

The Basic Rules

of Using the Corporate Identity (CI)

The Basic Version

The basic presentation form of the logo consists of the title JABLOTRON that contains the JABLOTRON symbol (letter O) in connection with the supplementary text CREATING ALARMS. The primary full-colour version can only be used on a white or very light background. It is recommended to use the black and white version when printing in black and white. The logo cannot be used without the supplementary text (creating alarms).



Other Versions

If the background on which the logo is placed has a different colour than white or very light, it is possible to use one of the following versions that presume a neutral background (black or grey) or a potential adjustment of the background to the company colours. It is not allowed to use other colours.



Colours

Main, but also the additional colours should be used (including black and white) as follows. All the colours cannot be modified in their intensity (lighter or darker).



PANTONE 116 C, CMYK 0 / 3 0 / 1 0 0 / 0, RGB 2 5 0 / 1 8 7 / 0



PANTONE PROCESS BLUE C, CMYK 100 / 5 / 5 / 0, RGB 0 / 148 / 211



PANTONE 185 C, CMYK 0 / 100 / 80 / 0, RGB 226 / 0 / 50



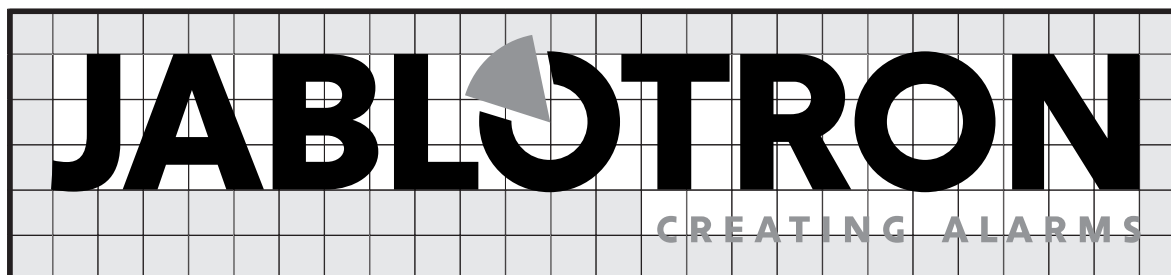
PANTONE 429 C, CMYK 0 / 0 / 0 / 50, RGB 156 / 158 / 159



PANTONE 4544 C, CMYK 0 / 0 / 0 / 70, RGB 112 / 113 / 115

Zone of Protection

The zone determines the minimum permitted distance that must not be disturbed by other elements (text, picture).



Font

Helvetica Neue is defined as the main supplementary font. If Helvetica Neue is not available, it is possible to use the Helvetica font. If none of these two fonts are available, or when electronic form is used for data transfer for more users, it is recommended to use Arial font.

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,“%&()*;*+=@

Helvetica Neue 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,“%&()*;*+=@

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,“%&()*;*+=@

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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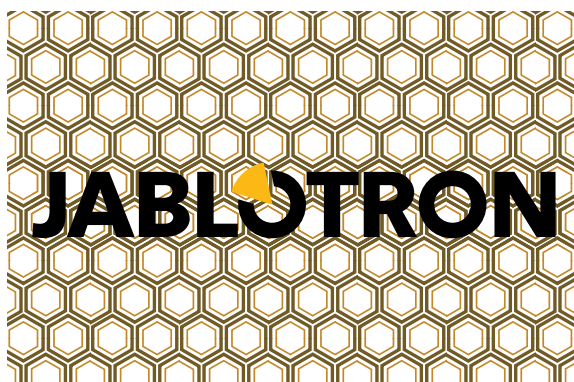
Support

In relation to quality and systematic presentation, it is recommended to use a supplementary element in the form of a bullet generated from the JABLOTRON symbol in addition to the basic specification (use, colours, zone of protection, font). Other colours than those given below are not allowed.



Examples of Incorrectly Used Logos

The following examples demonstrate the wrong use of the logo, which cannot be modified in any way, deformed, drawn over or an inappropriate version placed on a particular background.



Spreading a Uniform CI – Identification

Identification – shop, vehicle

Basic symbol referring to JA (logo with additional text), the basic description of activities (Security systems) and the partner relationship to JA (wholesale representation) in 3 possible types.

Light Identification

A light board executed in the dimensions of 700 x 429 mm. The size of the identification may be adjusted in the case of some objective reasons (e.g. limited space).

Tarpaulin Identification

Tarpaulin identification is another form of support of identification or a version for use in spaces where it is not possible to place a light board (individual sizes according to availability)

