Brand Guidelines

JSM
Airport Services

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Brand Construction

About Us

JSM Airport Services strives to be the backbone of airports, offering seamless operations maintenance for baggage handling and boarding bridges. Dedicated to boosting efficiency and reliability, we are your trusted partners in success.

Discover guidelines for consistent communication across our corporate and marketing channels. Our brand isn't just a logo—it embodies our values and mission. Thanks for your support in "Keeping Airports Moving."

Mike Conner

President — Operations / Maintenance

Mission & Values

Our Vision: To be the most trusted and respected aviation services team. To whom highly coveted clients, highly skilled employees and highly ethical partners all gravitate.

Mission Statement: Continually elevating our delivery of technical support to our airport clients; providing their travellers with a safe and stress-free experience every day.

Our company's values are based on

- Winning As a Team
- Safety As a Habit
- Taking Pride In the Work We Perform
- Continuously Training
- Always Keeping Our Clients Interests In Mind

Logo Design

The JSM logo reflects a clean, powerful image symbolizing experience, innovation, and forward thinking. Incorporating both real-world and abstract elements, it conveys motion and the future of BHS technologies and maintenance.

With a navy blue color, the logo represents integrity, dependability, and commitment, aligning with the business environment. The brand book's Horizontal Logo section provides guidelines for the logo's use and presentation in a horizontal format.

Logo Mark

Logotype

Color Logo

Standard Corporate Logo

The preferred standard corporate logo is composed of the primary CMYK navy blue. It should be applied to white or light backgrounds that offer sufficient contrast to make the logo legible.

White on solid background Logo

A solid white logo is provided to allow flexibility when creating projects with limited color palettes. The white-only logo should be used on navy, black or contrasting backgrounds that would normally interfere with the impact of the standard corporate logo.

Positioning Principles

The preferred typeface for the positioning statement is Roboto (Light). If this typeface is not available, Arial Regular is a suitable substitute. Four color options available for the tagline are white, black, JSM logo navy blue or JSM Accent blue. The same colors can be used for "Keeping Airports Moving". Our slogan is trademarked and should have the symbol once.

Logo Misuse

Improper logo usage detracts from the company image, and under no circumstance should the logo be changed or embellished. If the JSM logo is needed, please use the logos provided in JSM Intranet Marketing Folder.

- ➤ Never attempt to create your own JSM logo
- ➤ Never reproduce logo in non-approved color
- ➤ Never stretch or alter the logo's proportions
- ➤ Never combine the logo with any other logo
- ➤ Never use the logo as part of a sentence or phase
- ➤ Never use the old JSM Associates logo
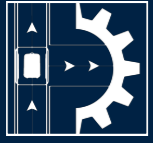
Graphic Elements

Color Palette

The JSM primary color palette has been developed to provide a consistent use of identity to create a strong, recognized look for JSM communications.

Desktop Printing

For desktop printing, press and digitally printed material, use the CMYK build. RGB colors may also be suitable for low-resolution printing.

On-Screen Applications

For on-screen use, PowerPoint, video production, etc., use the RGB build.

Web Applications

Warning: Colors for the web are seldom the same as the RGB because of browsers and platforms.

CMYK: (100, 65, 0, 60)
RBG: (0, 34, 68)
Pantone: 289 C
#002244
College Navy

CMYK: (57, 0, 84, 0)
RBG: (105, 190, 40)
Pantone: 368 C
#69BE28
Action Green

CMYK: (0, 0, 0, 8)
RBG: (235, 235, 235)
Pantone: Cool Gray 1 C
#EBEBEB
White Smoke

CMYK: (100, 80, 0, 4)
RBG: (29, 66, 137)
Pantone: 7687 C
#1D4289
Midnight Blue

Primary Typography

With a combination of mechanical structure and simple shapes, it strikes a balance between a friendly, approachable aesthetic and a distinctive geometric framework. The font allows logos to maintain a natural width, for authenticity and readability. Its versatility makes it a top choice for logo design, ensuring a visually appealing and memorable brand identity.

Roboto Light

Roboto Medium

Roboto Bold

Roboto

AaBbCcDd

AaBbCcDd

AaBbCcDd

Secondary Typography

Source Sans Pro is a typeface meticulously crafted for enhanced legibility in UI design. Featuring a diverse range of weights, it ensures easy readability at all sizes, making it perfect for clear headers and highly-readable body text.

