



# JIGSAW24

Our brand

Updated October 2018

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## Our brand

You may have noticed our brand going through some subtle changes recently.

We want all our customers to recognise our brand wherever they encounter it. With that in mind, we've been making some adjustments to our look and the way we construct our message to make sure we're being consistent across every area audience. We want customers to get the best possible experience and engagement with our business, whether that's on a webpage, an email, a tweet or a letter.



The logo

JIGSAW24

## Logo size

The recommended logo size is 20mm in width for print, or 20px for web. There's no maximum size for the logo providing that vector artwork has been used.

JIGSAW24

20mm/120px

## Logo isolation area

Ensure visibility and avoid crowding around the branding.

The minimum area of space around the logo should be 0.5x the size of the logo height.

E.g. logo height = 20mm, isolation area = 10mm (on all sides).

This area is a minimum, and more should be used whenever possible.



### Logo colour

There is a logo for every occasion. Depending on the environment, one of the following variants can be used where appropriate.

Vector versions of the logo can be accessed at [www.Jigsaw24.com/press-centre](http://www.Jigsaw24.com/press-centre)

JIGSAW24

JIGSAW24

JIGSAW24

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### Logo misuse

The logo should remain as it is supplied. It should not be redrawn or modified in any way. Even in the most desperate situations, it's not acceptable to:

Stretch or distort the logo.

Customise the logo colour.

Remove elements of the logo.

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*JIGSAW24*

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### Alternative stackable logo

Horizontal not working out for you? On these rare occasions, we have the decorative version of the logo. This should be used sparingly and only by getting prior permission.

There are two variations: one where the 'J' and the 'S' are aligned, and one where the 'I' and the 'S' are aligned. In both cases, the height between the letters is the same as the height of the bar in the 'G'.



### Stackable logo misuse

The logo should remain as it is supplied. It should not be redrawn or modified in any way. Even in the most desperate situations, it's not acceptable to:

Arrange on more than three lines.



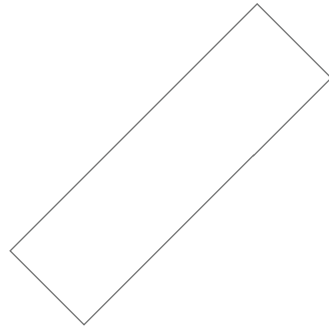
Arrange in a way that makes it hard to read.



## Colour

White is the dominant base colour. Black provides a constant high contrast. Our trademark orange should be used as an accent. Light grey can be used in situations where another shade is needed.

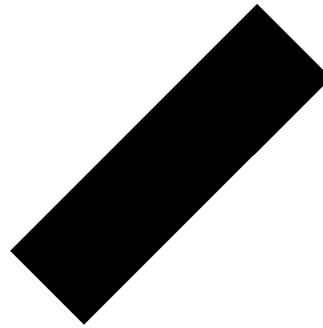
Text should be 100% black or 100% orange for headers.



