

# BRAND GUIDELINES



Jackery

# FOREWORD

The Jackery brand guidelines are presented in three sections, covering five core brand elements and four application systems.

<b>1. Brand Strategy</b>	Brand Plus
<b>2. Visual Identity</b>	Logos Colors Typography Imagery Graphics
<b>3. Applications</b>	Advertising Stationary Environmental Digital Media

## Specification for visual identity system of Jackery

The 2022 Jackery brand visual identity system specification manual uses standardised language and organised visual symbols to illustrate the brand's corporate characteristics and concepts.

A consistent sense of identity and values is produced throughout the firm's internal, external, and connected contexts. It helps to create a good business environment and social environment for the development of the enterprise.

The following two fundamental tenets served as the foundation for the creation of the specification handbook for the Jackery brand's visual identity system:

### **A. Basis Practicality**

Ensure the operability of various visual specifications and ensure that the company's external visual image is consistent.

### **B. Wide Applicability**

Comprehensive overall planning and multi-head consideration, before ensuring

the consistency of the visual system of the head office, branches and subsidiaries.

Considering the international development strategy of the Jackery brand, from the date of release of the 2022 Jackery brand guidelines, users should strictly implement the specifications stipulated in this manual.

Users must not alter them at will in order to maintain the consistency of the corporate image and prevent misrepresentation.

As an internal material, this manual is a platform for establishing the brand image of Jackery. It integrates the business philosophy and culture of the enterprise. All employees should respect the intellectual property rights belonging to their own enterprises, implement them conscientiously, manage them strictly, and not provide them to unrelated persons.

# USER'S GUIDANCE

## Numbering method and search method

For ease of use, this manual is classified and indexed in the following ways:

Five basic element systems and four application system parts are marked with English letters, such as 'A Brand Strategy', 'B Visual Identity', 'C Advertising', 'D Stationary', 'E Digital Media', 'F Environmental'. Different categories under the same system are marked with English letters and arabic numerals, for example: B1 Logos.

## Principles of use

This guideline is organized from top to bottom. Each level is independent and organically related. When users use it, they often start directly from the specific items at the lower level, but if they don't understand the important system concepts and fundamental rules of the upper level, it is simple for them to make mistakes. Therefore, when using it for a specific project, you should first understand the priority concepts.

1. All terms, conditions, and requirements clearly outlined in this guideline, including the rules unique to the basic element system and the application system, must be rigorously adhered to throughout use and cannot be amended at will.
2. All items in this guideline that have legends but do not describe specific specifications and materials, or items that can be referred to in the description, should be used under the premise of not violating the relevant basic terms.
3. For parts not yet covered by this guideline, such as the newly added application design items, but leverage core brand elements such as logos, standard characters, and standard colors, must strictly abide by the relevant regulations of the basic element system. They should not be changed without

authorization. Style, should also refer to similar application design projects in this guideline to keep the overall style consistent.

4. The pictures, typography, etc. in this guideline are for display only. Please make sure to purchase the copyright before using them for commercial purposes.

When working on a design project, you should select the graphics to be used from the electronic finished files provided in this guideline, and use the colors based on the color values provided in this guideline. The color value of prints or other customized products should be based on the effect of the sample under the conditions of sufficient light indoors on a sunny day. Even with the same color standard, under different materials and different lighting environments, the actual color effect is very different, and the color value can be adjusted according to the actual situation.



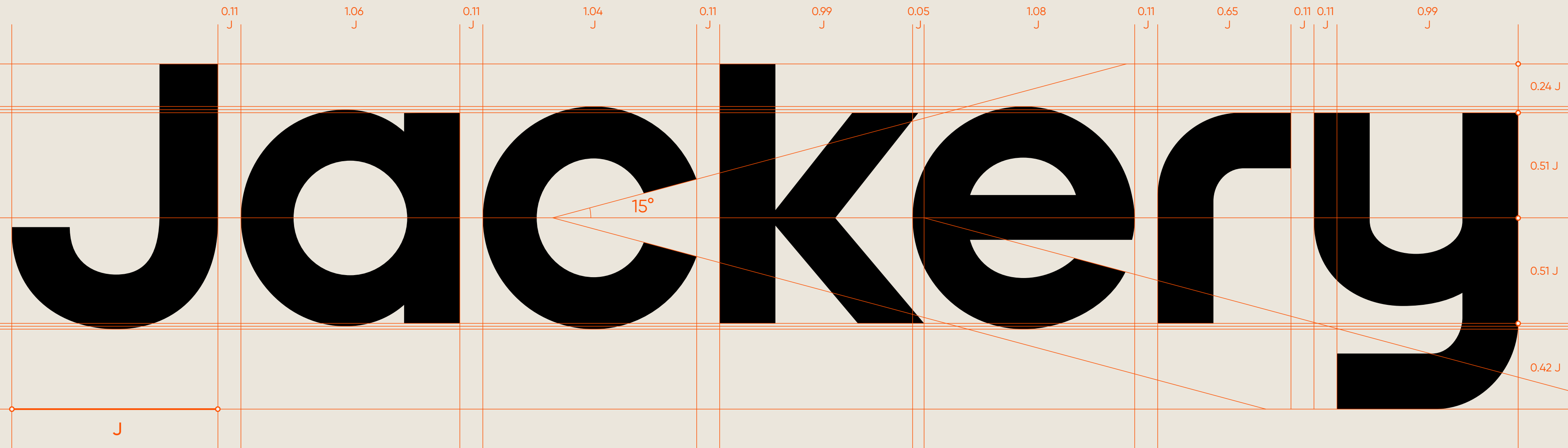
# B VISUAL IDENTITY

# B1 LOGOS

Jackery

The Jackery logo is the most visible element of the brand visual identity. This page shows the logo specifications.

The proportions of each element in the logo are designed with intent. The content below shows the visual standard of the logo composition. Applying the logo according to the standard can ensure its uniformity across different sizes and applications.





This page displays the clear space of logo and bilingual logo lockups.

