

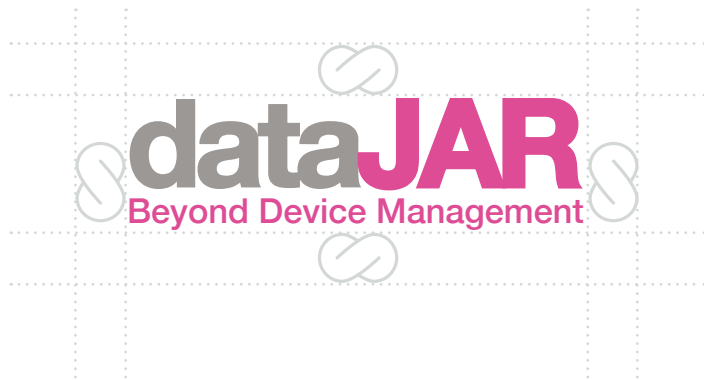
dataJAR
Beyond Device Management

**Brand
Guidelines.**

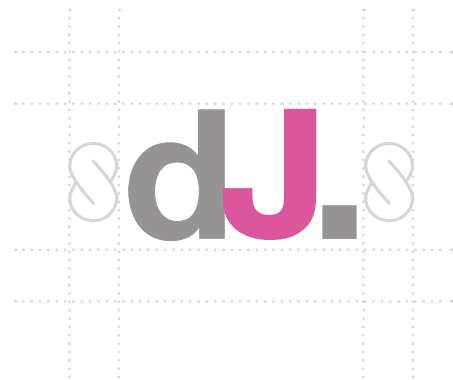
**Elegant and
powerful Apple
services for
business and
education.**

Logo usage.

Logo horizontal.



Icon.



Dark and light.



Icon dark and light.



typography.

Helvetica Neue

The Helvetica design is a classic that has stood the test of time – and changed with technological advances in the process.

This is Helvetica Neue Typeface

Typography.

Primary typeface weights.

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Medium.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Document style guide.

Title

Use for titles.

30px; bold; Helvetica Neue

Heading 1

Use for headings.

20px; bold; Helvetica Neue

Heading 2

Use for sub-headings.

11px; bold; Helvetica Neue

Normal text

Use for body text.

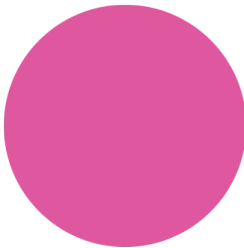
11px; regular; Helvetica Neue

Case sensitive formatting

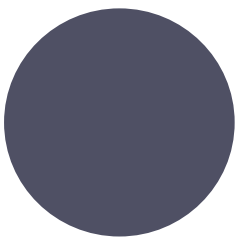
dataJAR - Never 'DataJAR' or 'DataJar'. Even if at start of sentence.

datajar.mobi - All lower case, even if at sentence start.

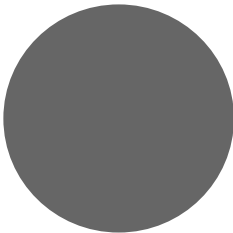
Colour palette. Primary colour system.



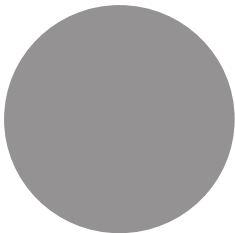
dataJAR Magenta
Colour 222 / 87 / 158
Colour #de579f



Blue-Grey
Colour 79 / 80 / 100
Colour #4F5064



Dark Grey
Colour 102 / 102 / 102
Colour #666666



Light Grey
Colour 148 / 146 / 147
Colour #949293

Questions?
Contact marketing@datajar.co.uk