C0 M0 Y0 K0

R255 G255 B255

#ffffff



C0 M0 Y0 K100

R0 G0 B0

#000000

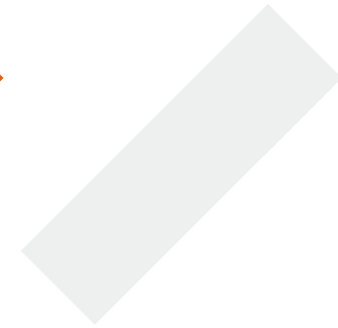


C0 M74 Y100 K0

R232 G93 B11

#eb5d0b

PANTONE 7579 CP



C8 M5 Y6 K0

R238 G238 B238

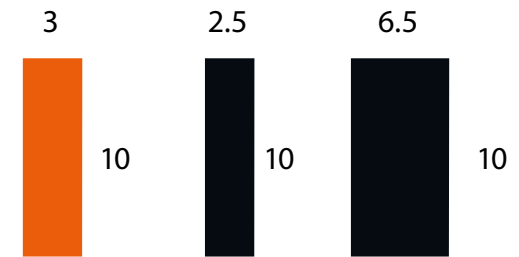
#eeeeee



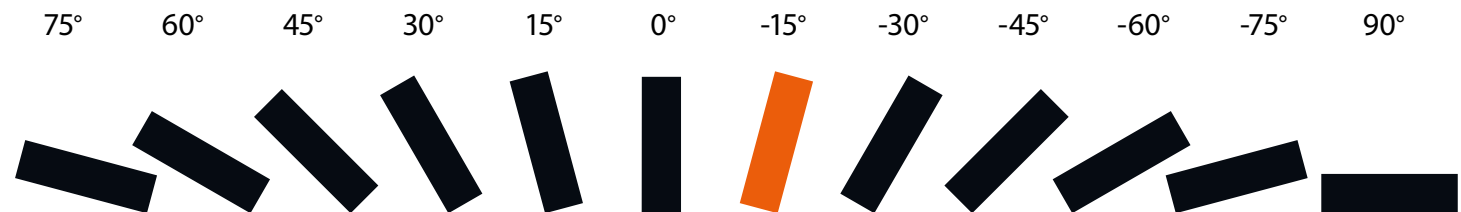
## Sprinkles

Our sprinkles are a design element that help tie in all our branding across our different sectors. A few things to bear in mind...

- The size of the rectangles can change, but the proportions of the rectangle must stay the same on any one design, e.g. no thin rectangles next to thick rectangles.
- The ideal proportions are 10:3 but if it is holding back the design this can be changed. The minimum and maximum extreme ratios are 10:2.5 and 10:6.5.
- Sprinkles can only be rotated in increments of 15°.
- They should be spaced out as best as possible, so no two similar angles next to each other.
- Some can overlap, but never at a difference of 90°.
- Orange should be a highlight and so should not be on the majority of the sprinkles. Light grey and also white can be used on dark backgrounds.



The ideal and minimum/maximum ratios



Don't have sprinkles crossing at 90°.

Don't rotate at random angles.

Don't have orange as the majority colour



## Fonts

We use Proxima Nova throughout our marketing. The range of available weights and styles allow for variety in typographic treatment. Italics are only used for quotes and text should never be underlined.

We also use Verdana when we need to create templates or files which are going to be used more broadly by anyone outside the business.

**Proxima Nova Black**

**Proxima Nova Extrabold**

**Proxima Nova Bold**

**Proxima Nova Semibold**

Proxima Nova Regular

Proxima Nova Light

Proxima Nova Thin

***Proxima Nova Black Italic***

***Proxima Nova Extrabold Italic***

***Proxima Nova Bold Italic***

***Proxima Nova Semibold Italic***

*Proxima Nova Italic*

*Proxima Nova Light Italic*

*Proxima Nova Thin Italic*

**Verdana Bold**

Verdana Regular

***Verdana Bold Italic***

*Verdana Regular Italic*

## Paragraph styles

Paragraph styles are used to keep consistency throughout our print documents. These are pre-set in the specific InDesign templates.

Font styling – colour, weight, italics etc – should not be changed, but parameters such as font size, tracking and kerning, and spacing in between paragraphs are not restricted. This ensures the design looks as great as it can.

### A few things to consider:

When using multiple weights of Proxima Nova in a design, it is best to avoid two weights that are too similar. This can be achieved by using type at least one full weight above or below the other. For example, regular body copy would require a bold or black heading – semibold would not contrast sufficiently with regular.

Optical kerning setting - Use optical character spacing on all text. This will generally even out characters and give a much more pleasing and readable look to text.

Widows and orphans - Try to avoid these by either manually adjusting lines or using InDesign's 'balance ragged lines' feature.

# This is a Main Header

## This is a Main Subheader

**This is an Introduction. Rorectate vel incimi, solo ipsam, quatureped mi, et dolorem quae as aut eiuntesti nonsed mintis quunt omnisitati consero viduciist, tectur restrum di ut eum ditinti onsendantur?**

This is some Body text. Pel magnam et veles et, ut qui cuptass umquide nihitatum vid estium idel inctint, quia net ipsaperatis cor aliqui rempos alia voluptasi ad ut.

### This is a Subheader

This is some Body text. Sed elic tentoresequi unt et eum fuga. Itat dolum fugit paruptatem volorum secupti ipici sit et laccum esenisque non cupit fuga. Ita ipsanti dollabo rporet atquiam haribus tiassunt quam vende pa illorectur mil et alitetur sunt aboribus mil et.