Source Sans Pro Regular

Source Sans Pro SemiBold

Source Sans Pro Bold

Source Sans Pro

AaBbCcDd

AaBbCcDd

AaBbCcDd

Web Typography

Aa

PRIMARY TYPEFACE

Outfit

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

SECONDARY TYPEFACE

Manrope

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Photography

JSM Airport Services places emphasis on authentic imagery, opting for real-life photos capturing employees in action, working, and smiling.

These photographs intentionally highlight the faces, hands, and machinery involved in our operations, providing a visual narrative that mirrors the dynamic and engaging nature of our services. This commitment to genuine and lively visuals ensures that our brand is not only recognized but also resonates with the vibrant spirit of our team and operations.

Graphic Element

For our graphic elements on social media platforms like LinkedIn announcements, we consistently feature our signature chevron graphic to maintain brand identity. Alongside our logo, JSM has introduced a visually distinctive element aligning with our core value proposition of "Keeping Airports Moving" – a cog connected to the baggage conveyor line.

This element symbolizes JSM's dedication to delivering superior technical service and expertise in airport baggage handling system (BHS) design and maintenance. It can be incorporated across various JSM materials, including corporate stationery, tradeshow graphics, brochures, case studies, presentations, and advertising.

Standard Icons

Standard icons in PowerPoint, decks, documents, etc.

At JSM Airport Services, our solid icons, mainly in College Navy and Action Green, create a cohesive and distinct look. This intentional choice boosts brand recognition across different uses and environments.
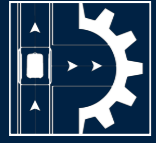
Web Icons

The web icon section details the usage of symbols and icons representing our website brand.

JSM Airport Services employs solid icons, predominantly in College Navy color and Action Green. This deliberate choice ensures a cohesive and distinct visual identity, reinforcing our brand recognition in various applications and settings.

