



It's time

Design Guide



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Basic Elements





Logo

The logo is available in three colour versions shown here for use on the corresponding backgrounds.

File:
PC_Logo_
DarkBG_Eng



File:
PC_Logo_
DarkBG_SiCh



File:
PC_Logo_
LightBG_Eng



File:
PC_Logo_
LightBG_SiCh



File:
PC_Logo_
WhtBG_Eng



File:
PC_Logo_
WhtBG_SiCh



Colours

The two core colours used across applications are Janssen Dark and Light Blue. Colour breakdowns are shown here.

Janssen Dark Blue

Spot Colour
Pantone 294c

CMYK
100/68/7/28

RGB
0/52/121

HEX#
003479

Janssen Light Blue

Spot Colour
Pantone 299c

CMYK
86/8/0/0

RGB
0/160/223

HEX#
00a0df

Fonts

For English communications we use the font Myriad Pro Bold is used for headings. Light is used for sub headings and large headline text. Regular is used in body copy.

For Simplified Chinese communication a font with similar characteristics to Myriad should be used, for example Ping Fang, shown here.

ENGLISH FONT
MYRIAD PRO

**Myriad Pro
Bold**

Myriad Pro
Regular

Myriad Pro
Light

SIMPLIFIED CHINESE FONT
PING FANG (OR EQUIVALENT)

标题

标题

标题

Application Examples



Print

Print applications use CMYK or Pantone colour values.

English examples here.