*“This is a Quote”*

**This is the name of the person who said the Quote.**

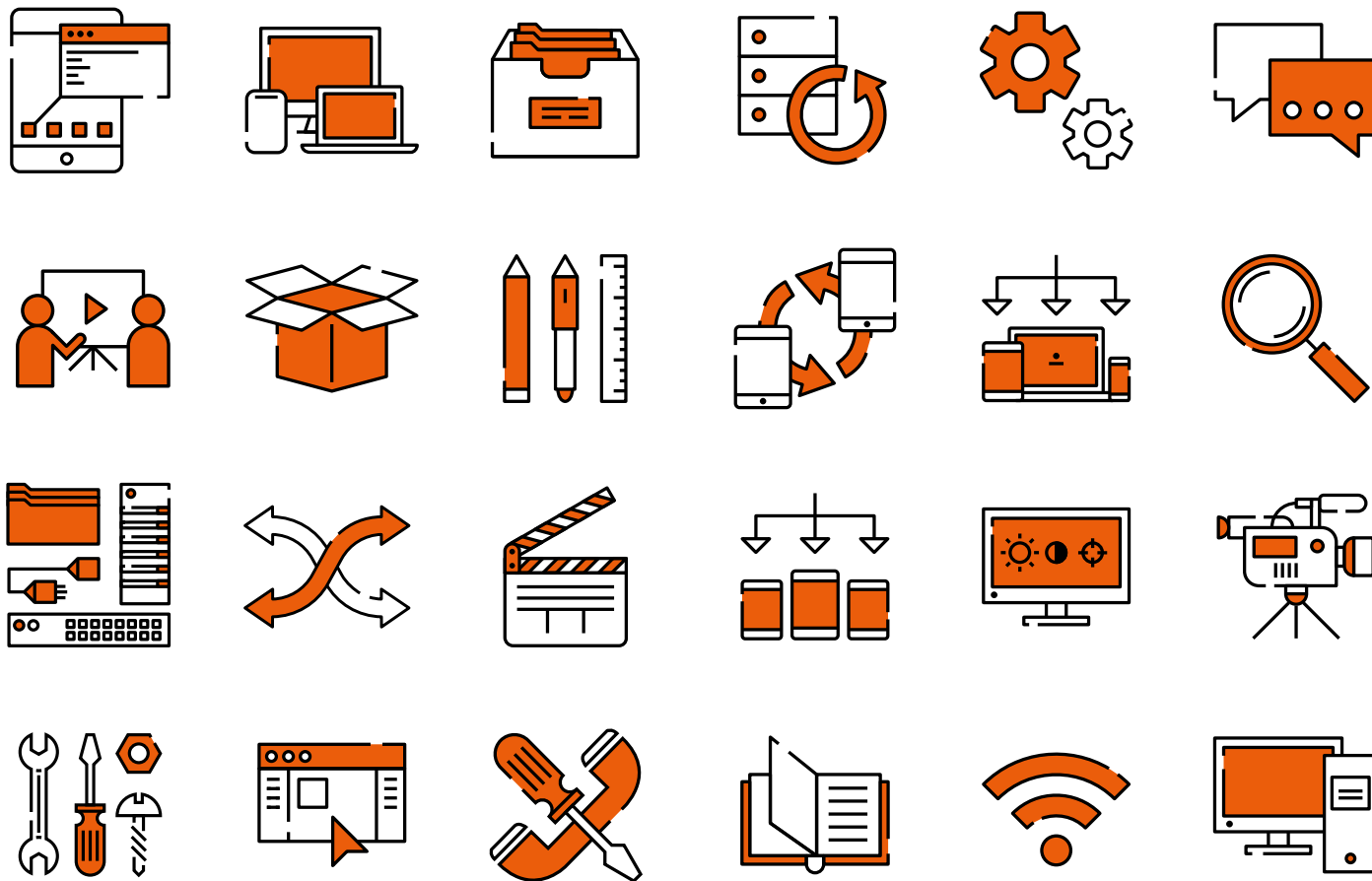
## Icons

An icon set is important to support copy so the reader can get a quick impression of a subject matter. Each icon has a specific product/service that it should be positioned alongside.

This icon set is very simple so that it is readable at smaller sizes. There is a 'cut away' element that give keeps it on brand, and this can also be used on other essential design elements such as boxouts.

The icons have a simple colour palette and, as with the sprinkles, the main outline should be black, with accents of orange. Light grey can be used if depth is needed.

