

# JABRA DESIGN MANUAL 2004

RELEASE YOUR JABRA

**Jabra**

# Contents

	3	Introduction
<b>BASIC ELEMENTS</b>	5	Logotype – Versions
	7	Logotype – Treatment
	8	Typography – Primary typeface
	9	Typography – Secondary typefaces
	10	Typography – Product typeface
	11	Colour Palette
	12	Graphic element
	14	Payoff
<b>PACKAGING DESIGN</b>	16	Basic guidelines
	17	Carton design
	18	User manuals
<b>PRESENTATIONS</b>	20	PowerPoint
<b>INTERNET</b>	23	Basic guidelines

## Introduction

The Jabra brand has been consolidated and expressed through the dynamic concept: **Release your Jabra**. This concept forms the basis of all our external and internal communication. It expresses who we are – and we can all contribute to its success.

To create a strong brand it is essential to create a strong and distinctive visual identity. This demands consistency in everything we do from packaging and promotion through to advertising and day-to-day communication. The guidelines laid out in this Design Manual have been designed to ensure visual conformity across our organisation; so regardless of where in the world Jabra is encountered, it is instantly recognisable.

By staying true to these guidelines we will ensure a clear and distinct visual identity that will set Jabra apart from its competitors. This Design Manual contains the fundamental elements of our visual identity. It is a precursor to a more comprehensive version, which will grow organically with our brand. As further guidelines are developed they will be made available in the PDF format. If in any doubt about a specific element please contact the central marketing department.

Lars Højgaard Hansen

CHIEF EXECUTIVE OFFICER

# BASIC ELEMENTS

**Jabra**

## Logotype – Versions

The Jabra logotype is designed to fit both our products and our communication. The Jabra logotype is available in two different colours; black and white. The logotype is constructed as vector graphics ensuring usage in any size. The logotype is also available in pixel versions for monitor use. The original logotype has a width of 100mm, making it easy to calculate enlargements and reductions. The original documents are titled "Jabra\_logo\_black.eps" and "Jabra\_logo\_white.eps". The logotype may also be embossed or engraved on a canvas. All logotypes can be downloaded from our corporate web-site under the section, "Design manual".

### Product logotype

The Jabra logotype is an important part of all our product logotypes. In the positive version, the product identification (here; BT500) uses Jabra Blue Grey (see p. 11) together with the black Jabra logotype, and they are both inverted to white in the negative version.

The construction of Jabra product logotypes is explained in p. 10.

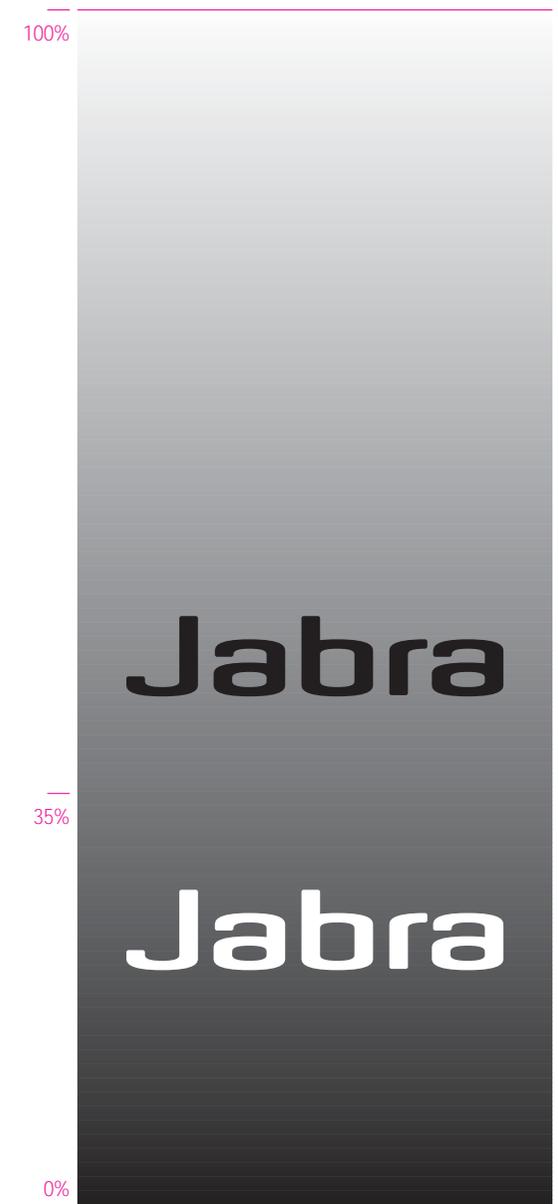
### Luminous

The illustration far right shows when to use the positive or negative version. For backgrounds with lighter than 35%, use the black (positive) Jabra logotype. For backgrounds with darker than 35%, use the white (negative) Jabra logotype. Note that this should be used for any coloured background, not only greyscale as illustrated.

## Logotype and product logotype – Positive vs. Negative



## Luminous – Positive vs. Negative



## Logotype – Versions

The Jabra logotypes are protected graphic files. These files are available with different standard backgrounds as vector graphics (EPS – CMYK, possible to enlarge) and pixel images (JPEG – RGB, loses quality when enlarged). Please see examples right.

