

Tagline Usage

7.1

Format A- Preferred



Format B- Acceptable



Competency Signature



Tagline Usage

Taglines should be created and used in the same way every time. The following key principles outlined in the Basics section apply to the creation and use of taglines.

1. Maintain the area of isolation between the tagline and the signature, and beyond the tagline when it is used in conjunction with the signature.
2. The tagline should align with the signature staging area.
3. Corporate Typography should be used. Univers Black Oblique is preferred. Avoid the use of scripted type or type indicative of marketing trends.
4. The tagline should always appear in a corporate color scheme complementing the signature. Johns Manville Gray is preferred.
5. The tagline cap height should never be larger than the cap height in the Competency Brand name. The preferred size is .5 of the M height. The examples shown to the left illustrate these principles.

Print Advertising

7.2

Print Advertising

Print advertising should be created with the same principles in mind as outlined in the Basics and Publications sections of this manual. Shown to the left are some typical examples of print advertisements. Below is a review from the basics on some simple guidelines to follow when creating these print pieces.

1. Maintain the area of isolation.
2. Use the corporate typography.
3. Maintain consistent signature sizing.
4. Incorporate the JM design style.



Video Application

7.3

Video Application

Maximum legibility and contrast are critical to ensure a successful video presentation. Each is suited to a specific situation and offers a wide range of flexibility for production. All options shown here use the Format A signature. Overt distortion and animation of any portion of our signature is not allowed. As in print situations, all basic standards governing signature use are applicable to video application.

Preferred 2-Color:
 Symbol: Johns
 Manville Blue
 Logotype: Johns
 Manville Gray



Preferred 1-Color:
 Symbol: Johns
 Manville Blue
 Logotype: Johns
 Manville Blue



Preferred 2-Color:
 Background: A Light-value color or image
 Symbol: Johns
 Manville Blue
 Logotype: Johns
 Manville Gray



Preferred Reverse:
 Background: Johns
 Manville Blue
 Symbol: White
 Logotype: White



Preferred Reverse:
 Background: Johns
 Manville Gray
 Symbol: White
 Logotype: White



Preferred Reverse:
 Background: A
 Dark-value color
 or image
 Symbol: White
 Logotype: White



The absolute minimum signature size for on-screen displays, without anti-aliasing or pixel smoothing, is 300 pixels wide. Do not display the signature smaller than this size without smoothing. The minimum size with anti-aliasing is 100 pixels wide.



Exhibit Design

7.5

Exhibit Design

1. Use the approved corporate typestyles in flush left, ragged right form. Set all type in upper and lower case letters, not all upper case.
2. Keep copy brief.
3. Align diagrams or service information flush with text blocks. Copy on panel headings should generally reverse from large areas which bleed along top and side margins or from photos.
4. Lighting conditions may vary from facility to facility, but should be considered a key element in the visual effectiveness of the exhibit or display.
5. Floor materials should complement the corporate colors (e.g., a cool gray blend). Hardware materials should be JM Blue, black, or silver.



Promotional Materials

7.6

Promotional Materials

The following design guidelines have been established to help ensure all promotional items consistently communicate a one-company Johns Manville image.

Signature Use.

The preferred signature format for most applications is Format A. Signature Format B is reserved for very limited vertical space applications. Signature Format C is intended for very limited horizontal space applications. Signature size will vary accordingly per item. Use of a positive or reverse signature is acceptable. Use of a competency designation in the signature is optional. Make sure the area of isolation surrounding the signature is not violated.

Typography.

The Univers Condensed and Baskerville families are the fonts approved for use in the promotional design system. Promotional taglines, department and division names that are not product

specific and appear as the only typographic information on an item may be typeset in either Univers Condensed or Baskerville. All weights and styles may be used. Type is set flush left, ragged right and should be positioned to align vertically with the logotype in the signature.

Color.

Signature Color:

Corporate colors: Approved signature colors include: 2-color JM Blue and JM Gray, 1-color JM Blue, black and reverse white.

Metallic colors: For promotional materials only, the signature may appear in one-color gold, silver or bronze.

Relief: For promotional materials only, the signature may appear in relief such as blind emboss or etched in glass.

Tone on tone: For promotional apparel and fabric items only, the signature may appear in one-color tone on tone. For example, the signature may appear embroidered in dark green on a matching dark green sweater, or embroidered black on a black tote bag.

Item color:

Black, blue approximating JM Blue, gray, and white are highly recommended for the item base color as they support the corporate color system (example: blue and white golf umbrella with a reverse white signature applied to the blue field). *Any color except pink may be selected for promotional item base color.*

Tone on tone.

Tone on tone is a stylistic color treatment developed for promotional items. Using tone on tone is recommended when showing a subtle, but noticeable, value change between the applied color and the item color. The applied color is recommended to be 10% darker than the item color, producing a slight tonal difference.

