

JBS Brandbook





This manual has been developed to establish clear and consistent guidelines for the application of JBS's visual identity. It brings together the main elements that make up the brand—such as the logo, institutional colors, typography, and proper applications—ensuring that every point of contact with the public reflects the company's values and essence.

The content of this document is confidential and intended exclusively for internal use or by authorized suppliers. Its purpose is to ensure standardization and visual integrity across all JBS communication materials.

*If you have any questions, please contact the JBS
Corporate Communication – Institutional Marketing team:
mktinstitucional@jbs.com.br*

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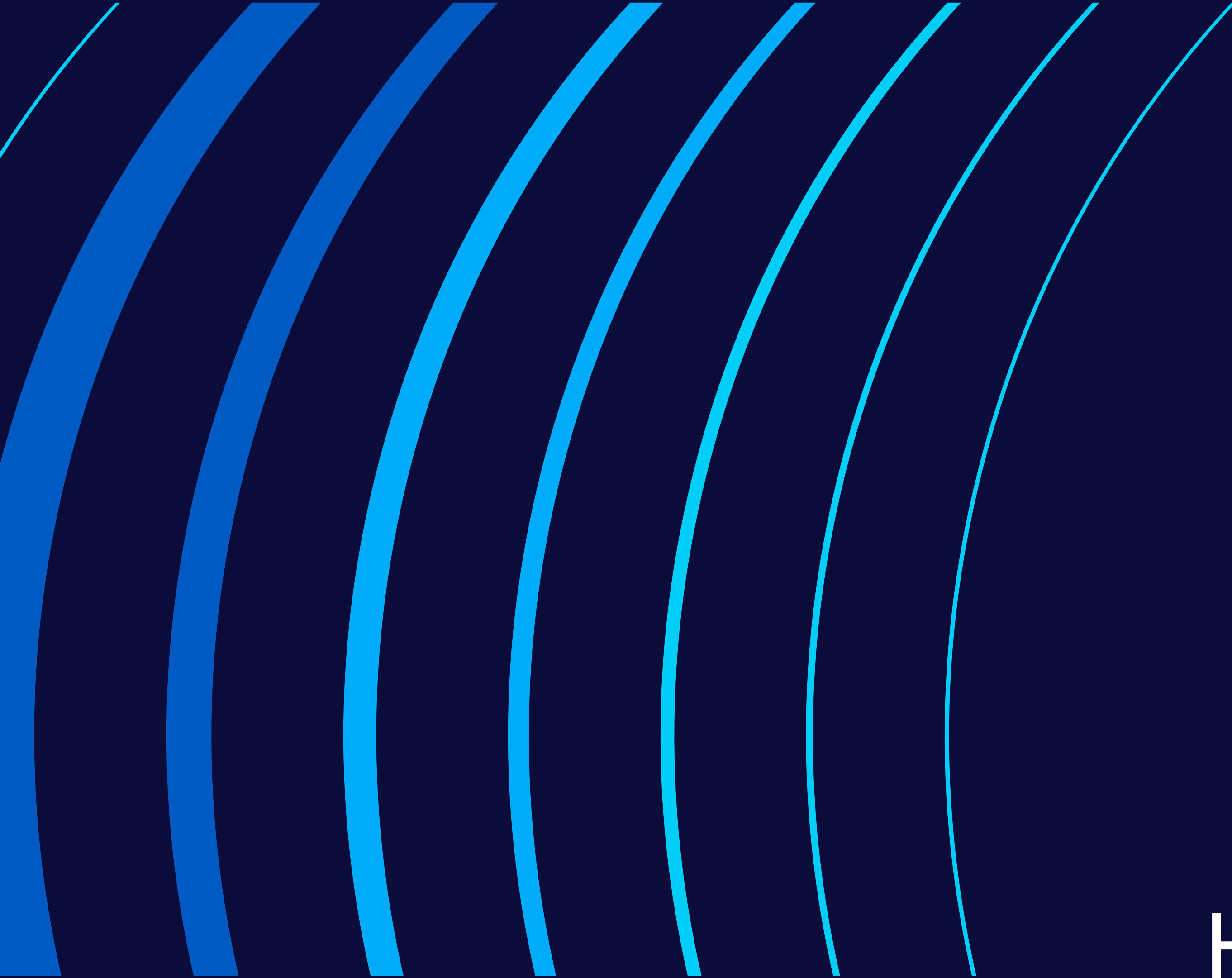
Brand Center

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Purpose of the Brandbook

This Brandbook aims to establish clear guidelines for applying JBS's visual identity, ensuring consistency across all visual communications of the company and its units, both nationally and internationally. It ensures a cohesive brand presentation to employees, partners, and customers, strengthening JBS's unique identity.

The manual also compiles design guidelines, application rules, and practical examples to serve as a reference for creating future materials, making sure all visual elements reflect the brand's values and essence.



History

The evolution of JBS

The story of JBS began in 1953. What started as a small butcher shop in a town in Goiás, Brazil, has grown into one of the largest food companies in the world. Our brand reflects this journey of continuous evolution. As we celebrated our 70th anniversary in 2023, we saw the opportunity to express the progress we've made while staying true to our essence.

It is an evolution — not a transformation. The shift from red to blue symbolizes our journey and highlights the fact that we are a global, multi-geographic, and multi-protein company. We marked our 70 - year milestone with the evolution of our brand, reinforcing a moment of pride and inspiration to continue growing and innovating, strengthening our position as a leader in the industry.



1953

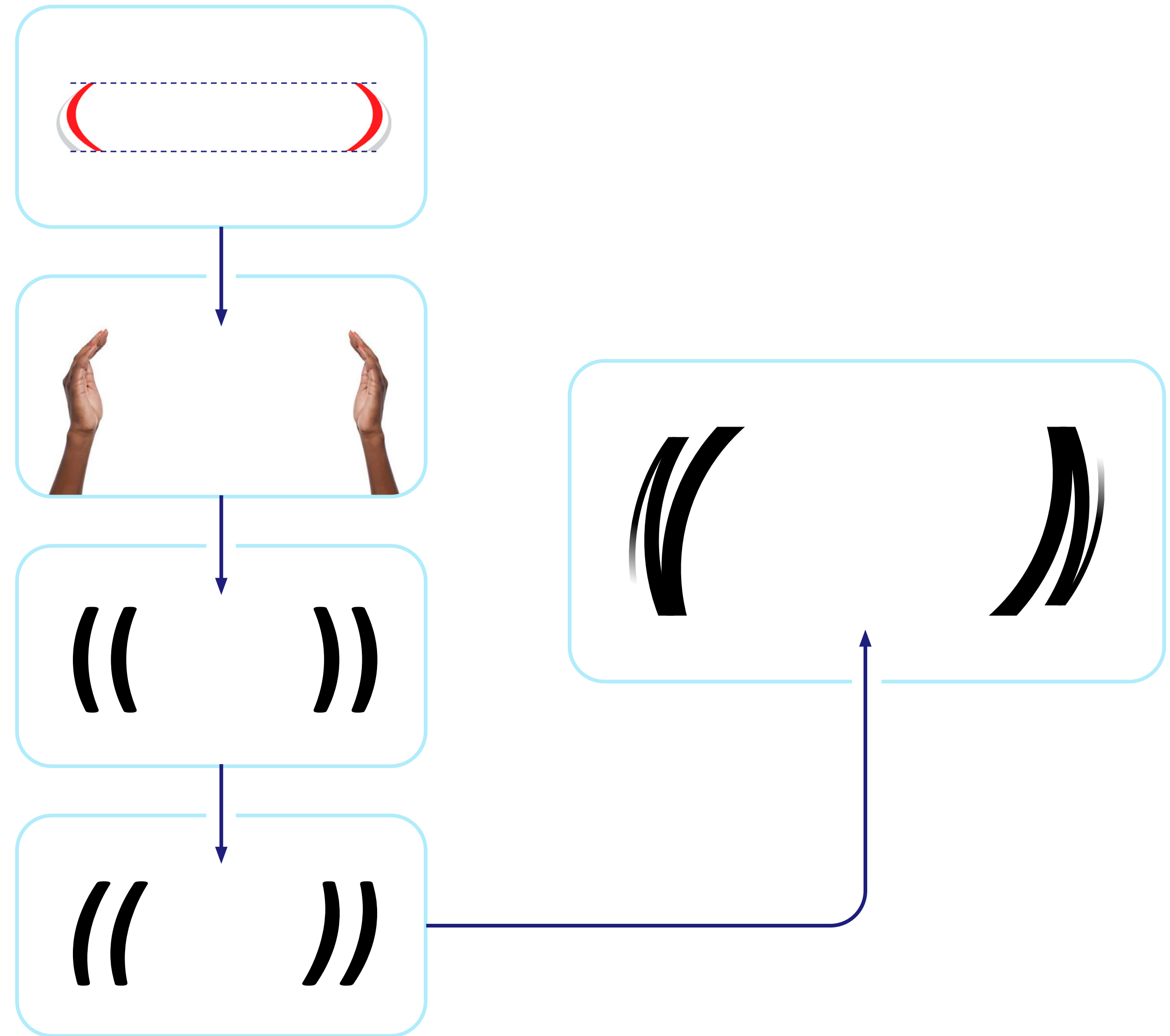


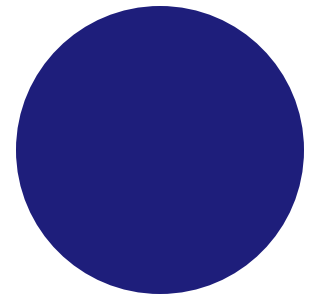
2023

How did we evolve? ((The double parentheses))

The double parentheses are inspired by the curved side lines of the original red logo, symbolizing the brand's evolution. More than just a graphic element, they represent protection, care, and a sense of welcome.

With their stylized design, the double parentheses convey movement, growth, and JBS's ongoing evolution. They preserve the essence of the brand while projecting its dynamism and innovation into the future.

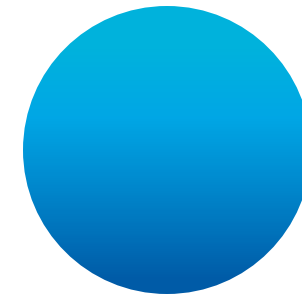




((Why dark blue?))

Because blue is solid and represents everything we are:

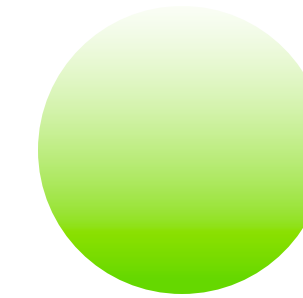
- Our history
- Our legacy
- Our products
- Our brands
- Our diversity
- Our variety
- Everything we are



((Why light blue?))

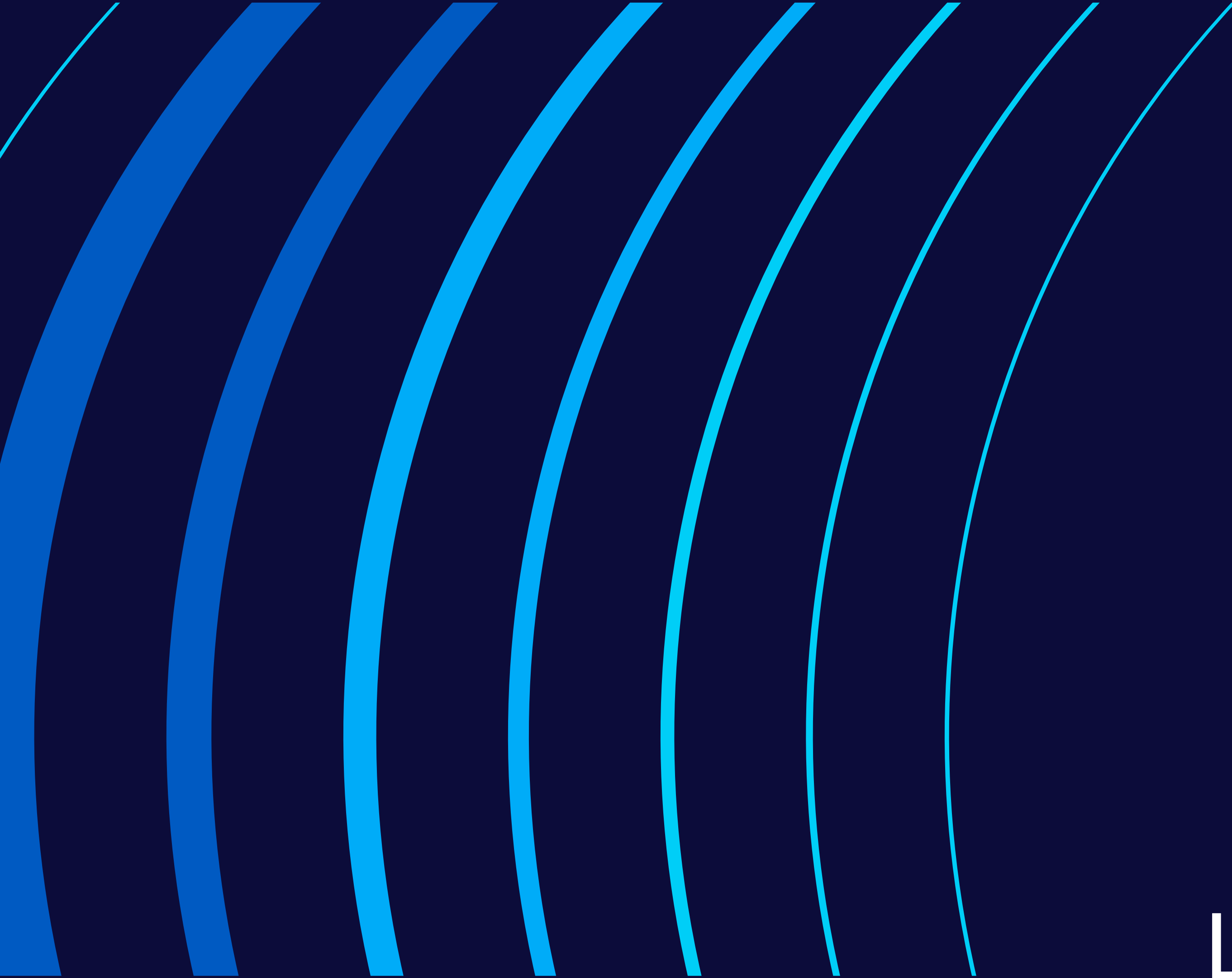
Because it represents everything we can become.

- Our possibilities
- Our innovation
- Our new markets
- Our new countries
- Our people
- Everything we can be



((Why green?))

Because green represents our commitment to sustainability: to the environment, to society, and to our business.



Logo

Logo usage

The JBS logo is one of the main visual assets for brand identification. Its consistent and proper use is essential to strengthen the company's image and ensure aligned visual communication across all materials.

It is crucial to follow the guidelines outlined in this manual to preserve the logo's integrity and legibility in any application. The official version must always be used whenever possible and should never be altered in any way.

According to our brand manual, the logo should be used as follows:

Preferred version:

Whenever possible, use the official version with colors and gradients, which best represents JBS's visual identity.

Monochrome version:

This version should only be used in cases where applying the preferred version is not feasible—such as when backgrounds compromise its legibility.

Preferred version



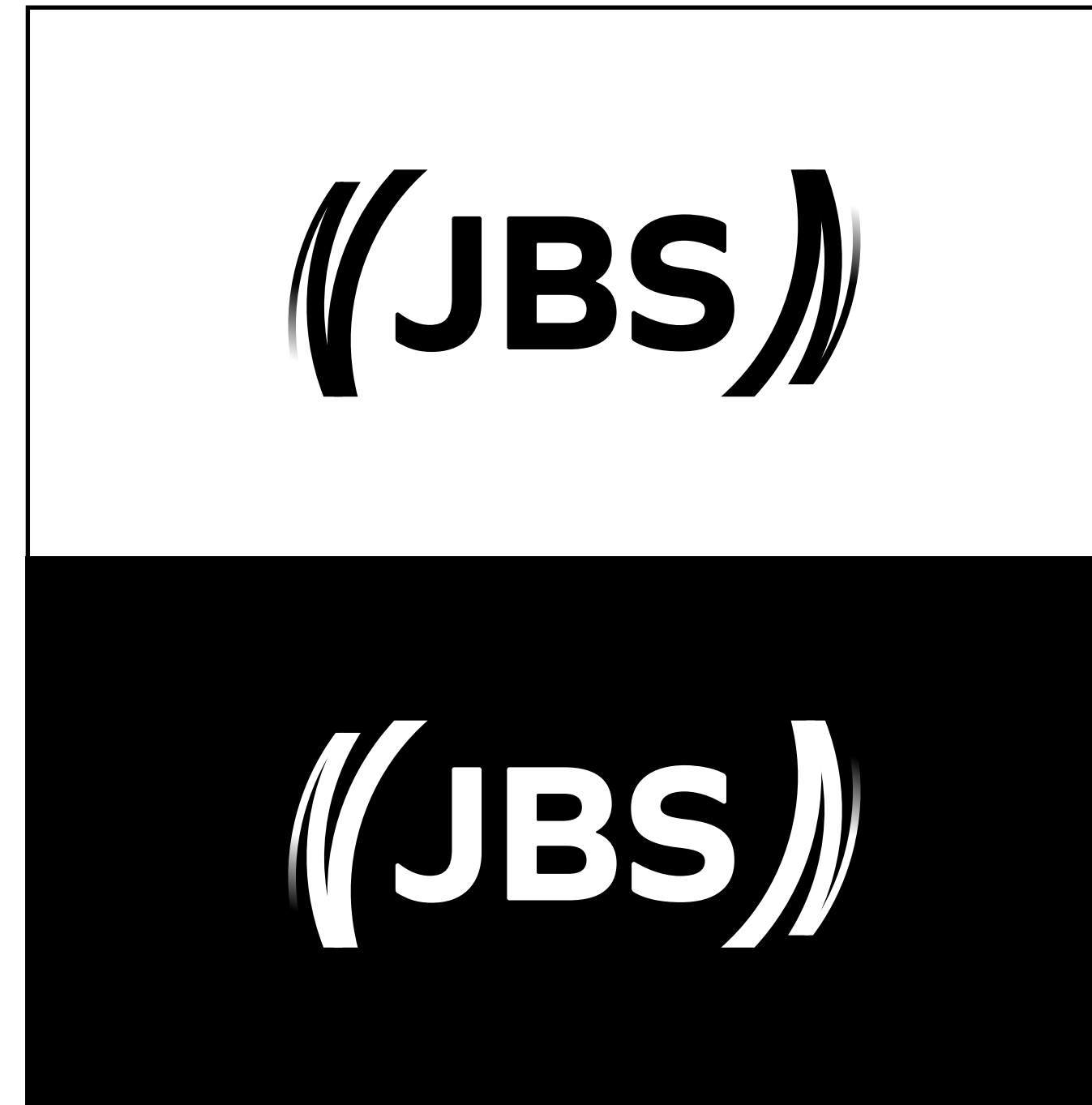
Monochrome version



Negative versions

Negative versions of the logo must be used exclusively in situations where color limitations or background contrast prevent the proper application of the preferred version.

Their use ensures that the logo maintains legibility and visual integrity, even in challenging contexts.



Clear space

The clear space is the minimum area around the logo that must remain free of any graphic elements or text. This space is essential to preserve the integrity, legibility, and visual impact of the brand, preventing any interference that could compromise its application.

To ensure the logo stands out visually, a minimum clear space equivalent to half the height (x) of the letter “B” must be respected. Maintaining this space in all applications reinforces the consistency and strength of JBS’s visual identity.



Minimum logo size

To ensure the legibility and visual integrity of the logo, it is essential to respect the minimum size requirements.

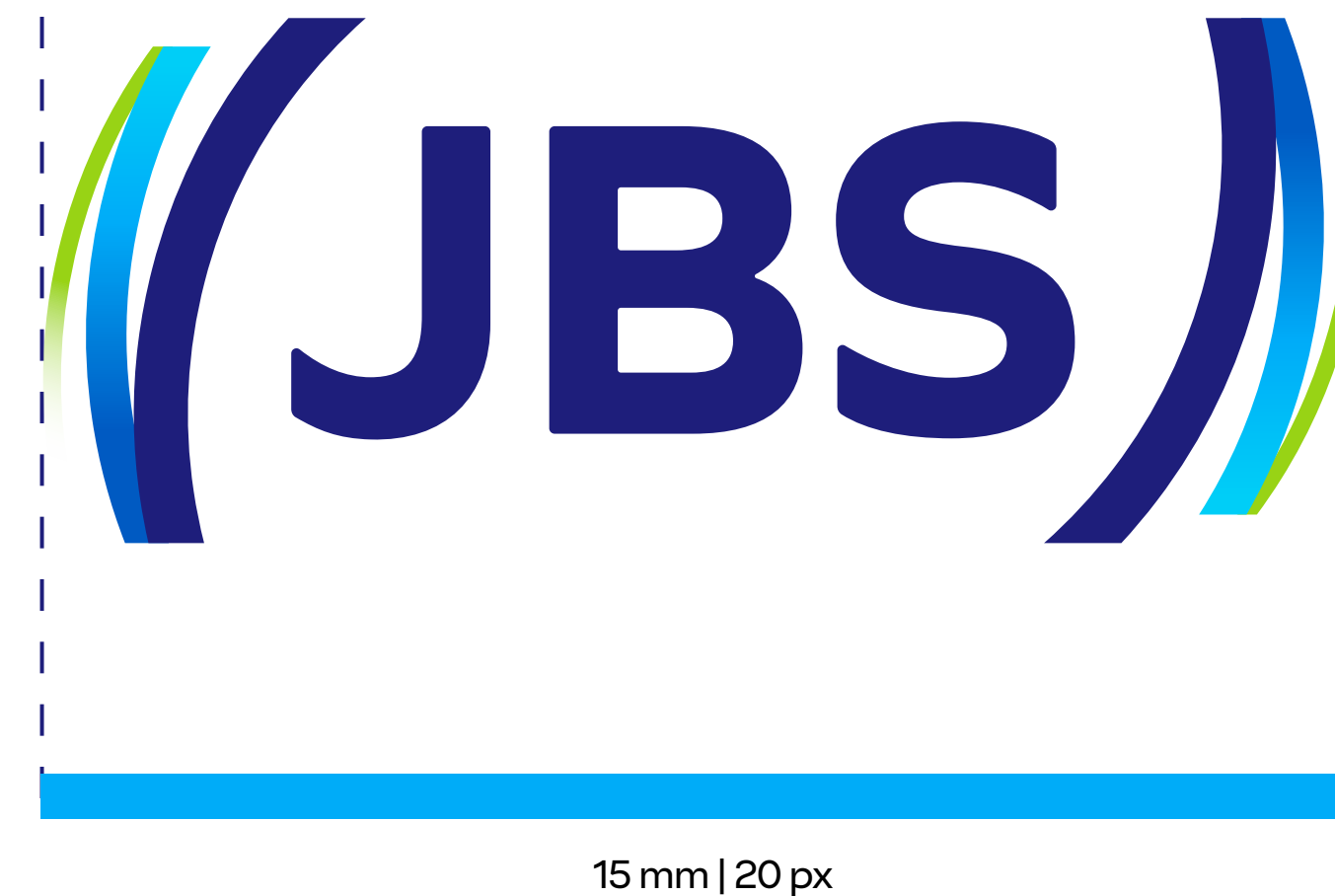
- **Print Materials:**

The recommended minimum width is 15 mm, as shown in the adjacent example.

- **Digital Materials:**

For digital use, the minimum size is 20 px.

Respecting these limits ensures that the logo remains clear and impactful, regardless of the medium or placement.



Color usage on backgrounds

Whenever possible, use the preferred version of the JBS logo, with its original colors and gradients, to represent the brand as accurately as possible.

In situations where the background compromises the visibility or legibility of the preferred version, the secondary (monochrome) or negative version should be used, depending on the context and application needs.

Following these guidelines ensures a consistent, clear, and professional presentation across different visual environments.



Protected version

The version with a white outline around the logo should **preferably** be used in physical applications, such as factory facades, trade show booths, and similar settings.

This approach ensures the logo remains visible, preserving its integrity and visual impact even on challenging backgrounds.

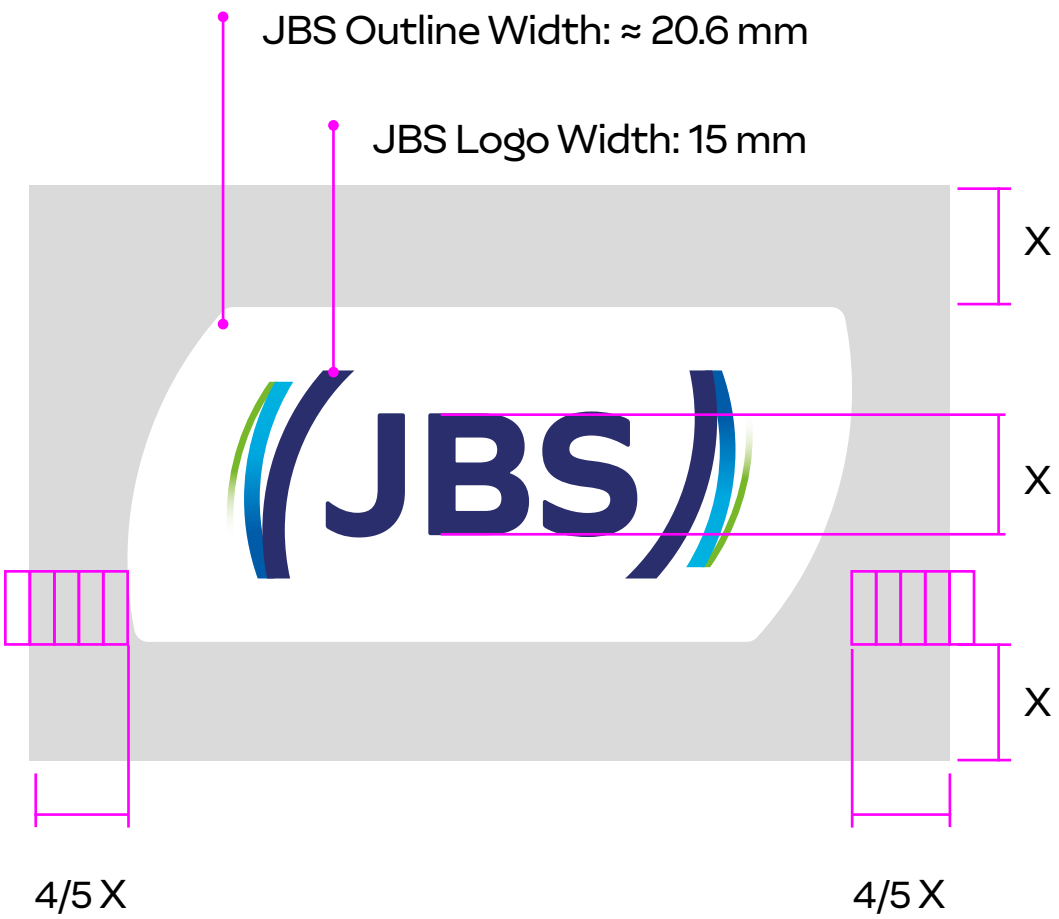


Creating the protected outline

The logo must have a **minimum width of 15 mm (or 20 px)**, and the white outline **should follow a 1:1.375 ratio**.

Example: If the JBS logo is 15 mm wide, the white outline should be approximately 20.6 mm wide.

For the protective area (gray area) around the outline, use the height of the letter "X" as the reference. The top and bottom spacing should be equal to **1x (the full height of "X")**, and the sides should be **4/5 of the height of "X"**.

