JMT Visual Style Guide

Your guide to governing our visual brand.

Meet the JMT brand.

How will you stand out?

Our Goal

To create and maintain a strong, consistent, lasting feeling with our clients so they remember us and consciously choose and recommend JMT.

Message from the President

Are you ready to do your part?

The JMT Visual Style Guide is here to help you implement our corporate identity. It is important that we present a consistent image in all of our internal and external communications, in conjunction with the QMS and JMT Brand Constitution.

Much effort has gone into developing a workable system that will have a positive effect on people's perceptions. Within this publication, we have developed standards for using the JMT logo, colors, typefaces, and layouts. These four elements of our visual identity are part of the JMT brand. By keeping these consistent in all of our communications, we can solidify the JMT brand and appear as "One JMT" to our clients.

Your support and cooperation are essential if we are to succeed in presenting a strong and consistent identity in all our communications.

Jack Moeller, PE
President
Johnson, Mirmiran & Thompson

Table of Contents

3.2 Supplemental Color Palette

3.3 Sub-Brand Colors

Don't be afraid to expand your palette.

The supplemental colors are complementary to our primary colors and expand our JMT color palette. The colors listed below convey a sense of vibrancy and innovation and help make a modern impression to our clients. These supplemental colors should be used sparingly at less than 10 percent of the entire palette. For example, the bright green color shown below (pantone 7488 C) is used moderately throughout this document to denote sections and subheadings, along with shapes and boxes.
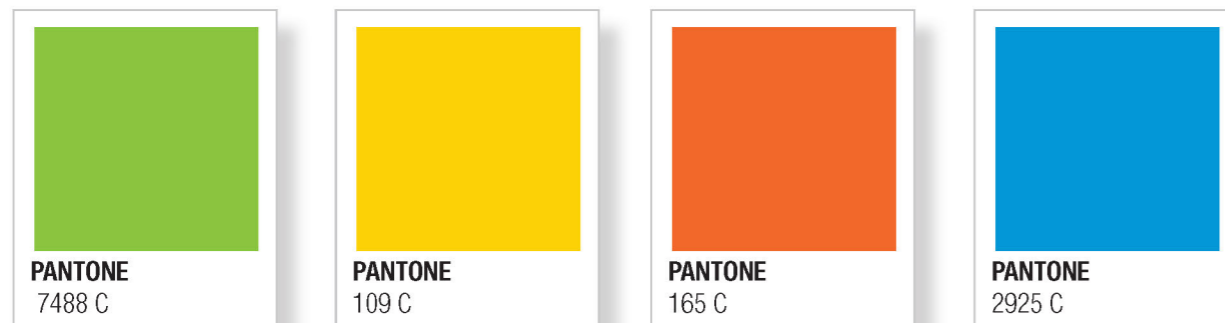
PANTONE
7488 C

PANTONE
109 C

PANTONE
165 C

PANTONE
2925 C

CMYK VALUES
51, 0, 100, 0

CMYK VALUES
1, 16, 100, 0

CMYK VALUES
0, 74, 95, 0

CMYK VALUES
85, 24, 0, 0

RGB VALUES
138, 198, 64

RGB VALUES
254, 209, 3

RGB VALUES
255, 103, 29

RGB VALUES
0, 150, 214

WEB VALUE
8ac640

WEB VALUE
fed103

WEB VALUE
ff671d

WEB VALUE
0096d6

JMT Technology Group Colors

PRIMARY COLORS

SECONDARY COLORS

CMYK VALUES
51, 0, 100, 0

CMYK VALUES
100, 49, 0, 70

CMYK VALUES
74, 24, 76, 7

CMYK VALUES
97, 75, 50, 62

CMYK VALUES
100, 38, 52, 16

RGB VALUES
138, 198, 64

RGB VALUES
0, 43, 85

RGB VALUES
82, 143, 96

RGB VALUES
10, 64, 96

RGB VALUES
0, 107, 113

JMT | Architecture Colors

PRIMARY COLORS

CMYK VALUES
100, 49, 0, 70

CMYK VALUES
0, 74, 95, 0

RGB VALUES
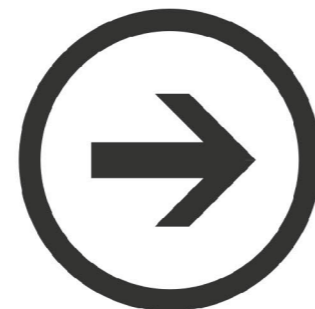0, 43, 85

RGB VALUES
255, 103, 29

Let us show you the way.