Usage & Merch

3
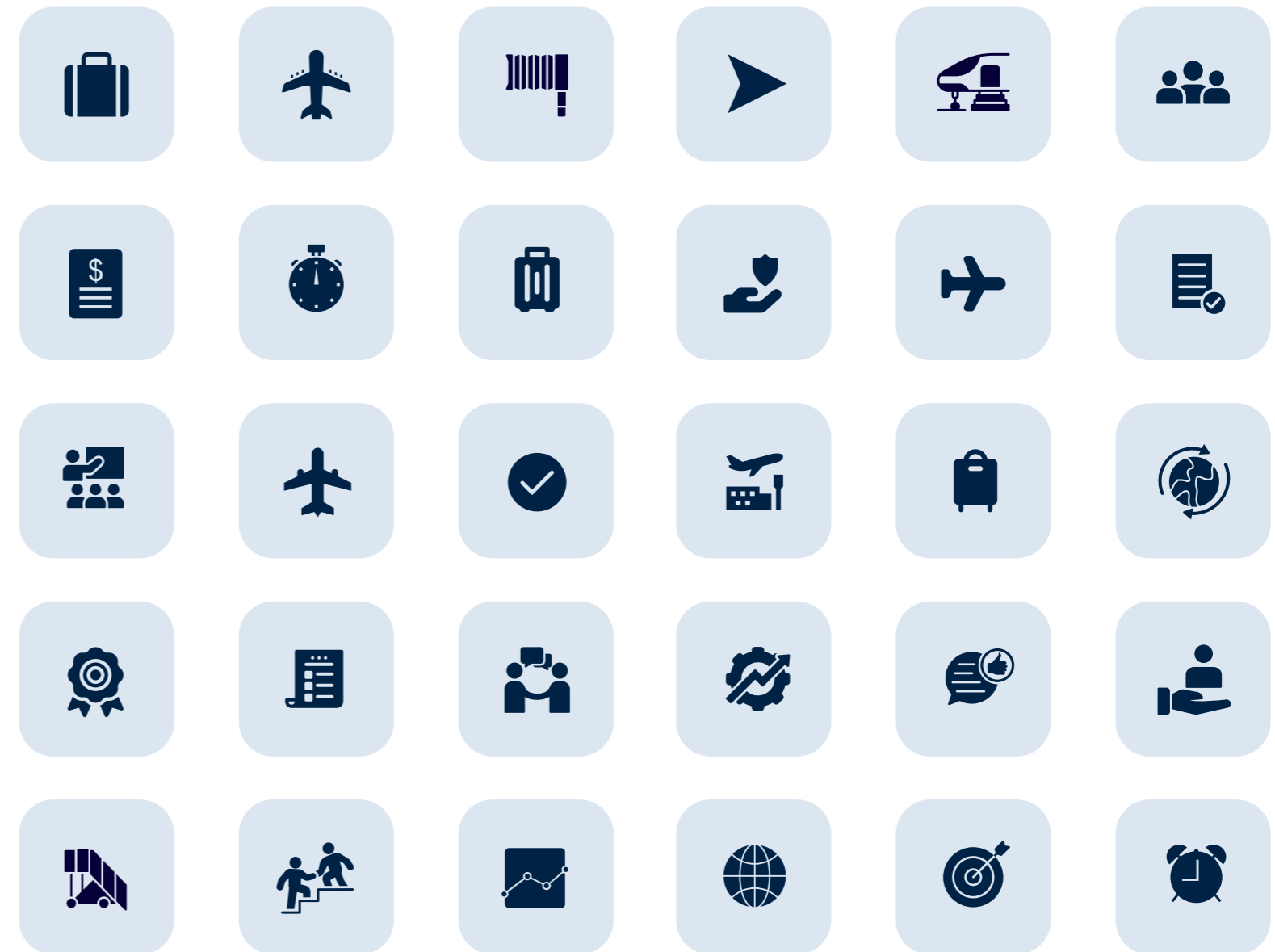
Business Cards

Discover crucial details about incorporating key design elements into our business cards. This includes using Outfit and Manrope as the main fonts, along with added design elements like the chevron, ensuring consistency with our brand.

Additionally, we've integrated a QR code for convenient website access. These guidelines aim to not only create business cards that represent our brand cohesively but also to make a lasting and positive impression on recipients, strengthening our overall brand identity.

Stationery Items

Our stationery items reflect the essence of JSM Airport Services with professionalism and simplicity. Envelopes present a professional and inviting feel, showcasing the JSM logo in College Navy. Letterheads maintain a simple design, featuring our logo for a cohesive header and baggage graphic in footer. Folders embody sleekness, branded with our logo's color scheme. Brochures are engaging and informative, incorporating real-life images and impactful messaging, creating a unified and compelling representation of our brand across various materials.

Email Signature

For a strong corporate image, all email messages should identify the sender in a standard and clear manner. Email signatures are in Roboto font and black text except for name which is navy blue. To maintain a professional look and to minimize file size, DO NOT add any additional graphics, logos, slogans, messages to your email signature.

Name
Color: #1D4289
Size: 18
Bold

Job Title & Details
Color: #000000
Size: 12
Regular

Russ Niday
Vice President - Maintenance Operations
Office: 352.383.2600
Cell: 817.522.6128
www.jsmairportservices.com

JSM Airport Services
Keeping Airports *Moving*

PowerPoint

JSM Powerpoint presentations should be created using only JSM-approved powerpoint templates.