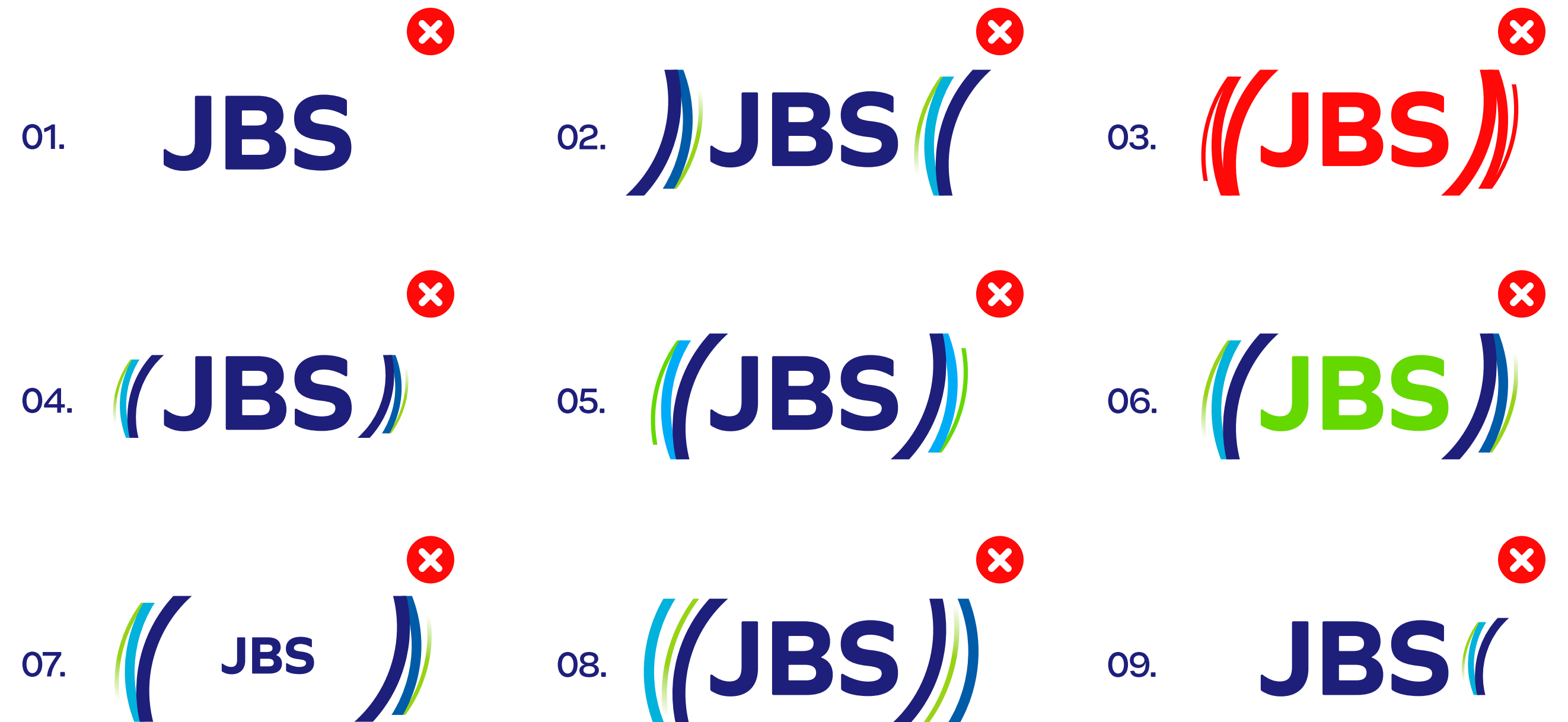


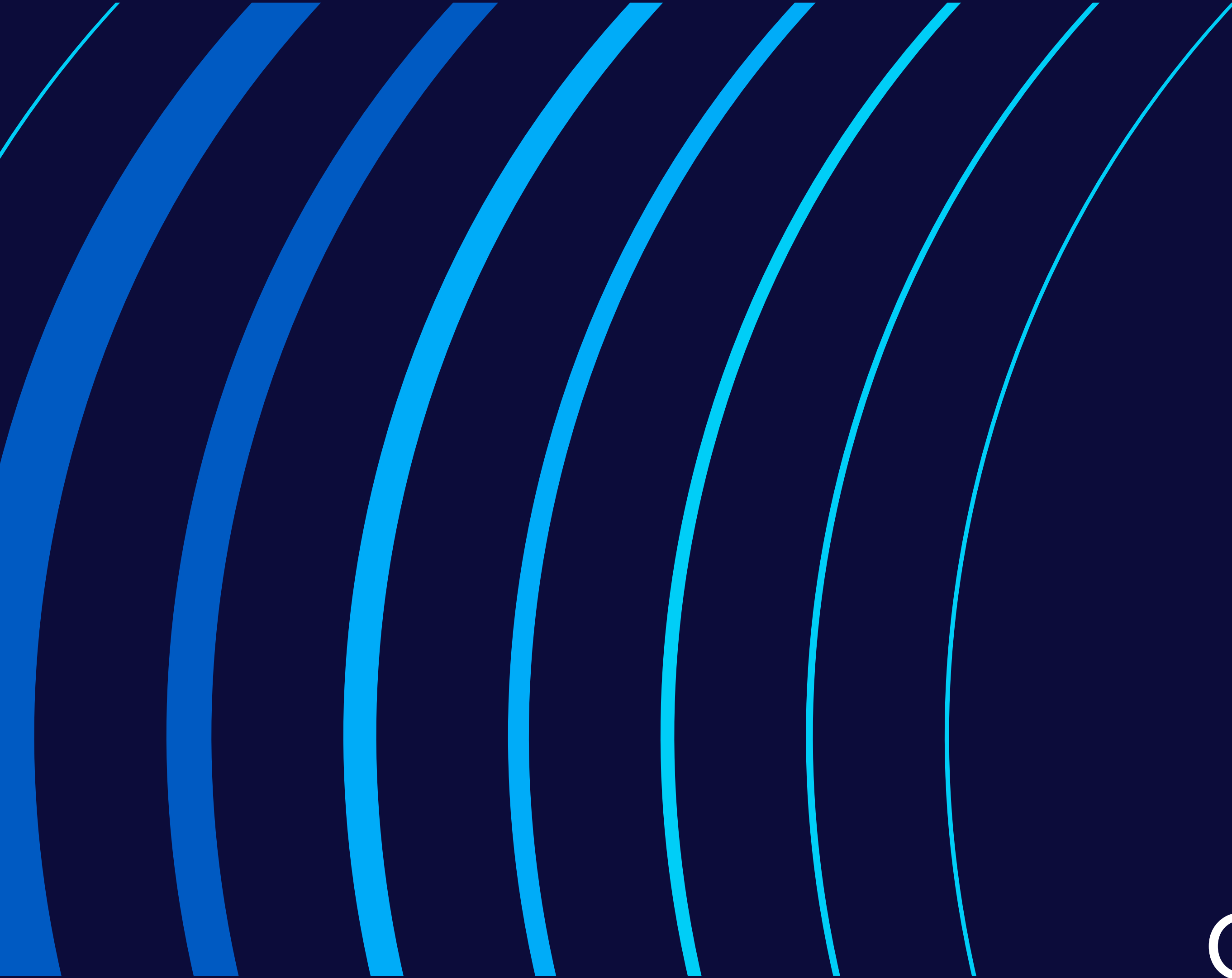
Incorrect usage

Improper use of the logo weakens the brand.

Below are examples of usages that are strictly **prohibited**:

01. Do not remove any elements from the logo.
02. Do not rearrange the elements.
03. Do not change the colors of the logo or its elements.
04. Do not resize individual elements.
05. Do not modify the color layout or gradients.
06. Do not change the color of the logo.
07. Do not alter the logo's overall size disproportionately.
08. Do not change the placement of the elements.
09. Do not alter any part of the logo.





Colors

JBS color palette

The JBS color palette is essential to the brand’s visual identity, ensuring consistency and recognition.

- **Primary Colors:**
These are the main visual elements and should be prioritized, conveying the brand’s essence and ensuring immediate association with JBS.
- **Secondary Colors:**
These complement layouts with flexibility and dynamism, always in harmony with the primary colors.

Following the palette guidelines is crucial to preserving visual integrity across all communications.

The CMYK percentages provided are intended for four-color offset printing using the Europe scale. For digital media, use the RGB and hexadecimal (#) references.

In all other forms of application, the Pantone® Coated (C) scale should be used to visually match the colors as closely as possible.

Primary Colors

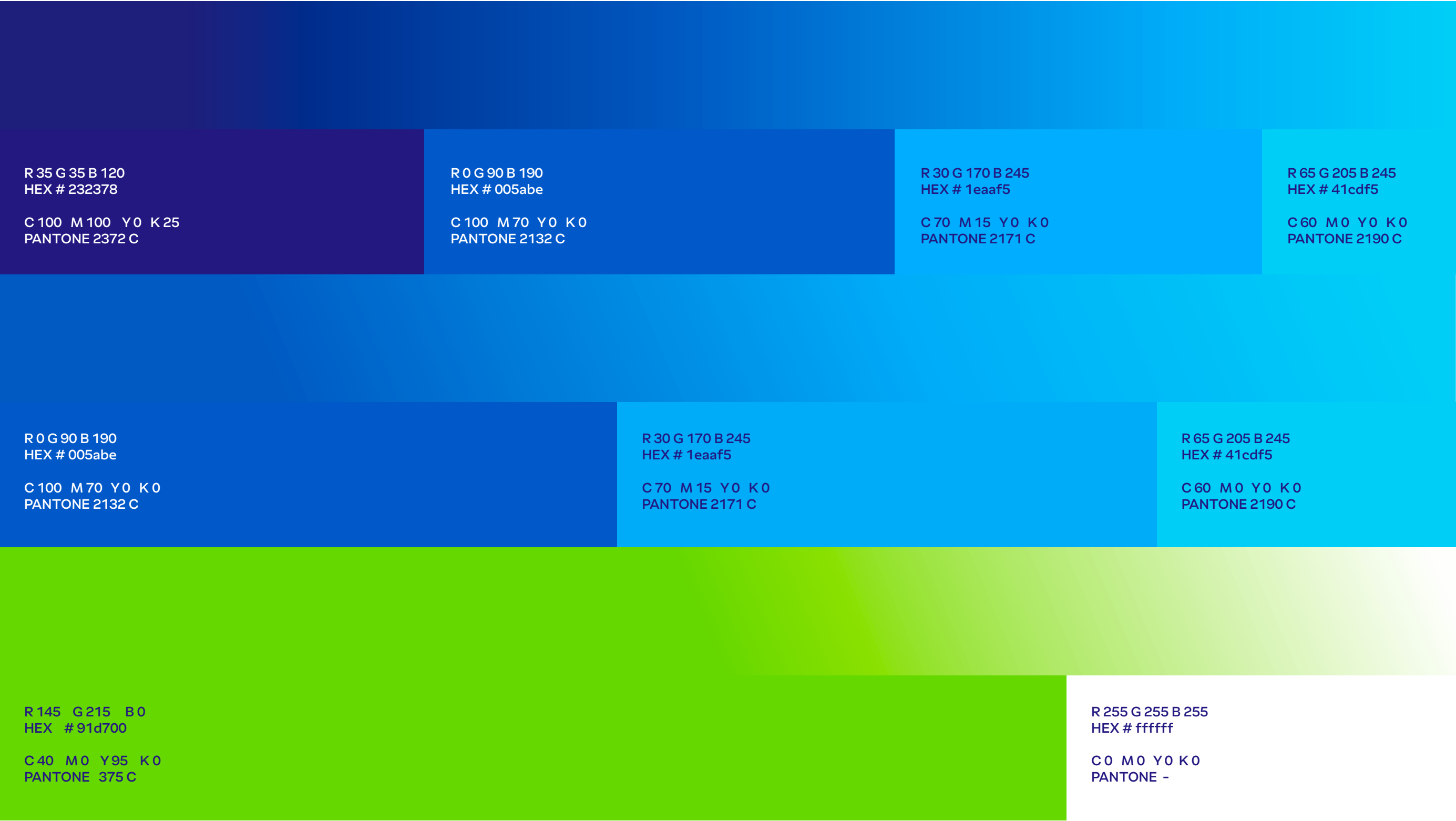
<div></div> <div>R 35 G 35 B 120 HEX # 232378</div> <div>C 100 M 100 Y 0 K 25 PANTONE 2372 C</div>	<div></div> <div>R 255 G 255 B 255 HEX # ffffff</div> <div>C 0 M 0 Y 0 K 0 PANTONE -</div>	<div></div> <div>R 145 G 215 B 0 HEX # 91d700</div> <div>C 40 M 0 Y 95 K 0 PANTONE 375 C</div>
--	--	--

Secondary Colors

<div></div> <div>R 20 G 20 B 60 HEX # 14143c</div> <div>C 100 M 95 Y 40 K 55 PANTONE 2765 C</div>	<div></div> <div>R 0 G 90 B 190 HEX # 005abe</div> <div>C 100 M 70 Y 0 K 0 PANTONE 2132 C</div>	<div></div> <div>R 30 G 170 B 245 HEX # 1eaaf5</div> <div>C 70 M 15 Y 0 K 0 PANTONE 2171 C</div>	<div></div> <div>R 195 G 230 B 105 HEX # C3e669</div> <div>C 25 M 0 Y 75 K 0 PANTONE 374 C</div>
<div></div> <div>R 65 G 205 B 245 HEX # 41cdf5</div> <div>C 60 M 0 Y 0 K 0 PANTONE 2190 C</div>	<div></div> <div>R 195 G 235 B 250 HEX # c3ebfa</div> <div>C 20 M 0 Y 0 K 0 PANTONE 277 C</div>	<div></div> <div>R 225 G 230 B 245 HEX # e1e6f5</div> <div>C 10 M 5 Y 0 K 0 PANTONE 2706 C</div>	<div></div> <div>R 130 G 220 B 100 HEX # 82dc64</div> <div>C 50 M 0 Y 80 K 0 PANTONE 7487 C</div>

Gradient

These are the approved gradients for the JBS brand. This proportion should always be prioritized in a linear direction—whether horizontal, vertical, or diagonal.



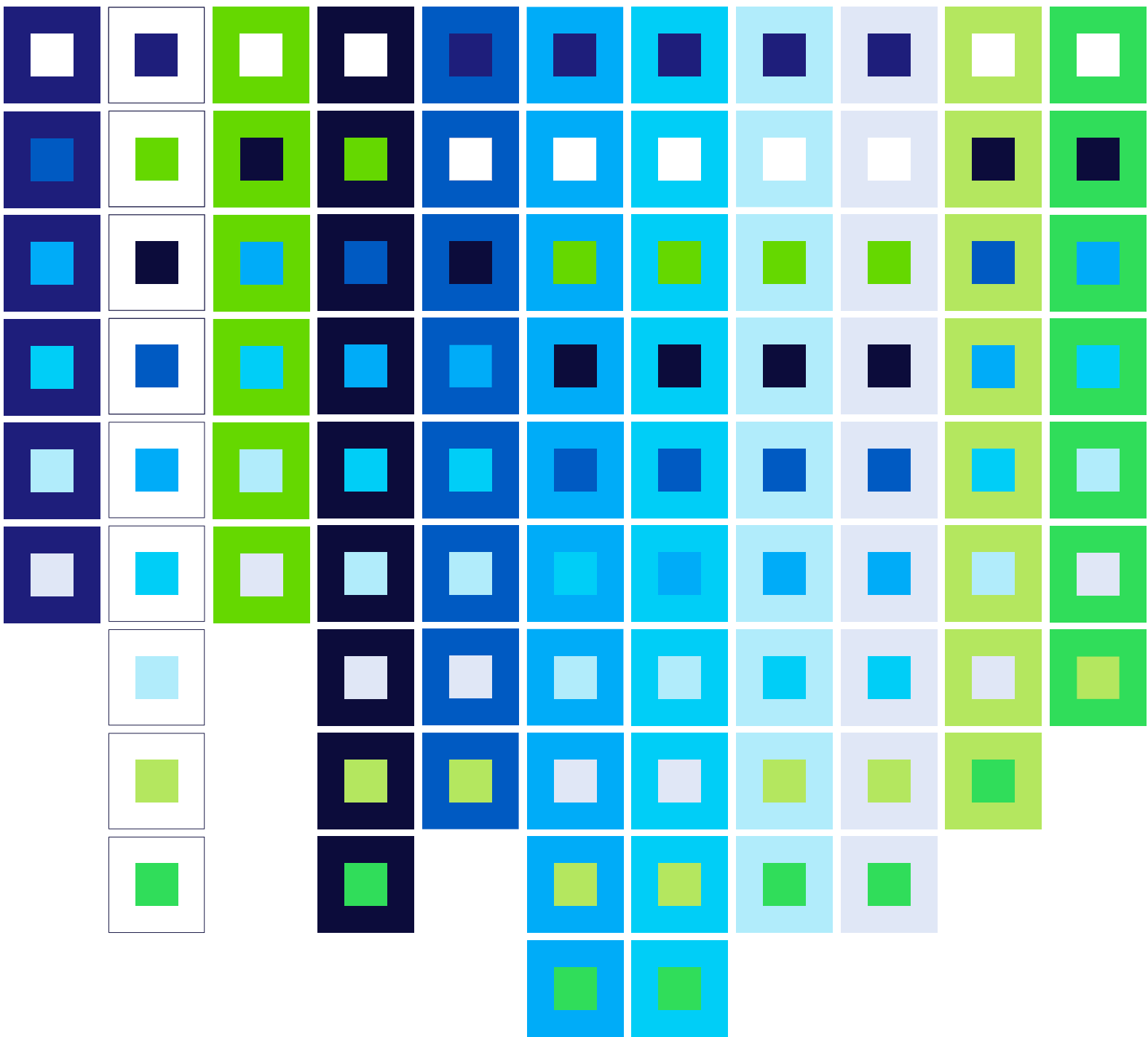
The CMYK percentages provided are intended for four-color offset printing using the Europe scale. For digital media, use the RGB and hexadecimal (#) references.

In all other forms of application, the Pantone® Coated (C) scale should be used to visually match the colors as closely as possible.

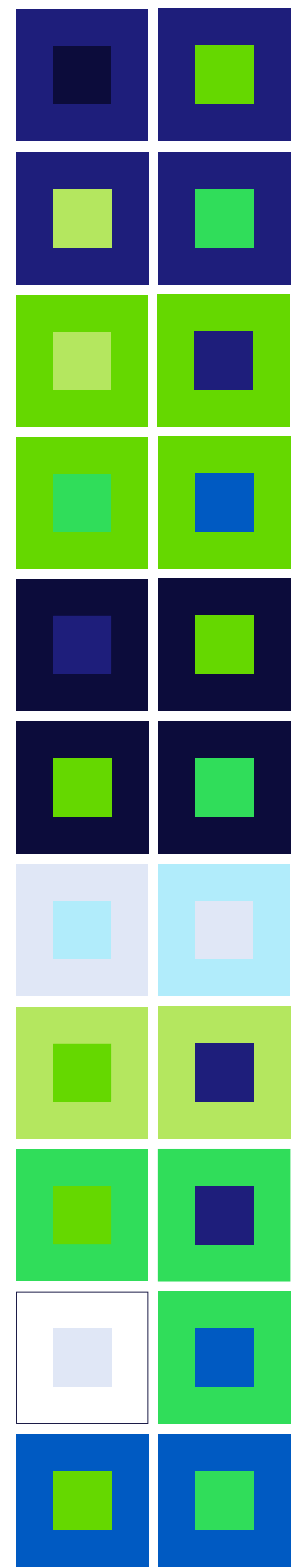
Color contrast

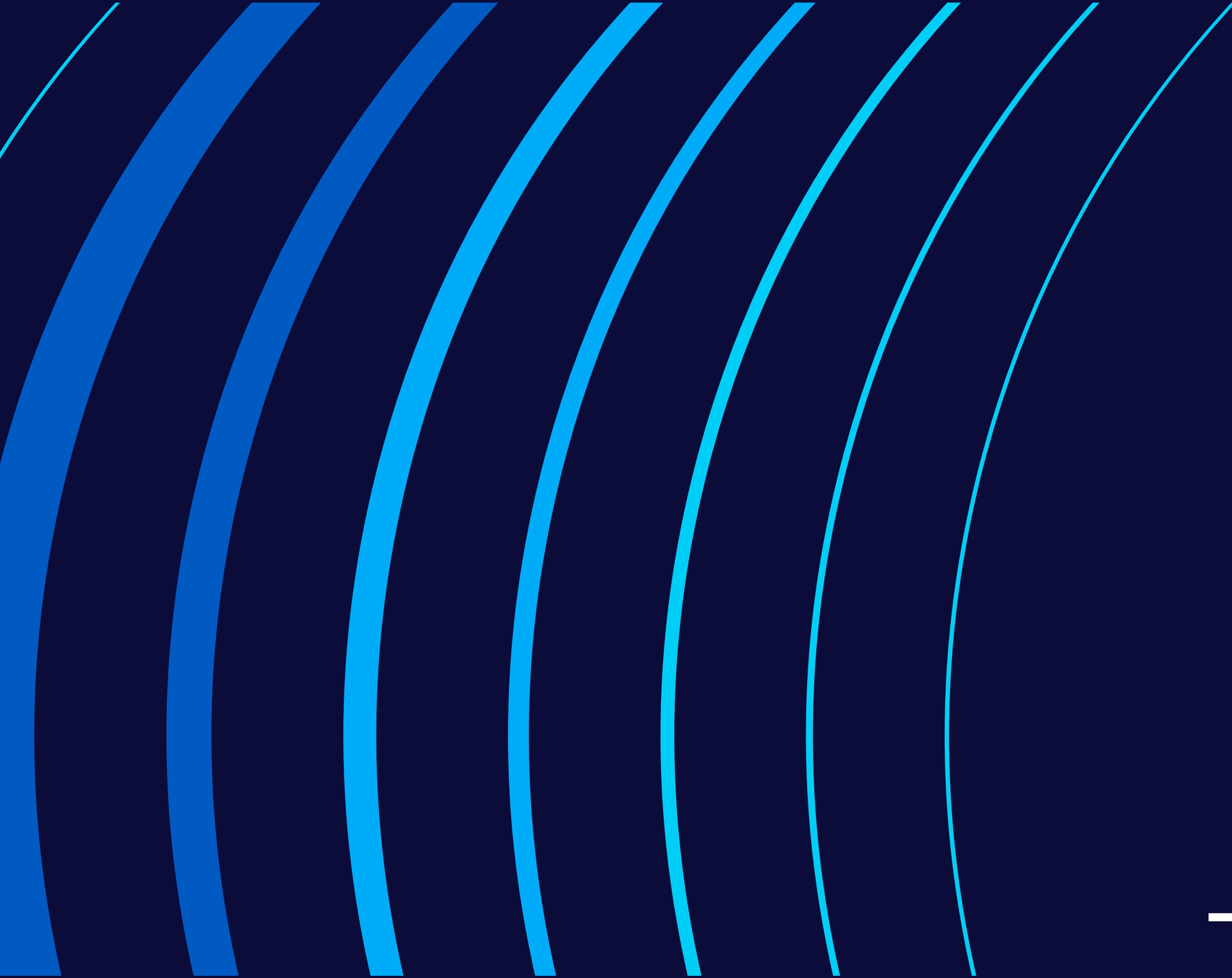
Color contrast is an important tool to enhance readability and ensure the clarity of all elements across materials—whether physical or digital—regardless of size. In addition, contrasting colors help evoke emotions and create harmonious visual relationships for the viewer.

Recommendation



Restriction





Typography

Official typography

The official typography of JBS is a key element of the brand’s visual identity, contributing to consistency and uniformity across all communications.

To ensure proper application, it is essential to follow the guidelines outlined in this manual. The correct selection and use of typography strengthen the brand message and ensure clear communication aligned with its identity.

Alongside the logo and color palette, the official typography plays a crucial role in building a standardized visual communication—whether for informational, promotional, or institutional materials.

Our official typography includes two typefaces: **JBS Display** and **JBS Text**, which are used to express and translate the full personality of the brand.

JBS Display conveys our personality in every word.

- Used in:
- Titles
 - Highlighted text in presentations
 - Campaign materials, banners, panels
 - Short and impactful texts

JBS Text is a variation with slight design adjustments, providing greater legibility, clarity, and reading comfort in small sizes or long texts.

