Brand Guidelines

Juris Digital™

Logo Design

The Juris Digital Logo Design combines two elements, the logo symbol and logo type. The logo symbol is a powerful monogram evoking the feeling of prestegige services.

Logo Design Colors

The logotype should always contrast with the background. There are 4 versions of the logotype to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

Full color:
The full color – positive logotype is considered the main version, and should be used whenever possible.
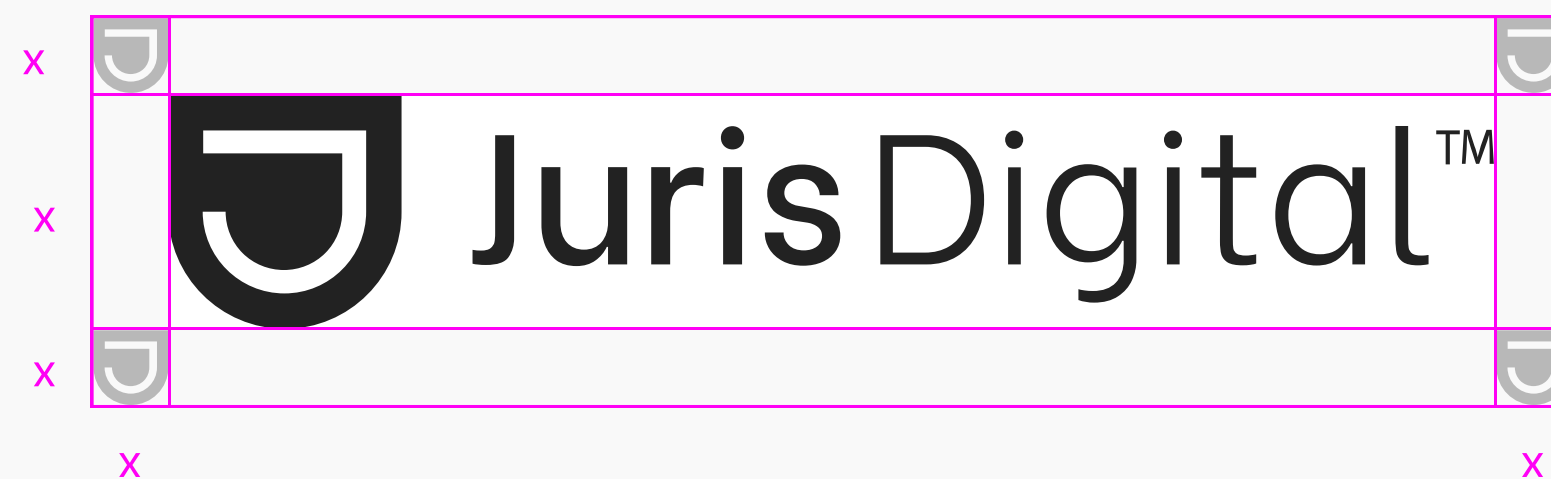
Monochrome:
When there are a limited number of colors available for reproduction, or the quality of colors is questionable, choose the monochrome version. No other colors besides black or white should be used.

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Logo Design Spacing

The logo design should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clear space around the logotype on all sides should be equal to the height of the logo symbol for maximum legibility and impact.

x

x

x

x

x

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Typography

Be Vietnam:
Juris Digital primary font is Be Vietnam and should be used whenever it is available.

If it is not available, use Montserrat in its place.

Gotu:
Juris Digital secondary font is Gotu and should be used for sub-headings only when it is available.

If it is not available, use Montserrat in its place.

FONT FAMILIES

Be Vietnam

USAGE: HEADINGS, SUB-HEADINGS, PARAGRAPHS

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
1234567890

Gotu

USAGE: SUB-HEADINGS

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
1234567890

Colors

Juris Digital color palette consists of black, blue and green. As well as a branded gradient blend of the green and blue colors.

Juris Digital - Black

RGB	R34 G34 B34
CMYK	C0%, M0%, Y0%, K87%
HEX	#222222

Juris Digital - Blue

RGB	R34, G34, B34
CMYK	C92%, M0%, Y0%, K7%
HEX	#14EEEE

Juris Digital - Green

RGB	R111 G255 B44
CMYK	C56%, M0%, Y83%, K0%
HEX	#6FFF2C