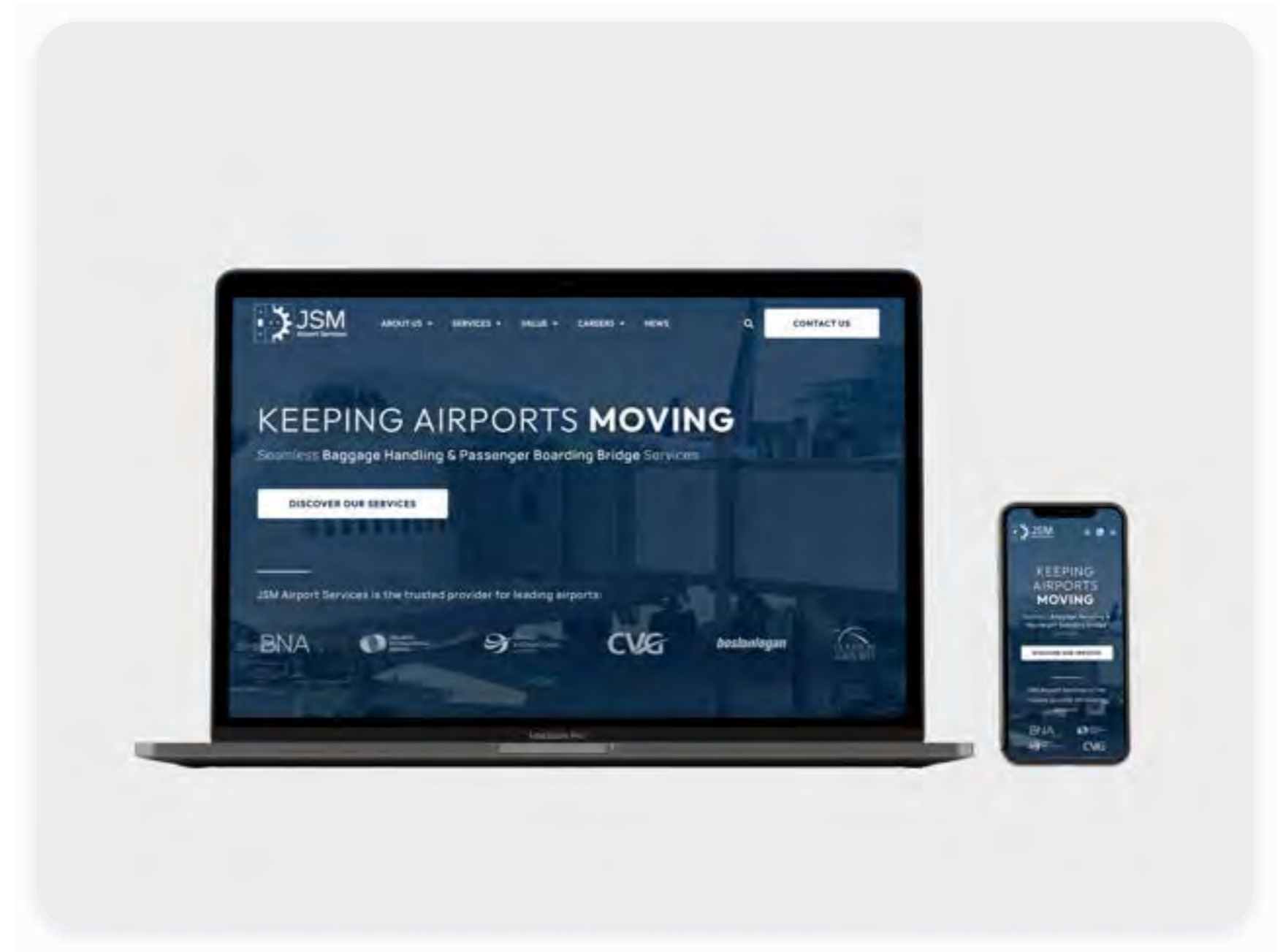These templates are available from JSM Sales and Marketing found on our intranet .

The JSM powerpoint template includes options for a title slide and an interior slide layout Example sales presentation template.