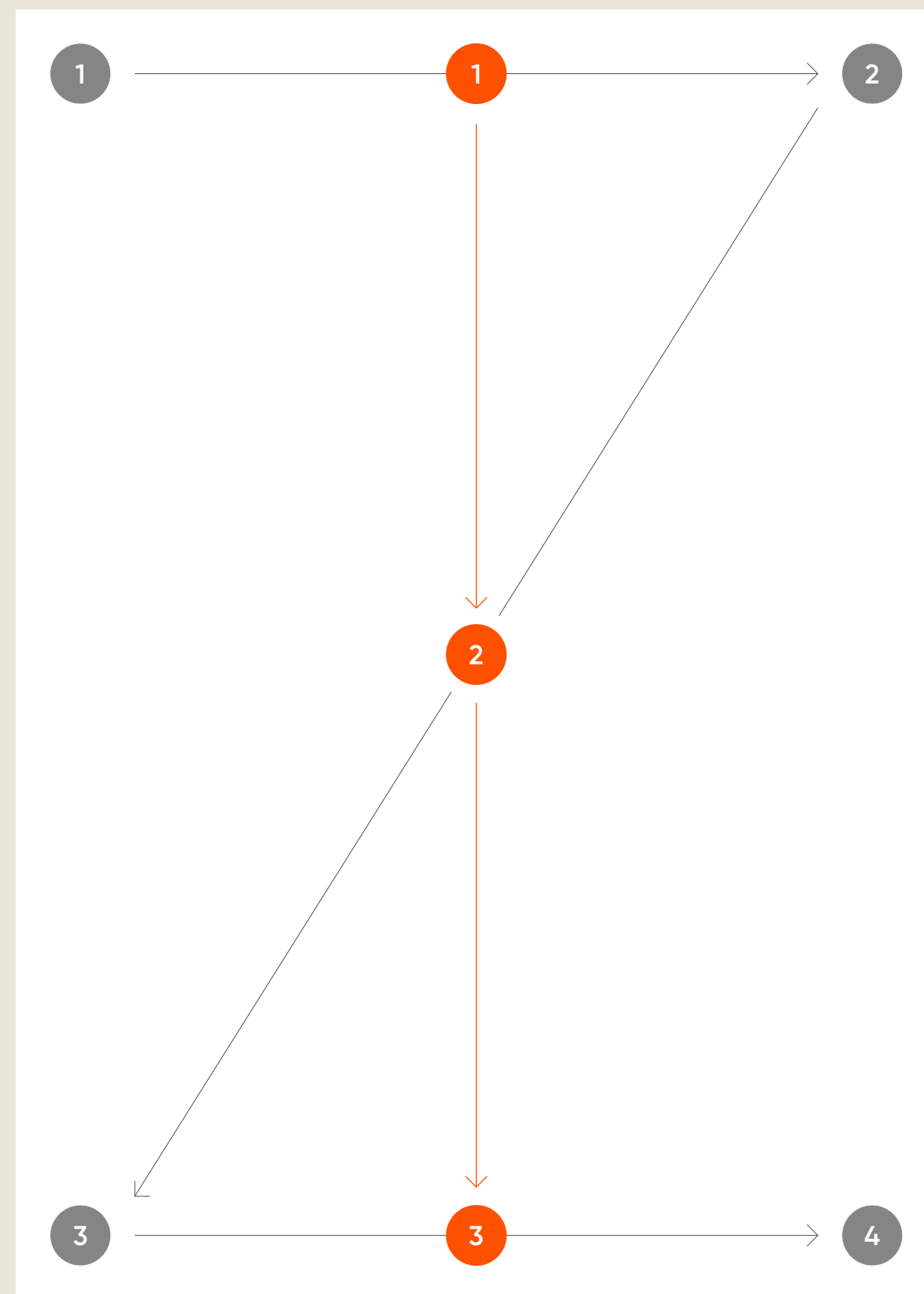
In the practice of application, in order to ensure that the logo is always visible clearly, a 'clear space' around Logo is uniformly specified. the 'clear space' should meet 200% 'J', two times width of the letter 'J' in logo, as much as possible. Please do not place any text, graphics, or other elements that may cause visual disturbances in clear space. In the case where 200% 'J' cannot be satisfied, it is necessary to ensure 100% 'J' clear space.

Logo  
Clear Space



While placing the logo, it is recommended to refer to the 'Minimum Size' and 'Clear Space' of the logo to ensure the design outcome follows the brand visual guidelines.

According to the order of the number '1' to '4' on the right graphic, consider the priority position of the logo on layout pages. In case of right or left alignment, the gray number is the priority order. In case of alignment to the center, the orange number should be used as the priority.



Jackery		
Jackery		
	Jackery	Jackery
Jackery	Jackery	
		Jackery

This page shows four combinations of the logo with the category description. In context targeting Chinese audience, the bilingual logo and category name should be prioritized. In all context targeting an English-speaking audience, the primary logo and category name should be used.

In order to ensure the clarity of the category descriptive text, it is recommended to use the version where the logo is on top of the descriptive text.

In the case where this cannot be applied, where the height space is limited, then the horizontal version, with the descriptive to the right of the logo can be used.