- Used in:
- Long texts
 - Tables and charts
 - Announcements

JBS Display

JBS Text

8
weights

4
styles

Display

Thin *Italic*

ExtraLight *Italic*

Light *Italic*

Regular *Italic*

Medium *Italic*

SemiBold *Italic*

Bold *Italic*

ExtraBold *Italic*

Text

Light *Italic*

Regular *Italic*

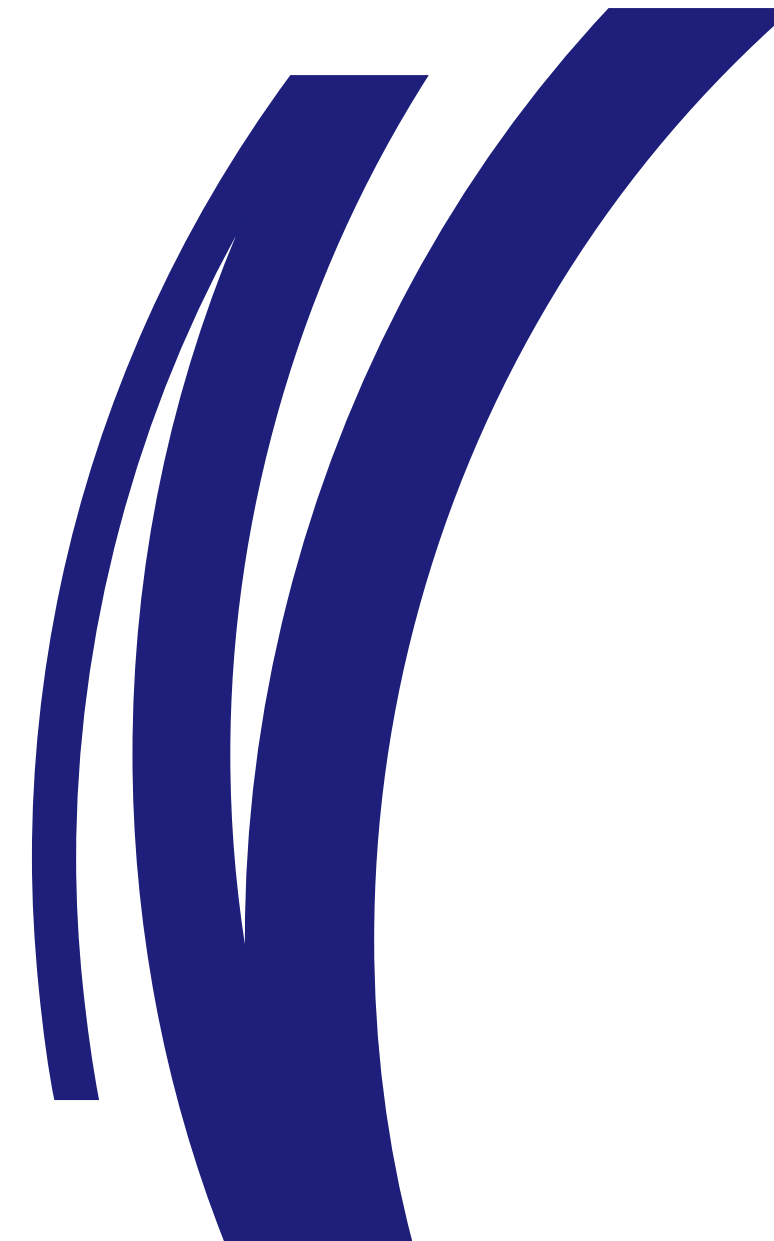
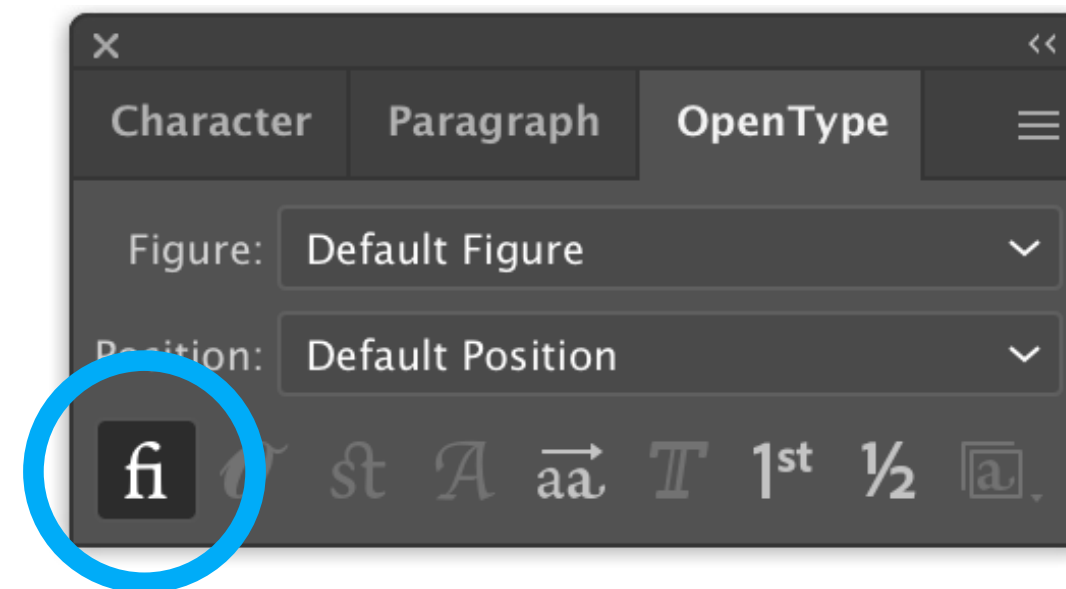
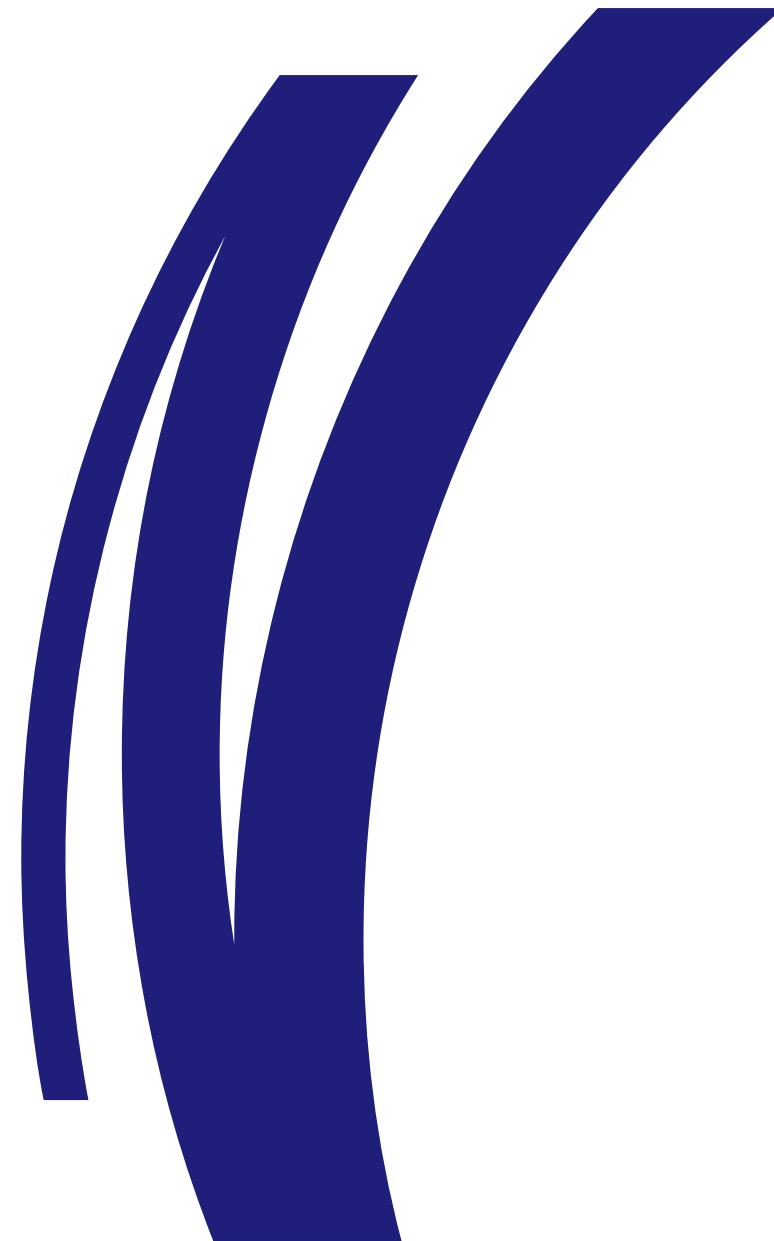
Medium *Italic*

SemiBold *Italic*

Bold *Italic*

OpenType features

All JBS fonts include the brand symbol. To access it, type two parentheses in a row “((“ and activate ligatures in the software’s OpenType settings.

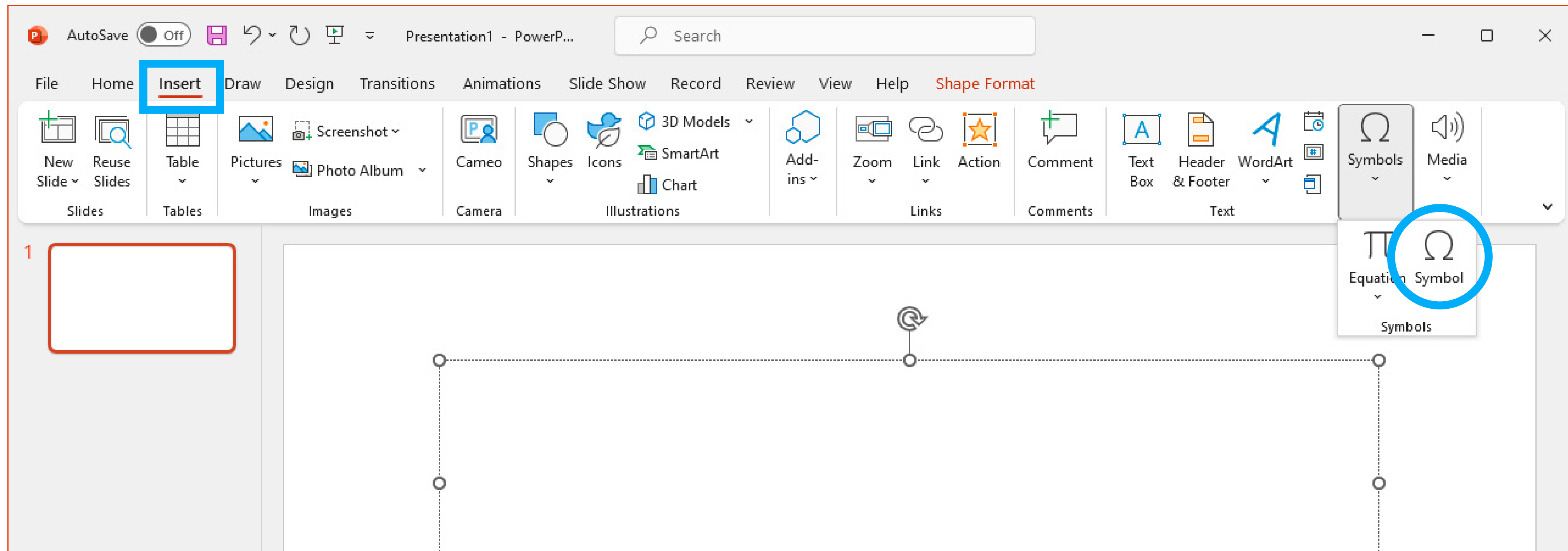


OpenType features

If the software does not support OpenType features, you can insert them manually using the glyphs panel (symbol palette).

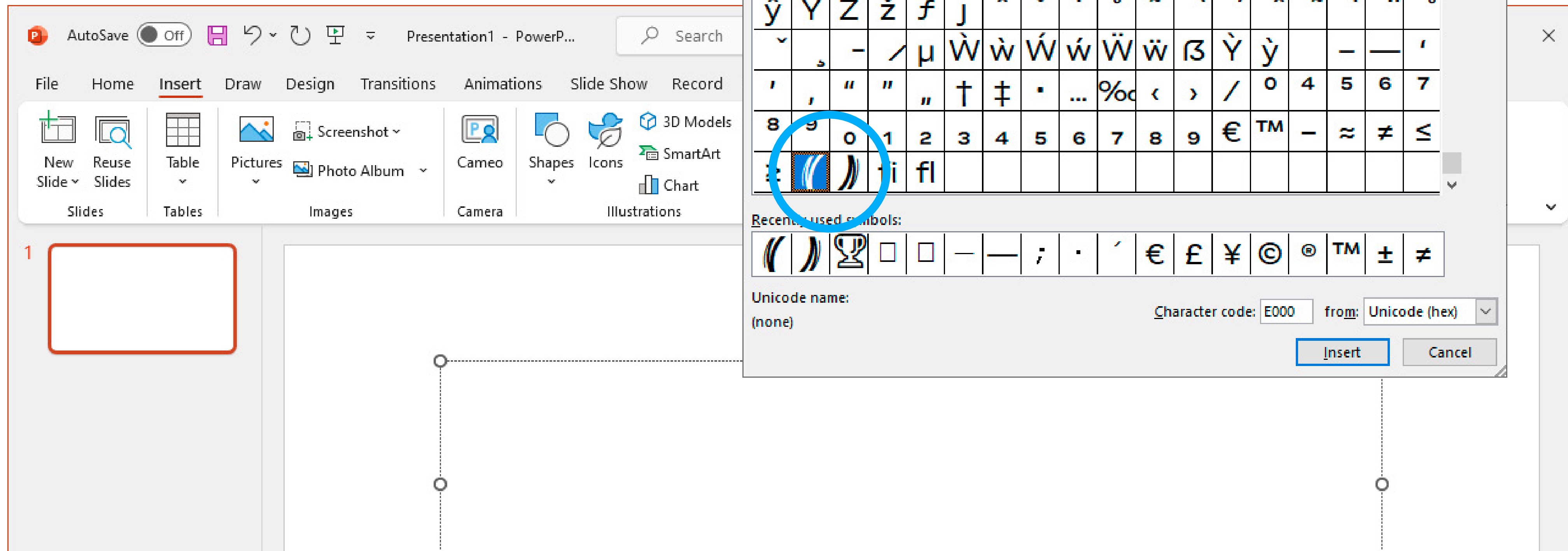
In Word, PowerPoint, or Excel:

With the JBS Display or JBS Text font selected, go to **Insert > Symbols > Symbol**.



OpenType features

If the software does not support OpenType features, you can insert them manually via the symbol (glyphs) panel.



OpenType features

All Caps Only
Including elevated
punctuation marks

(H)]}-X¿iH?
(H)]}-X¿iH?

Fractions

1/2 1/4 3/4 5/6
1/2 1/4 3/4 5/6

Proportional Numbers
(Default in JBS Display)
The width of each number is
proportional to its design,
meaning it varies.
Recommended for titles and
general communication.

012324520
576481718
314191465

Numered

67,89 7654321.

Superscript/Superior

67,89 7654321.

Subscript/Inferior

67,89 7654321.

Tabular Numbers
(Default in JBS Text)
All numbers have equal width.
Recommended for use in
tables, as they preserve
vertical alignment from one
line to the next.

012324520
576481718
314191465

Denominator

67,89 7654321.

Know which files you need to install:

I'm an Employee
General office use:

Word, Excel, PowerPoint,
Pages, Numbers,
Keynote, etc.

 **TTF**

I'm a designer.
Communication use:

Illustrator, Photoshop,
InDesign, Figma,
CorelDRAW, etc.

 **Variable***

I'm a Web Developer.
Webfont usage:

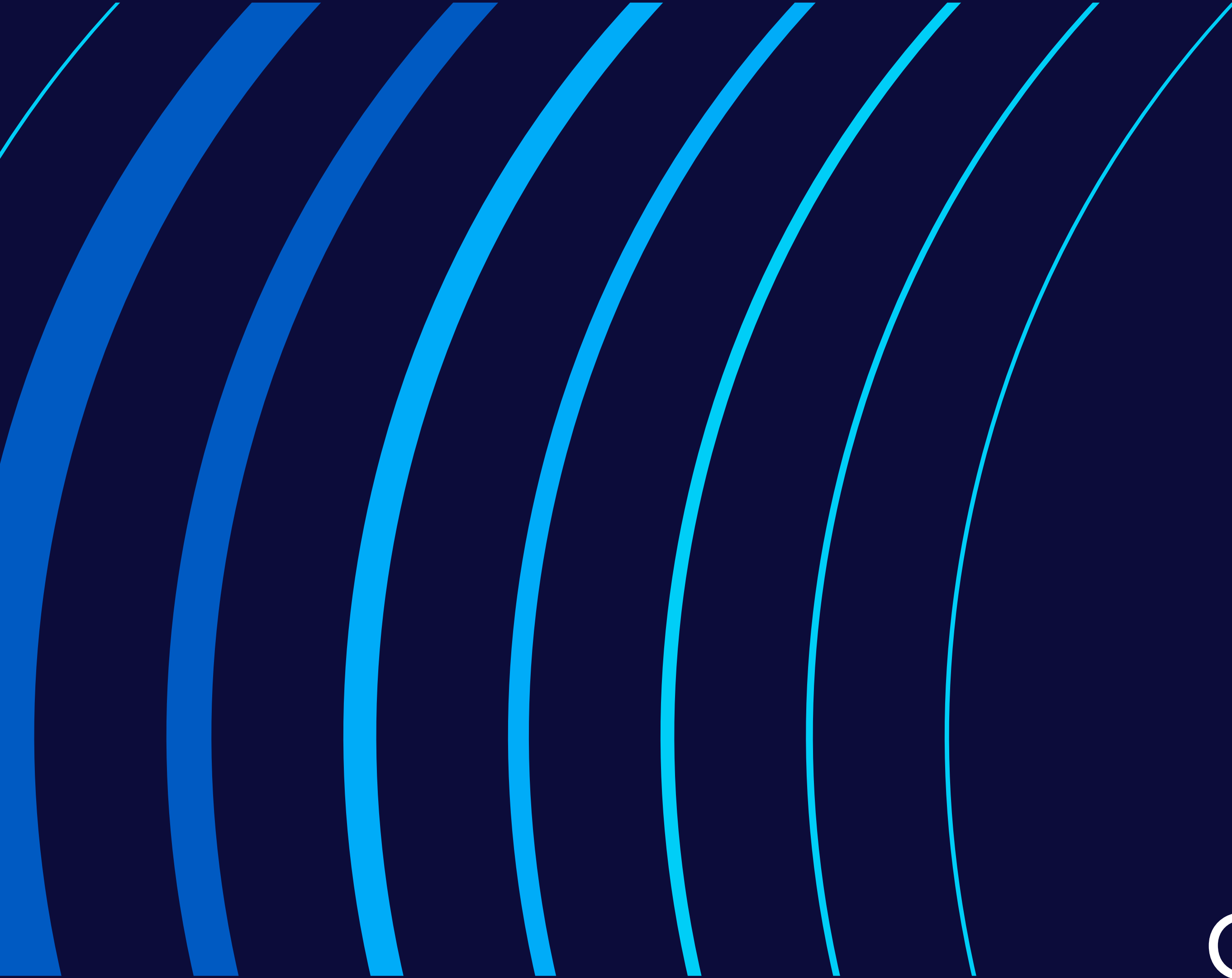
Using the Fonts as
Webfonts in Various
Browsers.

 **WOFF2**

 **WOFF**

 **EOT**

*Limited support. Please refer
to this link for more information:
<https://v-fonts.com/support/>



Global brands

Logo usage with country name

To support a strong and well-positioned global identity, we recommend using the JBS logo in all countries where we operate. However, depending on specific needs, each country has the option to include the name of its location below the logo, following the guidelines provided.

Construction grid

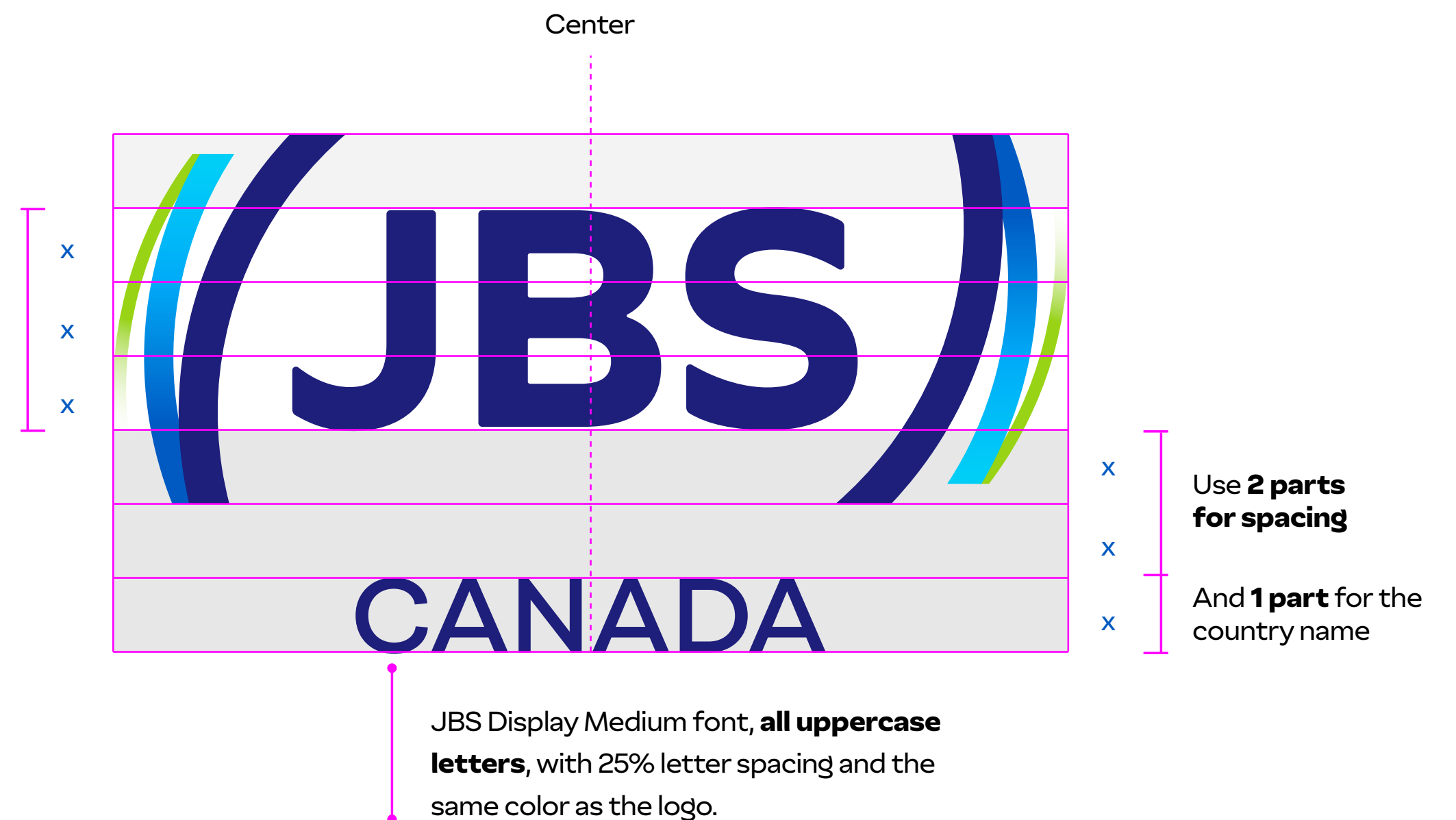
When adding the country name below the global JBS logo, divide the letters of the “JBS” logo into three equal parts. Use two parts for spacing and one part for the country name.

Color: Use the same dark blue featured in the JBS logo.

Typography: JBS Display Medium, all uppercase letters, with 25% letter spacing.



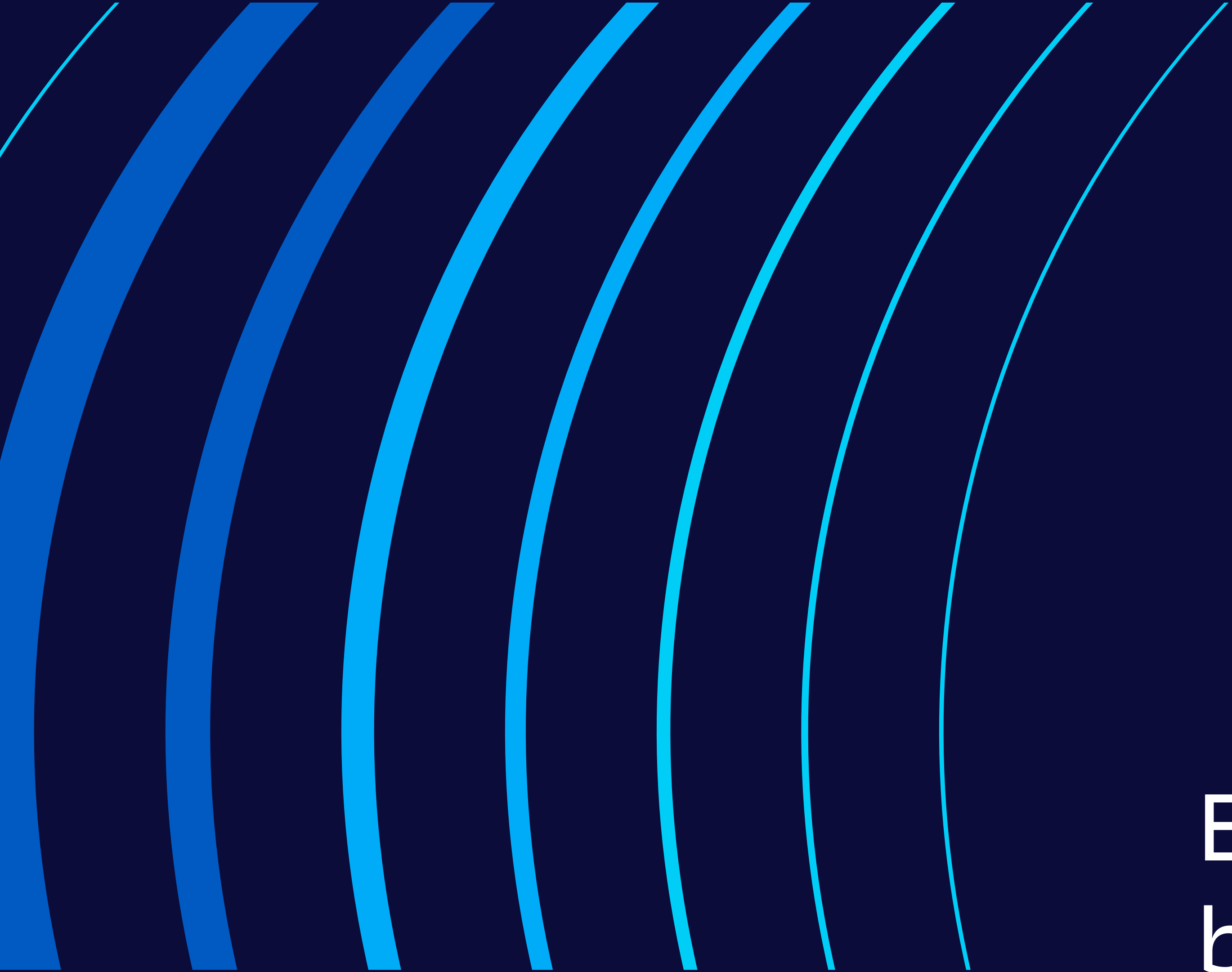
Divide the
typography
into **3 parts**





Attention:

All country names must be written in **uppercase letters** and use the primary blue color featured in the JBS logo text.



Business unit
brands

Business unit logo usage

Business Units that use the JBS logo must follow the application rules outlined below.

Construction grid

When adding the name of the business unit below the global JBS logo, divide the letters of the “JBS” logo into three equal parts. Use two parts for spacing and one part for the unit name.

Color: Use the same dark blue featured in the JBS logo.

Typography: JBS Display Medium font, title case, with 25% letter spacing.

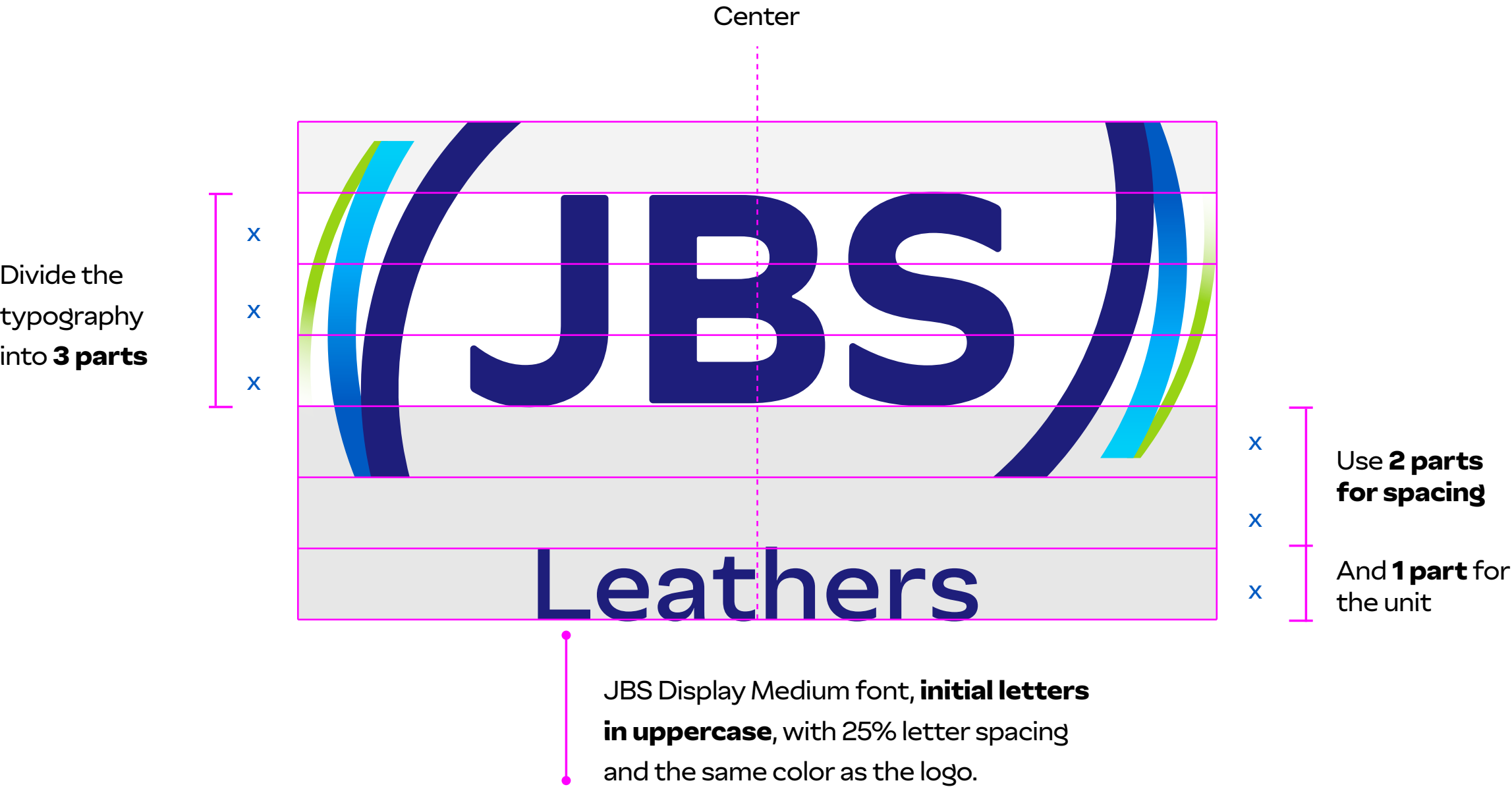
Naming limits

No name should exceed the lateral boundary defined by the width of the JBS logo.