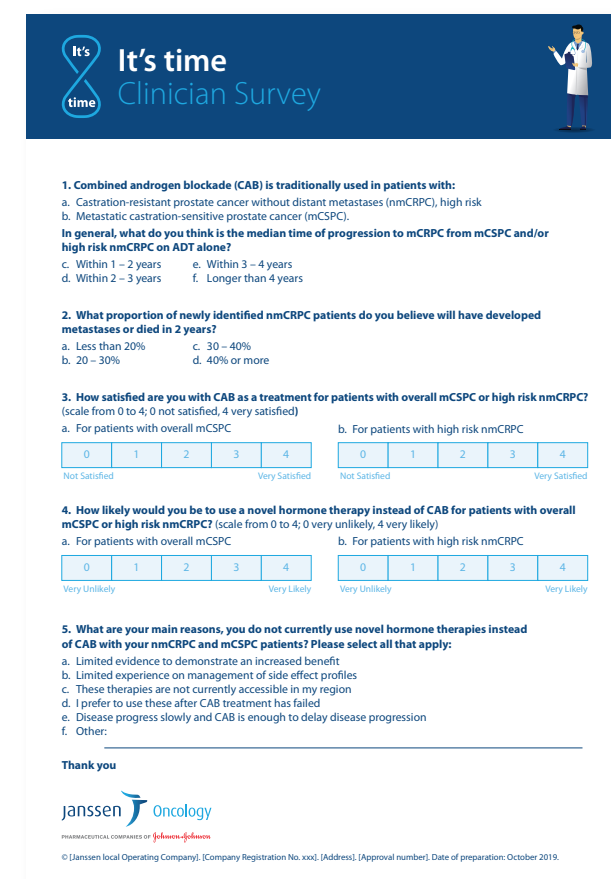
FILE: SSHJ_PC_A4-Poster_CMYK



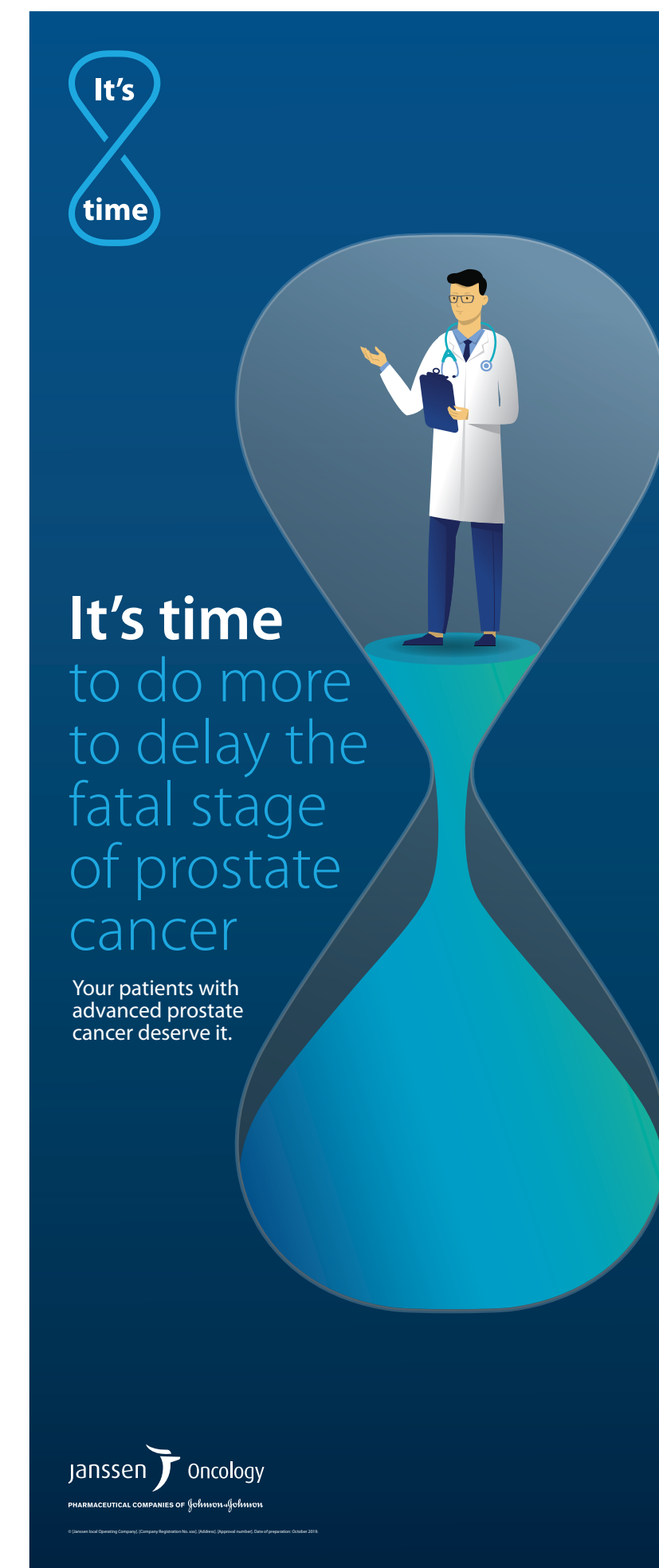
FILE: SSHJ_PC_A5-DoubleSided_CMYK



FILE: SSHJ_PC_A5-Survey_CMYK



FILE: SSHJ_PC_Banner_CMYK



Print

Print applications use CMYK or Pantone colour values.

Simplified Chinese examples here.