Category Name  
English

# Solar Generator

Logo and Category Name Lockups

English

**Jackery**  
Solar Generator

**Jackery** Solar  
Generator

### Examples of Errors

✘

**Jackery** Solar Generator

Do not remove the background graphic of category name

---

✘

**Jackery**  
Solar Generator

Do not change the position and proportion of the elements

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✘

**Jackery**  
Solar Generator

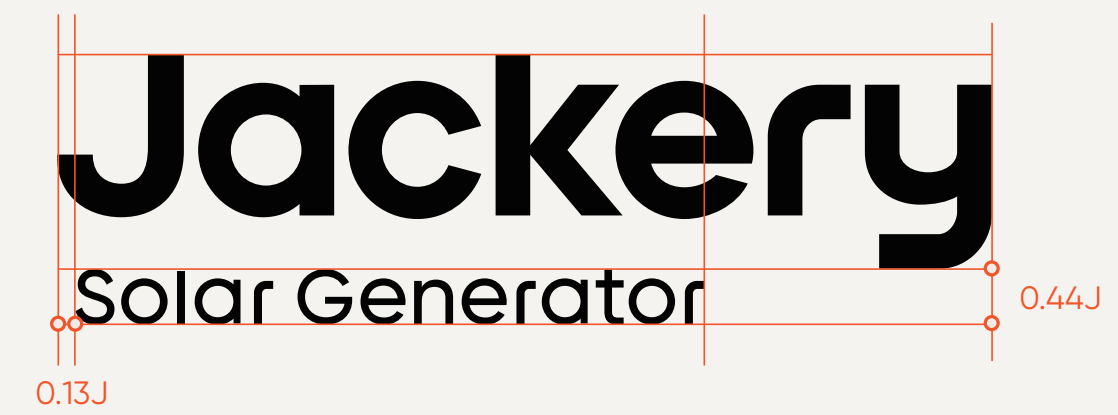
Do not change the typeface and colors

This page shows the four combinations of logo and category name lockups and the drawing specifications. Drawing logo by standard can ensure the uniformity of the logo in different sizes of applications.

Logo and Category Name Lockups - English  
Horizontal



Logo and Category Name Lockups - English  
Vertical



Logo and Category Name Lockups  
Minimum Size

In order to ensure the identification and visual detail of logo, this page regulates the minimum size of logo and logo lockups in printing and digital media applications.

Logo  
Minimum Size



Printing

Digital Media

5.3 mm

20 px

Logo and Category Name Lockups  
Minimum Size in Use

Height of Lockups  
≥ 8.7 mm / 33 px



Logo and Category Name Lockups  
Minimum Size



Printing

Digital Media

7.4 mm

28 px

Height of Lockups  
≤ 8.7 mm / 33 px  
≥ 7.4 mm / 28 px



8.7 mm

33 px

Height of Lockups  
≤ 7.4 mm / 28 px  
≥ 5.3 mm / 20 px  
Please choose a logo  
without the category name



This page shows the specifications of co-branding lockups. In Jackery's terms, the logo is on the left, and the joint logo is on the right. For co-branding lockups, it can use Jackery logo, bilingual logo lockups-horizontal and vertical version.