## Examples



**Black logotype on Jabra Bright Yellow background:**

EPS: Jabra\_logo\_black.eps (transparent background)

JPEG: Jabra\_logo\_black-yellow.jpg



**Black logotype on white background:**

EPS: Jabra\_logo\_black.eps (transparent background)

JPEG: Jabra\_logo\_black-white.jpg



**Black logotype on Jabra Light Grey background:**

EPS: Jabra\_logo\_black.eps (transparent background)

JPEG: Jabra\_logo\_black-lightgrey.jpg



**White logotype on Jabra Blue Grey background:**

EPS: Jabra\_logo\_white.eps (transparent background)

JPEG: Jabra\_logo\_white-bluegrey.jpg



**White logotype on Jabra Dark Grey background:**

EPS: Jabra\_logo\_white.eps (transparent background)

JPEG: Jabra\_logo\_white-darkgrey.jpg



**White logotype on black background:**

EPS: Jabra\_logo\_white.eps (transparent background)

JPEG: Jabra\_logo\_white-black.jpg

## Logotype – Treatment

The Jabra logotype is distinctive, easy-to-read and timeless. The logotype must always appear horizontally, never vertically or at an angle. However, the logotype may be rotated 90 degrees clockwise if necessary (for example on the spine of a binder). The logotype may never be altered in any way as it loses its uniqueness.

### Alignment

Text and other graphic elements should be aligned to the Jabra logotype as shown in the illustration right. The height of the lower case letters is used for top alignment and rather than the top of the upper case letter "J". Centre alignment is taken from the left side of the opening in the letter "b" and not to the centre point itself.

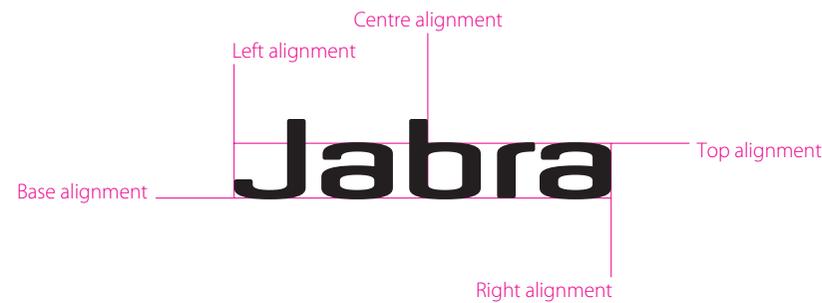
### Free space

As shown in the examples right, the grey free spaces indicated are based on the measurement of the upper case letter "J". The free space is calculated from the outer points of the Jabra logotype. This is the minimum free space between the logotype and any other element. For product logotypes, the lower free space is calculated from the baseline of the product identification. The free space surrounding the Jabra logotype should always be respected with the exception of product identifications in the product logotypes.

### Minimum size

The width of the Jabra logotype must never be less than 10mm.

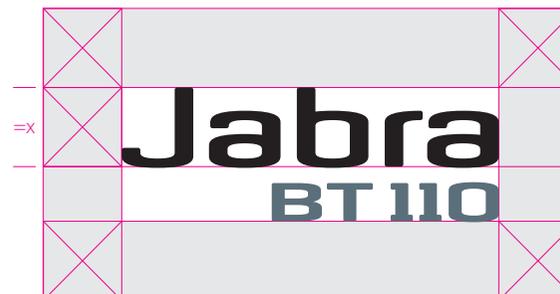
## Alignment



## Minimum size

**Jabra**  
|>10mm|

## Free space



## Typography

### – Primary typeface

As a friendly and warm companion to our modern and distinctive logotype, our corporate typeface is an important part of our visual identity. Our primary typography is called Myriad and it should be used wherever and whenever possible. When substituted, the secondary typefaces should be used (see p. 9).

#### Myriad

Our primary typography was drawn by Robert Slimbach and Carol Twombly in 1991.

Myriad is used in all printed material for external use – such as brochures, advertisements, point of sales and signs. Myriad is extremely legible and well suited for both headings and body copy. The preferred versions are Myriad Light, Myriad Regular and Myriad Bold. If available, the professional variants written in brackets (right) should be used.

The sans serif family Myriad include Greek and Cyrillic glyphs, which provide further support for Latin-based languages.

#### Options

Myriad is a large typeface family containing both extended and condensed versions, as well as italic and weights other than those listed here. Use these carefully and only when the preferred versions are not appropriate. An example of this may be when highlighting text.

## Preferred versions

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Myriad Light (MyriaMM\_215 LT 600 NO)

abcdefghijklmnopqrstuvwxyz  
0123456789 (!?)%/&@#§\*

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Myriad Regular (MyriaMM\_400 RG 600 NO)

abcdefghijklmnopqrstuvwxyz  
0123456789 (!?)%/&@#§\*

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Myriad Bold (MyriaMM\_700 BD 600 NO)

abcdefghijklmnopqrstuvwxyz  
0123456789 (!?)%/&@#§\*

## Options

*Myriad*

Myriad Light Italic  
(MyriaMMit\_215 LT 600 NO)

Myriad

Myriad Light Condensed  
(MyriaMM\_215 LT 300 CN)

*Myriad*

Myriad Light Condensed Italic  
(MyriaMMit\_215 LT 300 CN)

