



JONES

BRAND GUIDELINES


PROUD MEMBER OF



FOR THE
PLANET



POW



A strategic visual foundation is the first step toward establishing a strong corporate identity. The next step is the consistent employment of this visual foundation. Taking both of these steps is what ensures that a brand becomes, and remains, easily recognizable and meaningful.

OUR MISSION

Design innovative mountain gear that sets new performance standards and be a leader in manufacturing sustainability, environmental outreach and backcountry education.



Rooted in ADVENTURE
Obsessed with PERFORMANCE
Committed to our PLANET

Snowboarding pioneer Jeremy Jones founded Jones Snowboards with one goal:

To make the ultimate snowboarding gear that balances unmatched performance and durability with industry leading sustainable manufacturing practices.

The clarity and inspiration one absorbs in the mountains is essential to all things Jones. Our products reflect endless winters filled with bell-to-bell resort days, pre-dawn skin tracks, first descents and weeks spent camping out under the stars and summits. We field test, then tweak and refine our mountain born designs working with cutting edge materials and groundbreaking construction techniques. Our quiver includes snowboards, splitboards, bindings, backpacks, poles, mountain safety gear and sustainably sourced apparel. No matter where you roam or how you ride, Jones Snowboards has everything you need for your next adventure.

For more information, visit www.jonessnowboards.com

blog jonessnowboards.com/blog

facebook facebook.com/jonessnowboards

instagram [@jonessnowboards](https://instagram.com/jonessnowboards)

web www.jonessnowboards.com

Above: Rider – Jeremy Jones / Photo – Andrew Miller

Cover: Rider – Jeremy Jones / Photo – Jeff Curley

Left: Riders - Jeremy Jones & Ryland Bell / Photo – Jeremy Jones

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Snowboarding is not my job, it's my life. Jones Snowboards is the natural evolution of my insatiable passion for snowboarding, wilderness exploration and protecting our planet. If you share these same passions, we make gear for you, no matter where you roam or how you ride.

— Jeremy Jones

IDENTITY TOOLKIT

A logo is the embodiment of the brand. Therefore, the logo must be perfectly legible and without obstructions at all times. Please follow the rules specified in this guide.



This is the primary version of the logo. It should be used whenever possible, unless shape or length create an issue.



This version of the logotype should be used sparingly and only when the layout requires it.

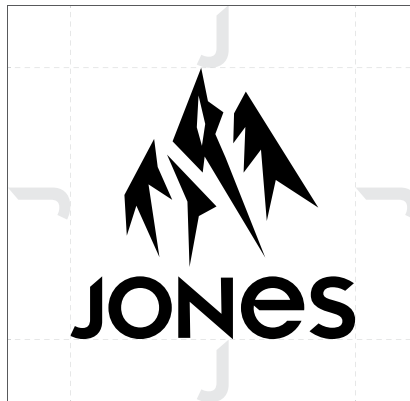
OLD LOGOS

The following logos are no longer in use.



LOGO INTEGRITY

To allow the logo to breathe, we ask that you maintain a minimum area around it. The Jones logo must at all times have the clear space specified below.



MINIMUM SIZE



Please notice that our logos have a minimum size requirement. They should never be used at a size smaller than the ones stated here, otherwise they lose their legibility and impact.

UNACCEPTABLE LOGO USE

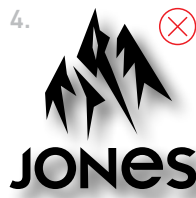
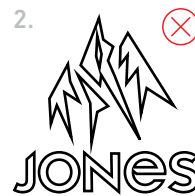


The primary brand mark of Jones is the combination of the icon and logotype. The two elements are applied in a systemic manner to all branding materials, creating Jones' graphic identity. It is important that the logo always be used as a whole piece of art: the icon cannot be used without the wordmark and vice versa.