Stroke width should be consistent, and it should have a butt cap and round join.



## Photography

Use in-house photography where possible, but source stock if necessary, using the guidelines below in both cases.

### When choosing photographs:

- Make sure the focus is on the devices/ technology, cropping as appropriate to make it prominent in the frame.
- Look for realistic and relatable environments for the technology and the audience in question.
- Avoid faces generally, but look out for too many hands close-ups in the same piece. Stock photo faces may be better than in-house to avoid recognisable repetition.
- Aim for deep compositions with distinct foreground and background elements where possible (eg avoid device sat on table photographed from above).
- Look for shallow depth of field, with the majority of the device/subject in focus but blurred foreground and background.
- Keep the tone light and fresh wherever appropriate.
- Aim for a simple colour palette, but avoid fully monochrome compositions.
- Make use of bold colours where available (eg yellow sofa, green wall).
- Aim for neutral whites and lean towards cooler lighter shades (eg white tables and walls).
- Make the most of warm colours (eg bricks, orange) by making sure they're vibrant and hued to match brand orange where appropriate.

Good: Shallow depth of field, bright, cool and fresh lighter tones, narrower crop emphasises devices.



Not good: Large depth of field, yellow hue, too dark overall, wide crop includes distracting details.

Good: Bright, interesting background with bright colour, good lighting, left hand introduces foreground detail and interacts with the device.



Not good: Dark, dull background, uneven lighting, no foreground elements, no interaction with device.

## External banners

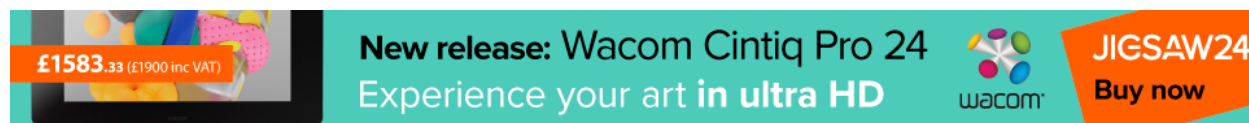
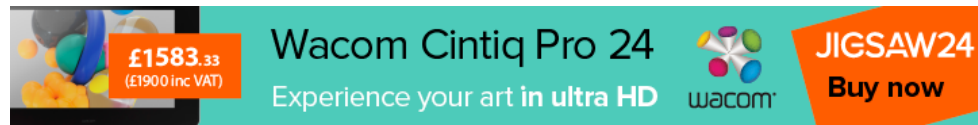
Web banners are created to draw attention to a particular product or deal. They are designed in varying sizes for the Jigsaw24 website, emails and external locations.

With external banners the location of the banner will advise the design in terms of creating contrast with the environment, and the colour scheme may be inspired by the featured product as well as our corporate colours.

Product banners focus on one main element such as the price, saving or other USP depending on what will be the main point of interest. They should always include a call to action button.

**The Jigsaw24 logo needs to be on all external banners**, and should be more prominent than the vendor logo if needed.

Extra care should be taken on the smaller sizes of remarketing banners, as there is limited space for a lot of information. They must be gradually simplified so they have enough information whilst still being legible.

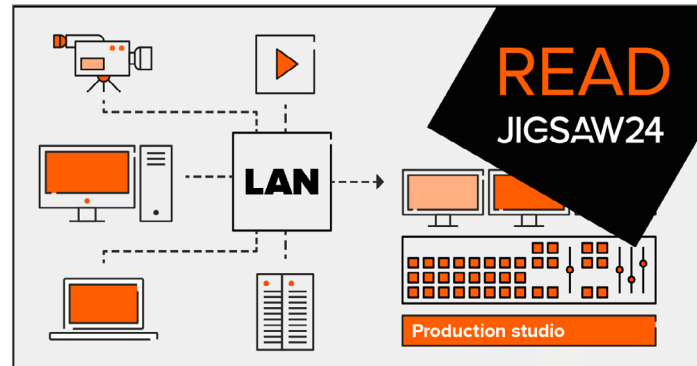


## Social media banners

Our social media banners should be attention grabbing and draw the user in, so they can then read all the information and click the link.

Sprinkles should be added so as to not invade on the image as best as possible. The logo should always be the same size (logo width = 0.25 x banner width) but the text can be resized to fit best.