Myriad

Myriad Light Extended  
(MyriaMM\_215 LT 700 SE)

*Myriad*

Myriad Light Extended Italic  
(MyriaMMit\_215 LT 700 SE)

*Myriad*

Myriad Regular Italic  
(MyriaMMit\_400 RG 600 NO)

Myriad

Myriad Regular Condensed  
(MyriaMM\_400 RG 300 CN)

*Myriad*

Myriad Regular Condensed Italic  
(MyriaMMit\_400 RG 300 CN)

Myriad

Myriad Regular Extended  
(MyriaMM\_400 RG 700 SE)

*Myriad*

Myriad Regular Extended Italic  
(MyriaMMit\_400 RG 700 SE)

***Myriad***

Myriad Bold Italic  
(MyriaMMit\_700 BD 600 NO)

Myriad

Myriad Bold Condensed  
(MyriaMM\_700 BD 300 CN)

***Myriad***

Myriad Bold Condensed Italic  
(MyriaMMit\_700 BD 300 CN)

Myriad

Myriad Bold Extended  
(MyriaMM\_700 BD 700 SE)

***Myriad***

Myriad Bold Extended Italic  
(MyriaMMit\_700 BD 700 SE)

## Typography

### – Secondary typefaces

#### Office correspondence – Times

Times is a typeface that is extremely easy to read in small sizes in office printed material. Times was originally drawn by Stanley Morison in 1931 for The Times of London and is one of the most widely used typefaces in the world. It is used for the majority of our company correspondence printed on office equipment. If available (and printed only) please use TimesTen.

#### Electronic media – Verdana

The system font Verdana is used for all electronic media when Myriad cannot be used with guarantee. Verdana was designed by Matthew Carter in 1994 as a part of the system font package from Microsoft and is now found on most computers and platforms. All copy on our website uses Verdana, as well as our PowerPoint presentations.

However, for headings and primary navigation Myriad can be used in protected graphic files.

## Preferred version

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Times Roman (TimesTen Roman)

abcdefghijklmnopqrstuvwxyz  
0123456789 (!?)%/&@#§\*

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Verdana

abcdefghijklmnopqrstuvwxyz  
0123456789 (!?)%/&@#§\*

## Options

*Times*

Times Italic  
(TimesTen Italic)

**Times**

Times Bold  
(TimesTen Bold)

Times Bold Italic  
(TimesTen Bold Italic)

*Verdana*

Verdana Italic

**Verdana**

Verdana Bold

**Verdana**

Verdana Bold Italic



## Colour Palette

### – Primary and Secondary

The Jabra colours are an important part of our identity, especially in our marketing to consumers. We have chosen a wide pallet and graded the colours in primary and secondary. The colour definitions have been carefully selected and it is important to use these exact definitions.

#### Primary colours

The primary colours are called Jabra Bright Yellow, Jabra Blue Grey and Jabra Dark Grey. These colours should always be the most prominent on all our materials. Inside brochures, other colours may be more prominent but never on any materials that the audience is encountering for the first time. The colour definitions do not cover all manufacturers, but can always be used when translating into other colour systems.

#### Secondary Colours

The secondary colours can be used to support the primary colours in graphs and charts. As a guide, the secondary colours should never take more attention than the primary colours. Black is mainly used for text.

#### RGB vs. HTML

Note that the HTML colours should only be used when RGB colours can not be used. The RGB colours are truer to the Jabra colours.

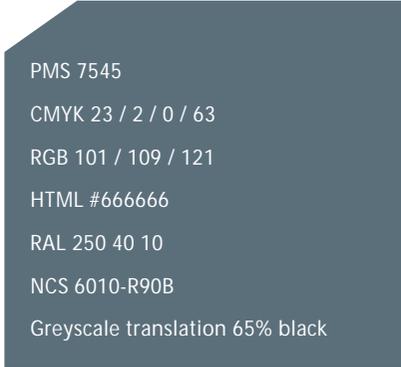
### Three primary colours:

Jabra Bright Yellow



PMS Process Yellow  
CMYK 0 / 0 / 100 / 0  
RGB 255 / 236 / 0  
HTML #FFFF00  
RAL 090 80 90  
NCS 0575-G90Y  
Greyscale translation 10% black

Jabra Blue Grey



PMS 7545  
CMYK 23 / 2 / 0 / 63  
RGB 101 / 109 / 121  
HTML #666666  
RAL 250 40 10  
NCS 6010-R90B  
Greyscale translation 65% black

Jabra Dark Grey



PMS Black 7  
CMYK 0 / 0 / 15 / 82  
RGB 76 / 74 / 71  
HTML #333333  
RAL 080 30 05  
NCS 0575-G90Y  
Greyscale translation 80% black

**PMS (Pantone® Matching System)**  
International colour system with solid colour. Normally used for example stationery.

**CMYK**  
C=cyan | M=magenta | Y=yellow | K=key colour (black)  
Offset 4-colour printing based on the four Pantone® process colours.

**RGB**  
R=red | G=green | B=blue  
Screen colours used for monitor and projector presentations, as well as Internet.

**HTML (HyperText Markup Language)**  
Colour coding system when web safe colours are required.

**RAL (Reichs-Ausschuss für Lieferbedingungen)**  
International colour system used for signage, etc.

**NCS (Natural Colour System)**  
International colour system used for painted canvas.

**Greyscale Translation**  
How the colour is translated into percentage of black when colour printing is impossible, e.g. for recruitment advertisement.