PRESENTATION TITLE
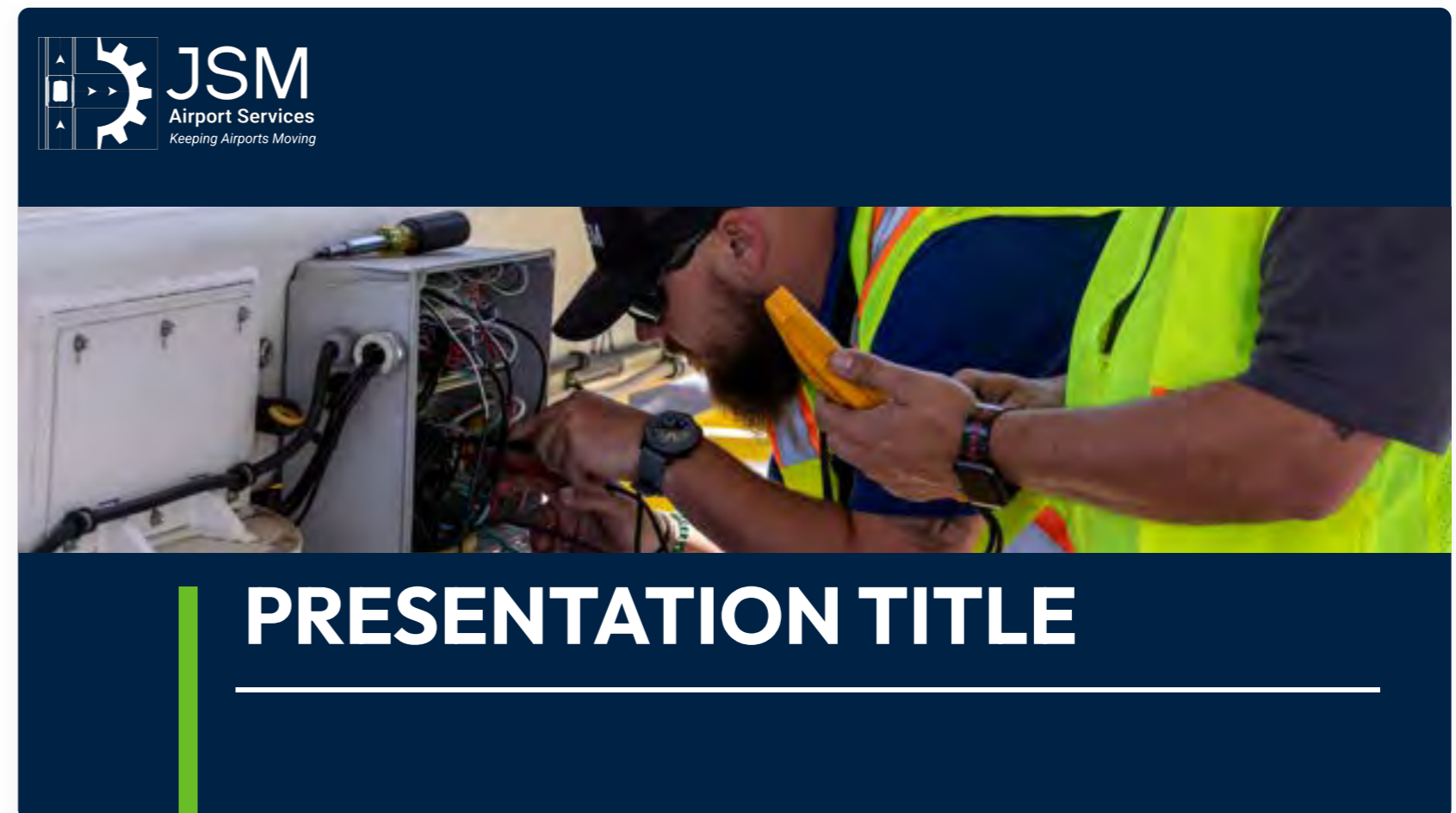
Website

As one of the key visual identifiers, the website is an extremely important extension of the brand. The website reflects current color and imagery for consistent branding, as well as simple and logical navigation.

Text will be optimized to help with search engine functions and Google listing. Copy should be easy to read and to the point.

Merchandise

JSM branding extends into the everyday working environment, it is necessary to promote our brand via consistent, easily recognizable attire that communicates our brand and embodies our corporate look at feel.

Guidelines for Ordering JSM Apparel

1) The JSM logo should always appear in the upper left chest area on the front of the shirt. The size of the logo should not exceed 3.5 inches in width

2) When ordering apparel with a blue logo be sure to indicate that the embroidery color should match Pantone: 289 C

3) On dark shirts logo should be white

4) The same placement applies to long sleeve shirts; if a pocket is on the shirt, the logo should appear above. If desired can applied to sleeve.

Polo Shirts

Front   Back (Optional)

Front   Back (Optional)

Apparel

Our logo is thoughtfully positioned on the upper left chest, offering a professional touch for your on-the-go services or business meetings.

Service Apparel

JSM Airport Services uniforms should follow the same guidelines as other JSM apparel.

In general, all service apparel shirts, jackets and vests should have the JSM logo embroidered or silk-screened in the upper left chest area. The logo may also be applied to the back of these items as shown in the examples on this page.

