

**JUN GENT**

The logo consists of the word "JUN GENT" in a bold, white, sans-serif font. The letter "G" is stylized and is contained within a white square that overlaps the letters "N" and "E".

VISUAL IDENTITY

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## **Brand Graphics**

Protected Area  
Minimum Size

## Protected Area

The protected area of the logo is derived from the width of the "G" logo mark.

The protected area surrounding the logo ensures the logo's prominence and distinctiveness.

No other graphic elements or text, **not specified in the style guide**, should be placed within the protected area of the logo.

## Minimum Size

The smallest allowed size is the optimal size at which the logo remains graphically legible.

The sizes indicated in the guide are recommended, as the smallest allowed size varies according to the media's technical capabilities and type.

The optimal logo size is always recommended by the media publisher or producer.



## Logotypes

Positive Logo

White Logo

Symbol

Positive Co-branded Logo

White Co-branded Logo

Shell Lubricants Macro Distributor



## Positive Logo

Full-color primary logo for use on light-colored backgrounds.

*jungent\_hor\_pos*



## White Logo

White logo for use on dark-colored backgrounds.

*jungent\_hor\_whi*

## Positive Symbol

Red symbol for use on light-colored backgrounds.

*jungent\_icon\_red*





## White Symbol

White symbol for use on dark-colored backgrounds.

*jungent\_icon\_whi*



**JUN G ENT**



### Positive Joint Logo

Full-color primary co-branded logo  
for use on light-colored backgrounds.

*jungent\_umbrella\_pos*

**JUN GENT**



### White Co-branded Logo

White primary co-branded logo for use on dark-colored backgrounds.

*jungent\_umbrella\_whi*



**Shell Lubricants  
Macro Distributor**



**Shell Lubricants  
Macro Distributor**

### **Vertical Co-branded Logo Shell Lubricants Macro Distributor**

The Shell distributor logo must be the same width as the Jungent logo and centered with it. There must be a clear space (safety area) around the Shell logo between the two logos.

*jungent\_shell\_pos\_ver*

### **Horizontal Co-branded Logo Shell Lubricants Macro Distributor**

The Shell distributor logo must be the same width as the Jungent logo and centered with it. There must be a clear space (safety area) around the Shell logo between the two logos.

*jungent\_shell\_pos\_hor*

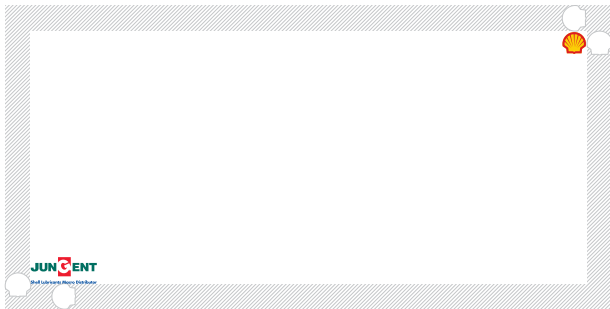


Shell Lubricants Macro Distributor

## Horizontal Co-branded Logo Shell Lubricants Macro Distributor

The distributor text must be the same width as the Jungent logo and centered with it. It must not be larger than 60% of the Shell Specten. The location is not fixed, but it should be farther from the Shell Specten.

*jungent\_shell\_pos\_ver\_txt*



## Horizontal Co-branded Logo Shell Lubricants Macro Distributor

Example of the placement of the Shell Specten and distributor text with the Jungent logo.

When positioning, a safety area equal to the width of the Shell Specten must be considered.

## Color Palette

Primary Colors

Secondary Colors

Usage on Colored Backgrounds

## Primary Colors

Brand colors are an integral part of the brand. This palette should be used in all communications, digital applications, or printed materials.

The logo's signature colors on a light color background are green and red.

Preferably use white or green color backgrounds. The red tone in the logo is recommended as an accent color to highlight or differentiate something.

The color table is based on the Pantone Matching System ink catalog in full color (spot) and four-color printing (process CMYK) formats. RGB and HEX values are provided for digital media.

In the style guide, colors may differ from actual colors due to technological reasons, so colors should always be checked using the Pantone ink catalog. Consider differences in tones when printing on coated and uncoated paper and in four-color and full-color printing.

**Note: Due to differences in manufacturers' technical profiles and materials, it is always recommended to order a sample print to ensure color accuracy.**

Green



HEX #006F61  
RGB 0 111 97  
CMYK 100 0 56 43  
PANTONE 3298 C

Red



HEX #ED1C2E  
RGB 237 28 46  
CMYK 0 100 91 0  
PANTONE 185 C

## Secondary Colors

Complementary colors are preferably used to highlight additional graphics from the background in such a way that they do not dominate the background and create a harmonious composition.