If a line break is necessary, the line spacing should be equivalent to half of the letter “X” height.



Leathers





Attention:

All business names must be written in **title case** and use the primary blue color featured in the JBS logo.

Attention:

Logos should not be created for departments, as shown in the examples below. **Departments do not require a logo in the “Department Name + JBS” format.**



Marketing



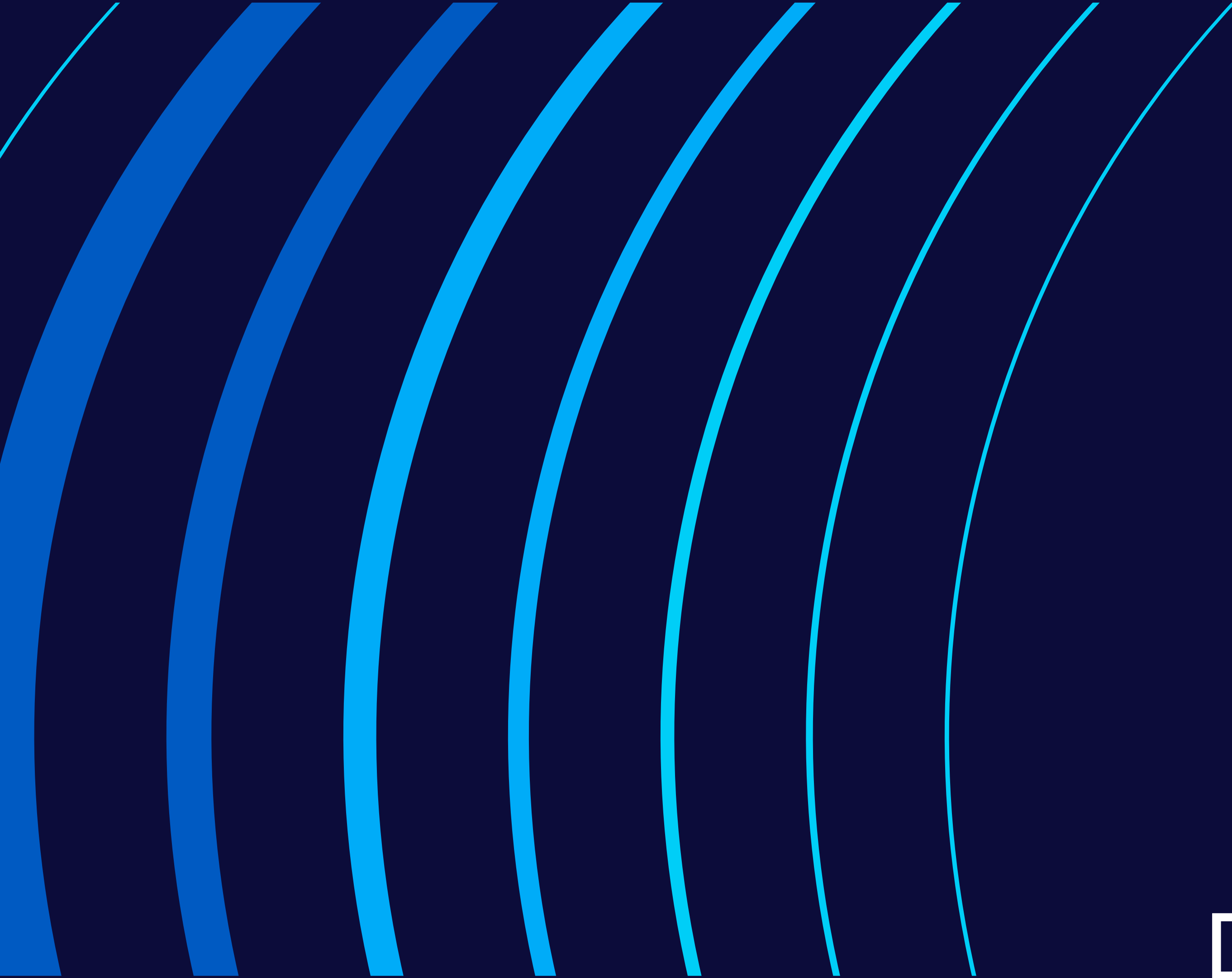
Legal department



Commercial



Investors relations



Dotted pattern

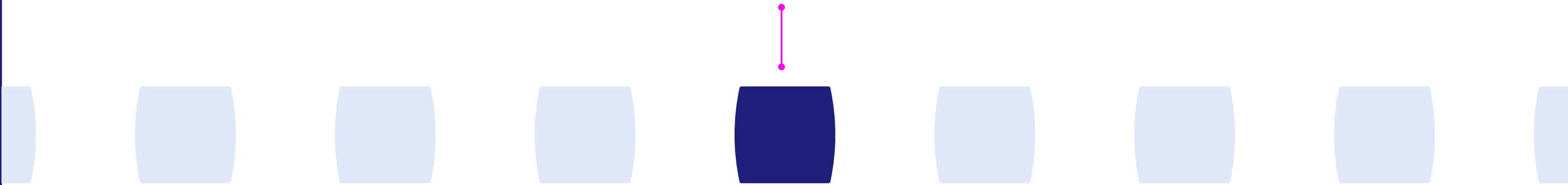
To create the JBS dotted pattern, we provide two application options. Both are valid and follow the brand's visual identity. Choose the one that best fits the project or tool being used.

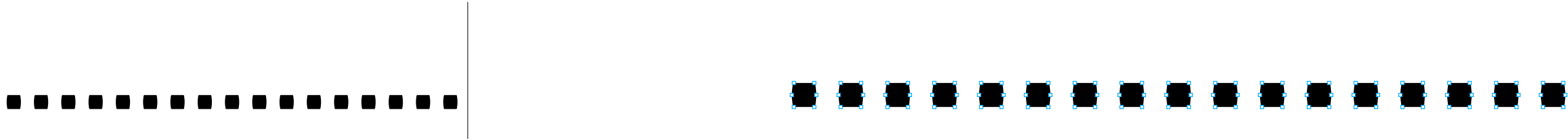
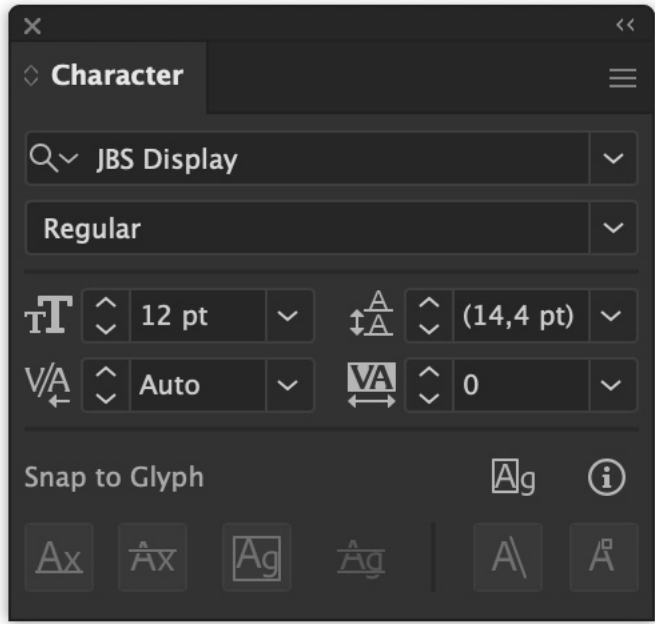
Below, we present Version 1, which offers a more simplified process and is easier to replicate.

Creating the dotted pattern – version 1

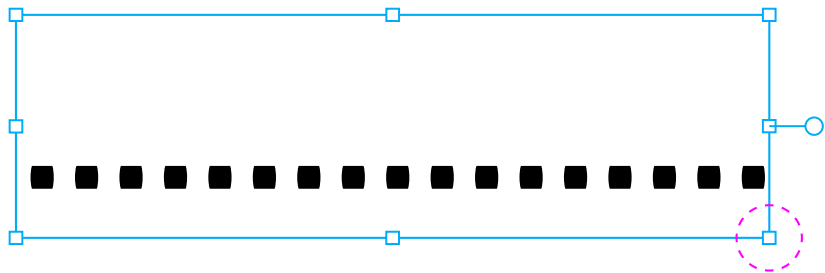
To create the dotted pattern, follow the steps described on the next page.

The **dotted pattern** is created from the **period** of the **JBS Display Regular typography**, ensuring consistency and alignment with the brand's visual identity.





- 1. In the graphic software, select the **JBS Display Regular** font at any size.
- 2. With the Text tool active, type a **period 17 times** (without adding spaces between them).
- 3. To ensure consistency and avoid issues when resizing the logo, **convert the dots into outlines, making them non-editable.**



- 4. Select all the dots and resize them using one of the corner points of the bounding box, so that the total width of the dotted pattern matches the width of the letters in the JBS logo.
- 5. Apply the same color used in the JBS logo.

Creating the dotted pattern – version 2

After setting the size of the JBS logo for the specific application, the line is created using the **period from the JBS font**.

Line size: The width of the line is determined as 1/3 of the width of the letter “J” in the JBS typography.

Spacing between dots: The same value (1/3 of the width of the “J”) is used to define the spacing between the dots.



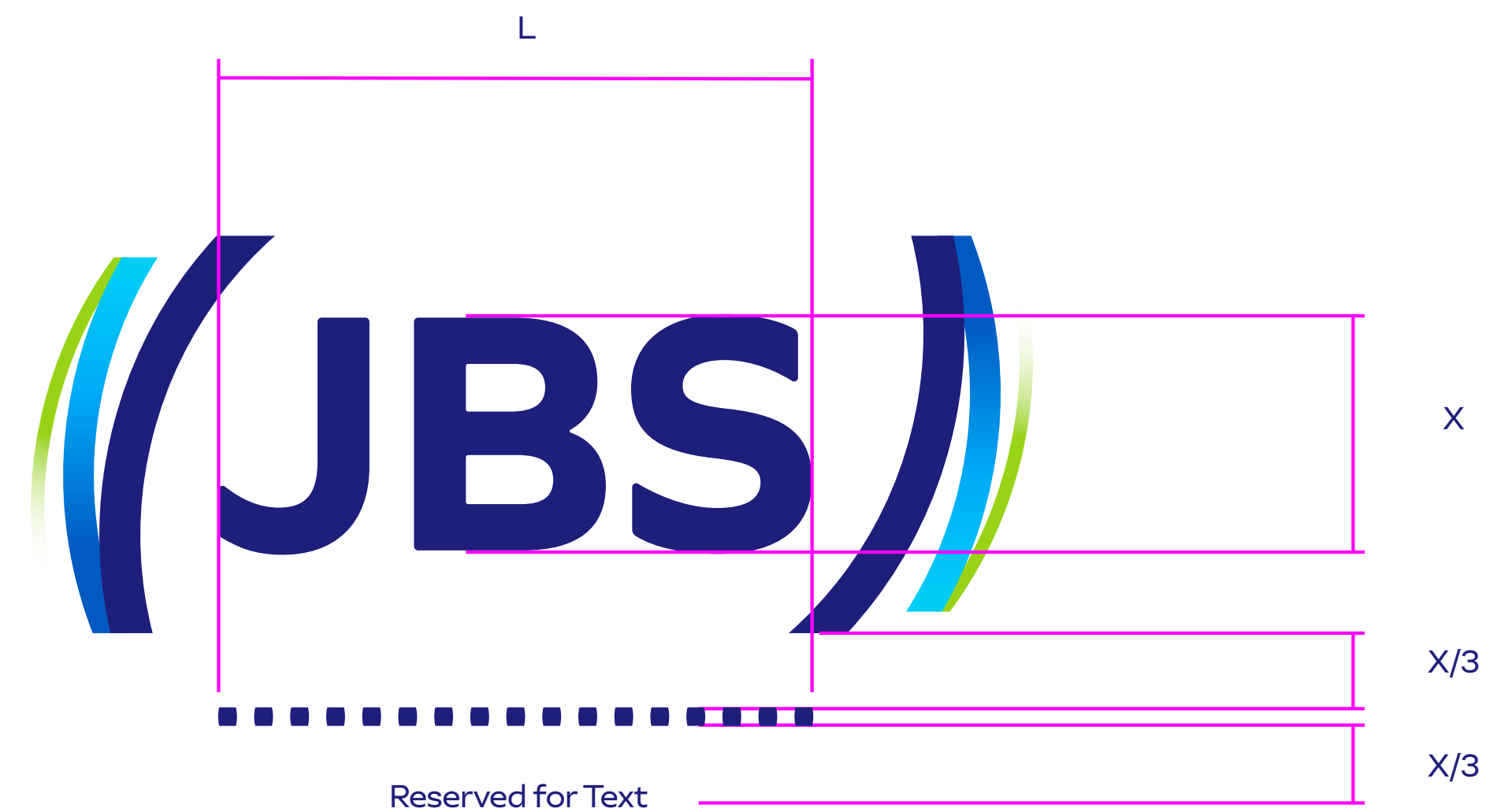
Divide the width of the stem of the letter “J” into **three equal parts**. Each part corresponds to the width/height of one dot in the dotted pattern. Use the measurement of one of these parts as the spacing between the dots to create the pattern.

Width and positioning

The width of the dotted pattern (**L**) should be **equal to the width of the letters in the JBS logo**.

The positioning of the dotted pattern is defined based on the height of the letters in the logo (**X**).

The pattern should be positioned **1/3 of the height of X below the logo**. Below the dotted pattern, there should be an additional **1/3 of the height of X** reserved for the placement of text.





Branding in locations

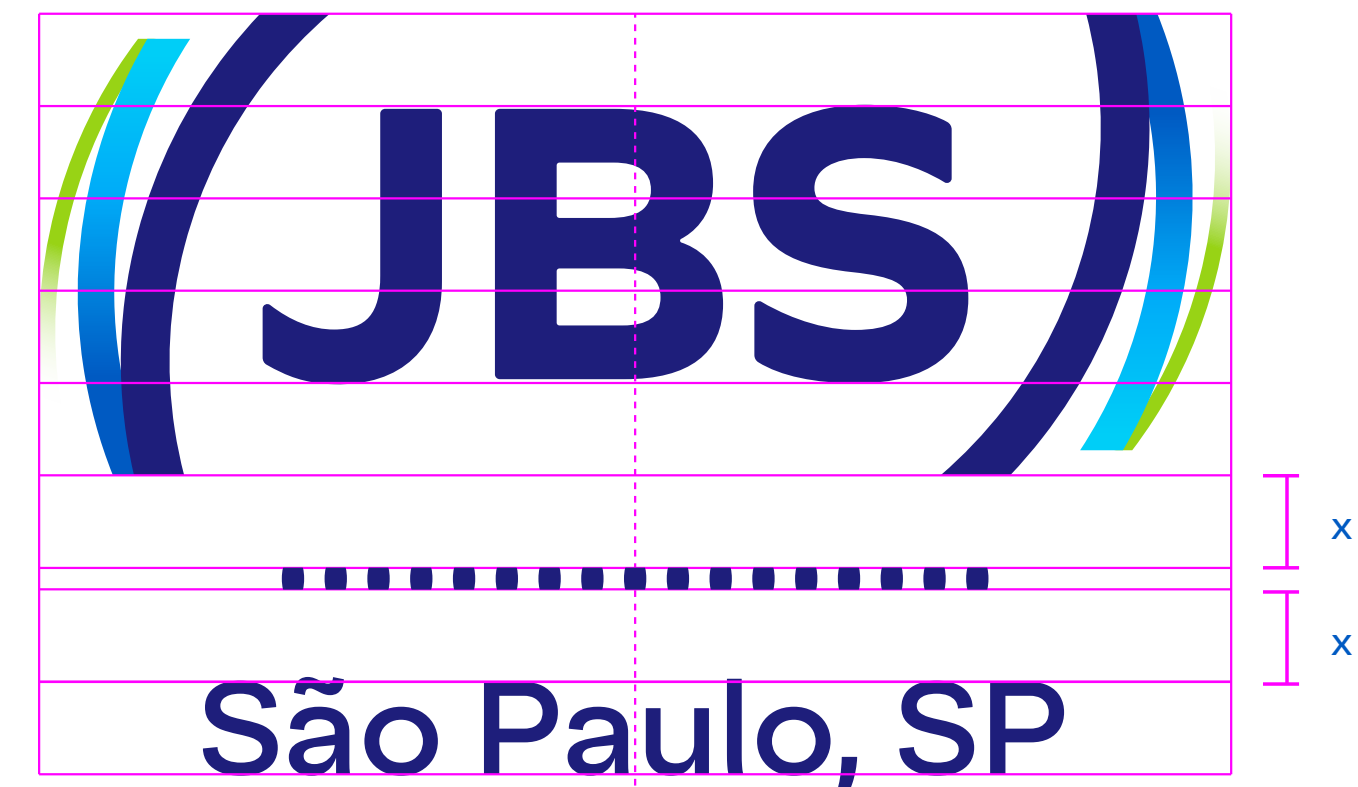
Specific logo usage for location

For this creation grid, use the same principles applied earlier to add the location. Use the example next to this text as a reference for location names that occupy only one line.

Location Name Format: The city name should be followed by a comma and the state abbreviation in two uppercase letters (e.g., São Paulo, SP).

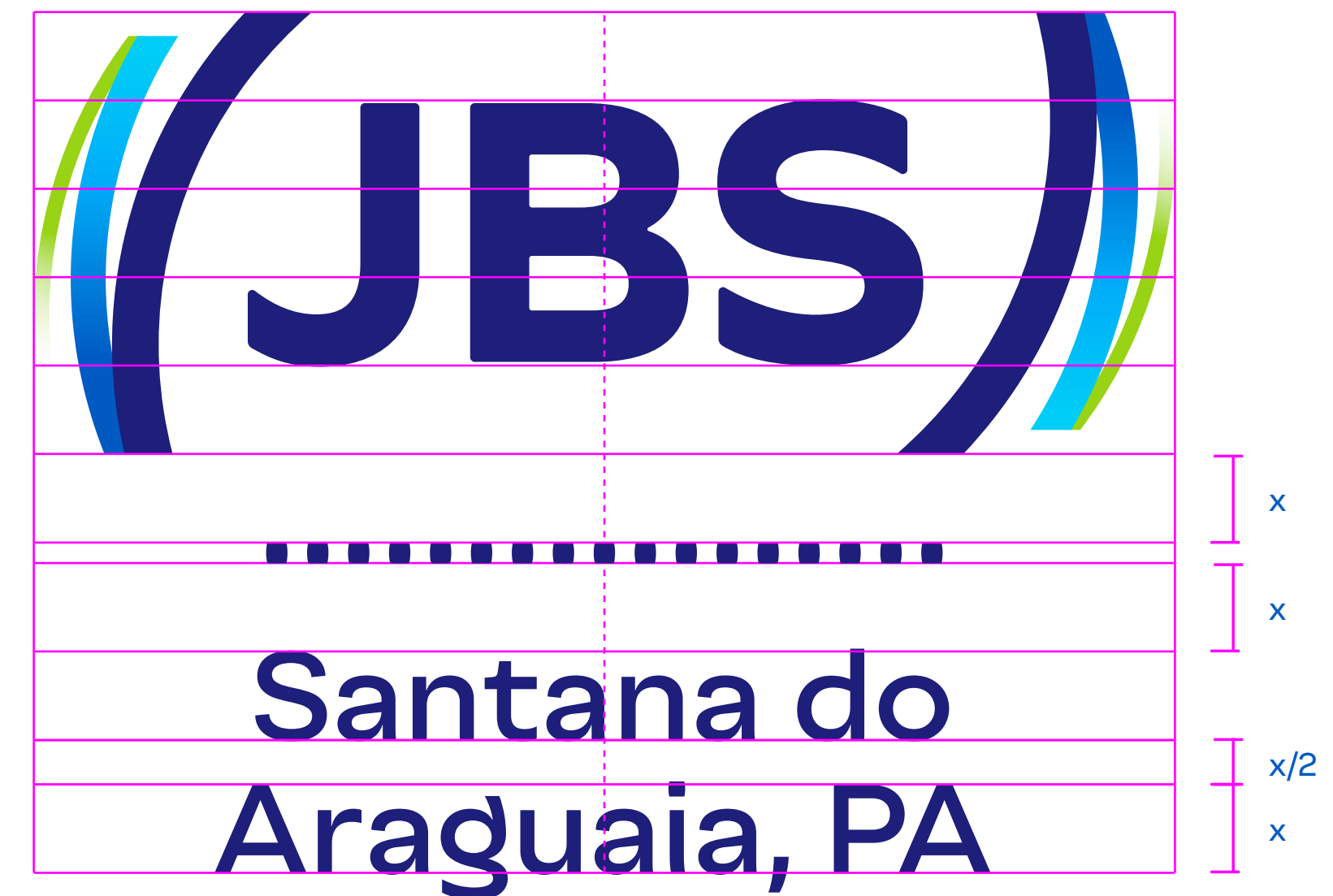
Color: Use the same dark blue featured in the JBS logo.

Typography: JBS Display Medium font, title case, with 25% letter spacing.



For locations with line breaks

For locations that require a line break, the spacing between the lines of text should be equivalent to half of the letter “X” height.





.....

Santana do
Araguaia, PA



.....

Itumbiara, GO



.....

Andradina, SP

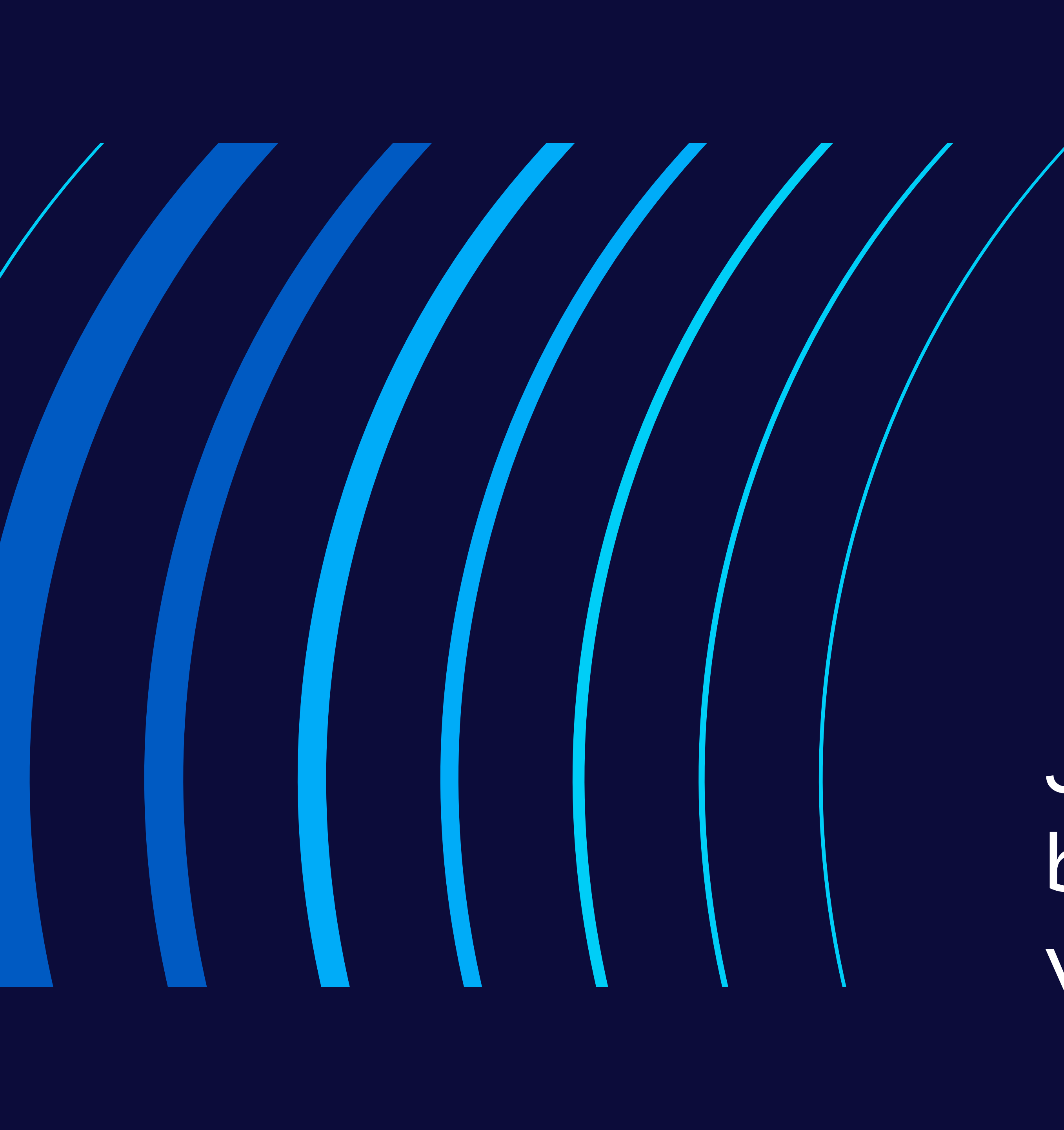


.....

Greeley, CO

Attention:

This slide contains some examples of location-specific
logos for JBS facilities.



JBS + Product
brands (horizontal
version)

Guidelines

The horizontal signature combines the JBS logo with Business and/or Product brands, ensuring alignment and visual consistency.

1. The Business and/or Product brand logo should be positioned on the left side.
2. The dotted pattern should be applied in the center, visually separating the elements.
3. The JBS logo should be positioned on the right side.

This structure maintains a standardized visual identity, ensuring balance and recognition across all applications.

In the following pages, we detail the grid creation process, including proportions, spacing, and technical guidelines for correct signature application.





Grid creation

To create a harmonious relationship between the JBS brand and product brands, we use measurements based on the JBS logo to define limits and proportion recommendations.

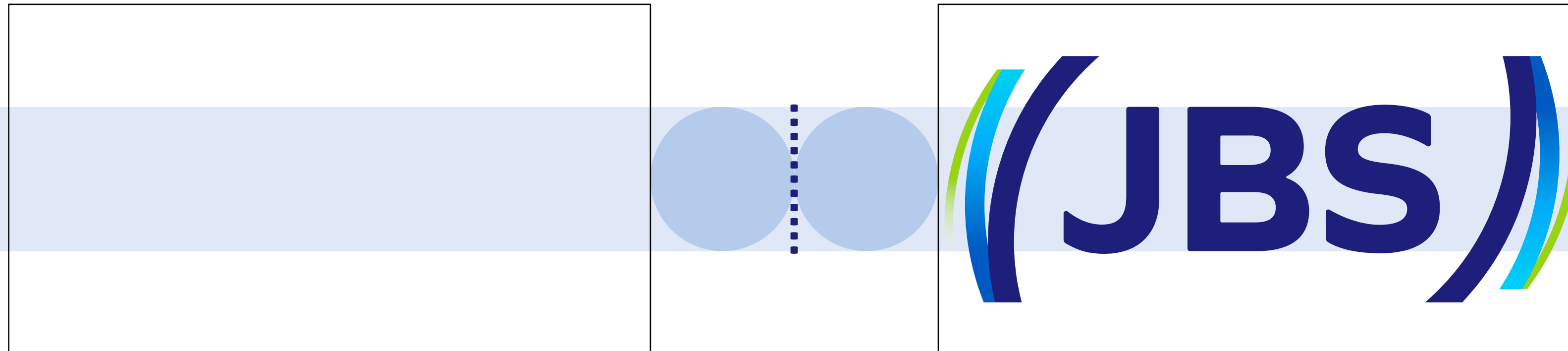
1.

