p>Learn more →</p>	 <p>News</p> <p>What's new at Jirav</p> <p>Read more →</p>	 <p>Careers</p> <p>Join the Jirav team! Equal opportunities and outcomes</p> <p>Learn more →</p>
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[Learn more →](#)

[Read more →](#)

[Learn more →](#)

Did you know?

A giraffe sleep less than two hours a day

A giraffe sleeps less than two hours a day, eats hundreds of pounds of leaves a week, and must travel miles to find enough food. Similarly, our cloud-based solutions work overtime, continuously digesting data across a wide range of disparate systems to produce the best results possible.



We'd love to hear from you

Jirav helps our customers when they need us most. Jirav's global teams support customers across the globe, all day, every day. Let us know how we can help you.

What's on your mind?

FIRST NAME* LAST NAME*

EMAIL*

COMPANY NAME*

HOW CAN WE HELP?

[Submit](#)

By submitting this form you confirm that you agree to the storing and processing of your personal data by Conga as described in our [Privacy Notice](#).

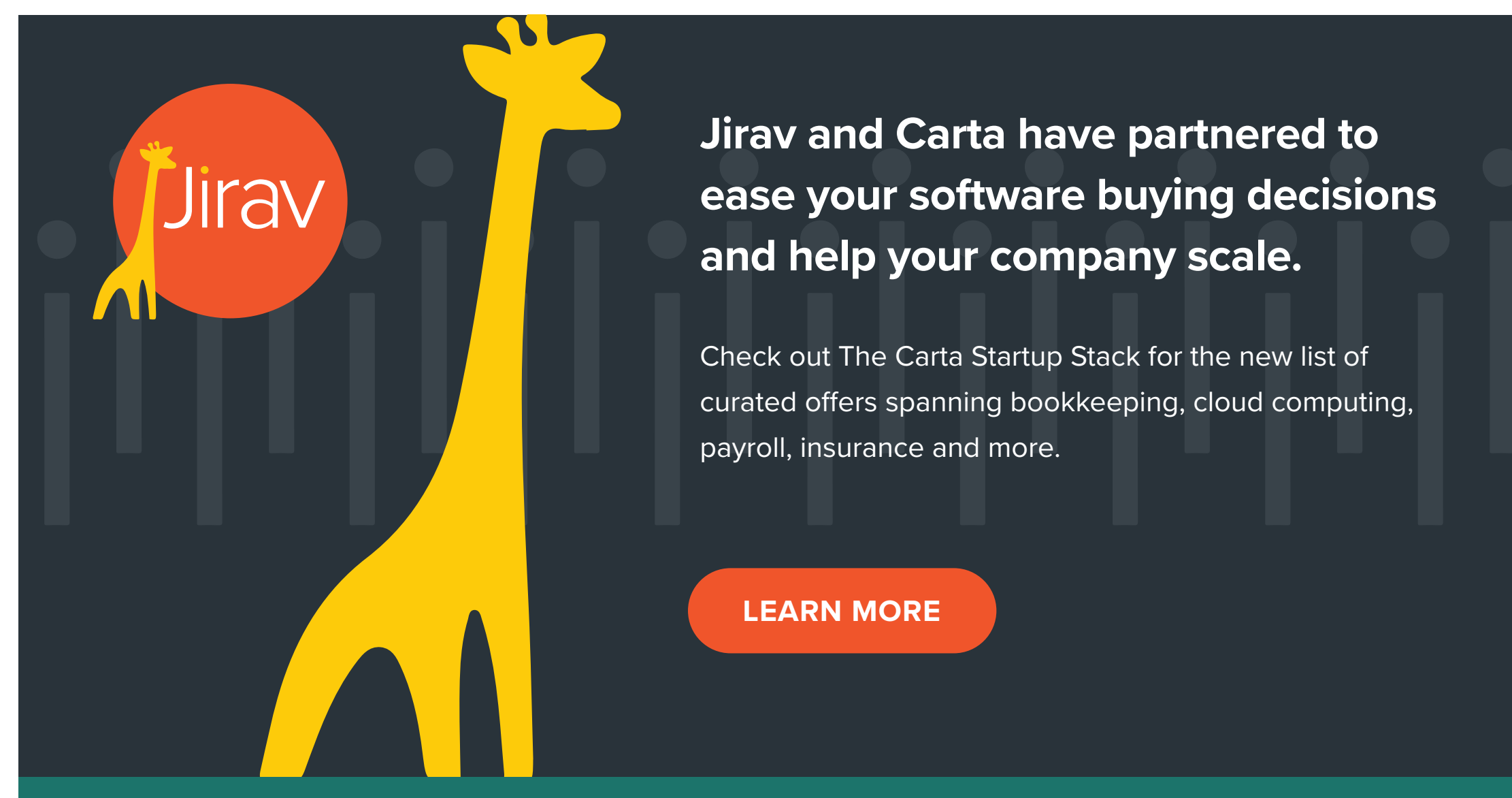
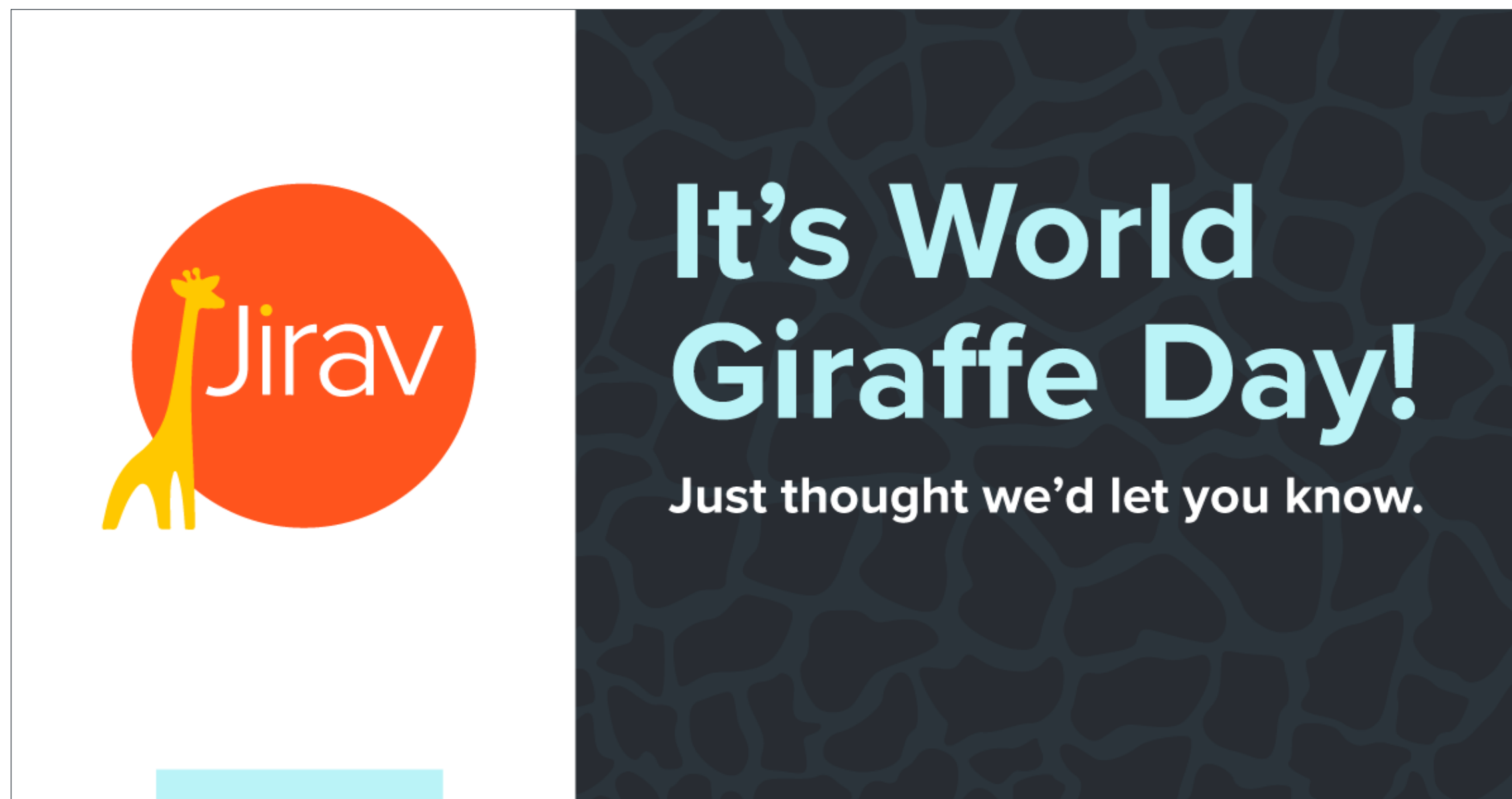