The complementary colors derived from the logo's signature colors are light green and dark red. Gray in various light/dark shades can also be used as needed.

**Note: Due to differences in manufacturers' technical profiles and materials, it is always recommended to order a sample print to ensure color accuracy.**

### Light Green



**HEX** #007D6C  
**RGB** 0 125 108  
**CMYK** 92 29 62 10  
**PANTONE** 563 C

### Dark Red



**HEX** #DE1425  
**RGB** 222 20 37  
**CMYK** 0 100 100 15  
**PANTONE** 201 C

### Grey



K 50 %

K 40 %

K 30 %

K 20 %

K 10 %



The logo consists of the word "JUN" in green, followed by a red square containing a white stylized "G" with a white arrow pointing up and to the right, and then the word "ENT" in green.

### Usage on Colored Backgrounds

The full-color logo should preferably be used only on a light or white color background. The white logotype can preferably be used on a green color background. Depending on the type of message and tone of voice, the white logo can also be used on a red color background.

If these principles cannot be applied, the main principle to follow is that the logo's visibility must be ensured.

The logo is rendered in white against a solid green background. It features the word "JUN" in white, the stylized "G" in a white square, and the word "ENT" in white.The logo is rendered in white against a solid red background. It features the word "JUN" in white, the stylized "G" in a white square, and the word "ENT" in white.

## Typography

Typeface

# Inter

Designed by **Rasmus Andersson**

ABCDEFHGHIJKLMNOPQRSŠZŽTUVWŌĂŌŪXY1234567890€\$@  
abcdefghijklmnopqrsšzžtuvwŏăŏŭxy1234567890€\$@  
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## License and Download

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### Inter Bold

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### Inter Regular

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# Arial

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Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox  
Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox Lazy Fox

## Typeface

The font for documents is **Inter**. The font for headings is **Inter Bold**. The main font for body text is **Inter Normal**, with different weights used to emphasize text according to its importance.

For compatibility reasons, **Arial** or **Helvetica** fonts preselected in MS Office programs are allowed in the body text of digital media documents.

## **Additional Graphics**

Element  
Style Examples

## Element „G-Force“

The supplementary graphic idea is derived from the logo mark. The shape of the split “G” in the logo forms an upward-pointing arrow and a smiling mouth, symbolizing energetic entrepreneurship, progress, and forward movement. This arrow shape represents continuous motion and growth, which are essential in business. The smiling mouth adds an element of friendliness and positivity, which is important in maintaining and developing customer relationships.

“G-Force” represents the acceleration and support for businesses, providing the momentum to reach new heights. It symbolizes the strength and dynamism that help companies develop and grow rapidly. “Fly with a Smile” is an unwritten motto that gives businesses the wind beneath their wings, encouraging them to take risks and strive for greater goals.

This phrase also emphasizes the importance of a positive and cheerful attitude, which can be a decisive factor in achieving success. The supplementary graphic and its elements create a cohesive and inspiring visual identity that supports the company’s brand and values. Overall, this graphic expresses the energy, optimism, and dedication necessary for successful and sustainable business.





## Style Examples

Supplementary graphics are used to enhance designs in a way that does not distract from the content, ensuring a clean overall impression.

The graphics are generally placed in the center of the design. The color, transparency, and size of the element can be adjusted as needed, preferably in a way that retains the arrow concept. A photo can also be placed within the graphic.

**Note: The primary background color is white or green. Red background should be used in exceptional cases, such as when a message needs to be specially emphasized.**



## Imagery

Principles





## Principles

Excessive artistic effects should be avoided. Photos should be natural and realistic, sharp and clear. Blurry or hazy images are not recommended. The described object or subject must be clearly in focus. Avoid images where the object blends into the background.

A uniform light background is preferred. This helps keep the overall composition clean and bright, avoiding excessive clutter or distracting elements.