The height of the JBS logo typography is used as the starting reference.



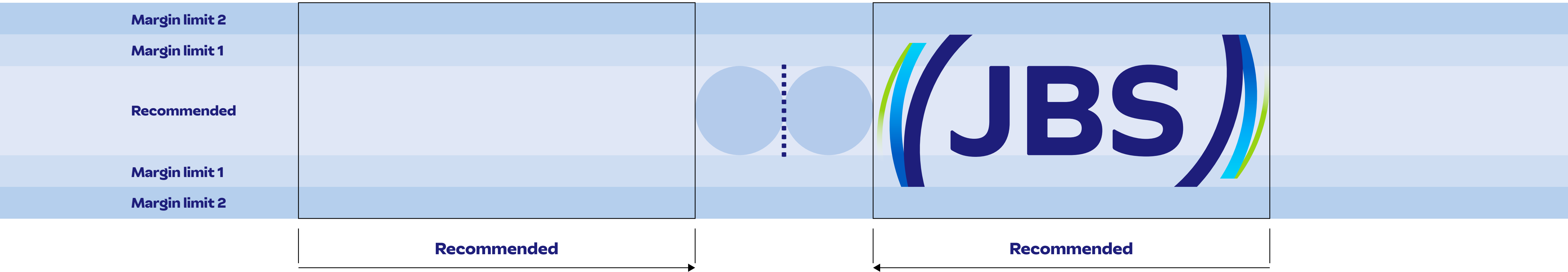
2.

This measurement is used to define the separation space between the brands. To create the dotted pattern, follow the same structure presented earlier in the **Dotted Pattern** chapter. This time, **type the period 11 times (if you choose to use Version 1 of the dotted pattern)** and adjust the height to match the height of the JBS logo typography.



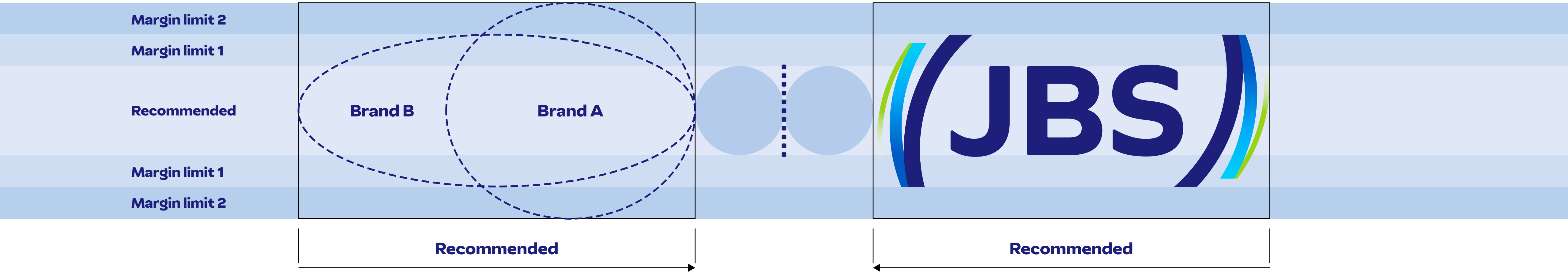
3.

After defining the space, the JBS logo should be aligned to the left of the right limit of this space, while the partner brand should be aligned to the right of the left limit of the same space.



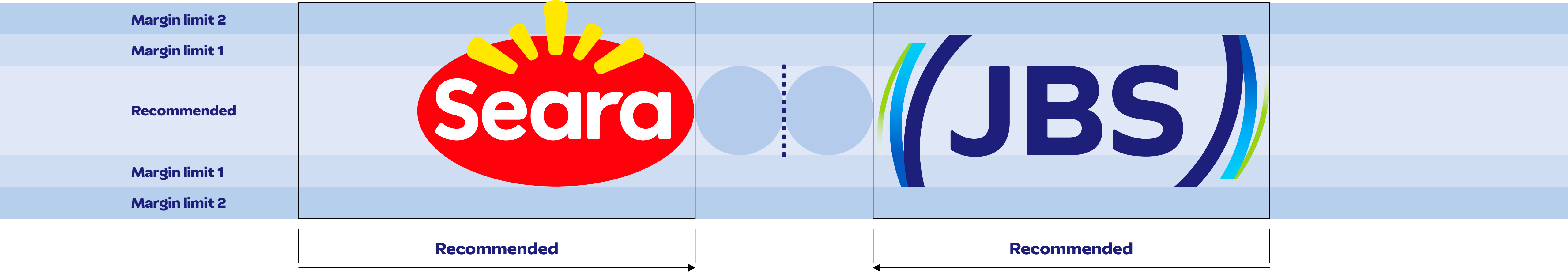
4. Another aspect considered for the positioning of the partner brand is the area occupied by the JBS logo. This area serves as the recommended limit for sizing the brand that will accompany JBS.

5. In addition, we use other heights related to the JBS logo as guides to reposition brands of different formats, ensuring visual balance.



6.

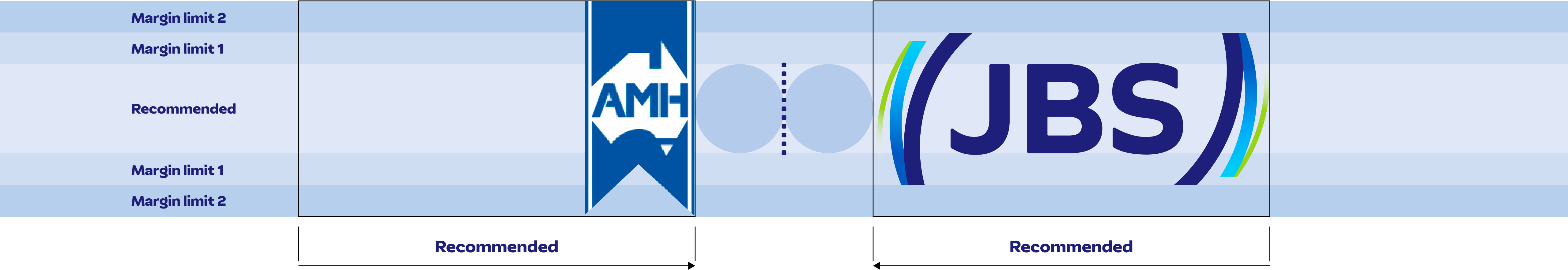
With this construction guide, we provide all the necessary guidelines for the proper use of spaces and proportions, ensuring that partner brands are applied in a balanced and visually pleasing way.



Logo application examples

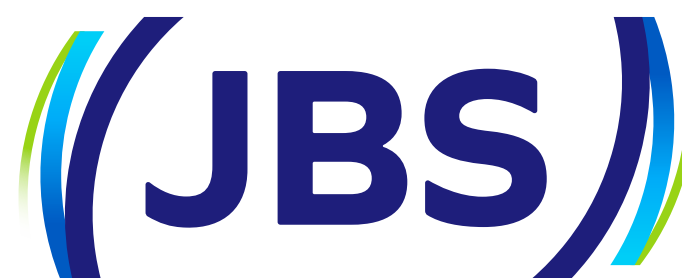
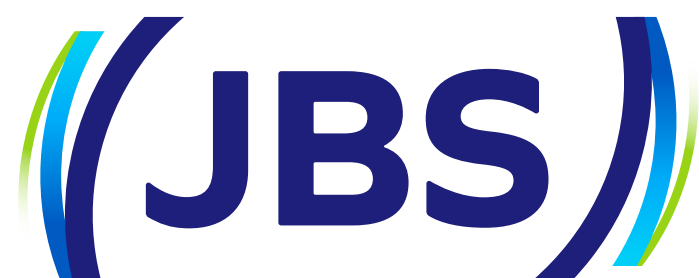
Below, we present examples of the JBS logo applied alongside product brands. These models serve as practical references to guide the correct and consistent use of the visual identity.















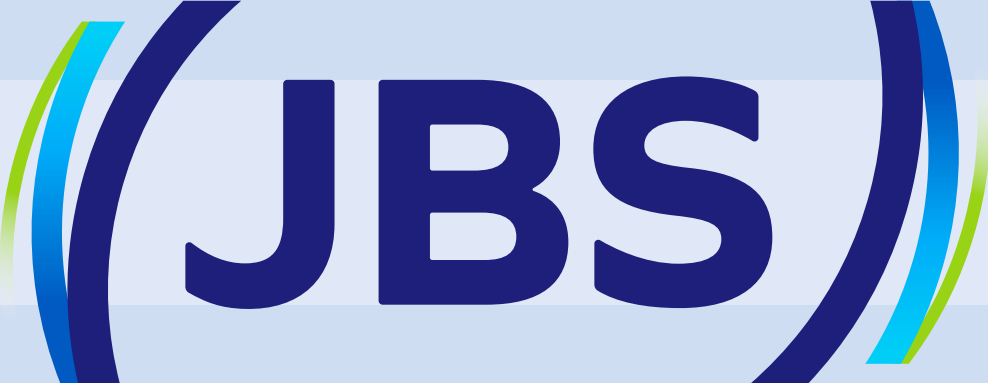


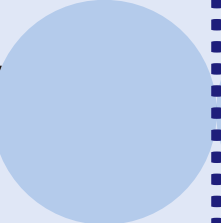






Use of the dotted pattern with multiple brands

When several brands are placed side by side with the logo, the dotted pattern is not necessary between the brands. It should only be applied between the closest brand and the JBS logo.



When there are two or more brands, the distribution should follow alphabetical order, as shown in the example below:

Margin limit 2						
Margin limit 1						
Recommended						
Margin limit 1						
Margin limit 2						







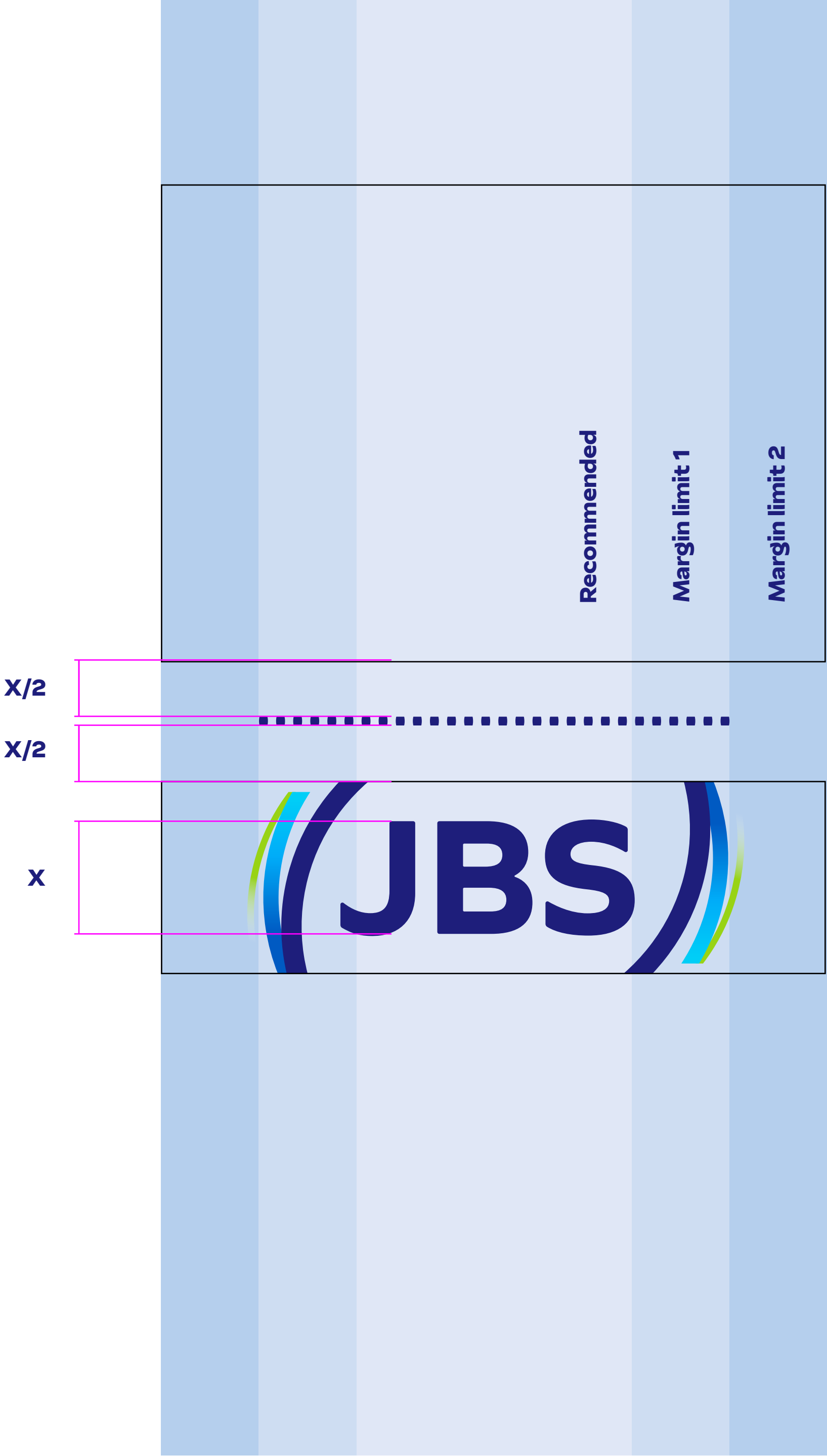
JBS + Product
brands (vertical
version)

Grid creation

To position the vertical signature with logos, place the JBS logo at the bottom.

Above the logo, apply the dotted pattern following the structure presented earlier. In this case, type the **period 28 times (if you choose to use Version 1 of the dotted pattern)**, and then center the pattern relative to the JBS logo.

The spacing between the dotted pattern and the logos should be equivalent to half the height of the letters in the JBS logo.



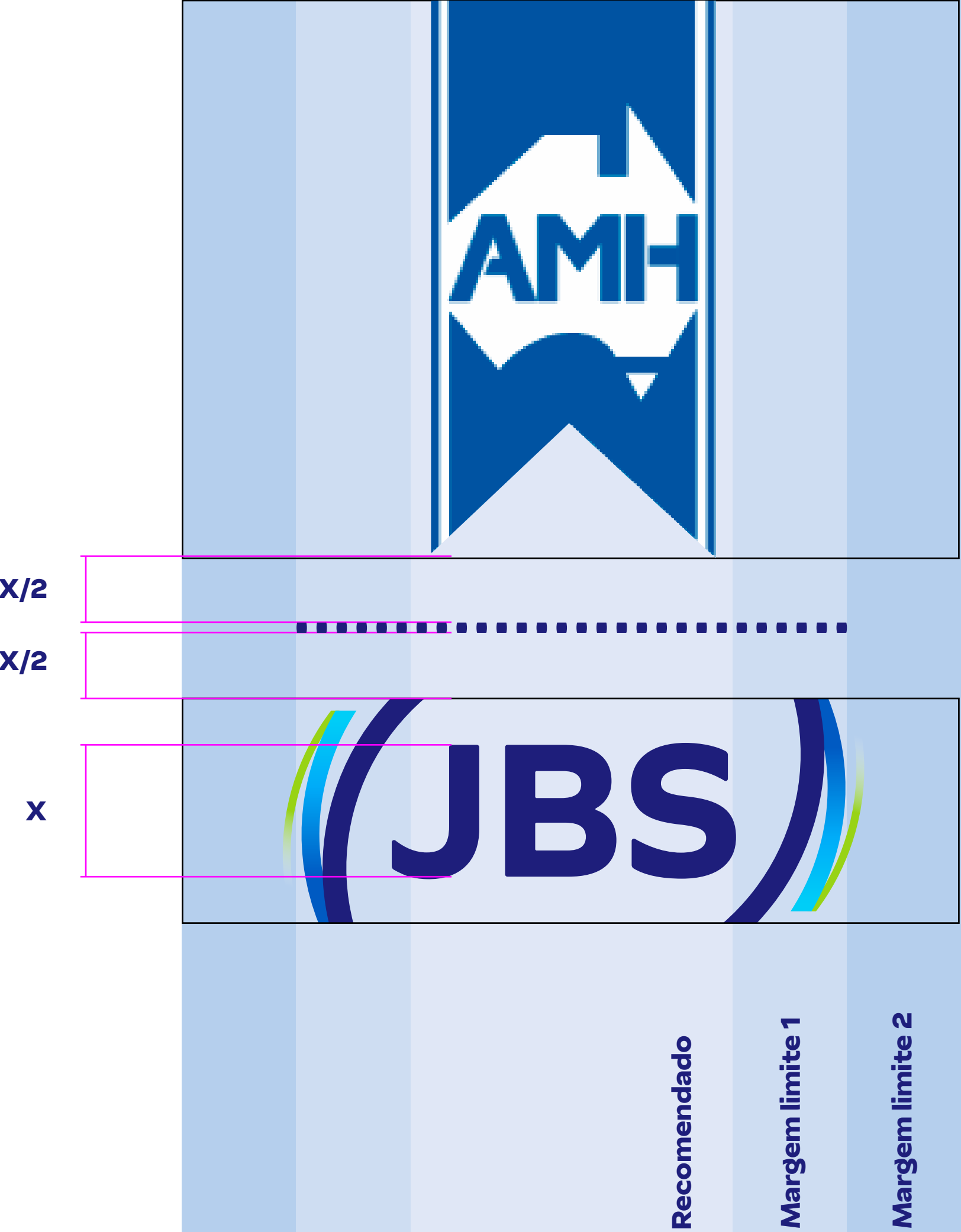


Logo application examples

Below, we present examples of the JBS logo applied alongside product brands. These models serve as practical references to guide the correct and consistent use of the visual identity.

Recommended
Margin limit 1
Margin limit 2



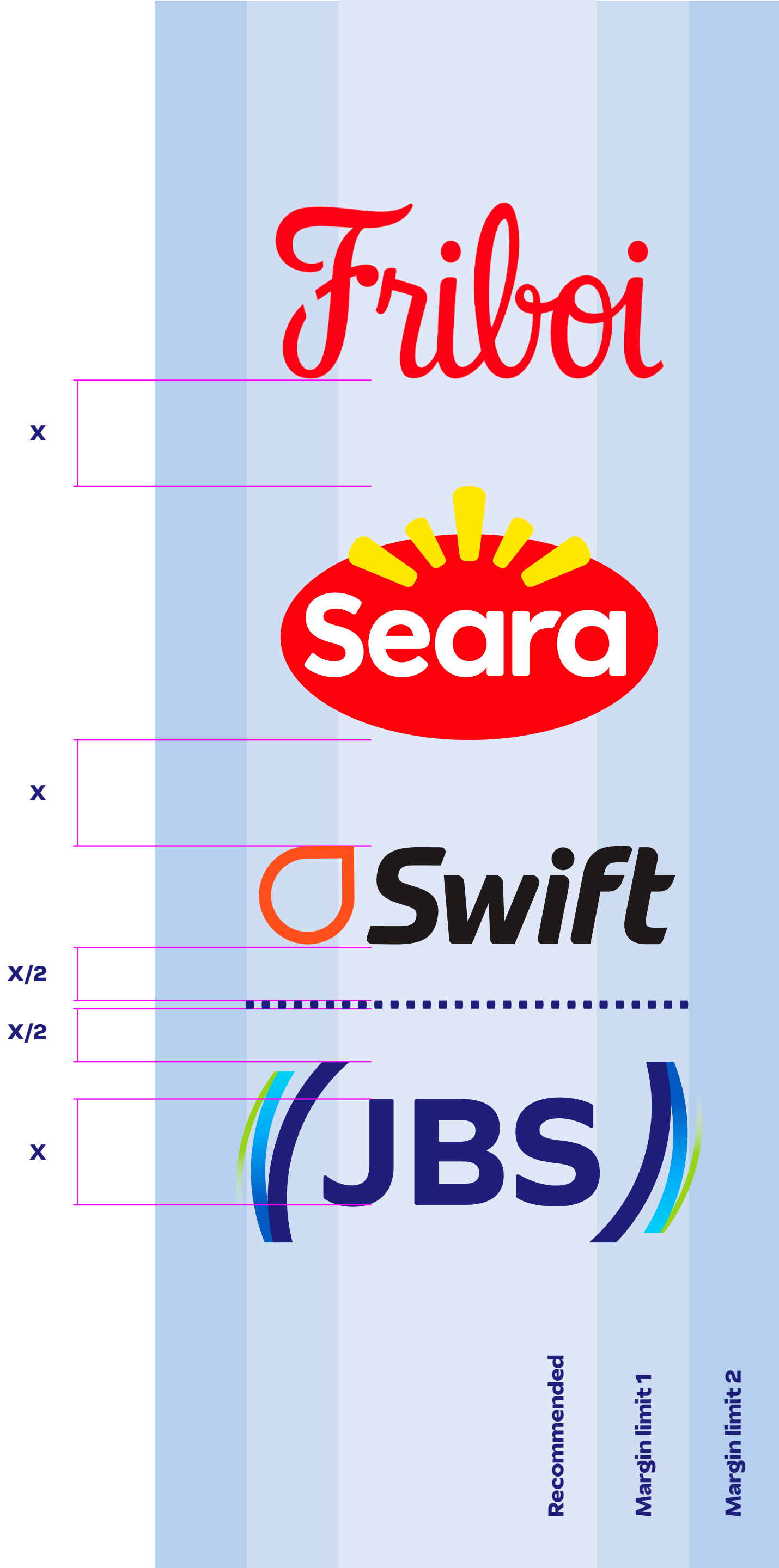




Use of the dotted pattern with multiple brands

When multiple brands need to be applied in a vertical logo, the spacing between them should be equal to the height of the letters in the JBS logo (**X**). The spacing between the dotted pattern and the logos on each side should be equivalent to half of **X**.

The brands should be organized in **alphabetical order**, ensuring a standardized and consistent layout.