FILE:
SSHJ_PC_A4-Poster_CMYK



FILE:
SSHJ_PC_A5-DoubleSided_CMYK



FILE:
SSHJ_PC_A5-Survey_CMYK



FILE:
SSHJ_PC_Banner_CMYK

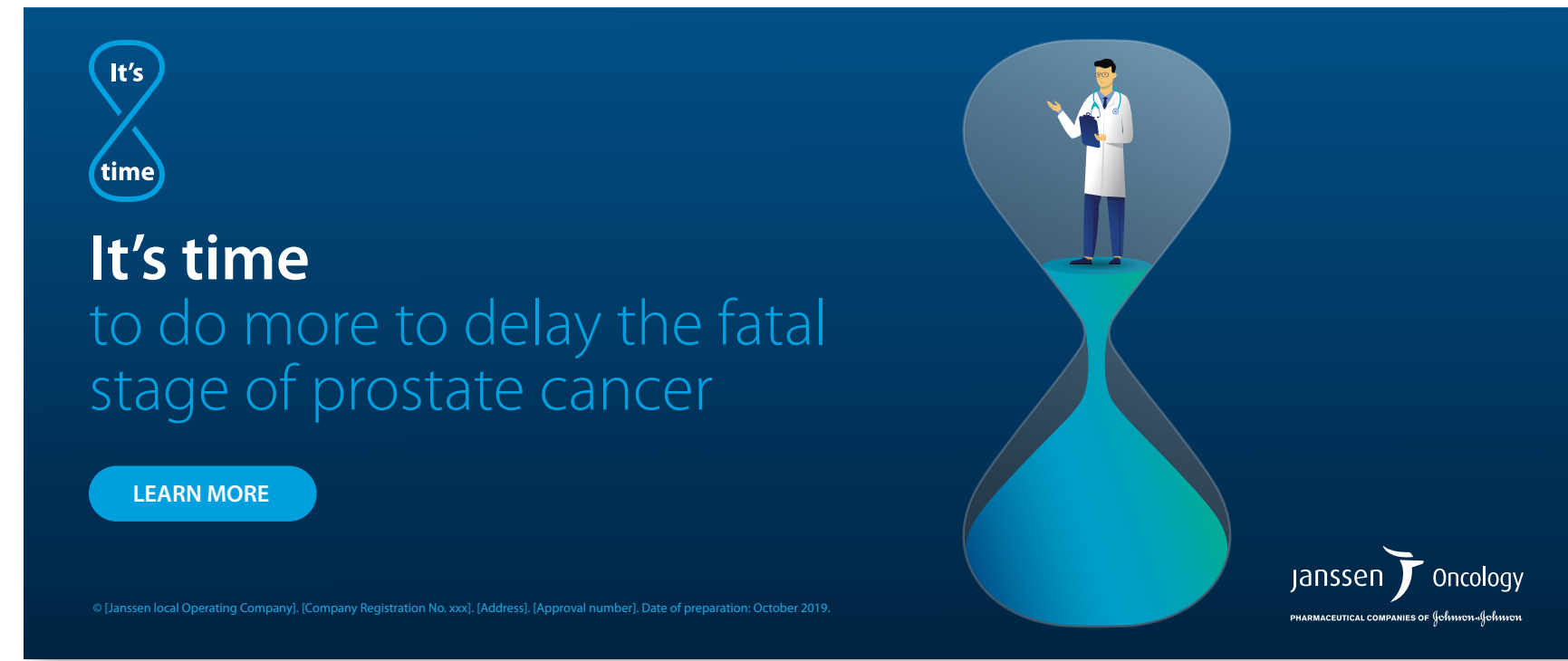


Digital

Print applications use RGB or HEX# colour values.

English examples here.

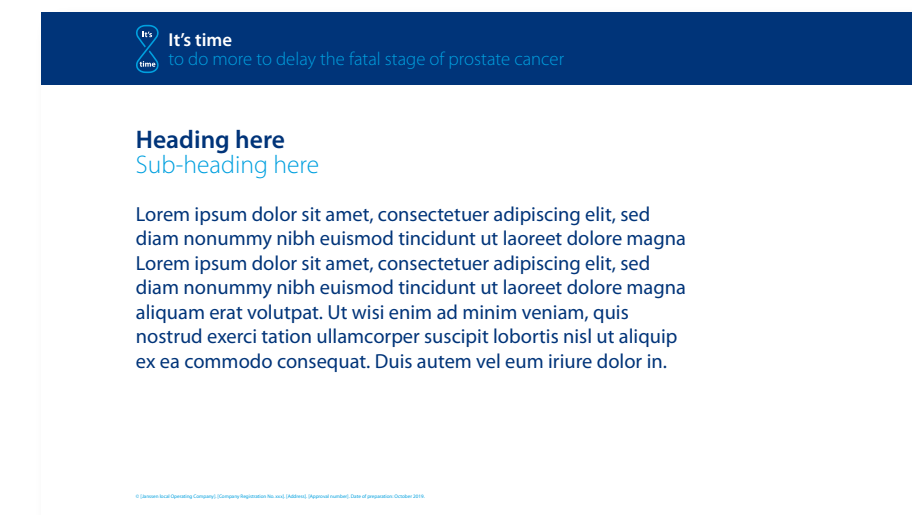
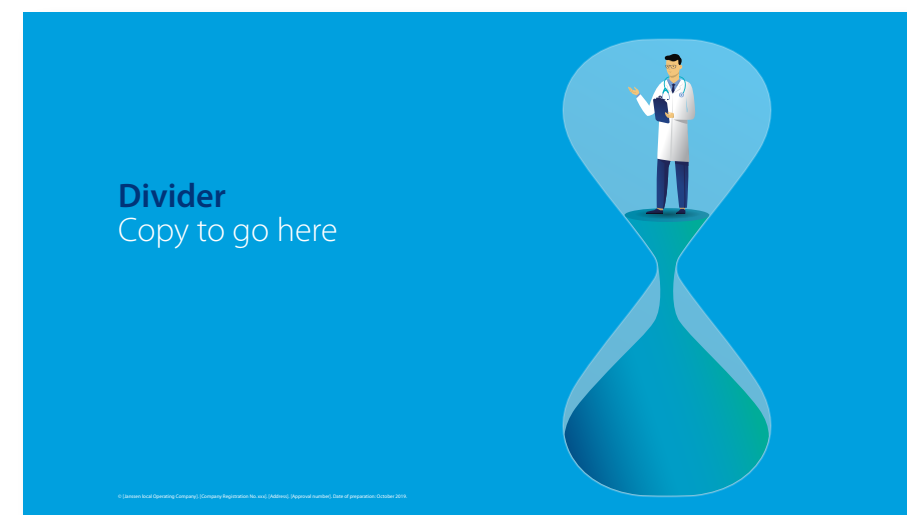
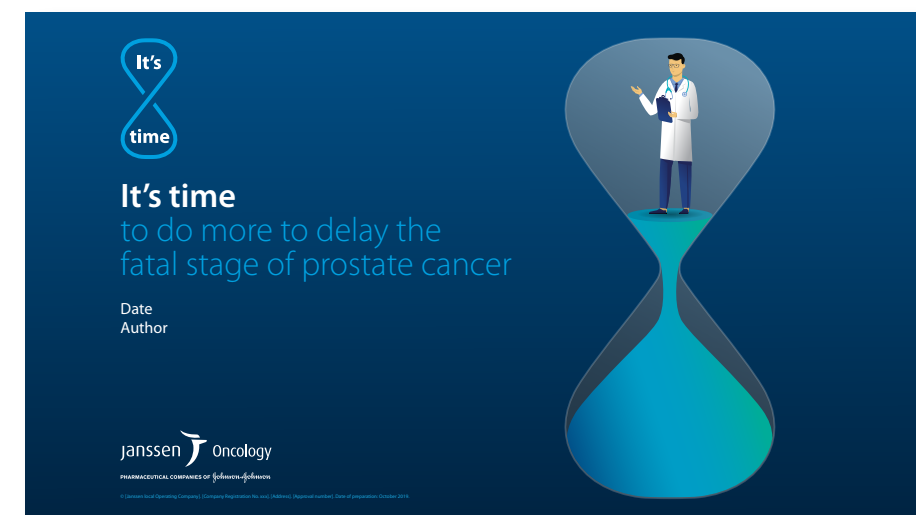
FILE:
SSHJ_PC_Banner-720x300_RGB