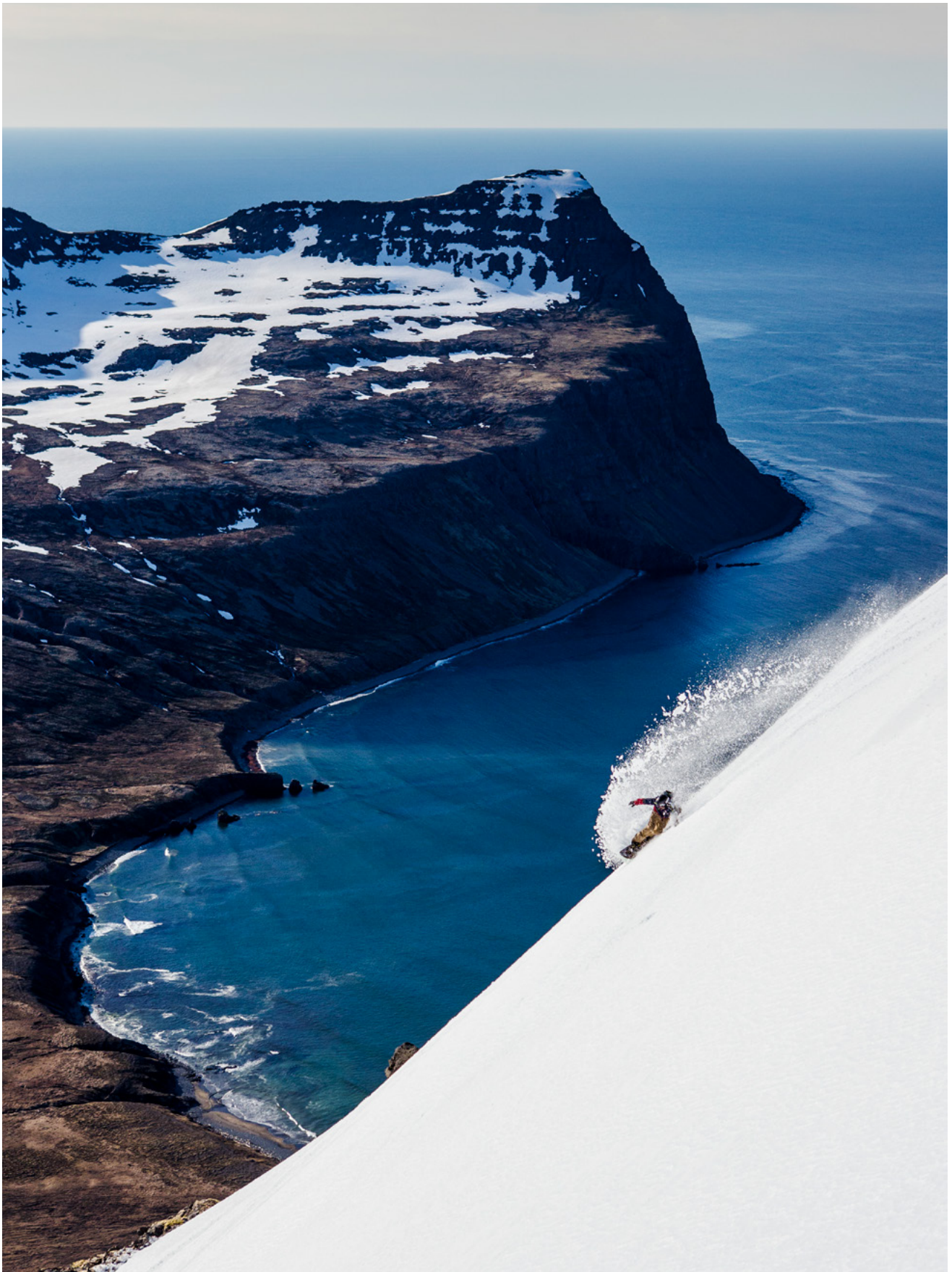
Please do not alter, tweak or take any personal creative freedom that breaks the specific rules set out in this guide. The following are merely a few examples of practices that would violate the logo and ultimately the Jones brand.



In order to keep the Jones brand strong and recognisable, we ask that you keep the logo in its pure form and within the rules specified in this guide book.



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1. Do not add a color stroke to the logo.
 2. Do not outline the logo.
 3. Do not use any unapproved colors or gradients for the logo.
 4. Do not apply any effects to the logotype, including drop shadows, gradients, etc...
 5. Do not at any time tilt the logotype. It should always sit at a 0° angle.
 6. Do not in any way alter the proportions of the icon in relation to the wordmark or vice versa.
 7. Do not stretch or squish the logotype.
 8. Do not distort the logotype in any way.
 9. Do not change the typeface or font style of the Jones wordmark.