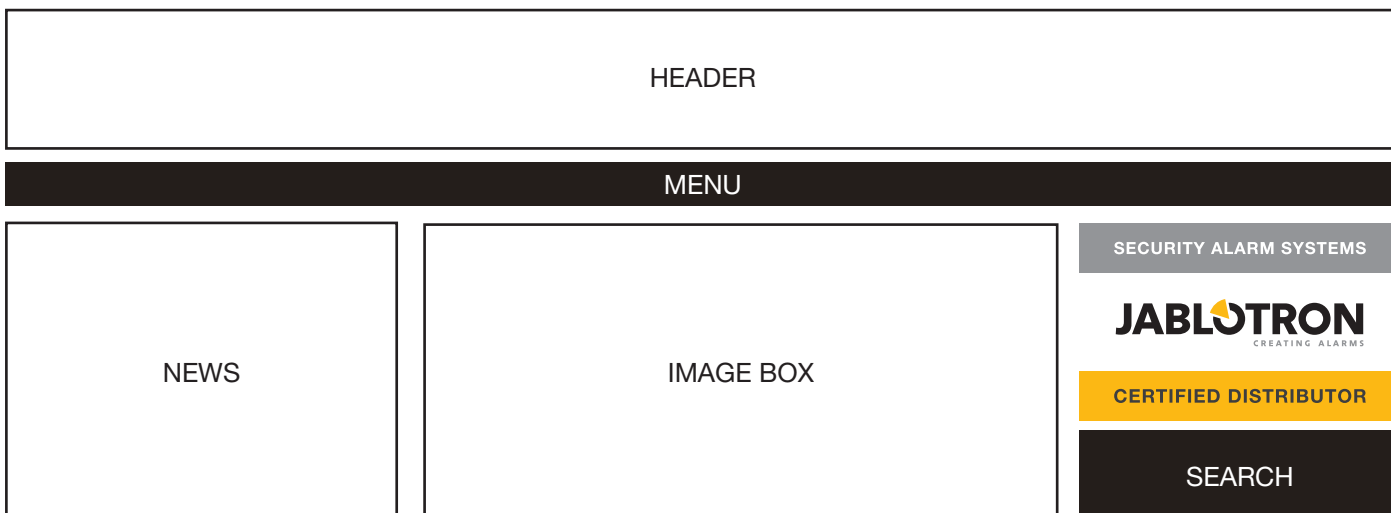
Stick-on Identification

It is possible to use stick-on identification as another form of support or in the case of inconvenience use of the 2 aforementioned cases (individual sizes according to availability)



Identification – WWW

Static banner executed in the recommended minimum size W 200px x H 123px.



The MyJABLOTRON logo

The basic presentation form of the logo consists of the text My in connection with the title JABLOTRON that contains the JABLOTRON symbol (letter O). The primary full-colour version can only be used on a white or very light background. It is recommended to use the black and white version when printing in black and white.



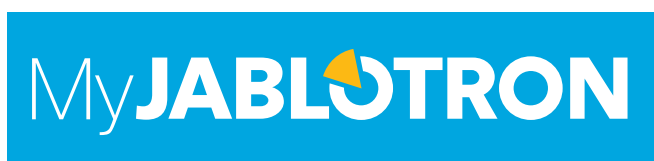
MyJABLOTRON



MyJABLOTRON

Other Versions

If the background on which the logo is placed has a different colour than white or very light, it is possible to use one of the following versions that presume a neutral background (black or grey) or a potential adjustment of the background to the company colours. It is not allowed to use other colours.



Colours

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PANTONE 116 C, CMYK 0 / 30 / 100 / 0, RGB 250 / 187 / 0



PANTONE PROCESS BLUE C, CMYK 100 / 5 / 5 / 0, RGB 0 / 148 / 211



PANTONE 185 C, CMYK 0 / 100 / 80 / 0, RGB 226 / 0 / 50



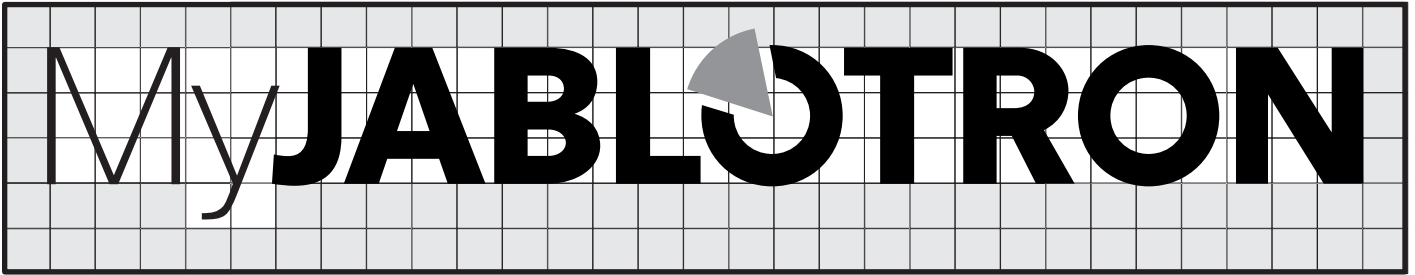
PANTONE 429 C, CMYK 0 / 0 / 0 / 50, RGB 156 / 158 / 159



PANTONE 4544 C, CMYK 0 / 0 / 0 / 70, RGB 112 / 113 / 115

Zone of Protection

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Font

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Helvetica Neue 35 Thin

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1234567890?!, "%&()*;+=@

The MyCOMPANY logo

The basic presentation form of the logo consists of the text My in connection with the title COMPANY. The primary black colour version can only be used on a white or very light background.

My**COMPANY**

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PANTONE 185 C, CMYK 0 / 100 / 80 / 0, RGB 226 / 0 / 50



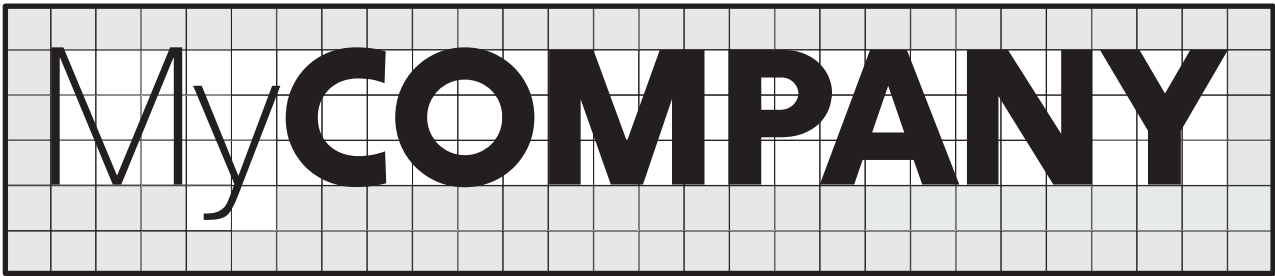
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