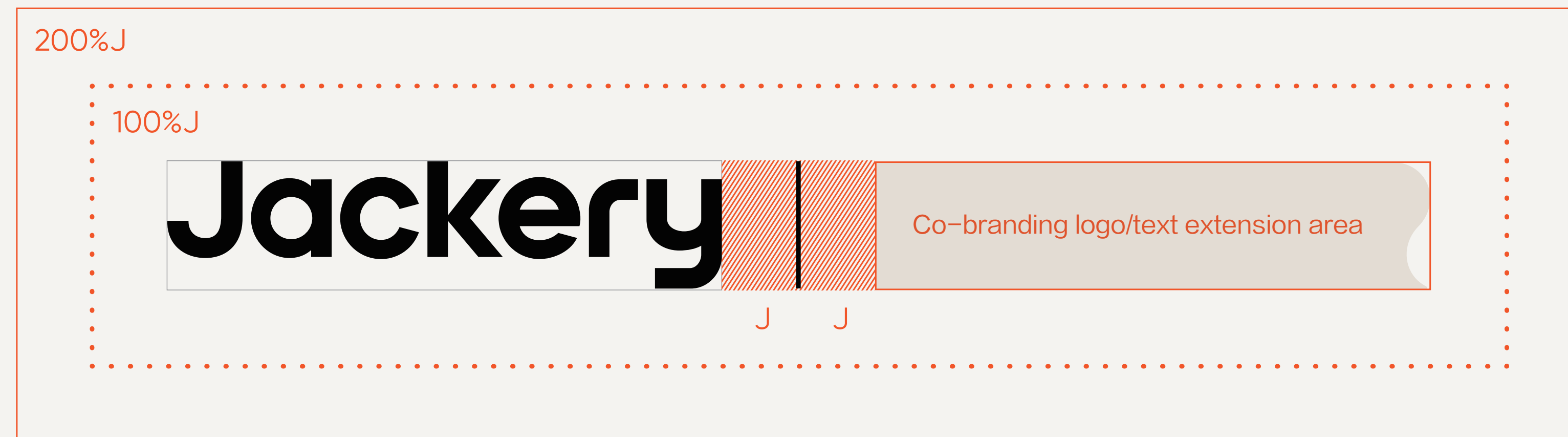
Co-branding Lockups  
Primary Logo

Examples of Errors

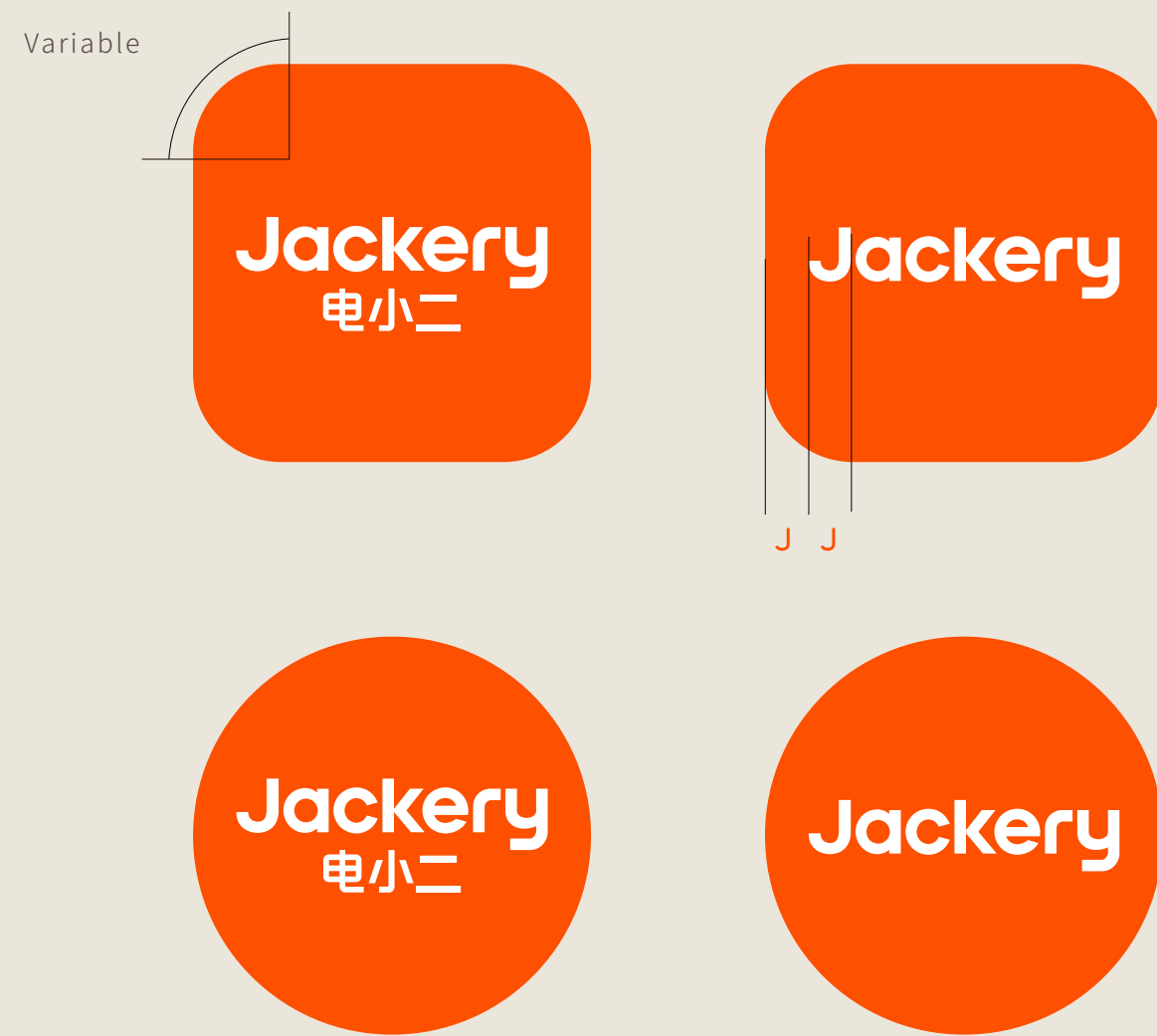
✘ **Jackery** Other Brand  
Do not remove the divider line

✘ **Jackery** | Other Brand  
Do not place logo exceed the restricted area

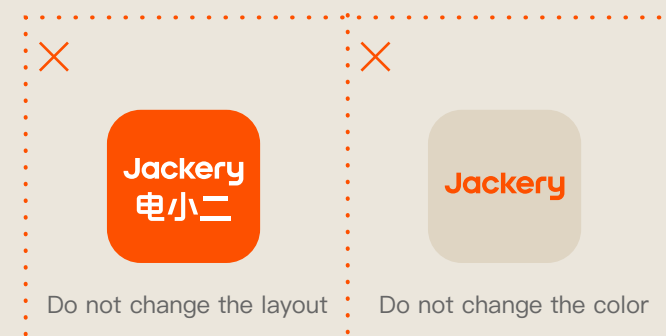
✘ **Jackery** | Other Brand  
Solar Generator  
Do not use the logo and category name lockups



The APP icon is designed for digital or on-line media only. Make sure to use the vertical version bilingual logo lockups or primary logo in the icon according to the language of different application scenarios. The rounded corners of the APP icon shape vary depending on the channel. Please do not change the layout, color, angle or any other typographic element.