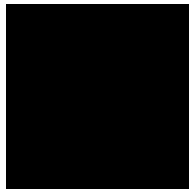
Rider – Jeremy Jones / Photo – Andrew Miller

BRAND COLORS

The Jones brand makes use mostly of black and white. A dark blue is also part of the palette and can be used occasionally.

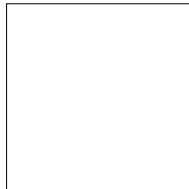
PRIMARY

cmyk 100, 100, 100, 100
rgb 0, 0, 0
hex #000000



The Jones brand uses primarily black and white on most communication supports. The logo should always be used in one of those two colors. Please refer to the background and contrast section for rules on how to use them.

cmyk 0, 0, 0, 0
rgb 255, 255, 255
hex #ffffff



SECONDARY

pantone 540C
cmyk 100, 57, 12, 66
rgb 0, 48, 87
hex #003057



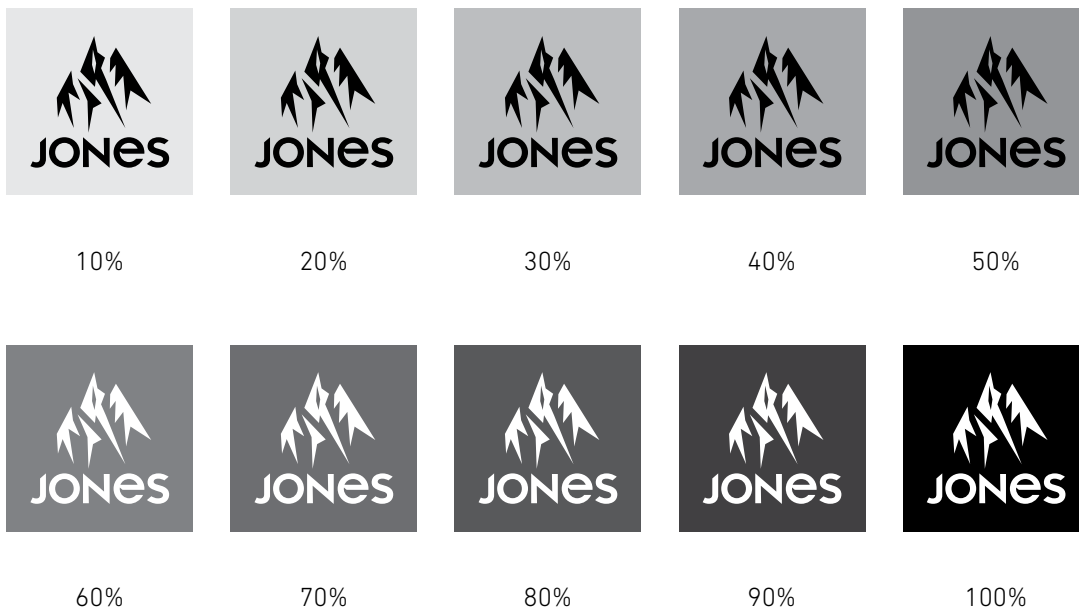
Occasionally, dark blue can be used in a design. It should be used sparingly and only if the project requires additional color