### Five secondary colours:

Jabra Light Grey



PMS 7543  
CMYK 7 / 0 / 0 / 30  
RGB 186 / 192 / 197

Jabra Black



PMS Process Black  
CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0

Jabra Orange



PMS 138  
CMYK 0 / 0 / 42 / 100  
RGB 224 / 158 / 0

Jabra Red



PMS 485  
CMYK 0 / 100 / 91 / 0  
RGB 196 / 0 / 30

Jabra Green



PMS 376  
CMYK 50 / 0 / 100 / 0  
RGB 163 / 191 / 42

## Graphic element

The Jabra graphic element consists of three objects; the Jabra logotype, the fixed right 5-corner and the flexible left 5-corner. The graphic element is also used without the Jabra logotype, i.e. in packaging.

The right 5-corner always uses the same proportions and may never be altered. The colour of the right 5-corner element is always Jabra Bright Yellow.

The left 5-corner element can both be stretched over the entire width of the canvas or stop where suited in the layout. On a Jabra Blue Grey background, the colour of the left 5-corner element is always Jabra Dark Grey. On any other background, the colour of the left 5-corner element is always Jabra Blue Grey using an opacity of either 100% (solid colour) or 70%.

If the Jabra logotype is used in the graphic element, it should always be positioned in the right 5-corner according to the rules described in the following text. The Jabra product logotypes should not be used in the graphic element.

### Construction

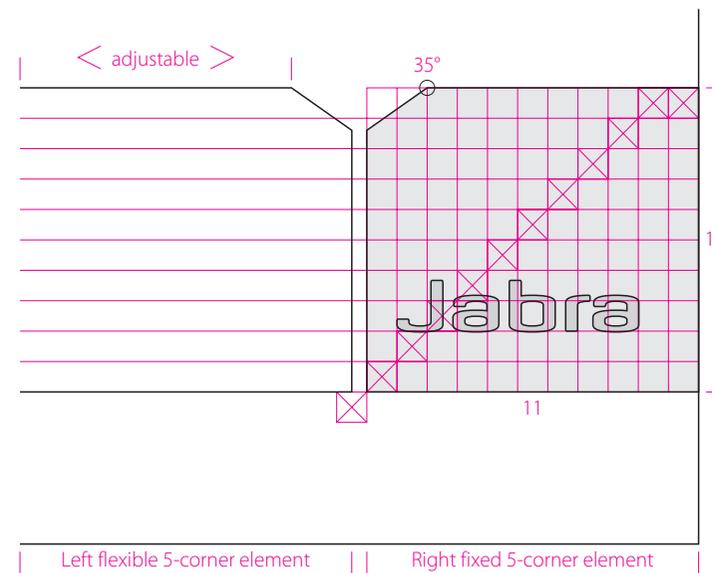
The proportions of the fixed right 5-corner element are always 11:10 (11 in width and 10 in height). The upper left hand corner is cropped creating five corners. The crop starts 2/11 in from the left corner and proceeds down towards the left side at an angle of 35 degrees. All other angles are 90 degrees. The flexible left

5-corner element is a mirror reflection of the fixed right 5-corner element but only the part with the cropped corner is fixed. From the cropped upper corner, the width of the element is adjustable. The distance between the 5-corner elements equals half a unit of 1/11 creating the width of the right 5-corner element, see illustration right.

When placed in the graphic element, the Jabra logotype is 8/11 the width of the right 5-corner element and is placed 2/10 up and 2/11 in from the lower right hand corner, see illustration right.

Examples in the lower right hand corner illustrate the use of the flexible left 5-corner element. For positioning of the graphic element, see p. 13.

## Construction



## Graphic element

Usage of the graphic element is diverse so it is important to follow the positioning rules and the sizing regulations. It is also advised to follow the standard sizes developed for our most common printed materials. They guarantee the solid, uniform look of our marketing materials.

### Positioning

There are three options for positioning the graphic element:

- At the base, positioned half the height of the element from the lower edge.
- At the base, positioned the height of the element from the lower edge.
- At the top, positioned the height of the element from the upper edge.

No other positionings are permitted.

### Standard sizing

We use three standard sizes for the graphic element:

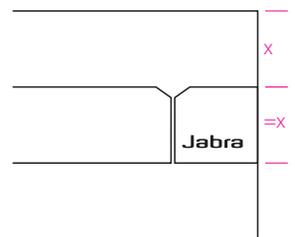
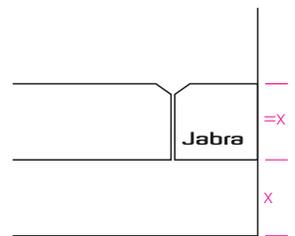
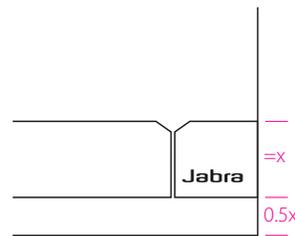
- 30mm high for sizes around A5
- 40mm high for sizes around A4
- 50mm high for sizes around A3