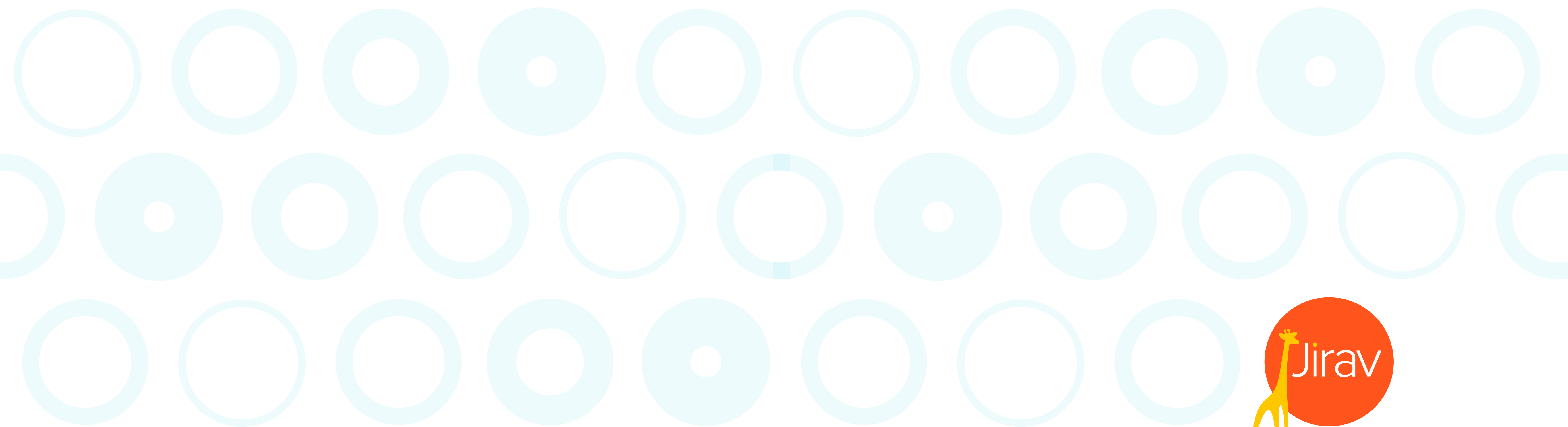
- | | | | | |
|--|---|--|---|--|
| Product | Resources | Partners | Support | Company |
| <ul style="list-style-type: none"> Why Jirav Overview Integrations Pricing | <ul style="list-style-type: none"> Blog Watch Read Attend | <ul style="list-style-type: none"> Accounting Venture capital VAR Tech Find a partner | <ul style="list-style-type: none"> Pro Service Help Support plans Community | <ul style="list-style-type: none"> About Careers Press Resources |



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Corporate banners and digital ads





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