Friboi





Region



Location brands

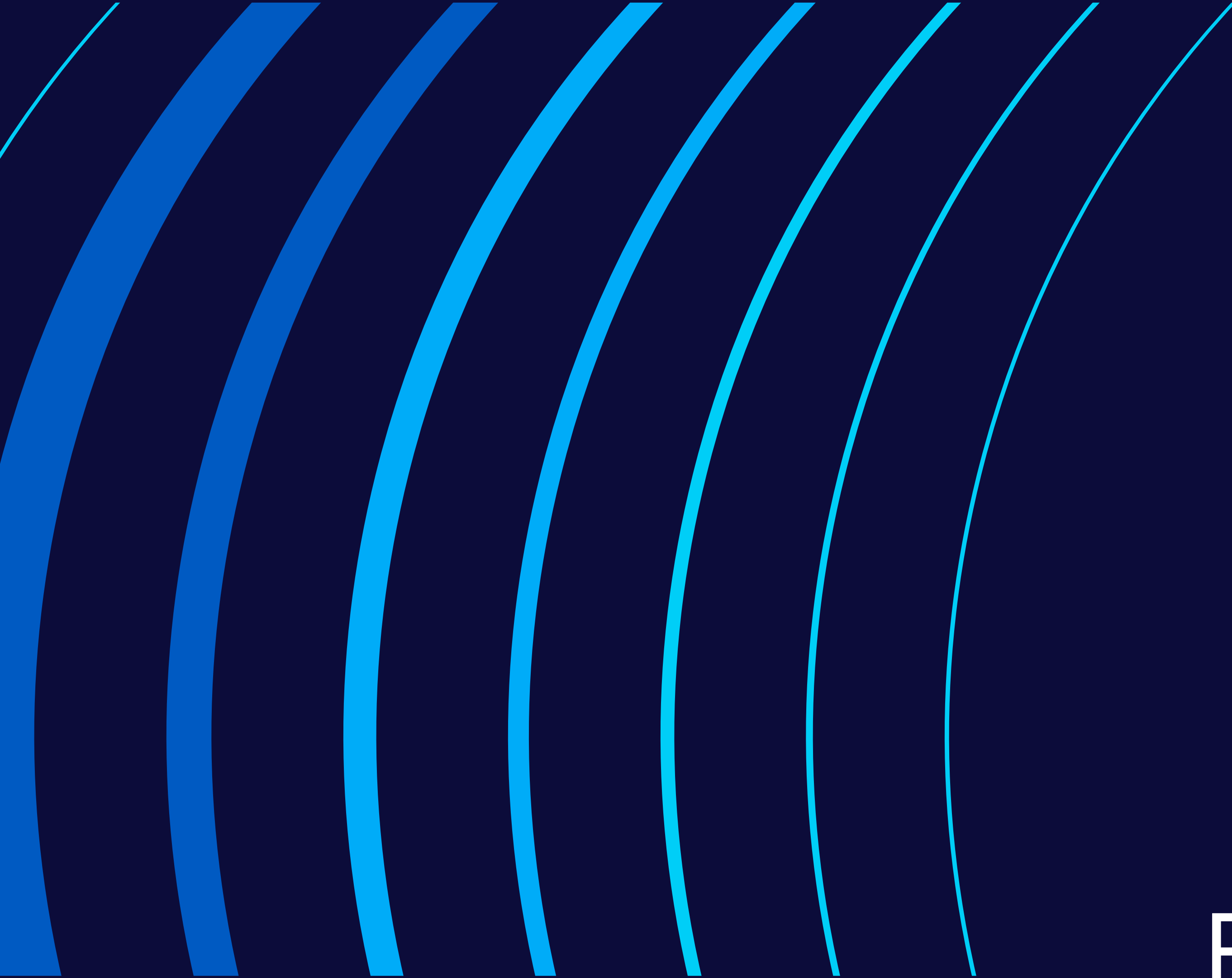


Business unit



Corporate brand +
Consumer brand





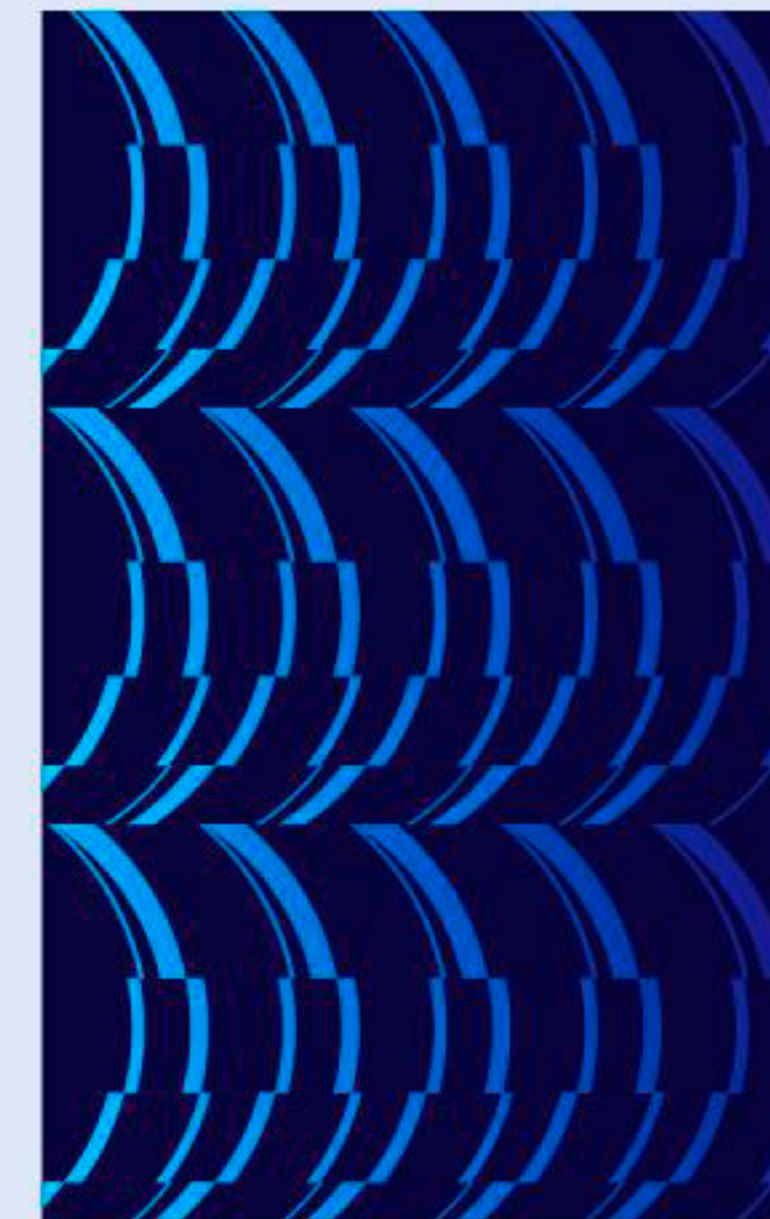
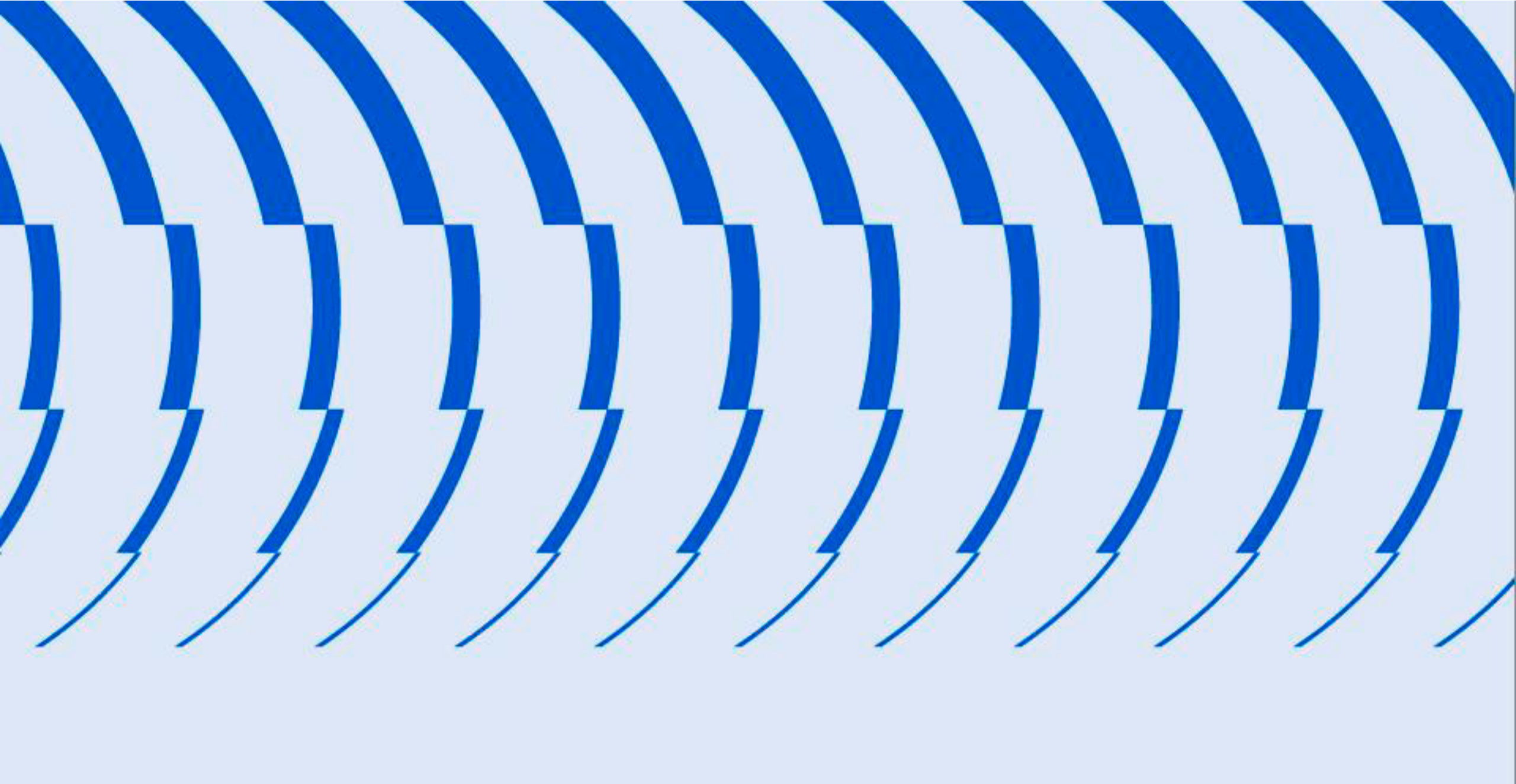
Patterns

What is a pattern?

Patterns are repetitive graphic elements used to reinforce the brand's visual identity. They help create a cohesive and recognizable design and can be applied to various materials, such as packaging, signage, institutional materials, and visual communications.

The JBS patterns were developed based on characteristic elements of the brand, ensuring consistency and visual impact across all applications.

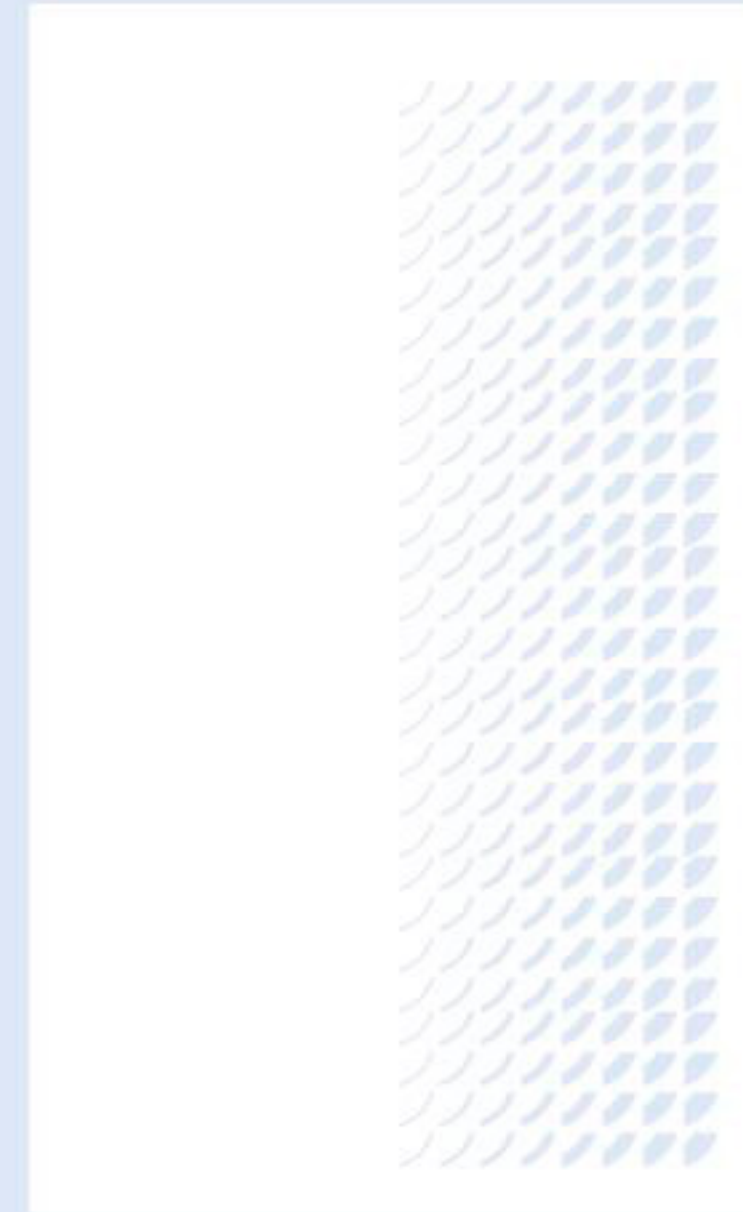




Segurança em primeiro lugar

A segurança no trabalho desempenha um papel fundamental na proteção dos colaboradores e na promoção de ambientes saudáveis e produtivos. É essencial que as empresas priorizem a segurança dos seus funcionários, implementando medidas preventivas e criando uma cultura de segurança.

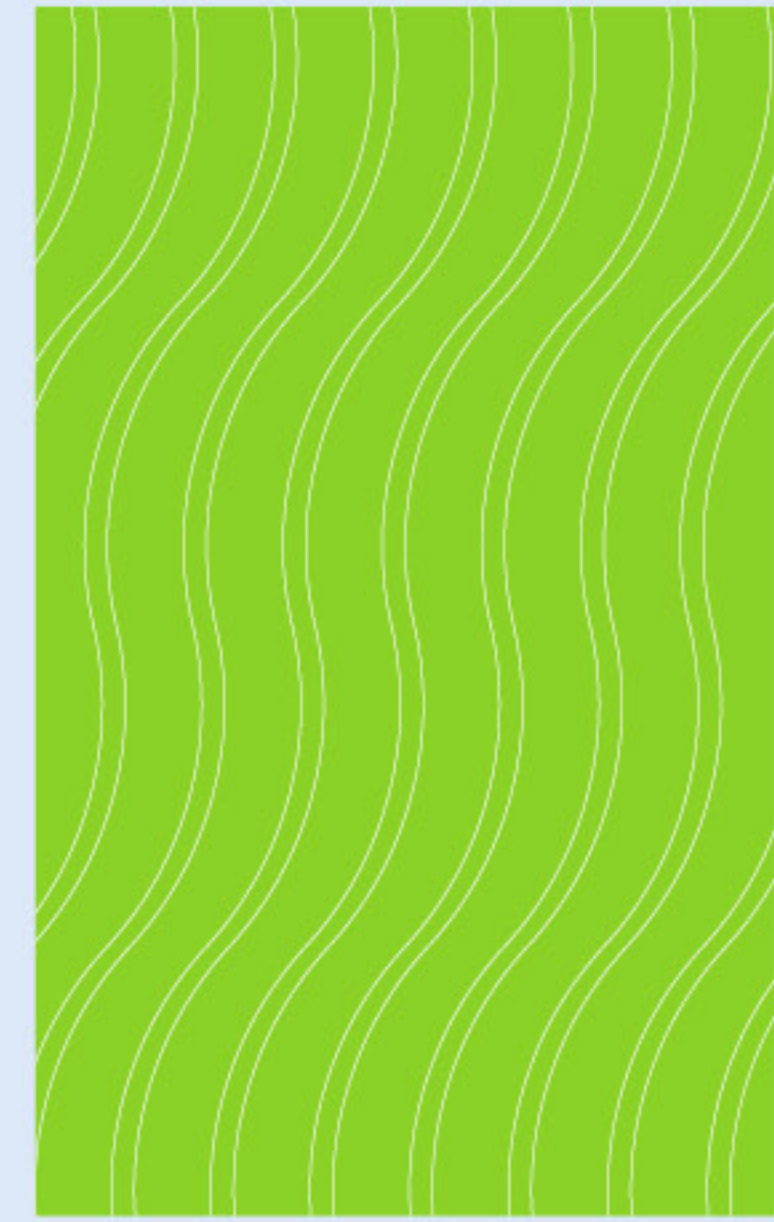
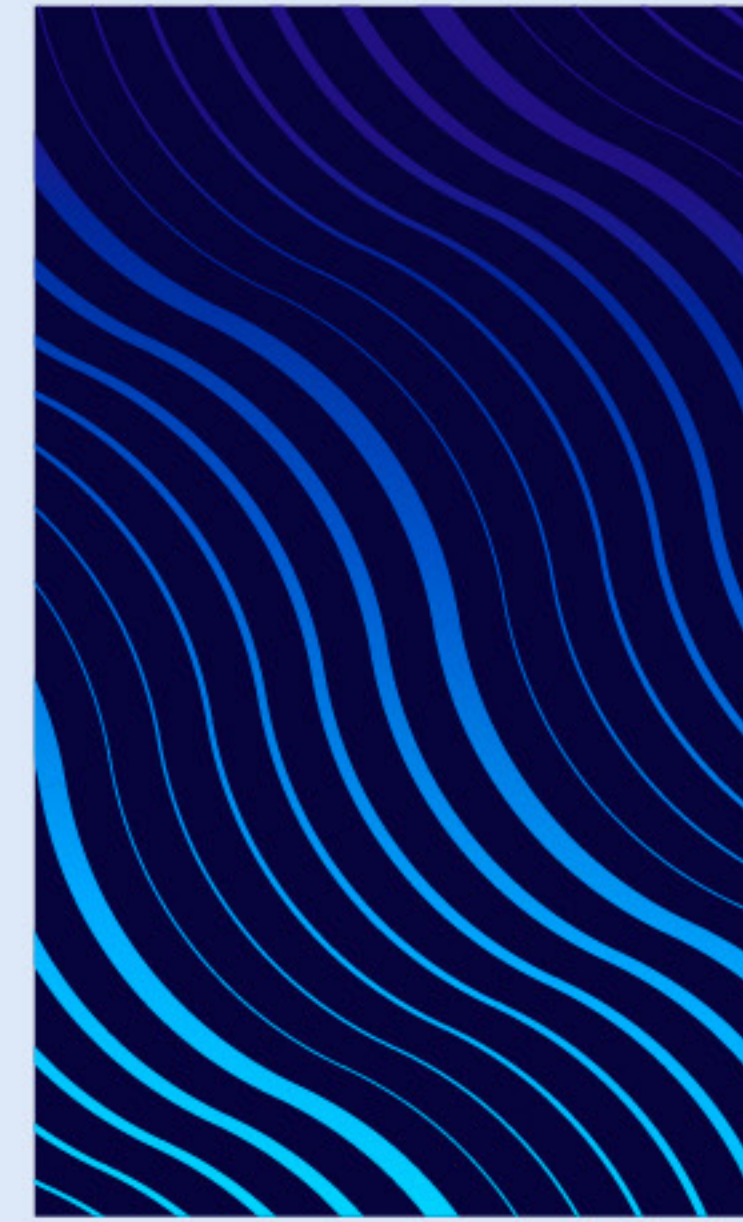
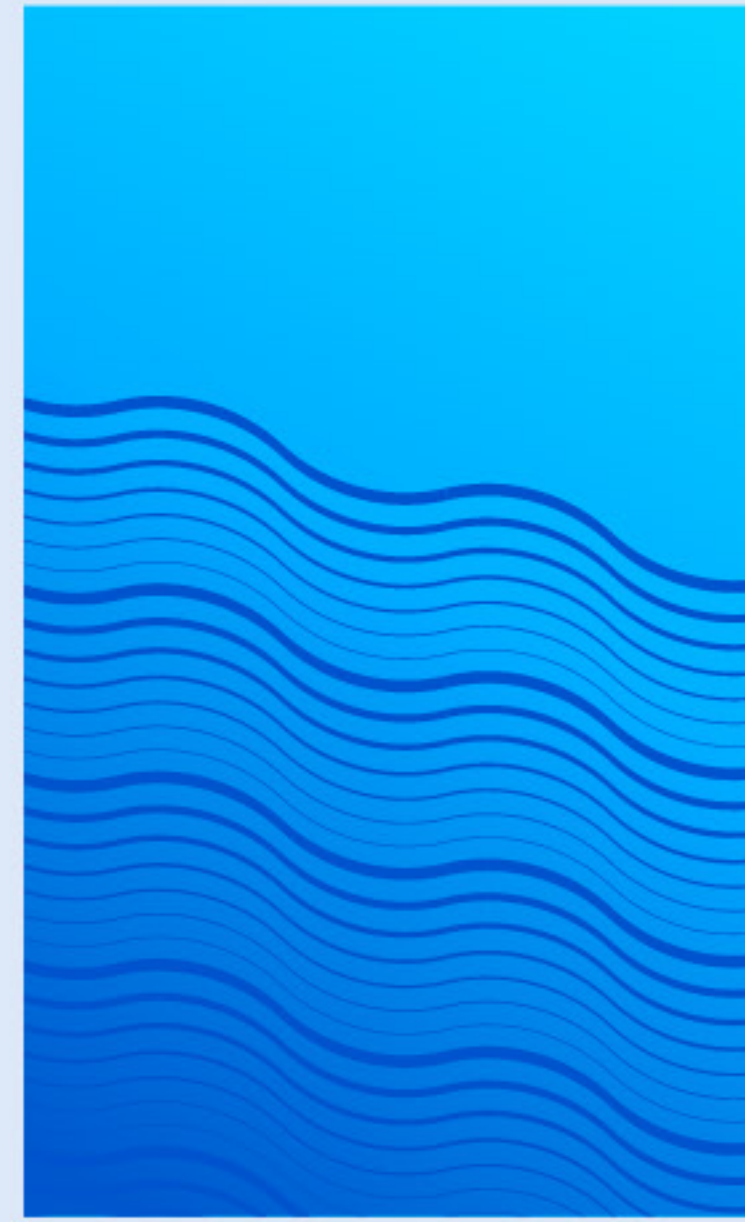




Segurança em primeiro lugar

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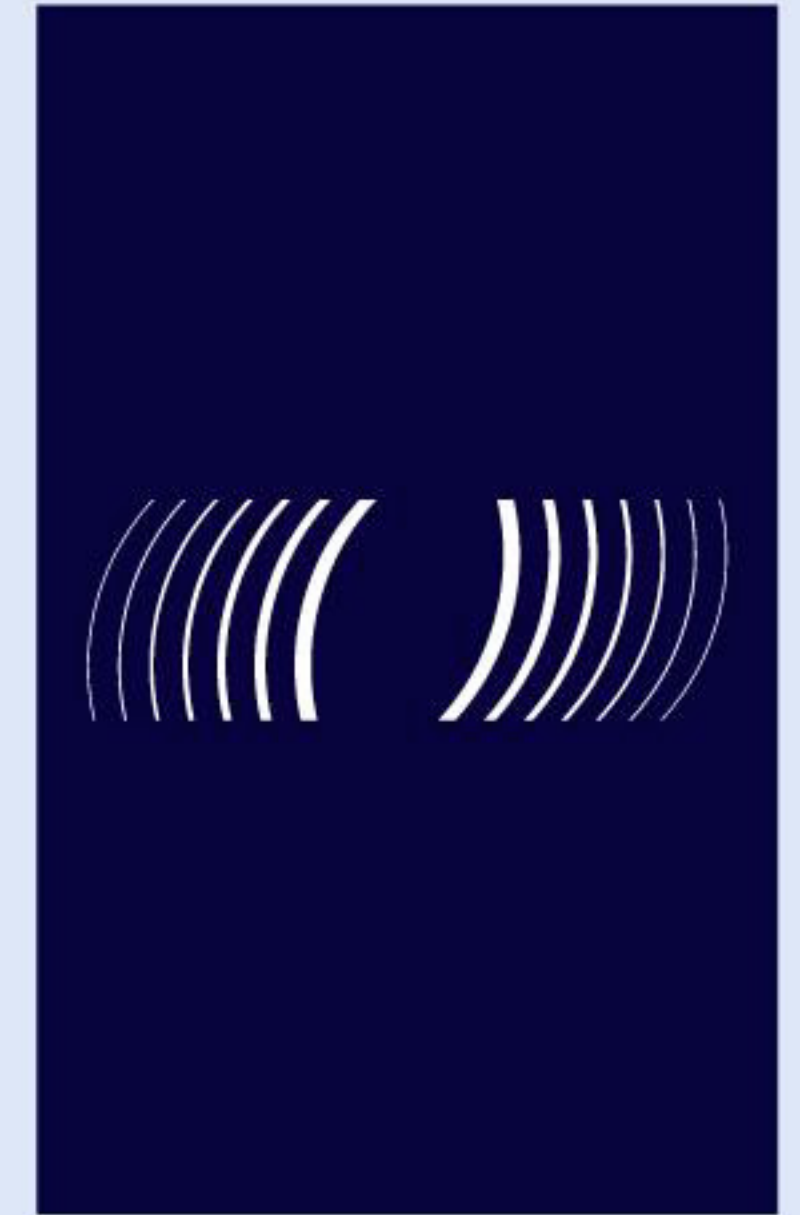
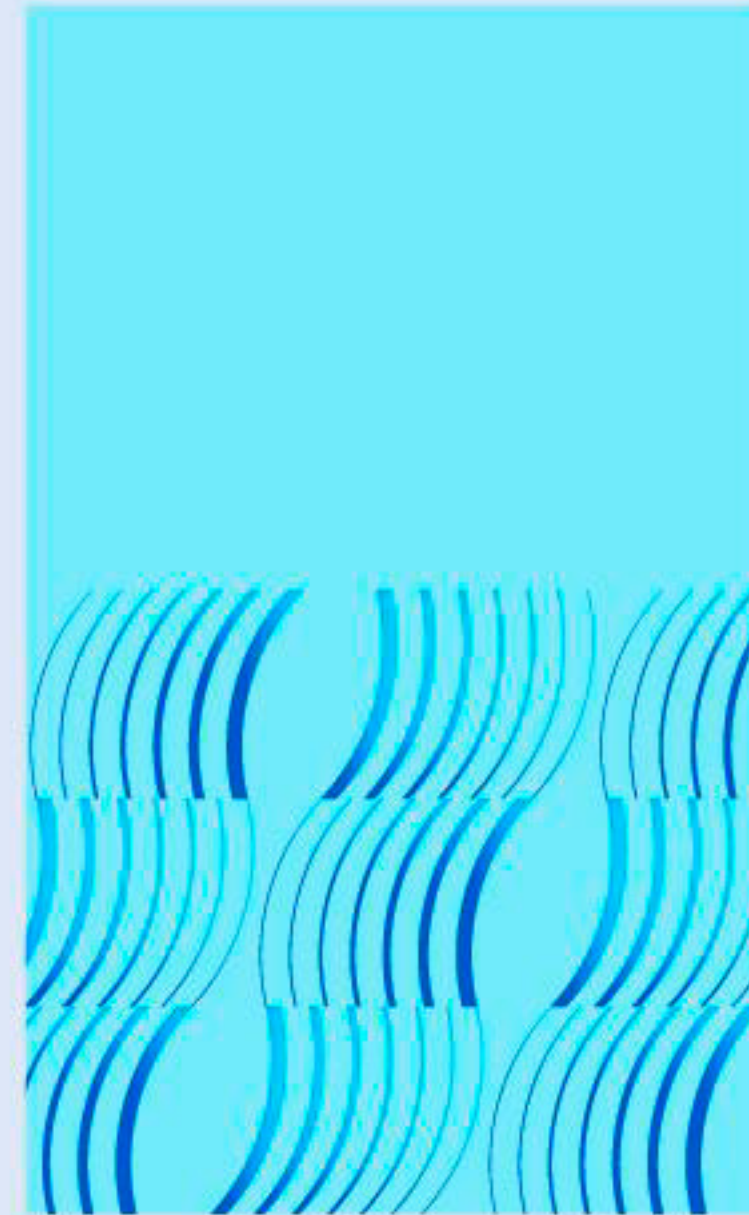
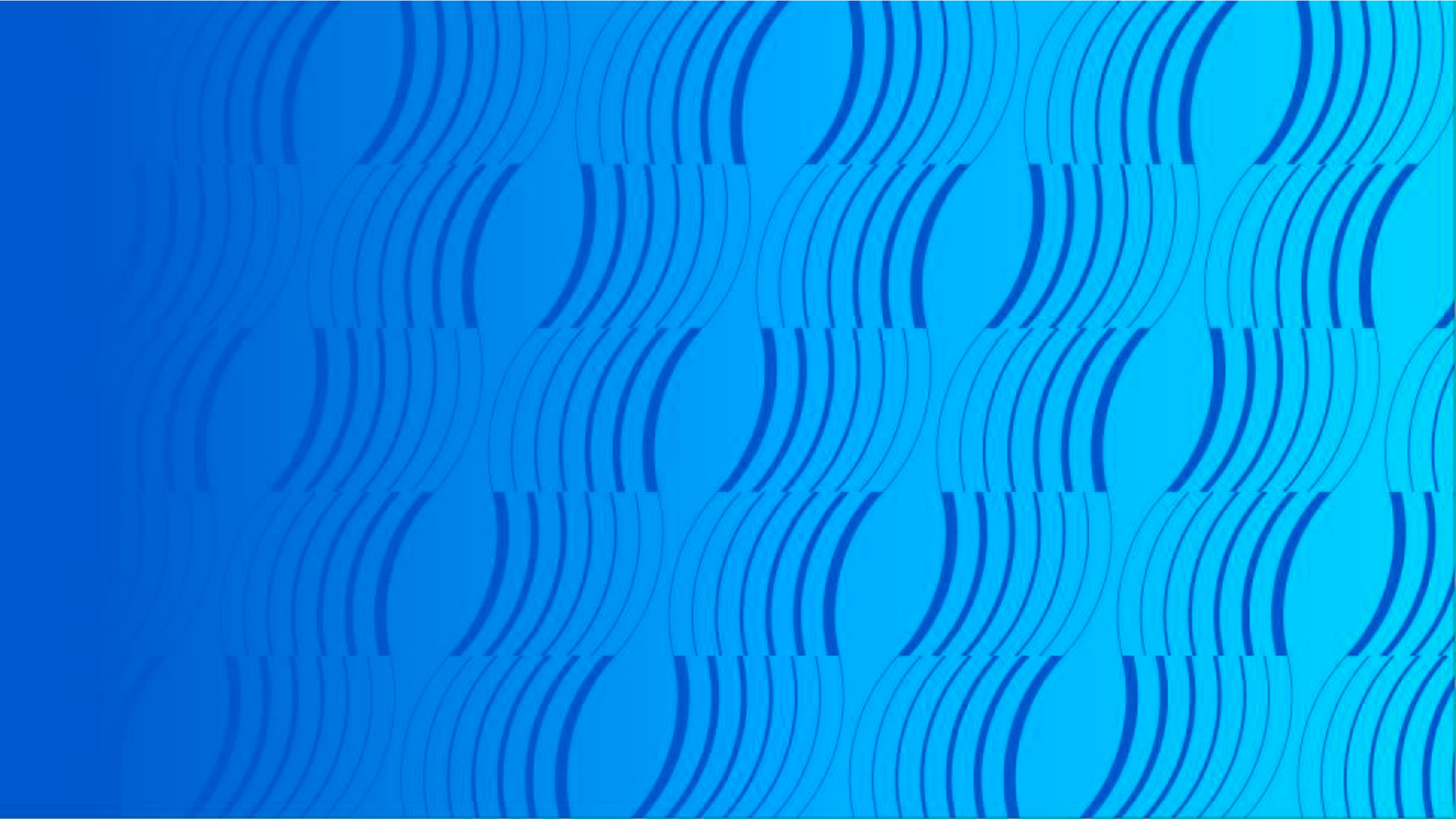