The use of JMT colors helps create a repeated visual impression that our clients will associate with our company.

It is important that we use our colors effectively to maintain professionalism and keep in line with current trends.

When generating an original document, please keep in mind:

- Only JMT colors should be used for regular documents unless specified by the client or joint venture team.
- Within JMT deliverables, one supplemental color plus the JMT blue, dark gray, and light gray (at most) should be used throughout the document.
- This supplemental color should be chosen carefully and used in less than 10 percent of the document.
- Within graphs and charts, you may need to add more than one supplemental color. This is acceptable, but keep the additional color to a minimum.
- Color text should be used only in headers or as call-out text that is not in a color box.
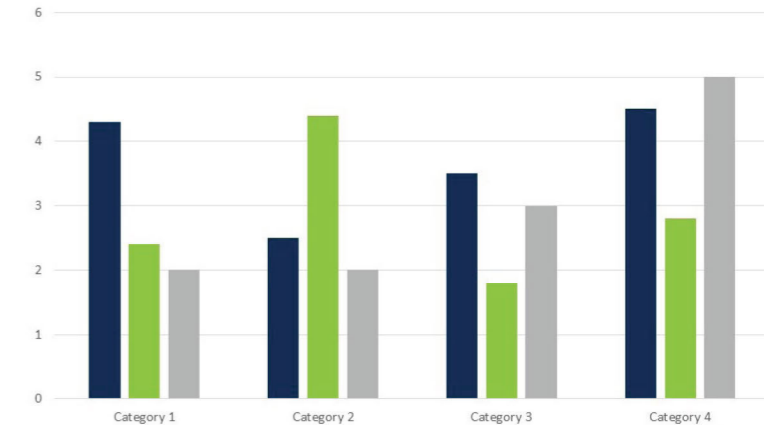- Call-out boxes should be filled with a tint of a JMT color to ensure the text is legible.
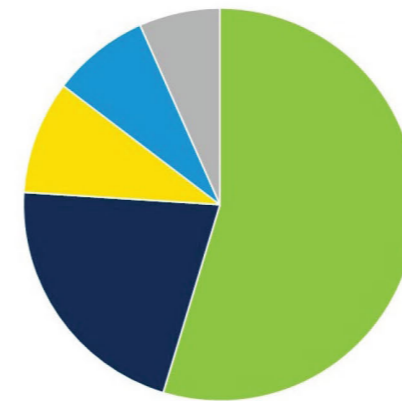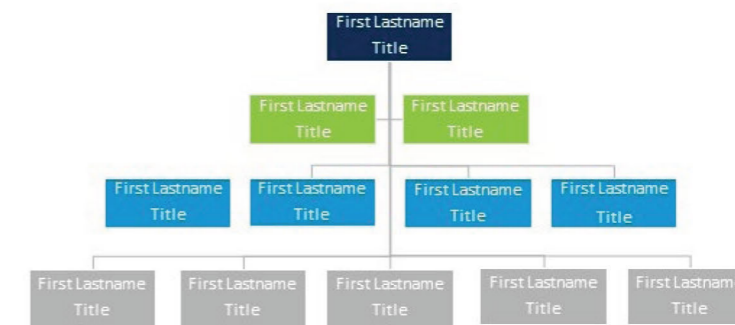
Example A: This chart shows three supplemental colors plus the JMT blue and light gray.

Example B: This graph shows one supplemental color plus the JMT blue and light gray.

Example C: This chart shows two supplemental colors plus the JMT blue and light gray.

ADVICE

For advice on the use of our brand, please contact creativeservices@jmt.com.

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