



In this document, we outline best practices for the use of our brand assets and offer useful examples.



JESRYTE

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...integrity, competence, excellence

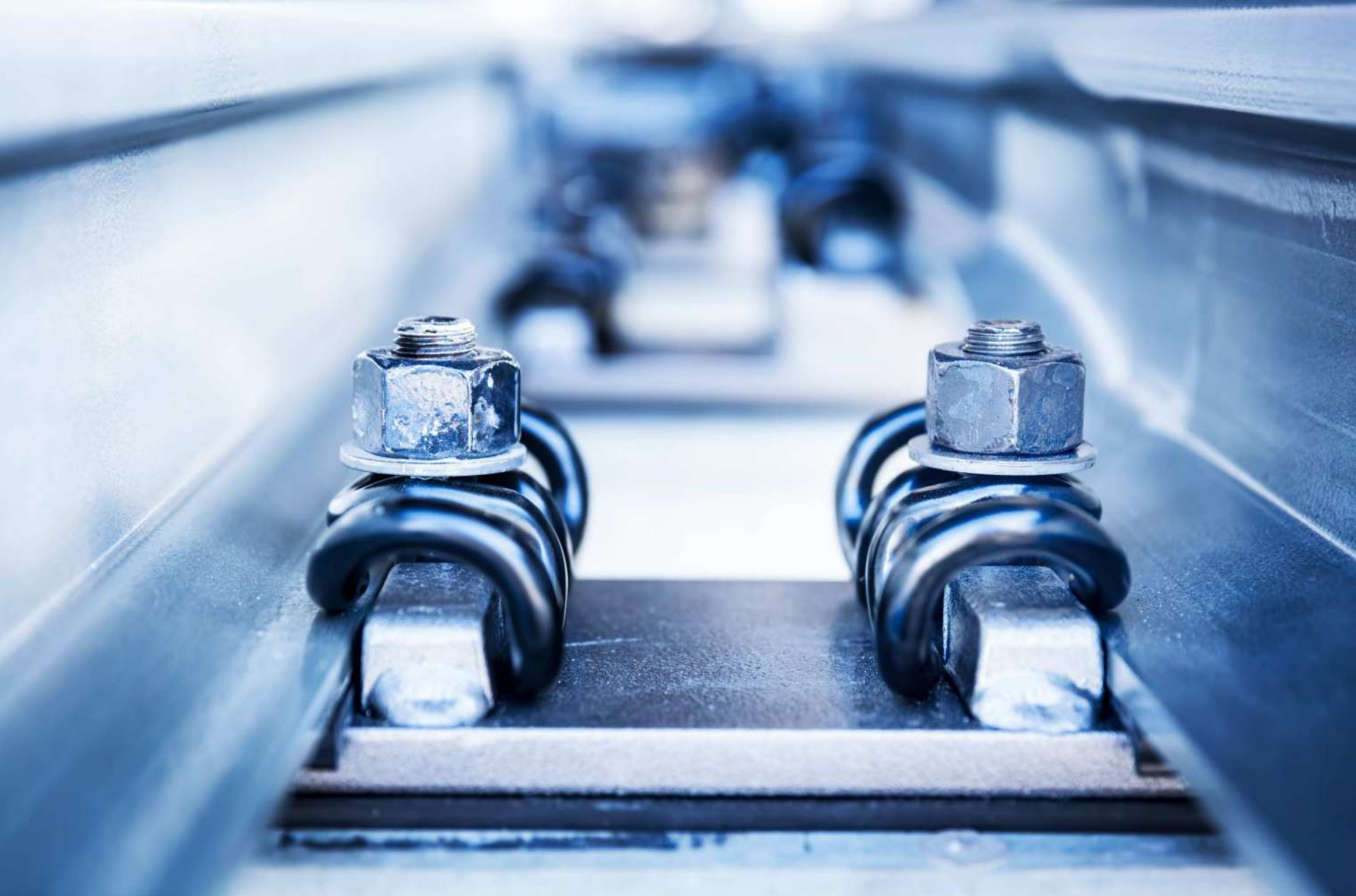


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Logo Do's and Dont's: Acceptable use



Logo Do's and Don't's: Unacceptable use



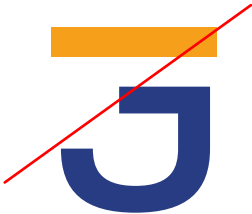
The logo should not be distorted in any way.



The logo must not be used in any other colour other than the approved brand colours



The placement of the logo elements should not be altered.