Segurança em primeiro lugar

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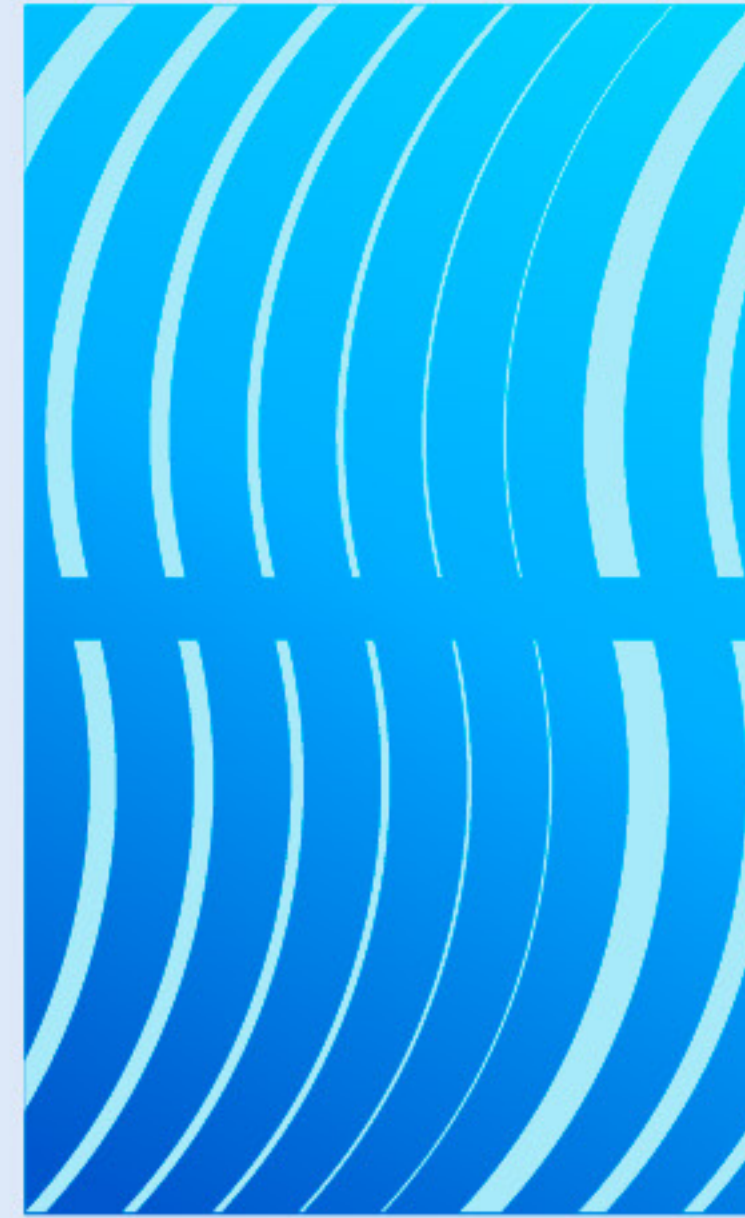
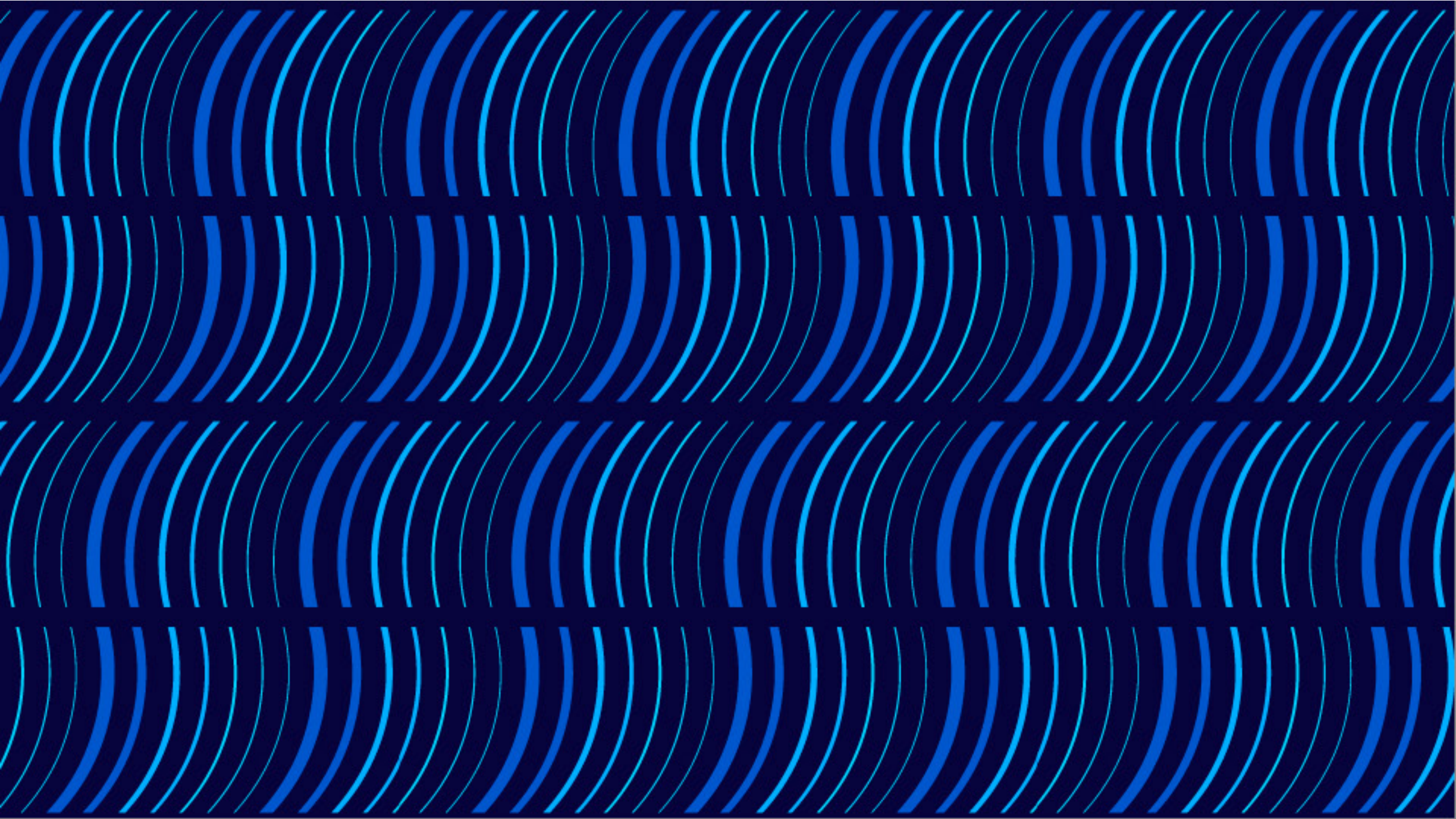




Segurança em primeiro lugar

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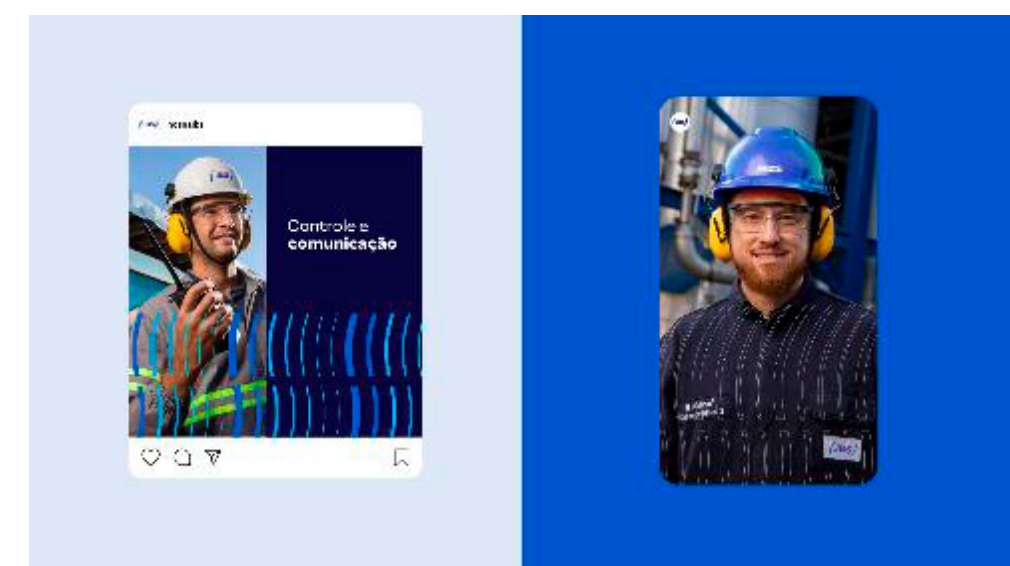
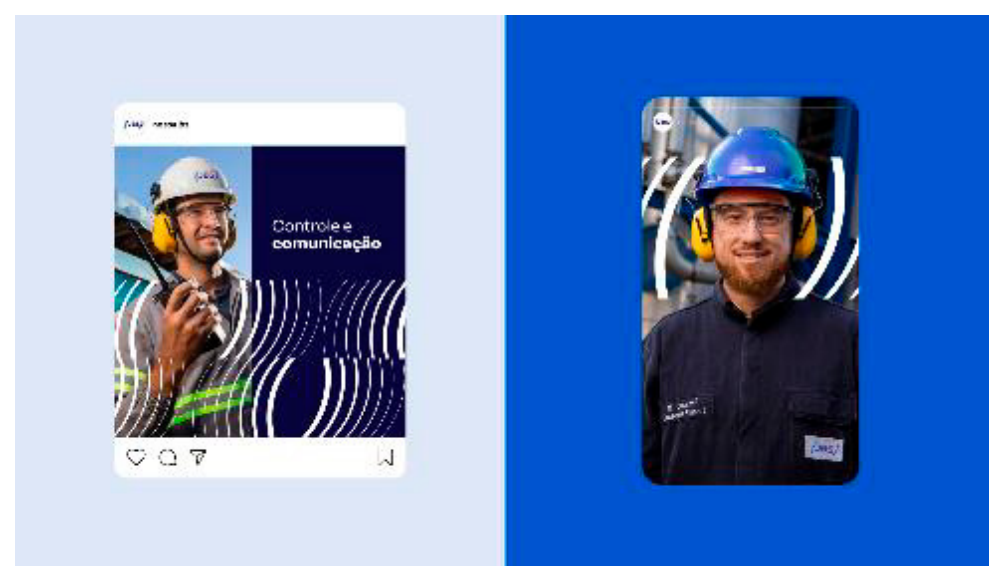
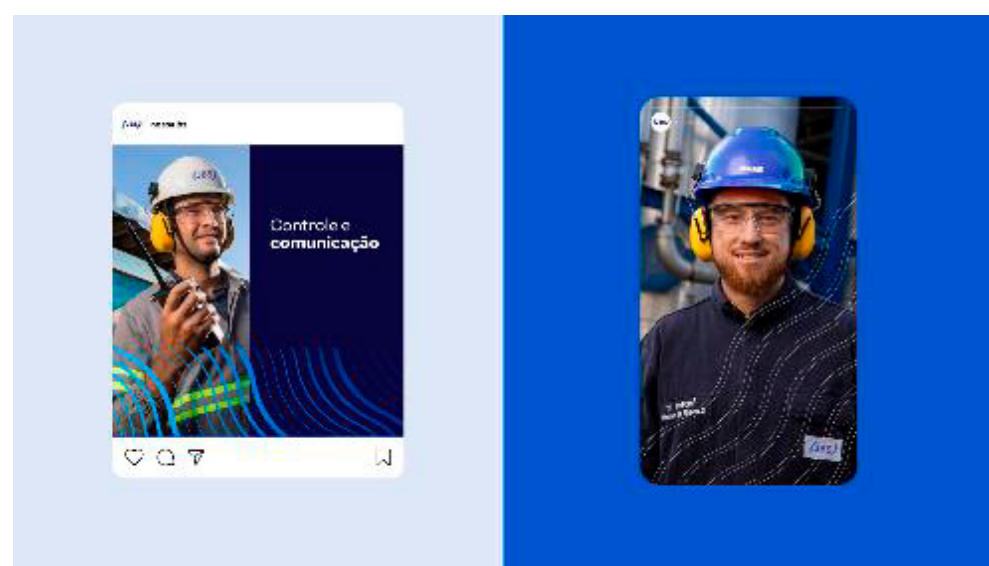
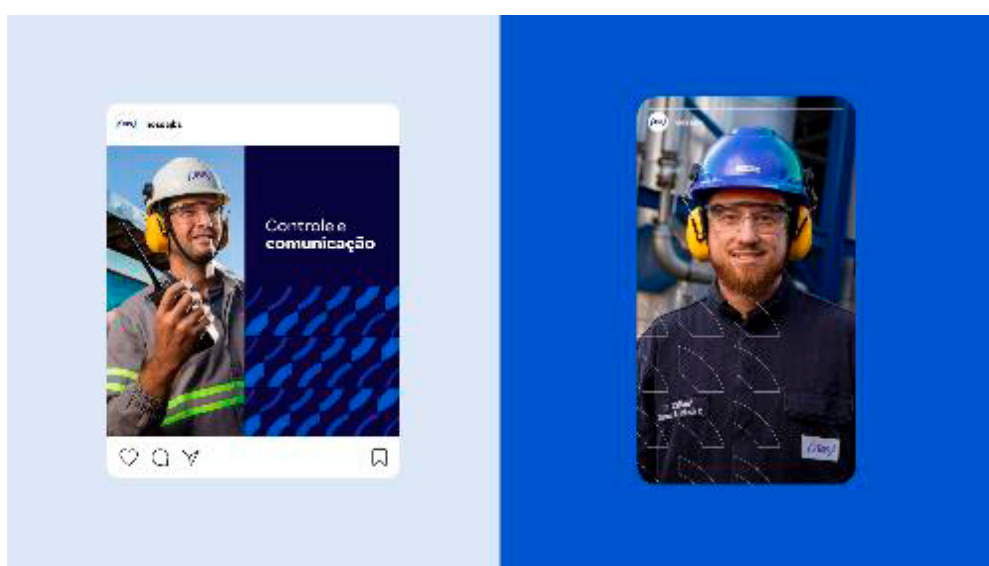
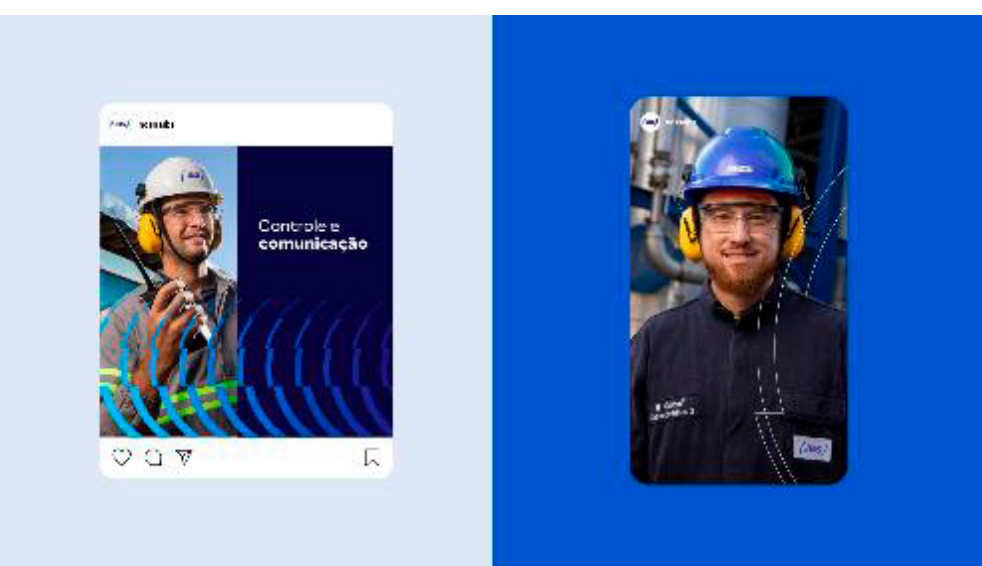
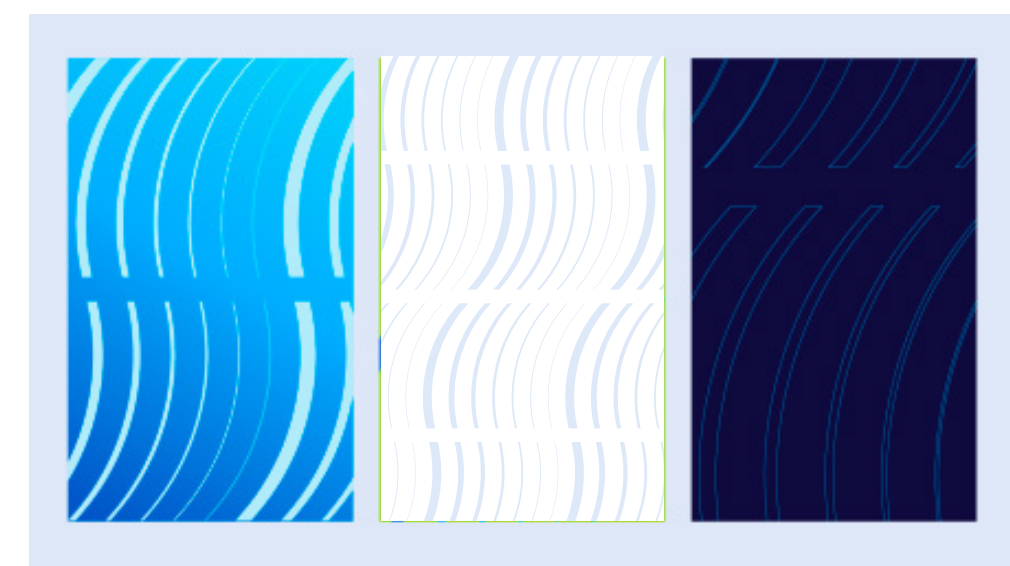
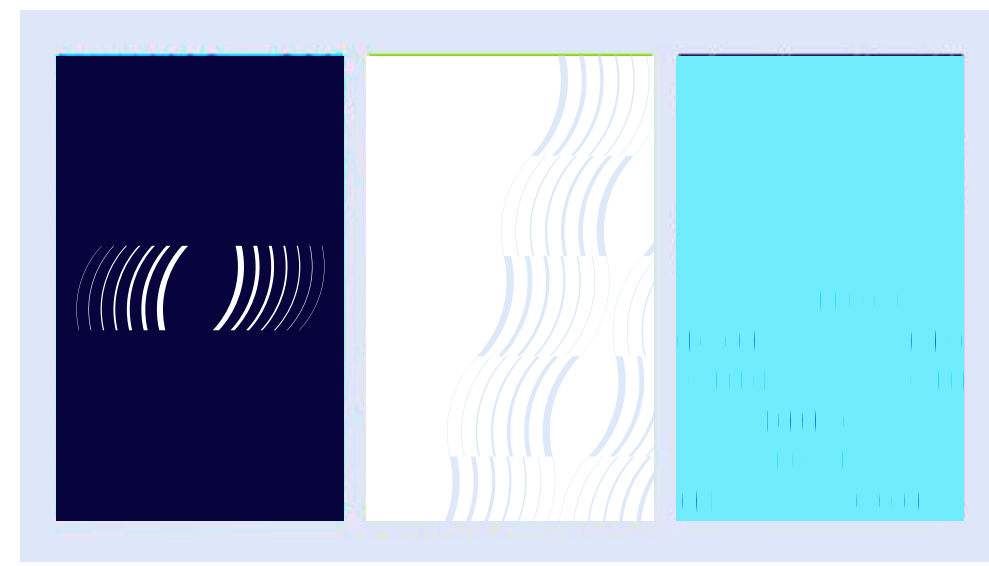
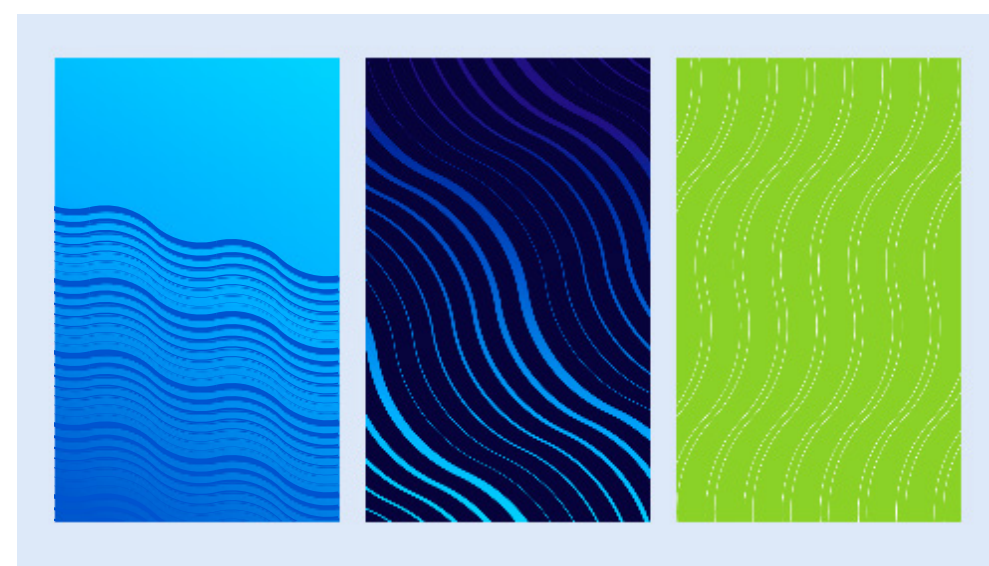
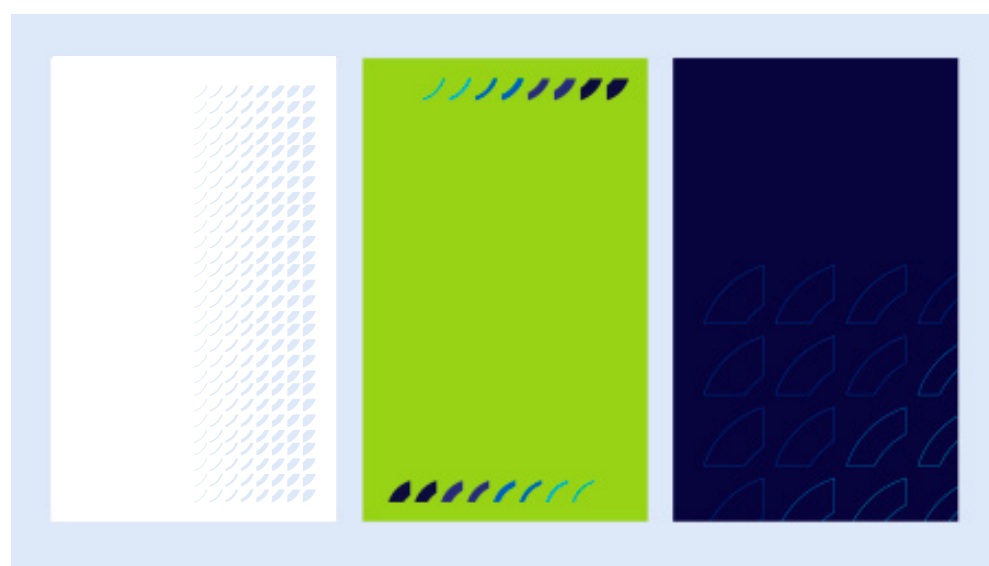
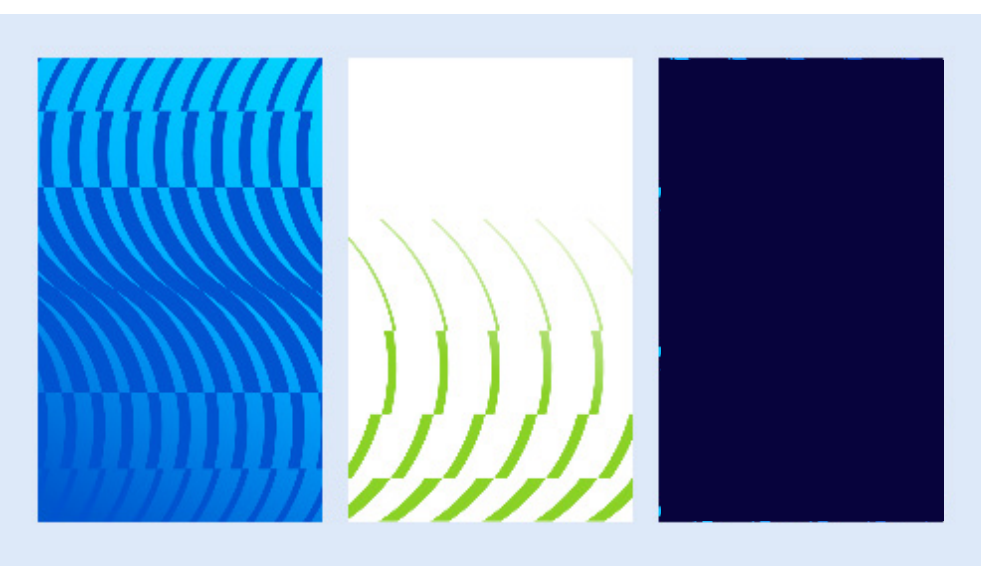
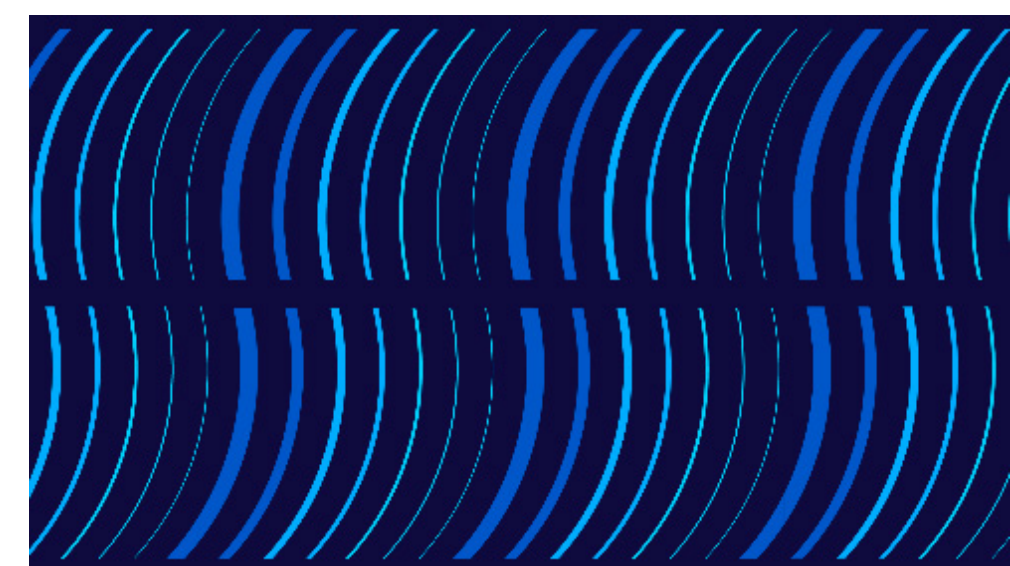
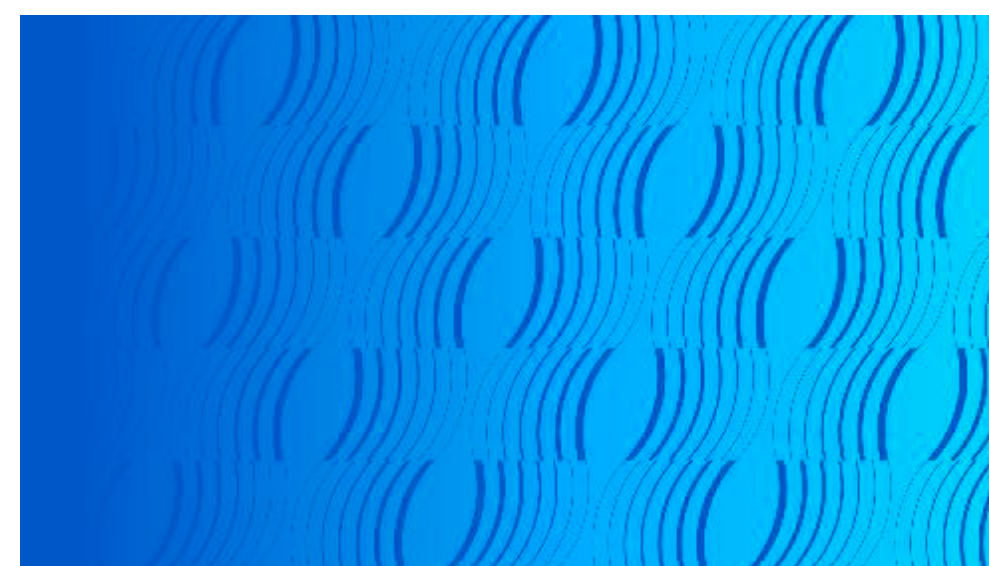
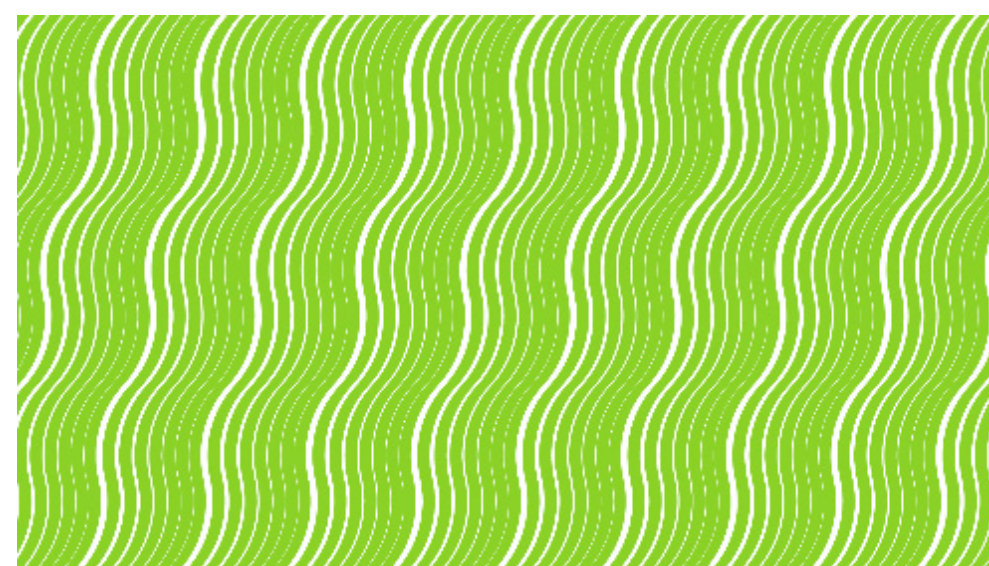
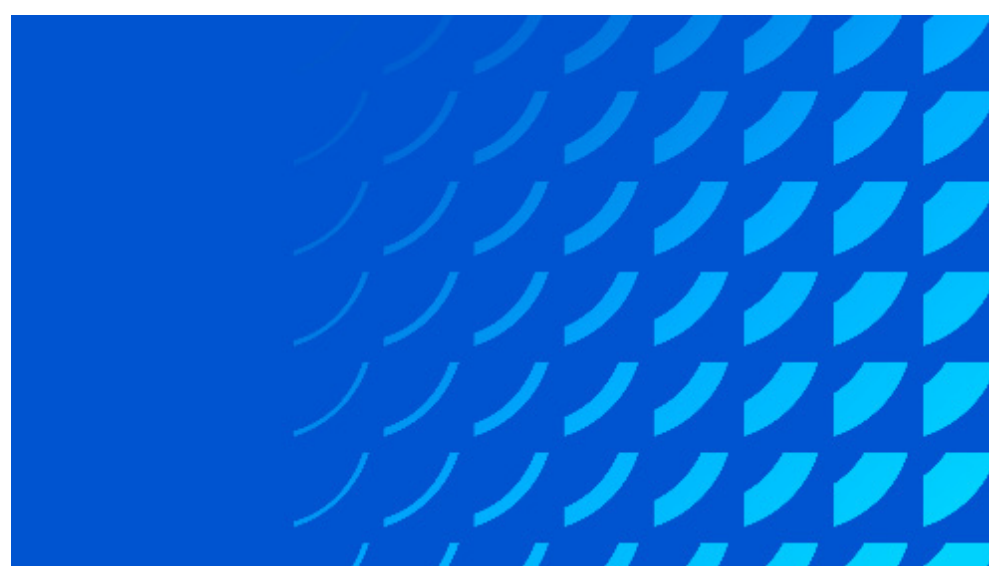