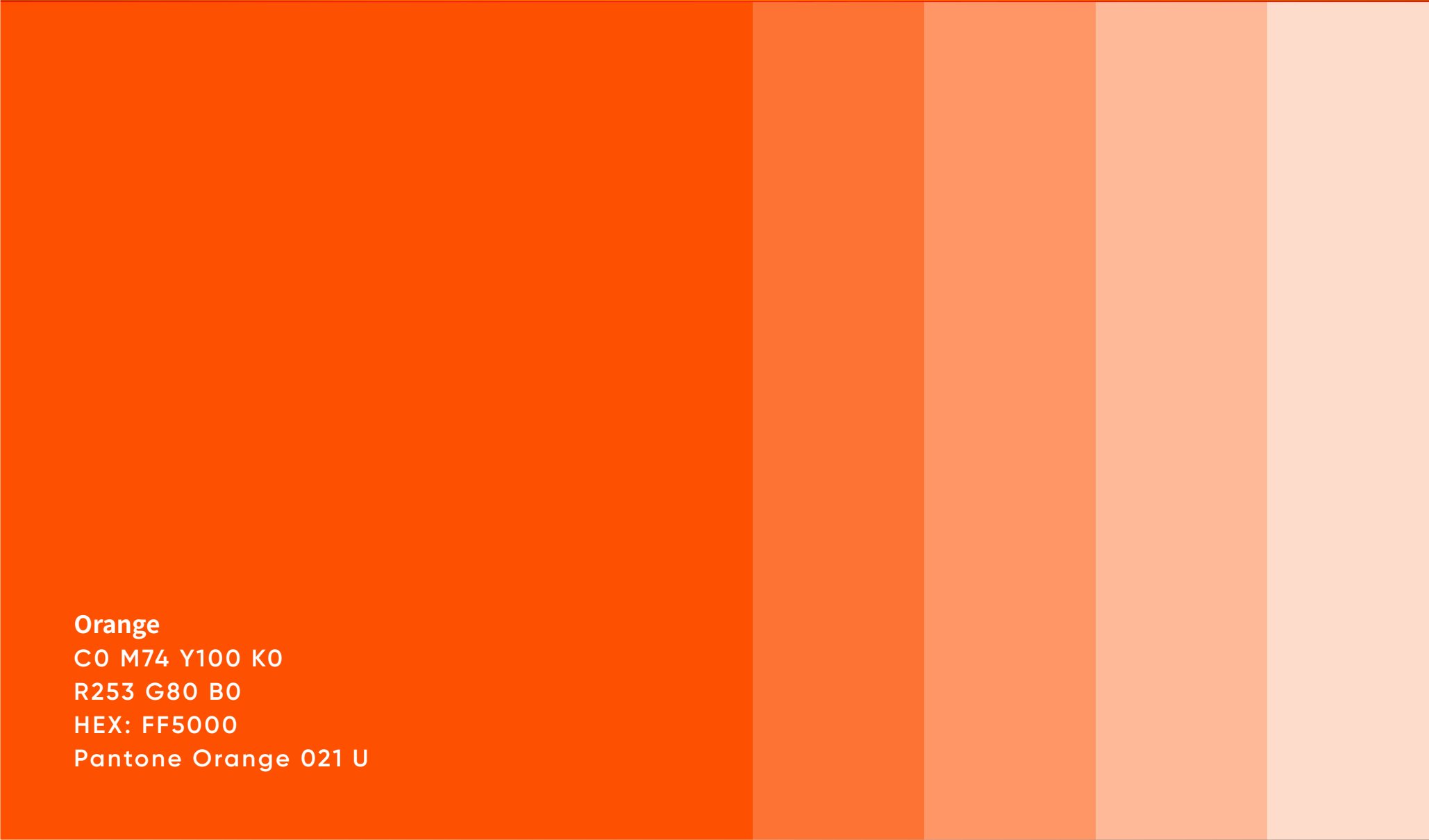
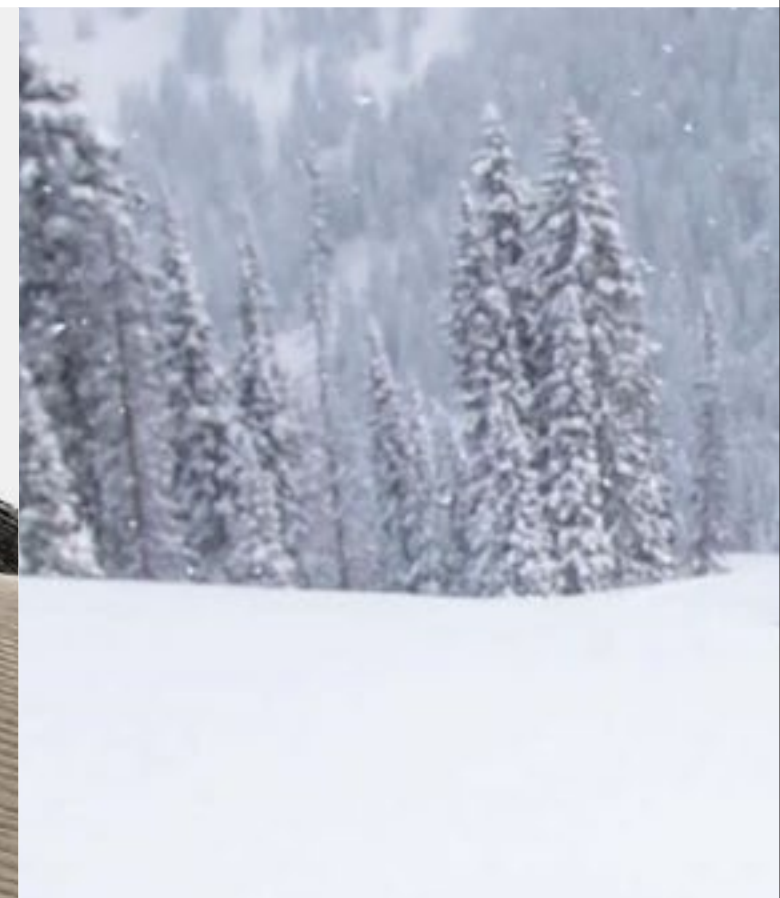
Examples of Errors



