

01 The mark



FULL LOCKUP



COMPACT



ICON · FLAME

02 Colour – Pantone is the master anchor

Combustion Navy

PANTONE	282 C · 282 U
CMYK	100 · 89 · 42 · 44
RGB	16 · 36 · 73
HEX	#102449
CMYK REF	FOGRA39 / Coated

Ignition Flame

PANTONE	Warm Red C · Warm Red U
CMYK	4 · 87 · 80 · 0
RGB	239 · 58 · 50
HEX	#ef3a32
CMYK REF	FOGRA39 / Coated · (179 C alt)

03 Supplier colour match

EMBROIDERY THREAD & CUT VINYL

Pantone is the master – always match to the physical Pantone chip on the supplier's own chart. The references below are indicative starting points, not a substitute for an on-site swatch check. Keep embroidery to 2 colours (navy + flame).

COLOUR	PANTONE	MADEIRA / ISACORD THREAD	3M / AVERY / ORACAL VINYL
 Navy	282 C	Madeira Polyneon 1843 · Isacord 3543 (confirm)	Oracal 751 050 Dark Blue · 3M 7125 Deep Navy (confirm)
 Flame	Warm Red C	Madeira Polyneon 1747 · Isacord 1902 (confirm)	Oracal 751 047 Orange Red · Avery 900 Red (confirm)

04 Clear space & minimum size


CLEAR SPACE

Keep clear on all sides by **X**, the cap-height of the JPR letters. Nothing encroaches inside this zone.




MINIMUM SIZE


Below these widths the mark loses legibility. Use the icon for very small applications.



Full
40 mm / 150 px




Compact
28 mm / 104 px




Icon
10 mm / 32 px


05 Colour variants




FULL COLOUR



REVERSED · WHITE + FLAME



MONO WHITE



MONO BLACK

06 Typeface


Red Hat Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 0123456789


Extra Bold · 800 JPR wordmark	Bold · 700 COMBUSTIONS LTD	Medium · 500 Tagline / supporting
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07 Incorrect use




Don't stretch
Keep the original proportions




Don't recolour
Use the brand colours only




Don't rotate
Keep the mark upright



Don't add effects
No shadows, glows or bevels



Don't use low contrast
Use reversed on dark grounds



Don't squash
Never distort vertically