### Sizing regulations

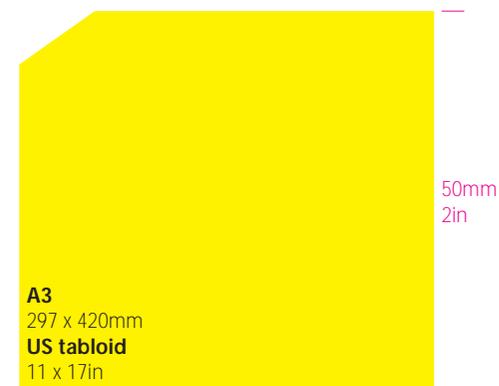
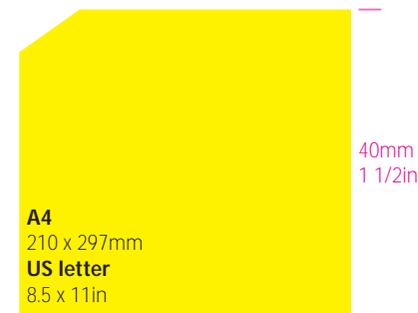
For any size of canvas, three simple rules must be followed:

- The graphic element must be at least the height of 1/10 (10%) of the canvas.
- The graphic element must never be higher than 2/5 (40%) of the canvas.
- The adjustable part of the left 5-corner element must be greater than the width of the cropped corner.

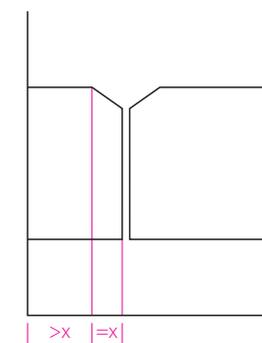
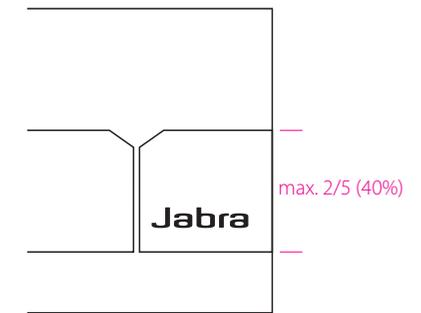
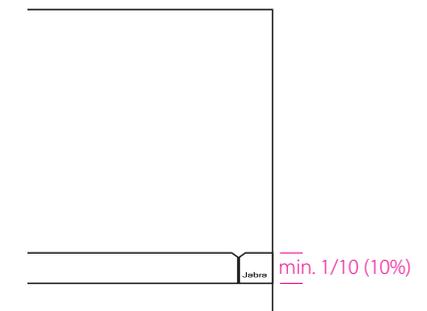
## Positioning



## Standard sizing



## Sizing regulations



## Payoff

The payoff is always written with upper case letters in Myriad Regular (MyriaMM\_400 RG 600 NO). Spacing must ensure readability in all sizes. For Adobe, a spacing of 100 em units is used and for QuarkXPress, a spacing of 20 units is used. The payoff is normally printed in black or white.

In circumstances where Myriad can not be used or satisfactory spacing is impossible, a protected graphic file should be used. These files are available with different standard backgrounds as vector graphics (EPS – CMYK) and pixel images (JPEG – RGB). Please see examples right.

### Using the payoff

The payoff can be used as a headline to an image expressing the concept “RELEASE YOUR JABRA”. Never use the payoff as a headline to a static image. The payoff can also be used together with the Jabra logotype in the graphic element (described in the next page). The payoff may be used alone on promotional material that enhances the concept. The payoff should be placed next to the opening of any Jabra packaging, encouraging the customer to “release the Jabra”.

### The payoff in written text

When the concept is described, the payoff should be written with all upper case letters – RELEASE YOUR JABRA.

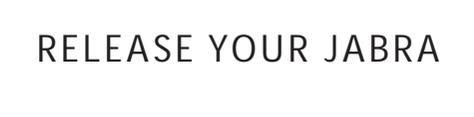
When the concept is embedded in a lower case sentence, the payoff should be written with lower case letters except for the name Jabra which use a upper case initial – It is time to release your Jabra.

## Examples



RELEASE YOUR JABRA

**Black payoff on Jabra Bright Yellow background:**  
EPS: Jabra\_po\_black.eps (transparent background)  
JPEG: Jabra\_po\_black-yellow.jpg



RELEASE YOUR JABRA

**Black payoff on white background:**  
EPS: Jabra\_po\_black.eps (transparent background)  
JPEG: Jabra\_po\_black-white.jpg



RELEASE YOUR JABRA

**Black payoff on Jabra Light Grey background:**  
EPS: Jabra\_po\_black.eps (transparent background)  
JPEG: Jabra\_po\_black-lightgrey.jpg



RELEASE YOUR JABRA

**White payoff on Jabra Blue Grey background:**  
EPS: Jabra\_po\_white.eps (transparent background)  
JPEG: Jabra\_po\_white-bluegrey.jpg



RELEASE YOUR JABRA

**White payoff on Jabra Dark Grey background:**  
EPS: Jabra\_po\_white.eps (transparent background)  
JPEG: Jabra\_po\_white-darkgrey.jpg



RELEASE YOUR JABRA

**White payoff on black background:**  
EPS: Jabra\_po\_white.eps (transparent background)  
JPEG: Jabra\_po\_white-black.jpg

## Payoff

When the payoff is placed together with logotype in the graphic element, it must be placed in the left 5-corner element. The payoff is baselined with the Jabra logotype and positioned one square (=1/10 of the element height) left from the gap between the two 5-corner elements, as is the Jabra logotype. Its width should be 9.5 squares as shown in the illustration right. The distance between the payoff and the left part of left 5-corner element, should be at least 2 squares. The payoff uses white on darker backgrounds and black on lighter (see p. 14).

