



JUVO TECHNOLOGIES BRAND GUIDELINES

DO'S AND DO NOT'S OF LOGO USE

USING THE "JUVO TECHNOLOGIES" LOGO

The primary use of the "Juvo Technologies" logo is for co-branding and promoting Juvo Technologies.

MAINTAIN PROPORTIONS

The proportions and spacing of the "Juvo Technologies" logo should never be altered for any reason. Hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.



PRESERVE CLEAR SPACE

To preserve the integrity of the "Juvo Technologies" logo, always maintain a minimum clear space around the logo. This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo.



INCORRECT USE

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the "Juvo Technologies" logo. Don't alter the letters, or alter the proportions, or add any embellishments.



COLOR



PRIMARY COLOR 1	C 49 M 0 Y 97 K 0
PRIMARY COLOR 2	C 52 M 38 Y 36 K 3
WHITE	C 0 M 0 Y 0 K 0
BLACK	C 100 M 100 Y 100 K 100
SECONDARY COLOR	C 64.76 M 34.16 Y 100 K 18.43

THE JUVO TECHNOLOGIES BRAND COLOR

OFFICIAL COLORS

The official primary colors of the Juvo Technologies brand is a green and gray. The logo is not to be used by any variations of these two colors other than the provided swatches.

LOGO USE ON BACKGROUNDS

The official logo may be used in the official green color when necessary, as well as in black and white. The secondary primary color is also acceptable.

SIZE



RESIZING THE LOGO

ACCEPTABLE MAXIMUM SIZE

There is no maximum reproduction size of the logo.

ACCEPTABLE MINIMUM SIZE

The Juvo Technologies logo has been designed to reproduce at a minimum height of 10 mm. On the web the minimum size of the logo is 30 pixels deep.