## Visuals

Business Card

Letterhead

Freeform letterhead

Sticker

Email Signature

Presentation Background

Social Media Visuals

Shirt

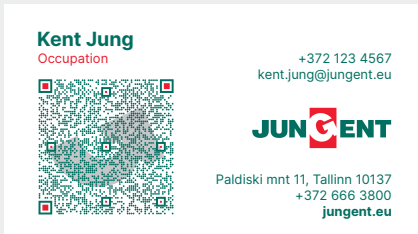
T-shirt

Soft Shell

Front

Back

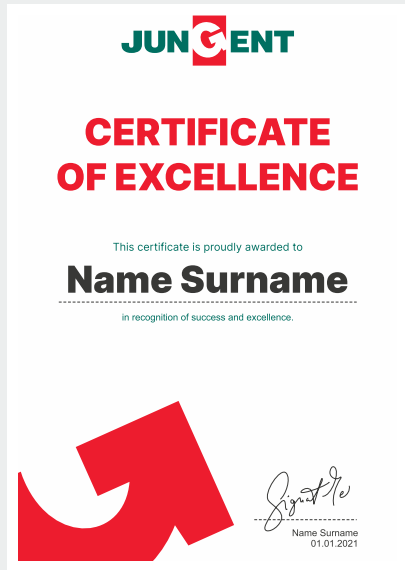
Personalized Business Card

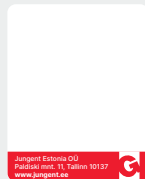
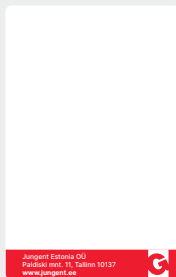


General Business Card



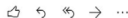








Name Surname  
We 28/08/2024 12:00  
To: All



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Best regards  
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**NAME SURNAME**  
OCCUPATION

Phone: +000 000 0000 / Mobile: +000 000 0000  
E-mail: name@jungent.eu  
www.jungent.eu

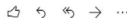
Company Name: Jungent Estonia OÜ  
Address:  
VAT nr.: XX0000000000



Reply | Reply all | Forward



Name Surname  
We 28/08/2024 12:00  
To: All



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Best regards  
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**NAME SURNAME**  
OCCUPATION

Phone: +000 000 0000 / Mobile: +000 000 0000  
E-mail: name@jungent.eu  
www.oil.jungent.eu

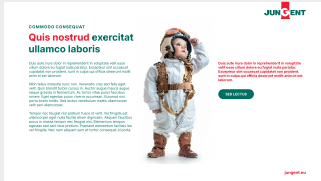
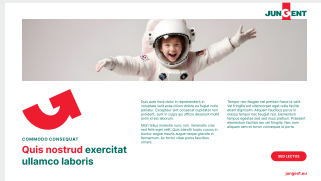
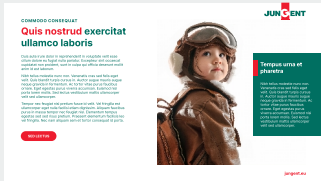
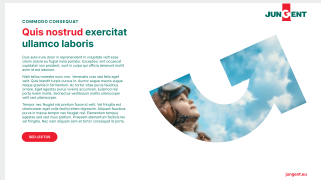
Company Name: Jungent Estonia OÜ  
Address:  
VAT nr.: XX000000000



Reply | Reply all | Forward

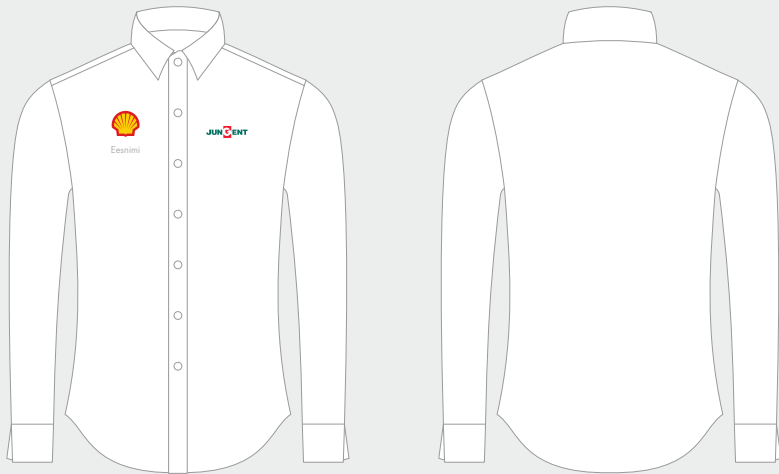
**Email Signature**  
**Shell Lubricants Macro Distributor**







**Social Media  
Visuals**



## Shirt



T-shirt



Soft Shell



**Soft Shell**



**Soft Shell**



**Soft Shell**



GRAPHIC DESIGN



**HEADISU.COM**  
FATTEN BY CRAZYTIVITY