Safety Vests

Front

Back

Front

Cold Weather Jackets

Back
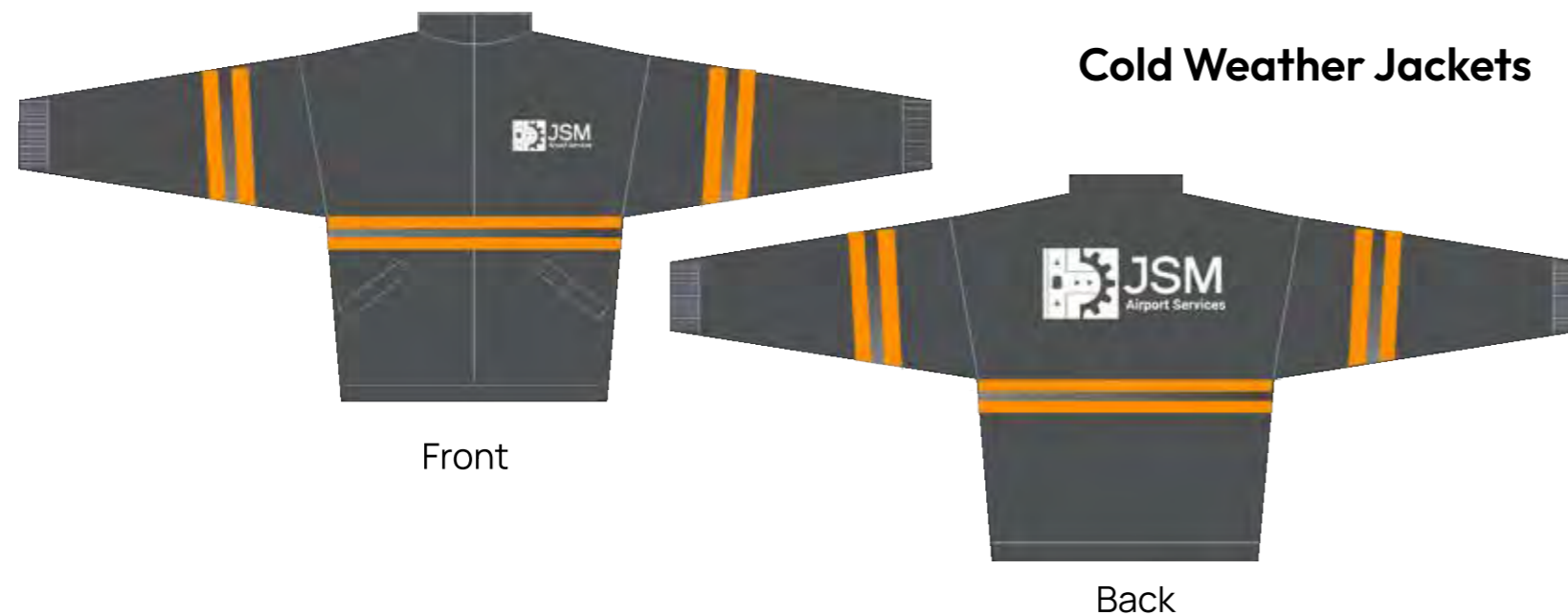
Service Apparel

In certain cases where visibility and safety are a concern it may be necessary to add reflective material and orange stripes. This is demonstrated on the safety vest illustration.