FILE:
SSHJ_PC_Social-1080x1080_RGB



FILE:
SSHJ_PC_PPT_Widescreen_RGB



Digital

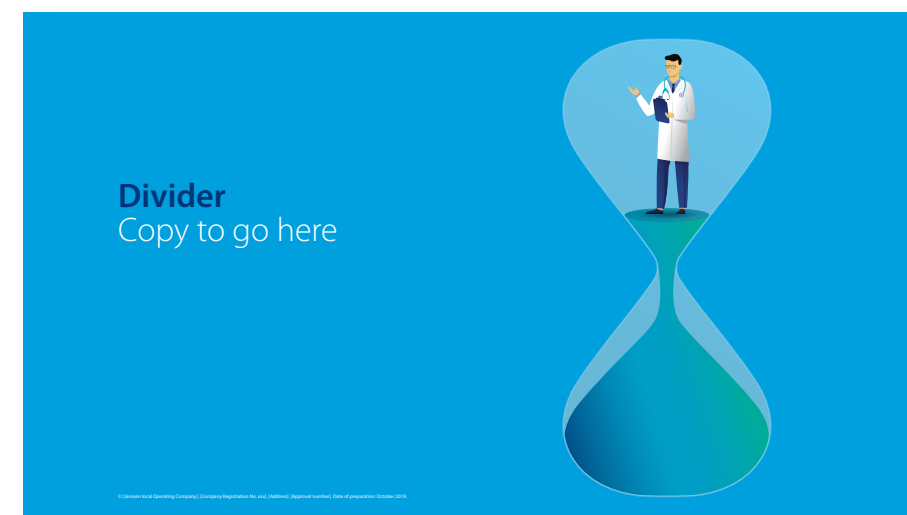
Print applications use RGB or HEX# colour values.

Simplified Chinese examples here.

FILE:
SSHJ_PC_Banner-720x300_SimplChinese_A_RGB



FILE:
SSHJ_PC_PPT_Widescreen_SiCh_RGB



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time