Graphic Style.

Clear Space.

A generous amount of clear space should surround the signature to ensure maximum visibility. The clear zone surrounding the signature is determined by a proportionate measurement of the symbol height. This area must always remain clear of other imagery and surface edges including typography, design and graphic elements, edges and seams. Follow the Area of Isolation Guidelines. *This is only a minimum distance. Generous clear space surrounding the signature is always desirable.*

Programs / Events / Sponsorships.

Program, event, joint sponsorship or joint venture logos may be displayed with the JM signature provided there is significant spatial separation between the identifiers (for example: JM signature on the sleeve of a shirt and program logo on the front pocket).

When close association between the program identifier and JM signature is desired, a separating line must be applied along one side of the area of isolation.

JM entity names such as plant names must be displayed in JM typography (Univers or Baskerville) only and be separated from the signature with a line.



Promotional Materials (Cont.)

7.6a

	Signature	Color	Typography	Other Graphics
<p>Small Items</p> 	<p>Signature Formats A and C are both preferred. Due to limited vertical space, use Format B.</p> <p>Signature Size: Varies</p>	<p>Signature Corporate Colors <i>Blue and Gray</i> <i>Blue</i> <i>Gray</i> <i>Black</i> <i>White</i></p> <p>Gold, Silver, Bronze Etching/Embossing/Relief</p> <p>Item Color: Blue, black, gray, white recommended. Any color is acceptable. Any color except pink.</p>	<p>Univers Family Baskerville Family</p>	<p>Optional</p> 
<p>Large Items</p> 	<p>Signature Formats A and C are both preferred. Due to limited vertical space, use Format B.</p> <p>Signature Size: Varies</p>	<p>Signature Corporate Colors <i>Blue and Gray</i> <i>Blue</i> <i>Gray</i> <i>Black</i> <i>White</i></p> <p>Gold, Silver, Bronze Etching/Embossing/Relief</p> <p>Item Color: Blue, black, gray, white recommended. Any color is acceptable. Any color except pink.</p>	<p>Univers Family Baskerville Family</p>	<p>Optional</p> 
<p>Program Events Sponsorships</p> 	<p>Signature Formats A and C are both preferred. Due to limited vertical space, use Format B.</p> <p>Signature Size: Varies</p>	<p>Signature Corporate Colors <i>Blue and Gray</i> <i>Blue</i> <i>Gray</i> <i>Black</i> <i>White</i></p> <p>Gold, Silver, Bronze Etching/Embossing/Relief Program identifiers any color.</p> <p>Item Color: Blue, black, gray, white recommended. Any color accepted. Any color except pink.</p>	<p>Univers Family Baskerville Family</p>	<p>Optional</p> 

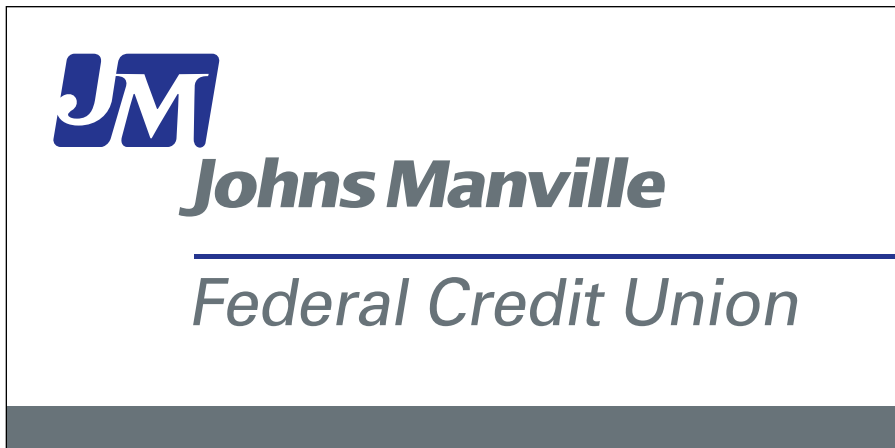
Banners

7.7

Corporate Banner Example



FCU Banner Example



Sponsored Event Banner Example



Banners

Illustrated below are three possible banner solutions. The first example shows the use of the signature in the corporate colors. The process used to produce the banner must provide adequate match to the corporate colors.

The second example illustrates the JM Federal Credit Union banner. The corporate signature is separated from the "Federal Credit Union" type with a line rule.

The third example shows the approved use of the signature on a sponsorship banner. In the example, the signature is reversed out of a dark-value color that provides adequate contrast. Often color selection is limited to non-corporate colors. In these cases a one-color signature should be used. The two-color positive version of the signature is also approved for use provided it is applied to a white or light-value background. The area of isolation should be maintained.