### Standard sizing

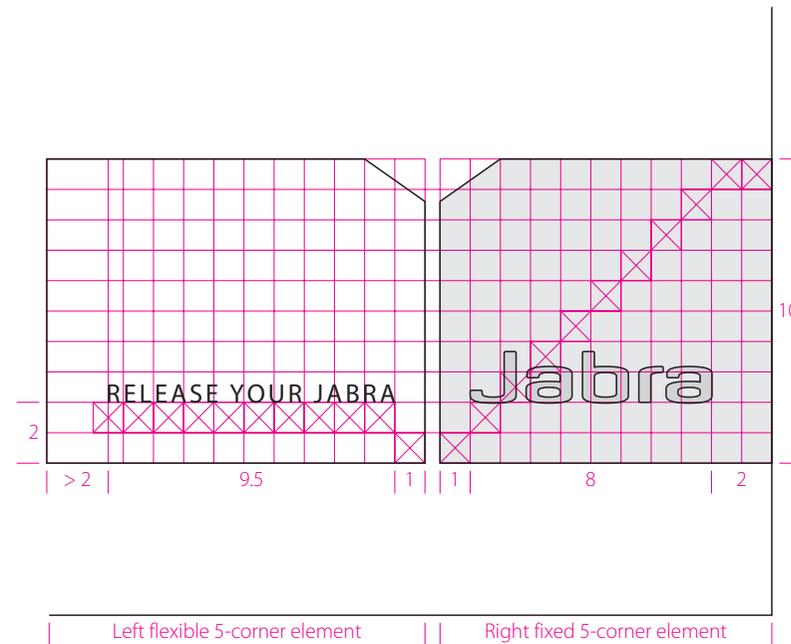
When using one of the three standard sizes for the graphic element, the following guides should be used:

- for element 30mm high (A5) = 7.5pt
- for element 40mm high (A4) = 10pt
- for element 50mm high (A3) = 12.5pt

### Packaging

On packaging, the left 5-corner of the graphic element is normally an inspiring and informative image of a product user. The payoff should be placed in the most appropriate area within the left 5-corner element depending on the image. The payoff in normally sized larger than the standard sizes above.

## Positioning & Sizing



# PACKAGING DESIGN

**Jabra**

## Basic guidelines packaging

The strongest visual elements in our packaging are the Jabra product logotype, its Jabra Bright Yellow background, the graphic element, the Jabra Blue Grey background, an inspiring image of a user and finally, and most importantly; our product.

### Logotype

The Jabra product logotype is always placed in the area best suited for product display. This is normally at the top of the package though this may not always be the case. The Jabra name uses black, the product name Jabra Blue Grey and they are placed in a prominent Jabra Bright Yellow area taking the logotype free space into account. No other information is printed in the Jabra Bright Yellow area.

### Graphic element

The graphic element is used at the base. The left flexible 5-corner element always bleeds off, or continues around, the left edge. The left element is either Jabra Dark Grey or is completely occupied by an image of a person or a product characteristic. Text can be placed in the left element. The right fixed 5-corner element always uses Jabra Bright Yellow and it should stop at the right hand edge, maintaining the 11:10 proportions. Black product text can be placed in the right element.

The shape of the right element can also be used in a smaller size to include important product features. If several shapes are used, they must be

the same size. However, never use more than three shapes.

### Background

The largest area of our packaging uses Jabra Blue Grey with an image of the enclosed product magnified and monotoned with a darker shade. In this area, the main part of the text is placed along with icons and product images.

### Important texts

Always place the Jabra payoff and the Jabra web address in a clearly visible position. The payoff is placed next to the opening of the package, encouraging the customer to "release the Jabra". If an inspiring image is used to visualize our concept, the Jabra payoff should accompany the image.

A list of contents must be easy to read, preferably on the front of the package.

### Images

The enclosed product is always printed on the package to scale. If the product itself is visible through an opening, the image can be placed behind the product, only visible when the product is removed.

An inspiring and informative image of a product user, showing head and shoulders, can also feature on the package, either in the left flexible 5-corner element, the sides or on the back. The product must be clearly visible and in its correct

position. Therefore, the face should be in profile or semi-profile, not face on. The model should be interesting and representative of the market.

### Bar code

When bar coding is not printed on the package, an area must still be reserved for retailer bar coding.

### Icons and legal texts

Product related icons, such as the Bluetooth logotype, should feature on the front as well as the back of the package. Other symbols, such as the recycling package icon, can be placed on the sides, the back or the bottom. Legal texts such as patent numbers, registration numbers and address of production are normally placed on the bottom or at the bottom on the back of the packaging.

### Examples

On the following page, examples can be found of these guidelines applied to different types of packaging.



## User manuals

The product user manual is one of the few items our customers retain and is therefore a long-term branding tool.

