

LIGIER
JS F4
SERIES

PURPOSE

This guide has been prepared to ensure that the Ligier JS F4 Series brand identity is always displayed and communicated correctly and with maximum visual effect.

The Ligier JS F4 Series logo is the primary element used for identifying and branding. It is a valuable asset that must be used carefully. Consistent use is important to building a strong brand and ensuring clear communication.

Please review and maintain the following guidelines in executing use of Ligier JS F4 Series identity in all applications.

USE

Always use original electronic versions of the logo provided with this document.

The correct use of the brand elements will ensure a positive, consistent image that is an important reflection of this organization. Do not attempt to recreate, modify or alter original electronic versions of the brand logos provided with this document.

PRIMARY LOGO

The primary Ligier JS F4 Series logo is intended to be used in the following format and orientation in all applications.



LIGIER JS F4 SERIES STYLE GUIDE

ELEMENTS

The Ligier JS F4 Series logo can be presented against color, black and white backgrounds.

PRIMARY LOGO



PRIMARY LOGO REVERSED



PRIMARY LOGO STACKED



ALTERNATE LOGO

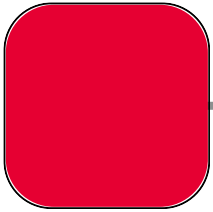


ALTERNATE LOGO REVERSED



LIGIER JS F4 SERIES COLORS

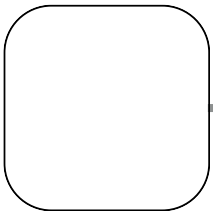
For printed materials or any high resolution reproduction, use the following Pantone Matching System ink spot colors that are embedded into the digital files included with this guide.



PMS 185C

C/M/Y/K VALUES: 3/100/85/0

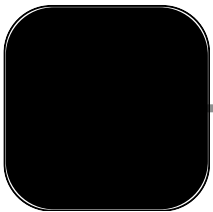
R/G/B VALUES: 231/0/51



WHITE

C/M/Y/K VALUES: 0/0/0/0

R/G/B VALUES: 255/255/255



PMS BLACK

C/M/Y/K VALUES: 100/100/100/100

R/G/B VALUES: 0/0/0

COMPLIMENTARY TYPEFACES

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Futura PT Heavy Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

VENERA 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENERA 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SPECIFICATIONS AND USAGE

The Ligier JS F4 Series logo is preferred on a white background:



The Ligier JS F4 Series logo can also be placed on a dark background:



Use the alternate solid black and white versions only when a color version cannot be used, specifically on single ink print applications. Should only be used in rare occasions. Poor quality reproduction such as faxes or logomarks reproducing smaller than 3/4" qualify in these instances.



DIGITAL FILES

Included in this guide on the following page are the Adobe Illustrator digital files necessary for proper utilization and execution of the Ligier JS F4 Series logo brand identity.

These files are the industry standard for digital output. When choosing a file type for any high quality output where premium resolution is necessary, use files with the .eps designation, which can be scaled to any size without any degradation in quality and include PMS, CMYK and RGB color designation.

LOGO ISOLATION AREA

When using any of the digital files included in this guide, a minimum isolated space should remain around all four sides of the Ligier JS F4 Series logo.

Elements not belonging to the mark, such as type, other symbols, or photographs should not be placed within the area at any time.



DIGITAL FILE CATALOG



PRIMARY LOGO

JSF4 Series logo FINAL full color blk PMS.ai
JSF4 Series logo FINAL full color blk PMS.eps
JSF4 Series logo FINAL full color blk PMS.pdf
JSF4 Series logo FINAL full color blk PMS.png



PRIMARY LOGO REVERSED

JSF4 Series logo FINAL full color wht PMS.ai
JSF4 Series logo FINAL full color wht PMS.eps
JSF4 Series logo FINAL full color wht PMS.pdf
JSF4 Series logo FINAL full color wht PMS.png



PRIMARY LOGO STACKED

JSF4 Series logo FINAL full color blk wht stk PMS.ai
JSF4 Series logo FINAL full color blk wht stk PMS.eps
JSF4 Series logo FINAL full color blk wht stk PMS.pdf
JSF4 Series logo FINAL full color blk wht stk PMS.png



ALTERNATE LOGO

JSF4 Series logo FINAL all blk PMS.ai
JSF4 Series logo FINAL all blk PMS.eps
JSF4 Series logo FINAL all blk PMS.pdf
JSF4 Series logo FINAL all blk PMS.png



ALTERNATE LOGO REVERSED

JSF4 Series logo FINAL all white PMS.ai
JSF4 Series logo FINAL all white PMS.eps
JSF4 Series logo FINAL all white PMS.pdf
JSF4 Series logo FINAL all white PMS.png