There should be a clear statement or call to action displayed on the banner, as in the examples to the right, with the accompanying text providing the additional information.



Print examples

Here are a few examples of the sprinkles in print design.

Sometimes there will be a situation where we need the sprinkles to integrate with their environment. Print advertising where theming is very important can bring opportunities to push the sprinkles to the next level.

The last piece is an example where the sprinkles have been adapted to look like the Via24 logo. The sprinkles should always support the design and not hinder it.

**JIGSAW24**

Authorized Enterprise Reseller

## Powerful, intuitive and versatile: Apple's latest lineup

Plus how we can help you get the best out of your Apple estate

Apple has a complete family of devices, including iPhone, iPad, Mac, Apple TV and Apple Watch. This ecosystem bridges the gap between mobile and desktop, increasing productivity by allowing you to have it all in one desktop, and pack a top-performing mobile, both hardware and software designed for each other. Apple's entire range of products work to perfect harmony.

Even deployment with Apple is a breeze. Plus, our top-notch solutions and services can help you get the best out of the entire Apple ecosystem. Read more about Apple's latest lineup.



**JIGSAW24**

## The complete Apple family

Apple's range of powerful devices connect with each other to facilitate a complete workflow, with powerful, intuitive software, strong security features and seamless integration. Our end-to-end support perfectly together, which means your devices are always up to date with each other, boosting your efficiency and providing continuity across your entire workforce.

Apple The Mac Family does not just get it right. It's the only Mac family that's designed to work together. From the Mac Pro to the Mac mini, the Mac Studio and the Mac SE, you can choose the Mac that's right for you. And with Apple's powerful software, you can get the most out of your Mac. Plus, you can choose the Mac that's right for you. And with Apple's powerful software, you can get the most out of your Mac. Plus, you can choose the Mac that's right for you.

**Mac** From the legendary iMac to the Mac Pro, the Mac family has been designed to work together. From the Mac Pro to the Mac mini, the Mac Studio and the Mac SE, you can choose the Mac that's right for you. And with Apple's powerful software, you can get the most out of your Mac. Plus, you can choose the Mac that's right for you.

**iPad** Powerful, versatile and intuitive - Apple's iPad is the ultimate mobile tool, designed to increase everything you want to do. From the iPad Air to the iPad Pro, you can choose the iPad that's right for you. And with Apple's powerful software, you can get the most out of your iPad. Plus, you can choose the iPad that's right for you.

**iPhone** From the classic iPhone to the iPhone 15 Pro Max, the iPhone family has been designed to work together. From the iPhone 15 Pro to the iPhone 15, you can choose the iPhone that's right for you. And with Apple's powerful software, you can get the most out of your iPhone. Plus, you can choose the iPhone that's right for you.

**Apple Watch** Smart messages, voice calls, get directions and take it all from your wrist with Apple Watch. From the Apple Watch Ultra to the Apple Watch SE, you can choose the Apple Watch that's right for you. And with Apple's powerful software, you can get the most out of your Apple Watch. Plus, you can choose the Apple Watch that's right for you.

**Apple TV** Discover the best for streaming, gaming and more with Apple TV. From the Apple TV 4K to the Apple TV HD, you can choose the Apple TV that's right for you. And with Apple's powerful software, you can get the most out of your Apple TV. Plus, you can choose the Apple TV that's right for you.

**Deployment, management and apps** Apple's DEP (Device Enrollment Program) makes it easy to manage your Apple devices. From the Apple Business Manager to the Apple School Manager, you can choose the Apple deployment solution that's right for you. And with Apple's powerful software, you can get the most out of your Apple deployment solution. Plus, you can choose the Apple deployment solution that's right for you.

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## Jigsaw24 and Adobe:

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Creative Cloud gives you access to Adobe's industry leading desktop and mobile apps. Whether it's retouching a photo, editing video footage or designing a website, Adobe has the creative workflow covered.

With quintessential apps like Photoshop, Premiere Pro and many more, plus constant updates and new features added all the time, Adobe CC lets you stay ahead of the latest creative trends. And, since it's a manageable subscription service, you don't have to worry about budgeting to get the latest apps - you already own them!