Our user manuals are printed in black only. On the cover, the basic layout is used with a 80% black background, the left 5-corner element in 65% black, with the right 5-corner element in 10% black and the Jabra logotype in 100% black. A product illustration using 50% black is placed on the cover, overlapping the graphic element. The graphic element uses the standard A5 sizing, 30mm high. In the upper right hand corner, the white product logotype is positioned using the same size as the Jabra logotype in the graphic element.

The headline of the user manual is placed both in the left 5-corner element and on the spine. All texts are white except the payoff which uses 50% black.

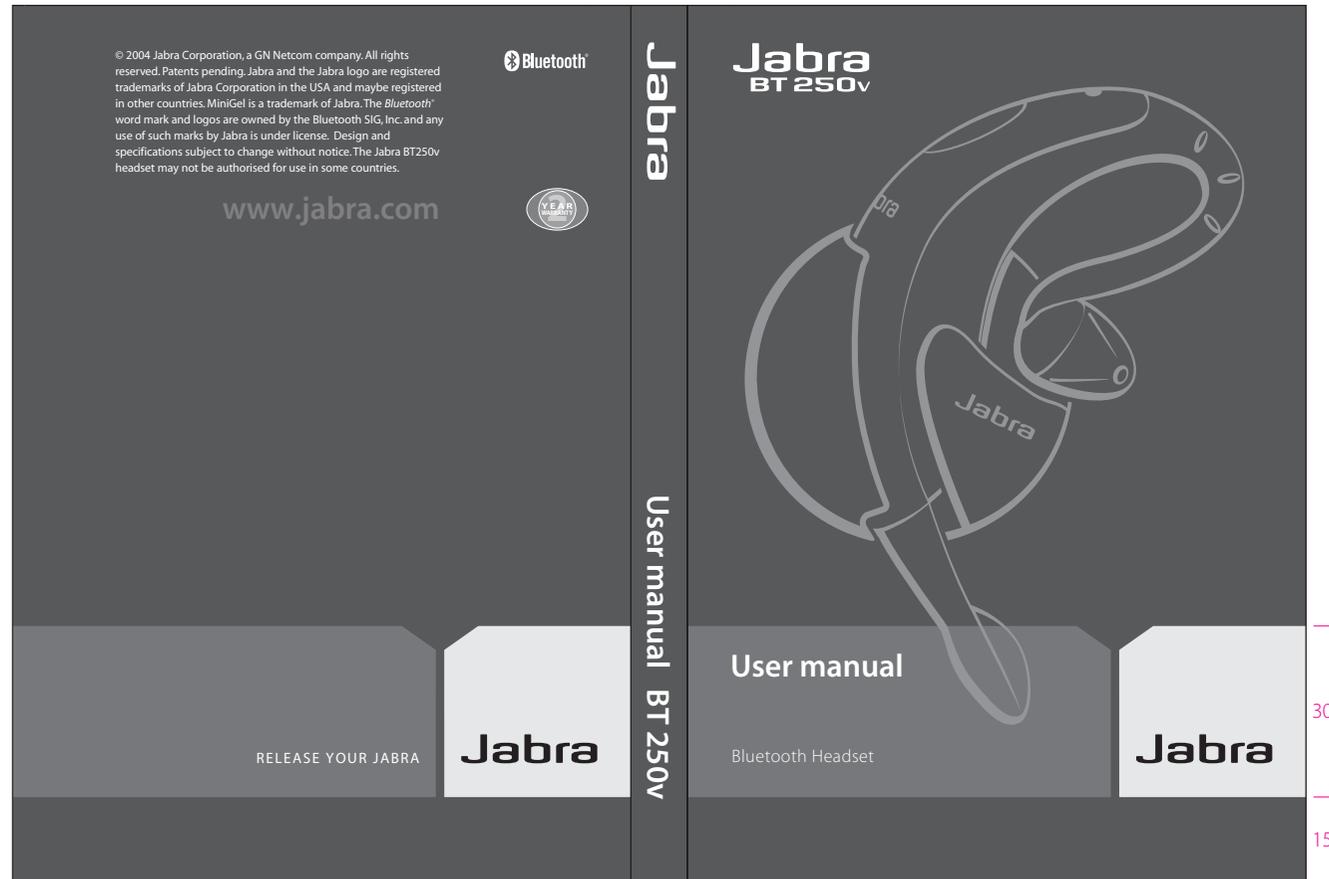
On the back cover, the graphic element is used with the same size and vertical position as on the front.

Symbols, such as warranty and third part, are placed on the back cover.

The example right is shown in 75% of its original size.

Copyright: Myriad MM Regular 6/8pt  
Web address: Myriad MM DemiBold 16pt

| 8 | | 8 |



Payoff: Myriad MM Regular 7.5pt

Spine: Myriad MM DemiBold 16pt

Headline: Myriad MM DemiBold 16pt  
Description: Myriad MM Light 9pt

# PRESENTATIONS

**Jabra**

## Powerpoint

Most of our presentations are made in PowerPoint and templates can be downloaded from the intranet.

### Master slide

The master slide uses the basic layout with a white background and the graphic element in Jabra Blue Grey and Jabra Bright Yellow with the Jabra logotype in black. The headline uses Jabra Blue Grey and all body copy is black. The lower left hand corner features a white slide number and as an option, the title of the presentation. Texts are justified left.