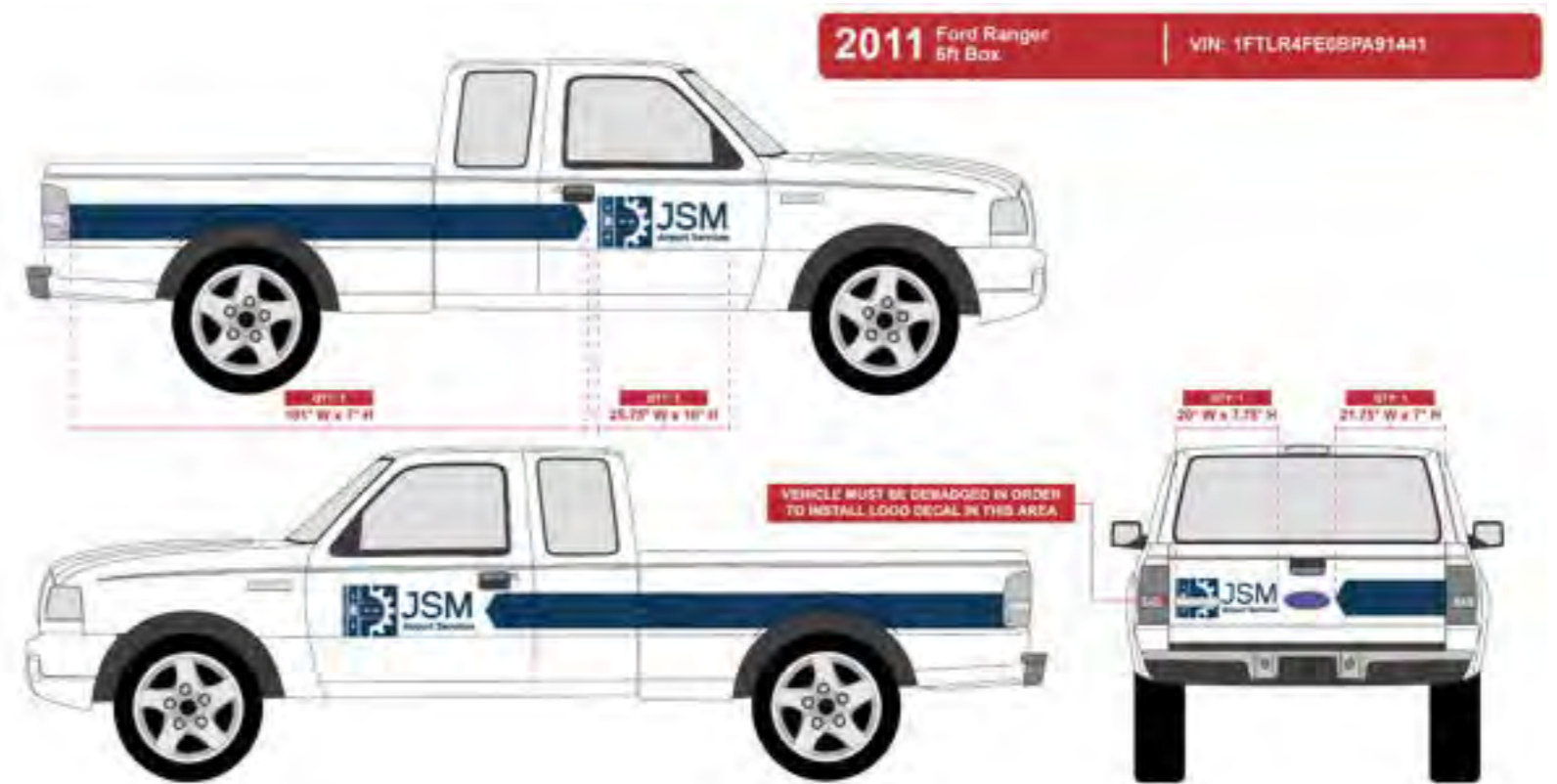**Service Shirts**

Toolboxes

Hats

Front

Back

Vehicles - Ford F-150

Vehicles are identified with a decal of a standardized size, which is placed in the middle of the door, driver and passenger. The decal is in full color with our brand identified, including web address. When applied to door, white finish of the vehicle should show through. Ford F-150

Vehicles – Burden Carrier

Vehicles are identified with a decal of a standardized size, which is placed in the middle of the door, driver and passenger. The decal is in full color with our brand identified, including web address. When applied to door, white finish of the vehicle should show through.


QTY: 2
12.75" W x 5" H

QTY: 2
24.5" W x 3.75" H
REFLECTIVE PRINTED VINYL

Environmental Graphics

For external doors, signage encompasses all signs crafted by JSM Airport Services situated on or near hangars or structures, including signs along pathways guiding visitors to the JSM offices.

The aim is to make external signage highly noticeable, ensuring it is sizable and prominent enough to be easily seen by visitors, airport tenants, and authorities.
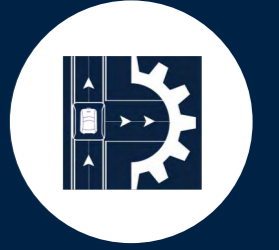
Thank you

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