**Workflow solutions** End-to-end solutions that ensure everything works in harmony.

**Support services** From repairs to backup and more, just in case things go wrong.

**Products** Leading products from Adobe, Apple, Wacom, and more.

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Visit: jigsaw24.com/Adobe

**VIA24**

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Designed to enable virtualisation, colocation, and remote working, Via24 gives you fast access to the processing power, storage and resources you need, and moves all your kit to a secure datacentre. Via24 cuts your power and cooling costs, and allows you to convert any expensive office space that houses lock-in into customer facing, revenue generating space.

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jigsaw24.com/via24  
Stam 200

**JIGSAW24**

- Access your entire workflow from over a secure, private network.
- Take advantage of multiple protocols and ultra high speed networking.
- Monitor your existing hardware and add services without adding more hardware.
- Get bigger pipes to cloud services and remote workloads.

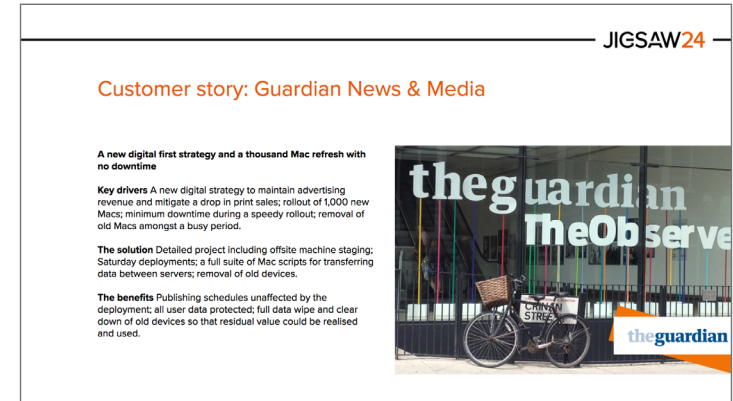


## Presentations

We have created Keynote and Powerpoint templates that should be used for all presentations.

We use a standard template for all presentations. This includes presentations for webinars. There is a light and dark version to choose from, depending on your content.

Verdana is the chosen font as this is widely available outside of Jigsaw24.



### Customer story: Guardian News & Media

**A new digital first strategy and a thousand Mac refresh with no downtime**

**Key drivers** A new digital strategy to maintain advertising revenue and mitigate a drop in print sales; rollout of 1,000 new Macs; minimum downtime during a speedy rollout; removal of old Macs amongst a busy period.

**The solution** Detailed project including offsite machine staging; Saturday deployments; a full suite of Mac scripts for transferring data between servers; removal of old devices.

**The benefits** Publishing schedules unaffected by the deployment; all user data protected; full data wipe and clear down of old devices so that residual value could be realised and used.



### Our locations

**Glasgow** Home to our Scotland-based post-production and pro audio experts.

**Cardiff** Home to our Wales-based post-production and pro audio experts.



**Nottingham** Our original home including a warehouse of 8000 sq ft, 180 employees across all disciplines, and a service centre.