pantone 633C
cmyk 98, 6, 10, 29
rgb 0, 115, 150
hex #007396



BACKGROUND & CONTRAST

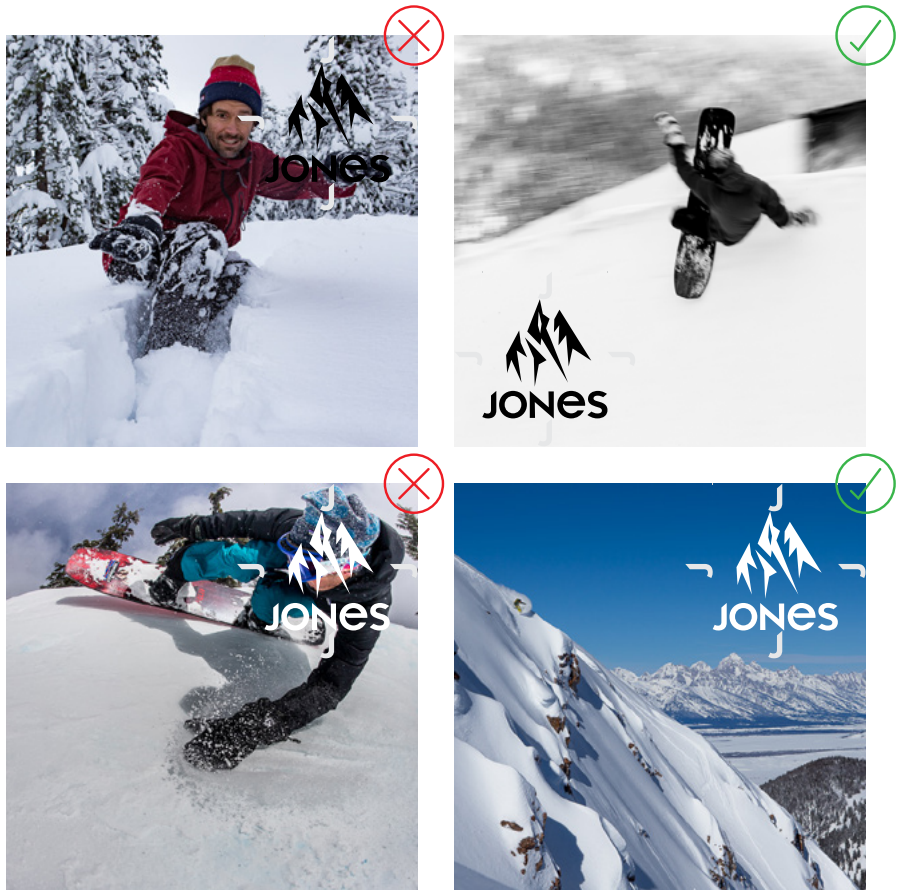
Background colors determine contrast and legibility of the logo and should not be underestimated. Always ensure that the logo has sufficient contrast with the background.



Backgrounds of more than 50% color should use the white logo. Backgrounds of less than 50% color should use the black logo.

PHOTOGRAPHY

If the logo needs to be used on a photograph, please make sure that there is enough breathing space around the logo and that the background provides enough contrast.



If the logo is placed on imagery, please make sure that the area around the logo is clear and that there is enough contrast between the logo and the background and that it does not obstruct the rider.

TYPOGRAPHY SYSTEM

BRANDON GROTESQUE

1. **Bold**
headings, always in all
caps and preferably on
two lines

**INVERIS MAXIMINOSTI
AS ALIQUAM ENI**

-
1. Set to 28pts with 28pts leading

The Jones brand uses two typefaces. The first, Brandon Grotesque, is used only for headings. The second typeface is Din Next, used in a variety of weights and styles.

DIN NEXT

1. Medium
highlighted text,
introduction
paragraphs

Vitibus, ut volessinum corepra por moditatquam si conseculpa
comniam dolecae vollenti atat. Adit vel ipicia volenihil ipsumet
laccabor alit, omnimus quo odis ipsus, sam, erae pratem fugia
corehenihil et lam essequiatia Em. Et es dit pe miligentur aut.

2. *Light italic*
captions, quotes

*Ate ipid quia consequi odicillut harum adio estint earumqui dolupti
occus rerunti doluptatis maximusandit ut peditius sed eum et lit
voluptaqui autas sit eos ut aut lacea aut volorporem vellacc ulluptatem
essim ut ut qui sequam, nulpa nonsenet hicabo. Tempus.*

3. Light
primary body copy typeface

Minte voluptatem la dit, es derunt od quas re rent millabo. Et la sed eatur, quatem
fuga. Cus ute dolorestiae nat quam, nobis doluptati ommolor porersperum
ute expliquam ulpa veliamusam asperoria saperiatate serro maximin iscitat.
Lorrormquo ipidist harchic illoribus plit, sintis eatus eiumqui beatem earum.

-
1. Set to 12pts with a 14pts leading
2. Set to 12pts with a 14pts leading
3. Set to 10pts with a 14pts leading



CONTACT

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Password: media

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Photo - Andrew Miller