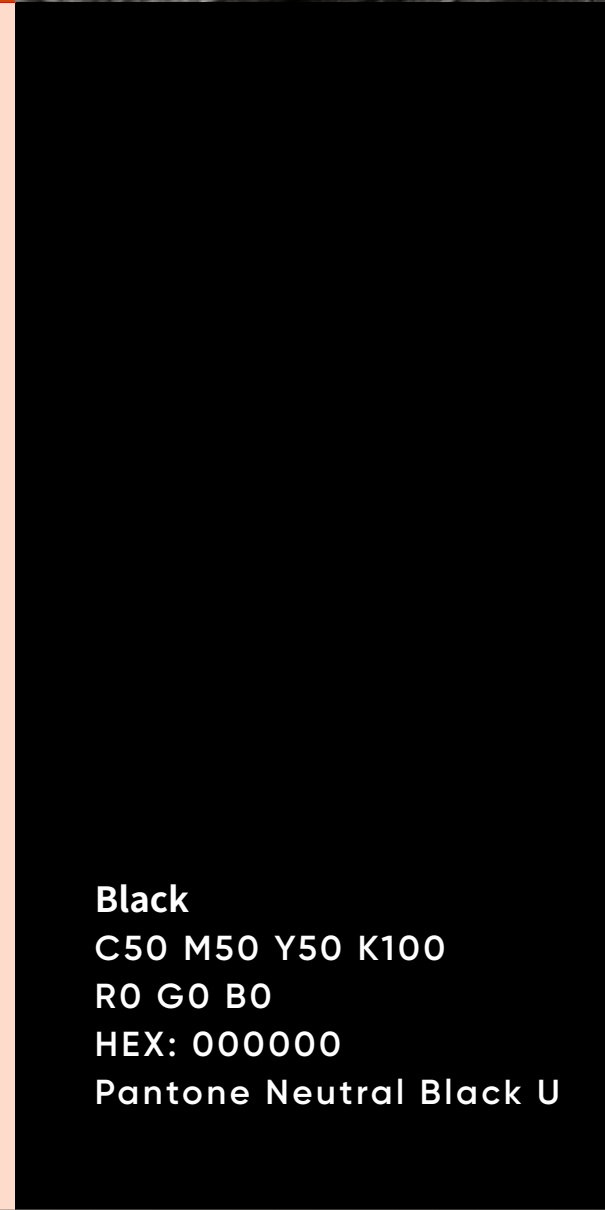
# B2 COLORS



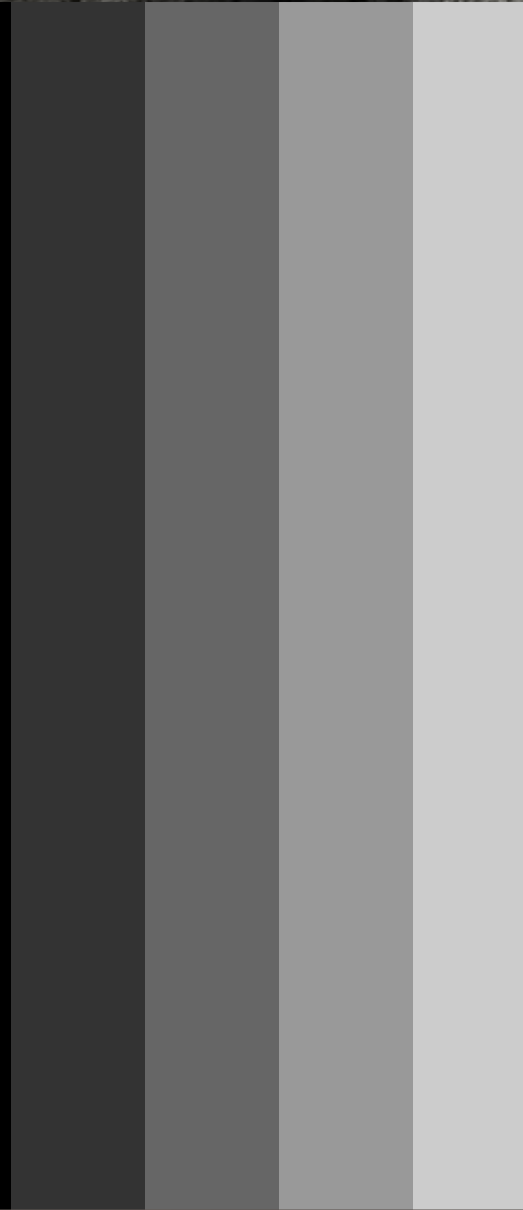
Orange is the main brand color of Jackery, supported by sand gold and black as secondary colors. In order to ensure the color consistency throughout their applications, the brand color palette should be used. The consistent use of these color help to establish a unified brand identity. The brand color palette is also available in 10% to 100% tints colors. User can apply tint colors in charts, data graphics and other applications to easily distinguish elements from another.



**Orange**  
C0 M74 Y100 K0  
R253 G80 B0  
HEX: FF5000  
Pantone Orange 021 U



**Black**  
C50 M50 Y50 K100  
R0 G0 B0  
HEX: 000000  
Pantone Neutral Black U



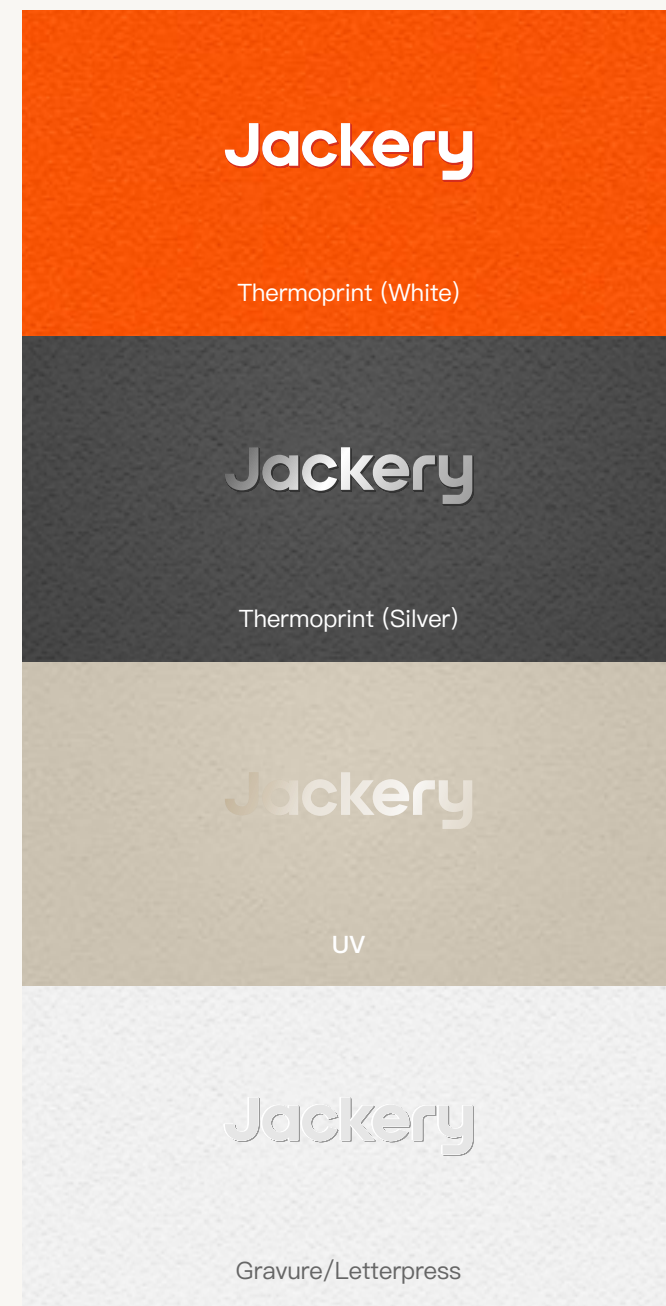
**Sand Gold**  
C16 M16 Y23 K0  
R221 G213 B197  
HEX: DDD5C5  
Pantone: Warm Gray 2 U



**White**  
C0 M0 Y0 K0  
R255 G255 B255  
HEX: FFFFFFFF  
Pantone White U

The page shows the color specification of the logo when applied on different background colors and pictures. On orange, sand gold, black (or dark grayscale) background, it is preferred to use the white color logo. On white or less than 20% grayscale color (or image), it is preferred to use the orange color logo, followed by black. On the medium grayscale color (or image), or background not suitable for the orange logo, the black logo is preferred. The same color specification applies to other logo lockups.