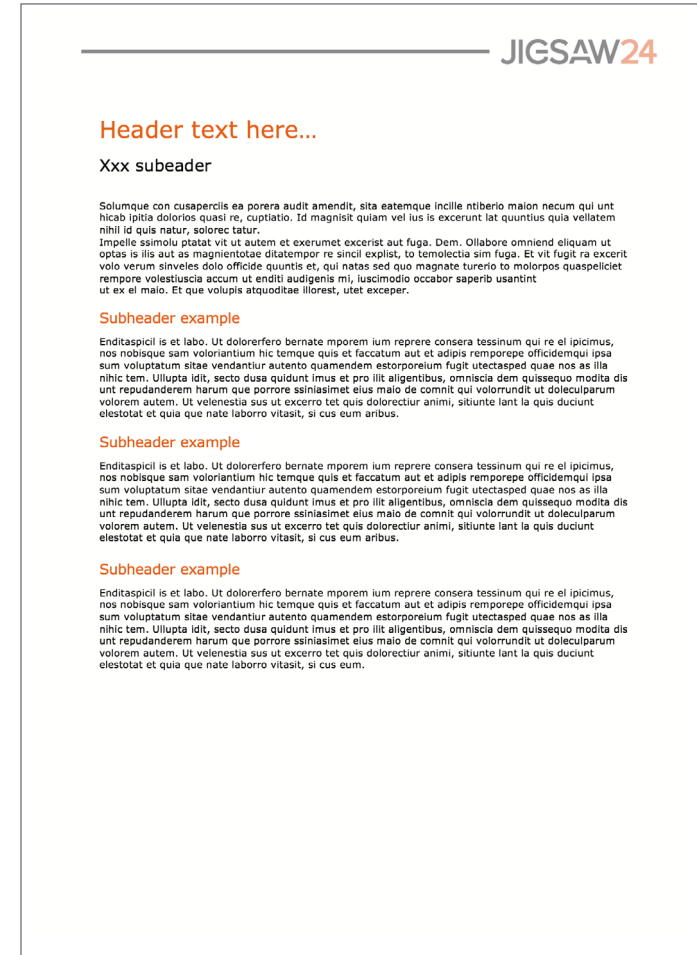
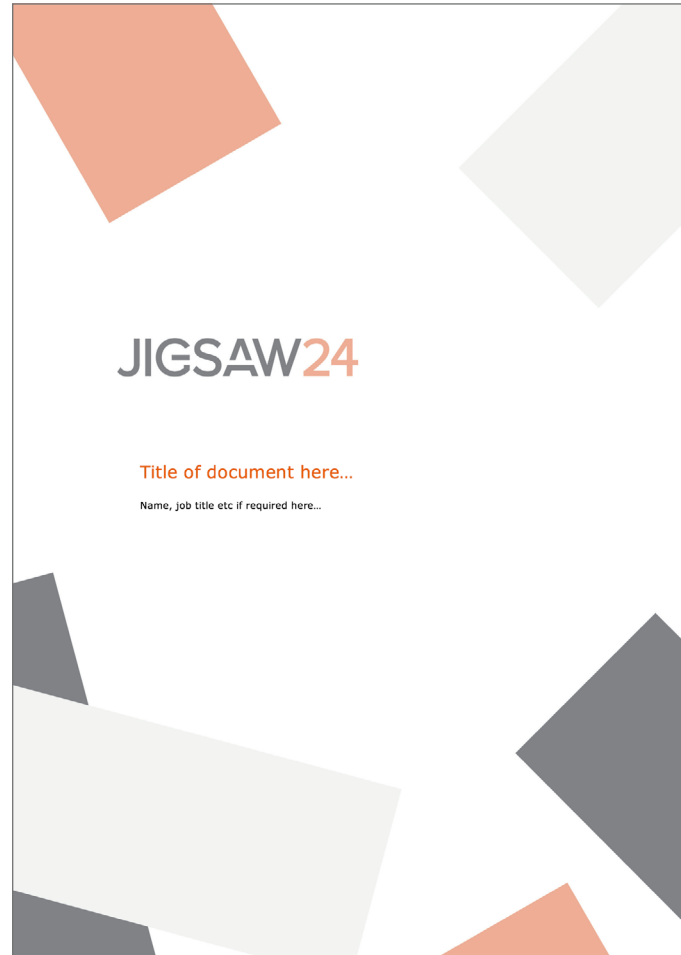
**London** With two sites in Soho, we offer pro video and pro audio demos, regular industry events and repairs, as well as the home of ROOT6 Technology.

## Document template

Our document template is for both internal and external use. This style of the template mirrors the style used by the internal marketing team, ensuring an on brand look. Please use the front page only where relevant, with all other content on additional pages that include the header and footer.

The template should not be altered in anyway - this includes amending vendor logos.

As the document will be shared externally, please use the Verdana font on all text.



## Boilerplates

Our boilerplates have been developed to give a high level overview of Jigsaw24, our customers and our portfolio. Please contact [marketing@Jigsaw24.com](mailto:marketing@Jigsaw24.com) for additional word lengths.

Jigsaw24 is a leading B2B IT solutions provider. With specialists across all industries, we help businesses, creatives, educational institutions and public sector organisations to improve their performance through better sustainable technology and expert services, support and sales. We are an Apple Authorised Enterprise Reseller and an Apple Authorised Education Specialist. We are also an Apple Premium Service Provider, a Microsoft Gold Cloud Productivity Competency Partner, an Avid Elite Partner and hold top accreditations from leading manufacturers including Adobe, HP, Blackmagic Design and more. We are committed to using technology to help our customers solve real-world problems and reduce their impact on the planet, delivering projects in an environmentally responsible way. We were founded in 1992 in Nottingham, ideally located to provide full nationwide coverage.