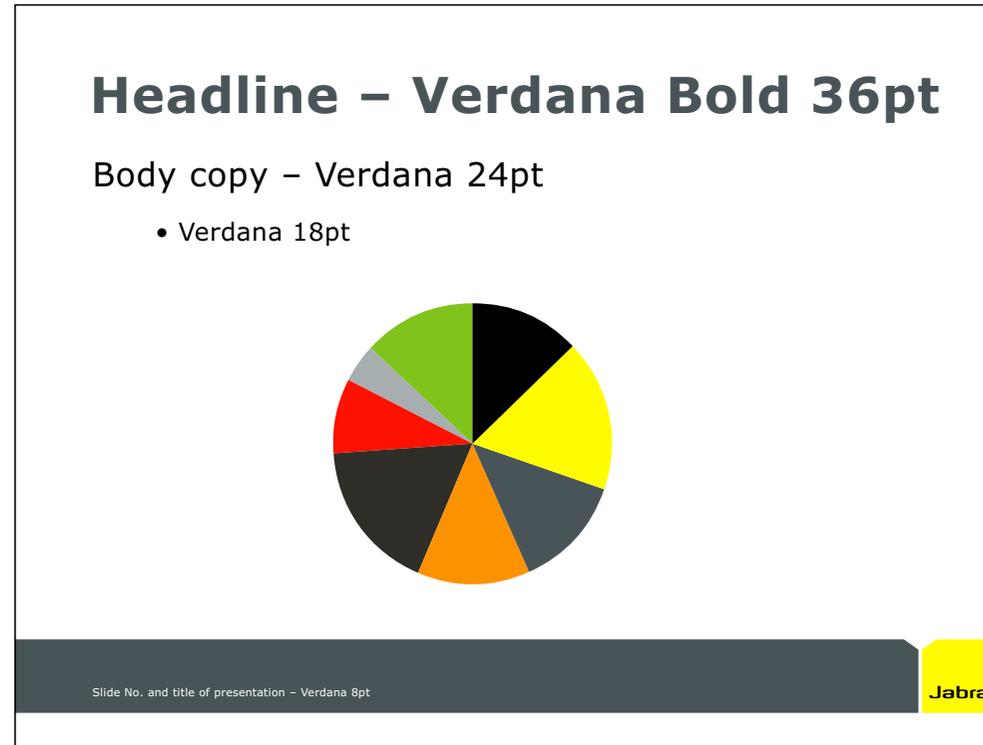
When the presentation is about a product, the product logotype is placed in the upper right hand corner, using a width of 33mm. The product logotype is right aligned to the gap between the two 5-corner elements.

### Title slide

The title slide uses the basic layout with a Jabra Blue Grey background and the graphic element in Jabra Dark Grey and Jabra Bright Yellow with the Jabra logotype in black. The graphic element is larger than in the master slide. The lower left hand corner features a Jabra Light Grey caption to be used to identify the author of the presentation. Headline and sub-headline are white and justified right to the gap between the two 5-corner elements. If an image is used as background, it should fill the entire slide and the left 5-corner should be Jabra Blue Grey.

When the presentation is about a product, the product name is written in the headline. No product logotype is used in the title slide.

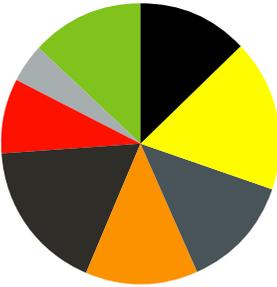
## Main slide



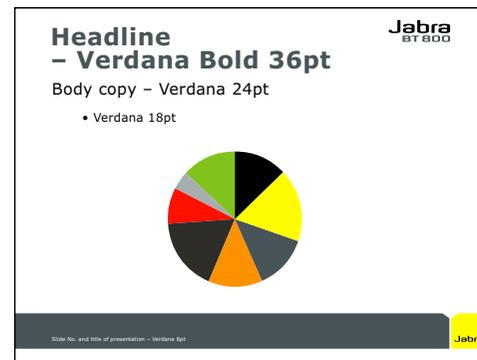
**Headline – Verdana Bold 36pt**

Body copy – Verdana 24pt

- Verdana 18pt



Slide No. and title of presentation – Verdana 8pt



**Headline – Verdana Bold 36pt**

Body copy – Verdana 24pt

- Verdana 18pt



Slide No. and title of presentation – Verdana 8pt



## Title slide



**Title – Verdana Bold 36pt**

Sub-title – Verdana 24pt

Author / caption – Verdana 14pt



INTERNET

**Jabra**

## Basic guidelines

As a unique material, our Internet site uses the graphic element as a top menu, positioned closer to the top than standard recommendation to save space. Two levels of navigation are found in the top menu and under the right 5-corner element, a right menu assists both the second and third level.

Our web-site is designed to give a light and modern impression. Products are normally presented against a white background. Other images, such as feature description and situational photos use a darker background.

A quick menu is placed in the left 5-corner element to ease navigation and to get quick access through the site.

Three frames are used in the main window below the graphic element: the image frame (left), the main frame (centre) with product imagery, copy and features, and finally the right menu frame with additional information services.