Recommended Printing Technology



Orange 100%



Black (or 40%-100% tint)



White (or <20% Black Tint)



Grayscale (20%-40% Black Tint)



Sand Gold 100%



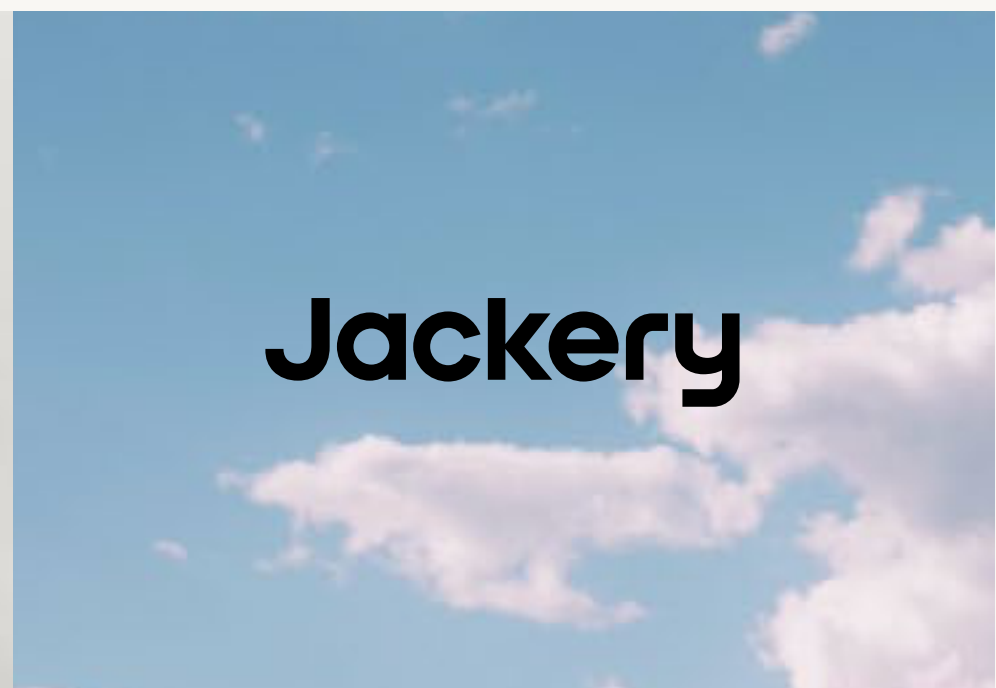
Dark Tone Images



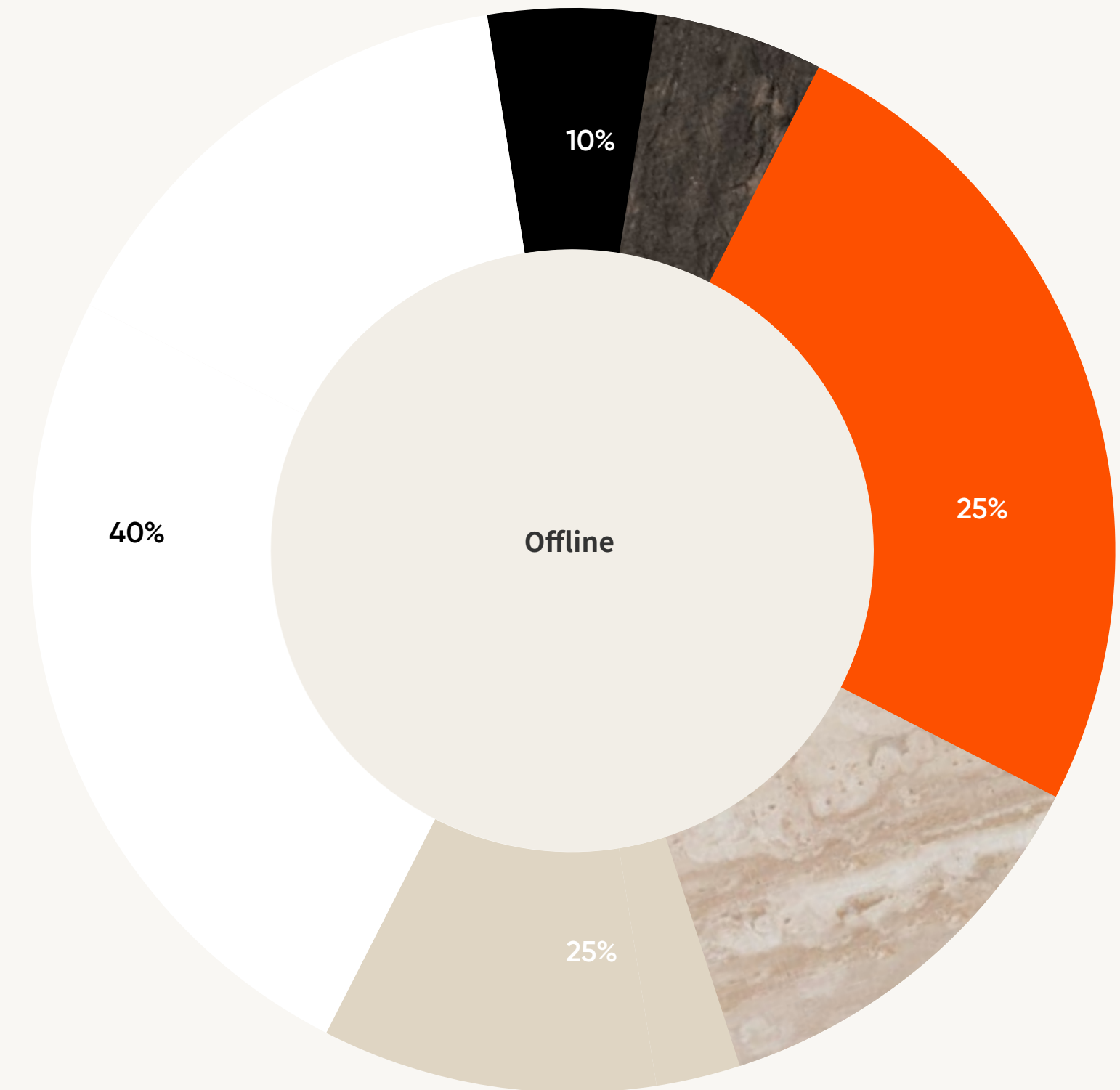
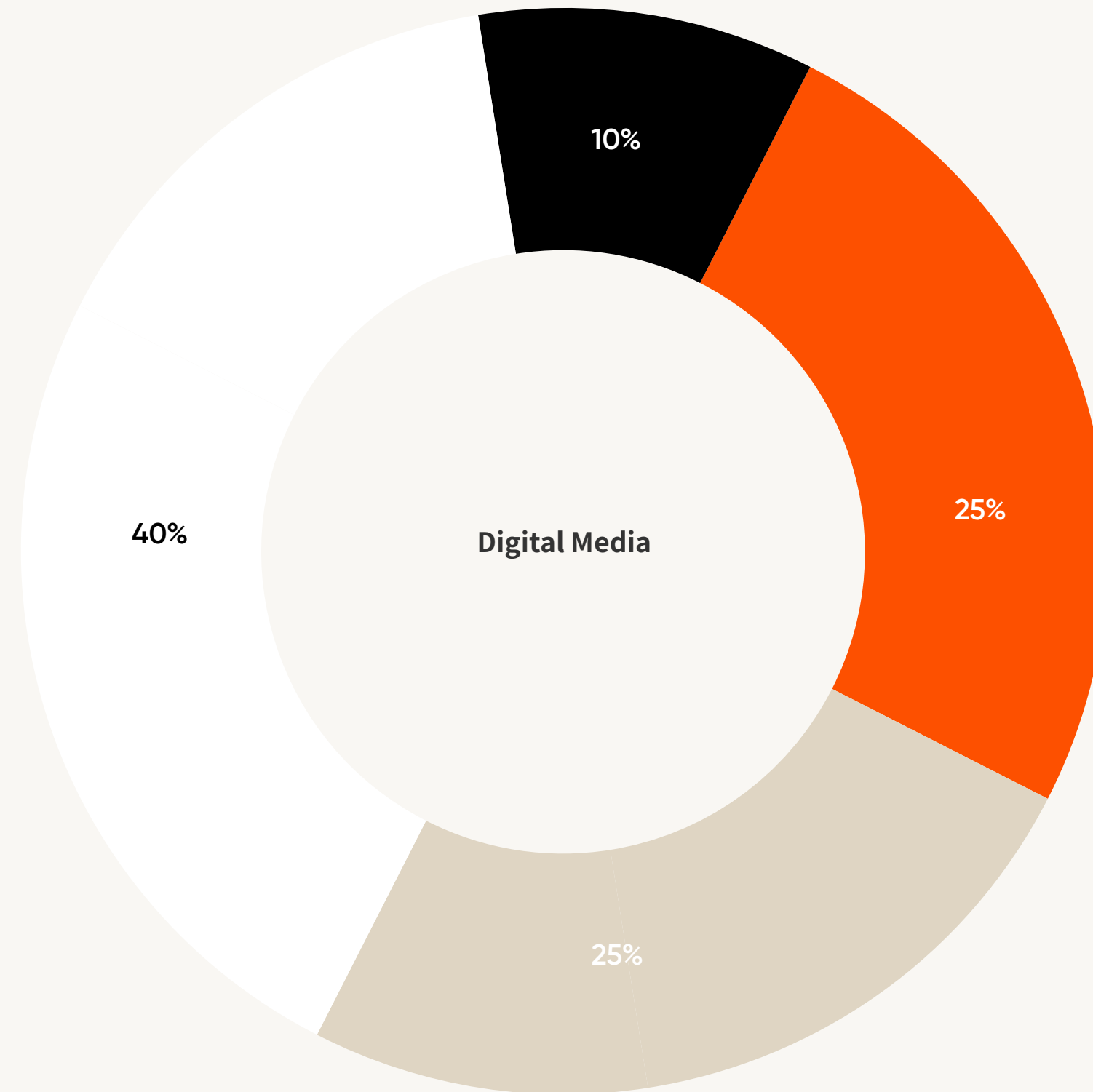
Light Tone Images (<20% Black Tint)



Grayscale (or Not suit for Orange Logo) Images



This page shows how the brand color palette should be used in both digital media and offline use case. Orange is the main brand color and the color scale can be adjusted according to the need and context. For offline applications, it is possible to use natural materials for which color match the brand color palette.



B3

**TYPEFACE**

Typeface is an important element of a brand identity. The typeface Gilroy, well balanced between square angles and circles, creates a unique brand image for Jackery. Four weights of typeface - light, regular, medium, and bold - are available for different use cases. The thin and extra bold typefaces are used for core brand content, such as AD systems and other promotional materials. In cases where typeface Gilroy cannot be used, the open-source typeface Noto Sans can be used instead.

Gilroy-Light / Italic

Light/*Italic*

Gilroy-Regular / Italic

Regular/*Italic*

Gilroy-Medium / Italic

Medium/*Italic*

Gilroy-Bold / Italic

**Bold/*Italic***

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890@!%\*

**abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890@!%\***

High Priority

Gilroy

Optional Free Typeface

!"#\$%&'(

**English Typeface in Italic**

Italic typeface should only be used when the content requires it (citing, specific words, etc), for the the English language use scene. Do not use italic typeface for the visual design purpose.

Cilroy-Bold / Italic

Cilroy-Medium / Italic

Cilroy-Regular / Italic

Cilroy-Light / Italic

**TITLE GOES HERE**

**SUBTITLE TEXT**

Lorem ipsum *dolor sit amet*, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore *magna aliquam* erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

# BRAND GUIDELINES

# Jackery

21 / F, Jiaanda Building  
Dalang Huafan Road  
Longhua District, Shenzhen City  
Guangdong Province, China