No part of the logo icon should be removed



Do not use drop shadows or any other effect on the logo

#273C83

#F69F1A





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Typography

Primary

Museo Sans 500

Secondary

Monument

Museo Sans 500

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

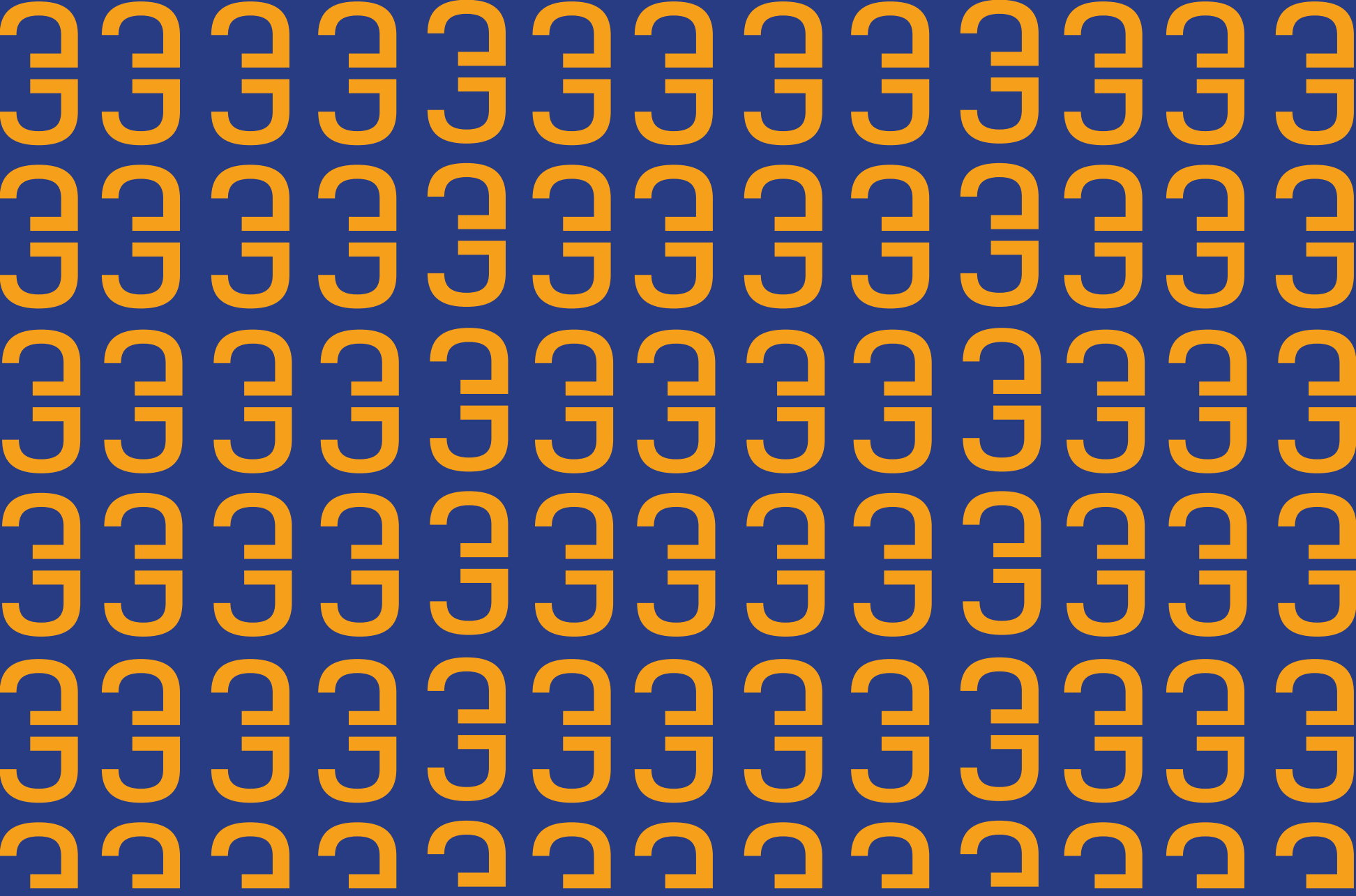
123456789

Monument

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

123456789





Fantastic deals are available in:

- **Engineering:**
(Solar power systems, critical power systems, electrical designs and installations, building construction services)
- **Technical training:**
(Solar power expertise, electrician works, security gadgets expertise, Satellite TV electrician, technical consultancy and more)
- **Sales of Quality Engineering Products:**
(Solar panels, inverters, solar chargers, UPS, deepcycle batteries, Stabilizers, switch panels, premium electrical fittings)

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The back of the business card features the JESRYTE logo and a repeating pattern of the company's stylized 'J' and 'E' symbols in blue and yellow.

The front of the letterhead features the JESRYTE logo at the top left and the tagline "...integrity, competence, excellence" at the top right. The background has a subtle repeating pattern of the company's stylized 'J' and 'E' symbols.

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The notebook cover features a repeating pattern of the company's stylized 'J' and 'E' symbols in blue and yellow. A vertical yellow stripe runs down the right side of the cover. The JESRYTE logo is visible in the bottom right corner.

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Conclusion

Adequate research and deep thought went into designing this Logo. Every aspect of the logo has been accounted for in this document



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