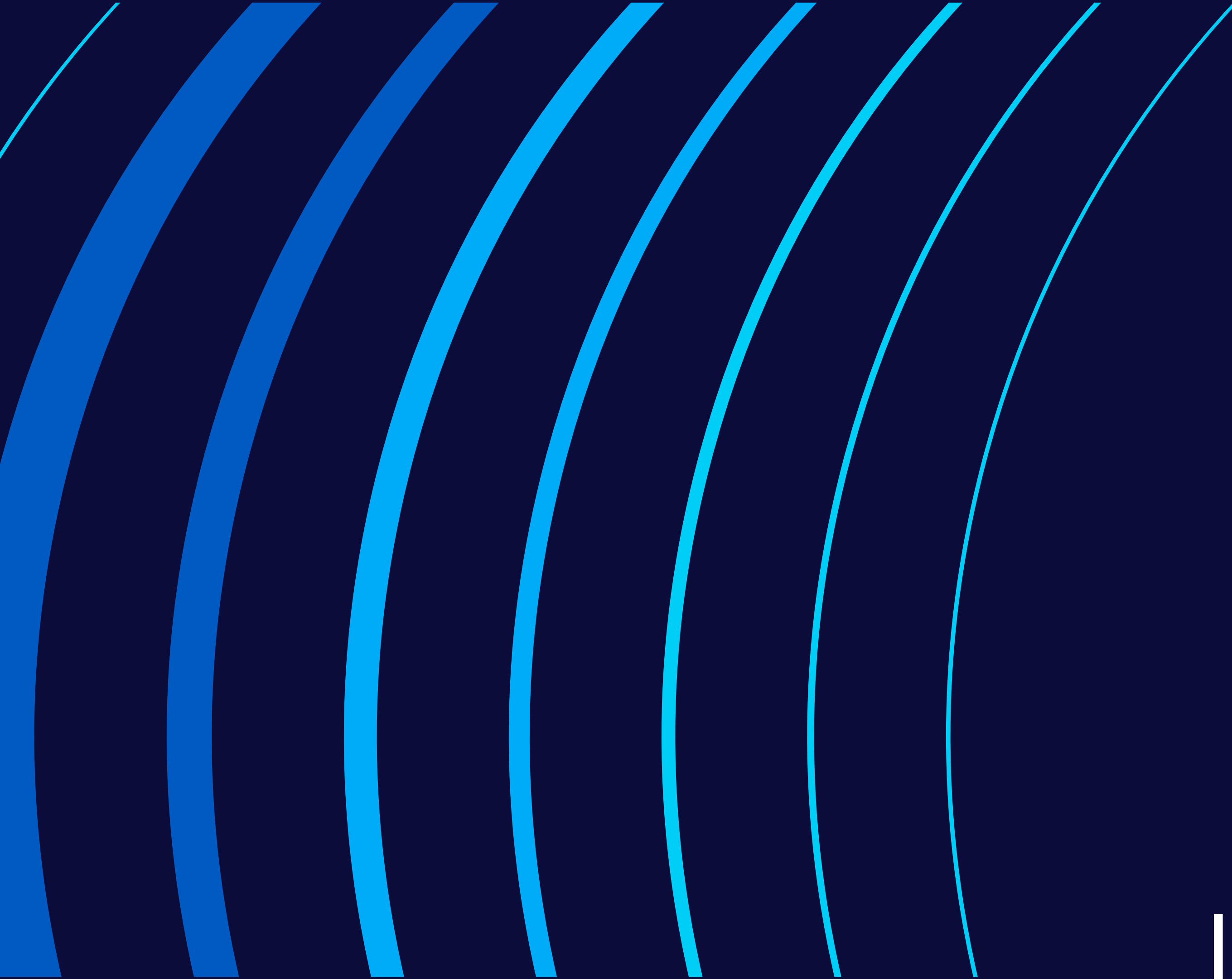


Segurança em primeiro lugar

A segurança no trabalho desempenha um papel fundamental na proteção dos colaboradores e na promoção de ambientes saudáveis e produtivos. É essencial que as empresas priorizem a segurança dos seus funcionários, implementando medidas preventivas e criando uma cultura de segurança.







Icons

Icon creation

The JBS icons must follow specific layout rules that define height, width, and stroke, ensuring the standardization of their shapes.

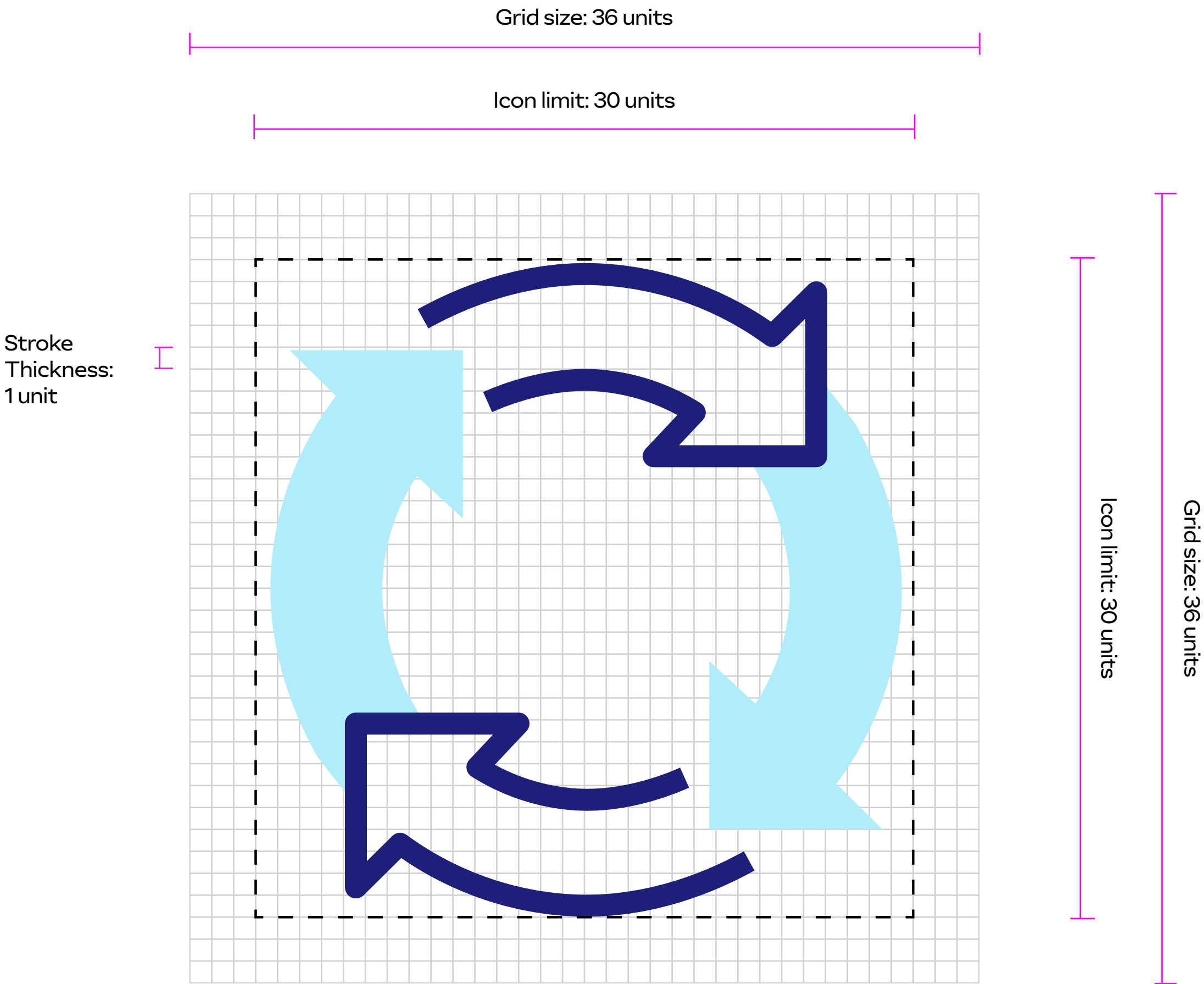
The icons (when applicable) use two main styles:

Stroke: with a thickness of 1 unit and color: #232378.

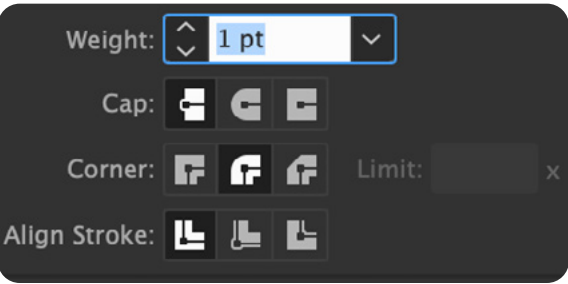
Filled: using the color: #c3ebfa.

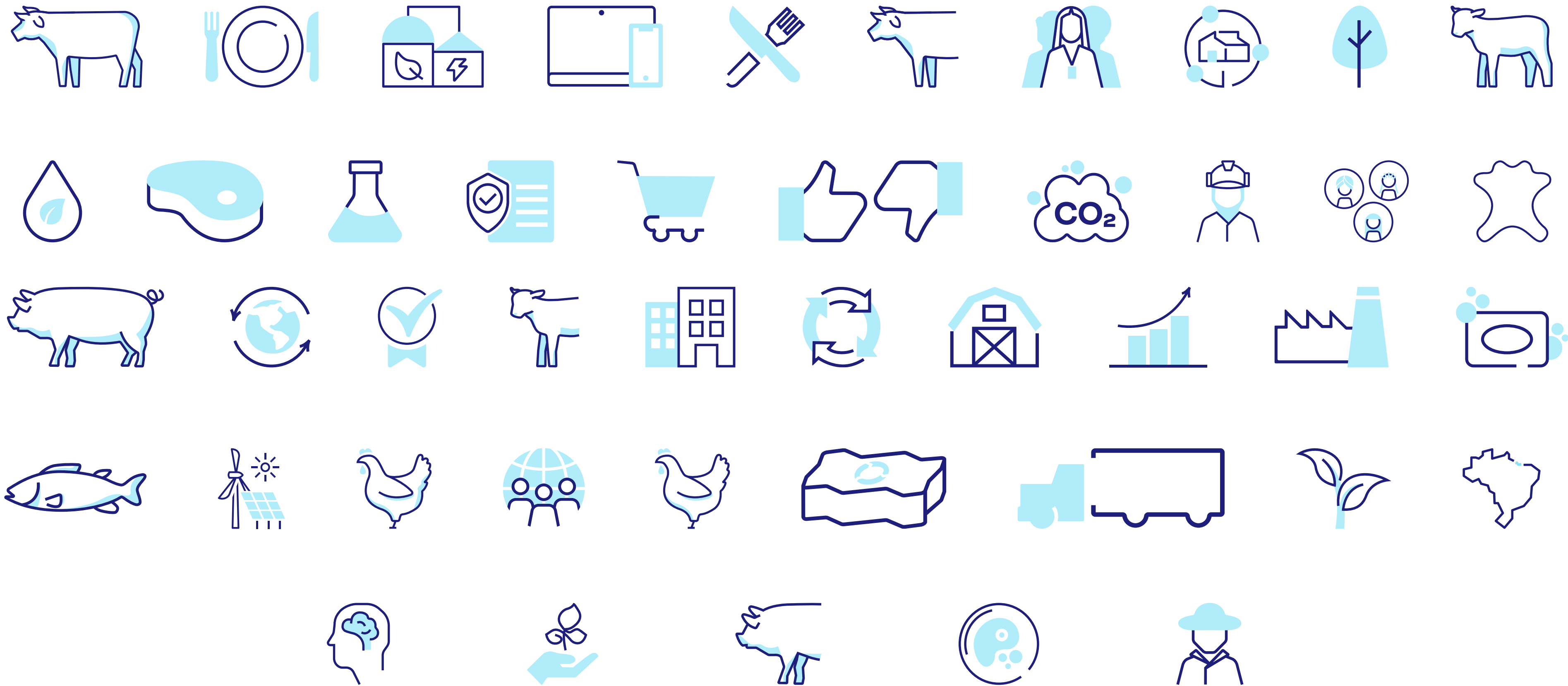
Next to this, we present an example with the technical details for designing the icons used in JBS’s visual identity.

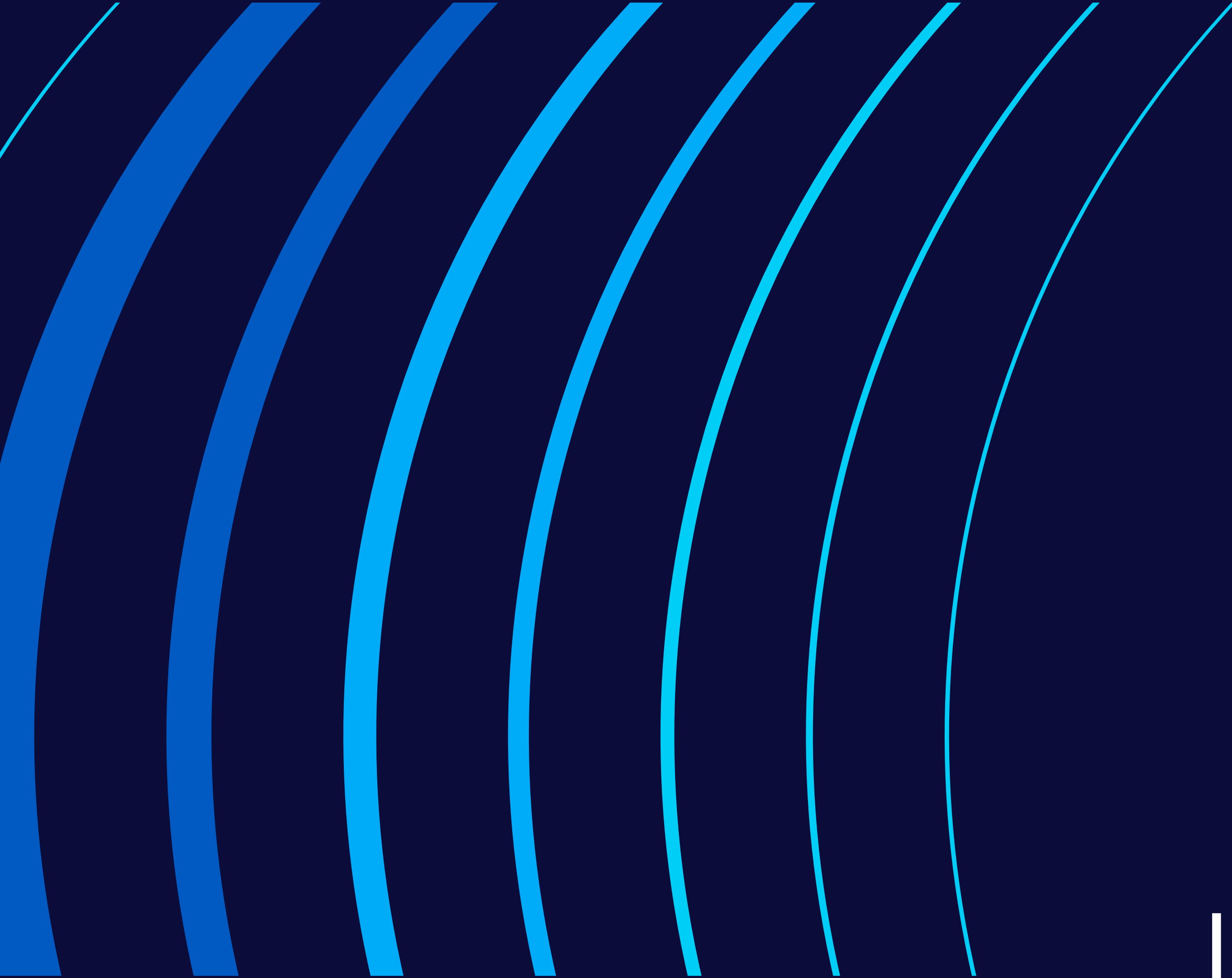
On the next page, we will show more icon examples for reference.



Stroke Detail:
When constructing the icon, select the stroke with **Cap: Butt Cap** and **Corner: Round Join**, as shown in the figure to the side.







Illustrations

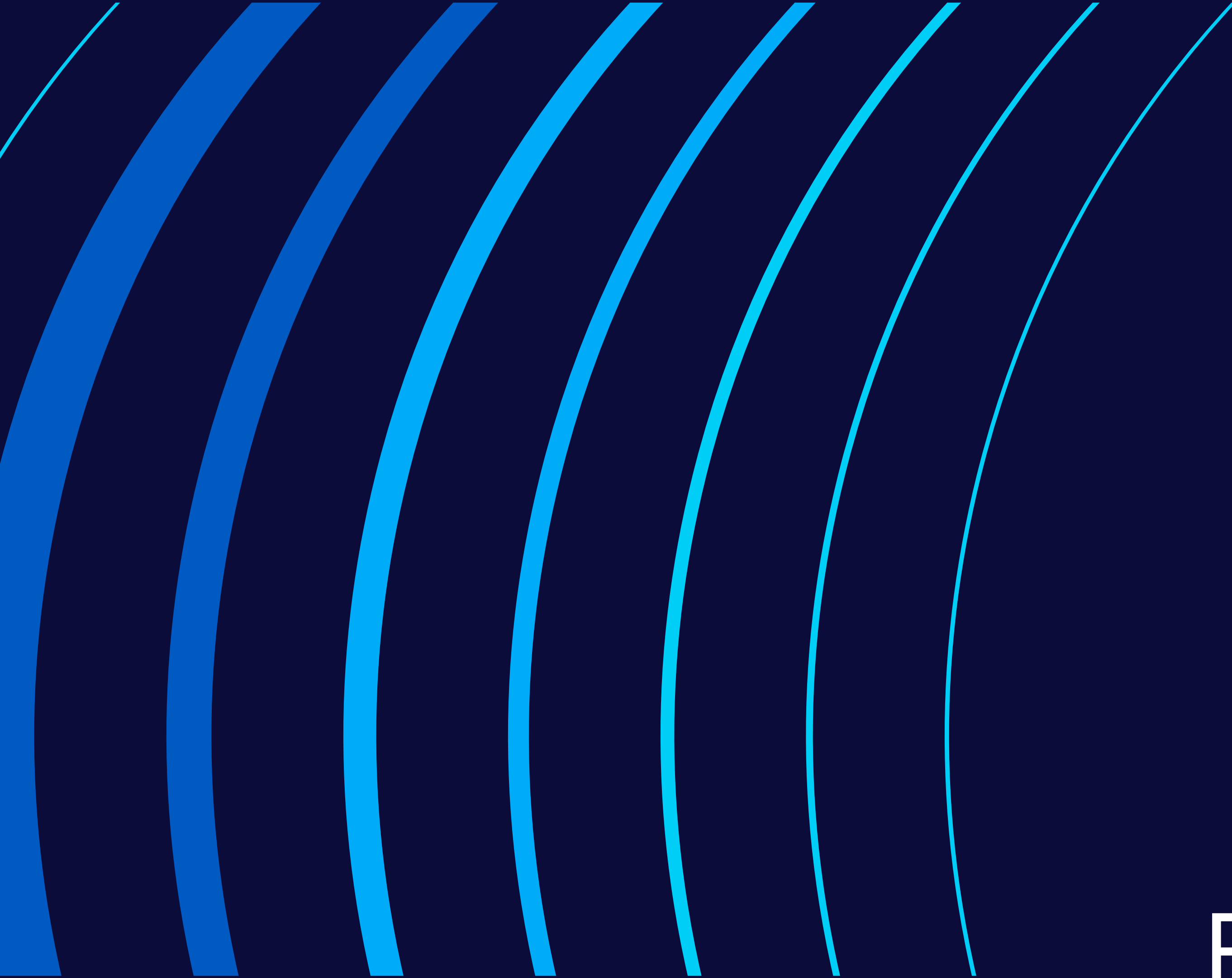
Illustration bank

The use of illustrations in communication is a great alternative to convey our identity, simplify concepts, and attract the attention of those who observe the message. At JBS, we have an exclusive vector illustration bank that captures the essence of the brand, our diversity of people, and our daily activities.

They can be used for important communications, social media content, sales presentations, among others.







Photographic style

Technical details

Lighting and colors

We incorporate the colors that represent our brand into strategic photo details, such as clothing, accessories, or furniture elements. This care reinforces the visual identity and connects the images to the JBS universe.

We prefer warm colors and natural light, which create a welcoming and attractive environment. This style conveys a sense of closeness and authenticity, capturing the viewer's attention.



Technical details

Attitude

We demonstrate lightness and readiness in our daily activities, in all the environments that make up our business. Whether in production, the administrative sector, or transportation, we always act with optimism and determination, reflecting the values and essence of JBS.



Technical details

Angles and perspectives

We explore perspectives that highlight and emphasize each special moment represented in the photography. We use angles that follow diagonal lines, creating dynamic compositions full of movement, while maintaining a focused and purposeful gaze.

This approach allows for the creation of impactful images, conveying the feeling that we are moving forward with confidence and determination toward the future.



Context

Corporate

The photography of the corporate universe aims to convey an image of leadership and authority in JBS's market segment. The goal is to attract potential clients and reinforce the company's strong reputation.

The images may depict motivated employees working in teams and leaders demonstrating focus and determination, as well as explore corporate spaces such as offices, buildings, and common areas like cafés. These elements help create an environment that reflects professionalism and a business-oriented approach.



Context

Production

Production photos highlight the industrial sector, aiming to convey a professional, modern image aligned with JBS's productive universe.

The images should depict equipment and employees engaged in production activities, always focusing on safety and process quality.

Places such as factories, laboratories, and machinery are ideal for illustrating the productive context and reinforcing the commitment to operational excellence.



Context

Consumer

To highlight the emotional aspect of JBS, we aim to capture images showing consumers enjoying our products, creating a positive connection with the brand.

From a corporate perspective, we value moments and emotions, differentiating the shooting style for specific brand campaigns. Our goal is to reinforce scenes such as a Sunday afternoon with family, a fun movie night, or a relaxing moment on a Friday night, accompanied by an irresistible pizza or a juicy burger, perfect for a special weekend.

With this approach, we create a stronger emotional connection with our target audience, who identify with the brand and recognize the value JBS adds to their daily lives.



Context

Social and environmental

Photos in this context highlight JBS's actions in crucial areas such as environmental preservation, social inclusion, and animal welfare. These images reinforce the company's commitment to responsibility and its positive impact on society and the environment.

The goal is to convey to the public that JBS acts responsibly and transparently, actively contributing to a better and more sustainable world.



Our people

Safety

We recognize the importance of workplace safety and are committed to ensuring a safe and healthy environment for our employees.

We want to reflect this commitment through our photography as well.

The images should highlight the strict quality control measures we apply to ensure that all food products meet the highest hygiene and safety standards, both inside and outside the factories.



Our people

Determination

With dedication, care, effort, and determination, our professionals ensure quality, safety, and efficiency in all JBS operations.

We recognize the tireless work of our team, which drives growth and excellence in all areas of our operations. Therefore, highlighting this determination is essential in our photographic direction.

We aim to represent it through images that depict our employees, both in factory environments and in outdoor activities, valuing their contribution and daily commitment.



Our people

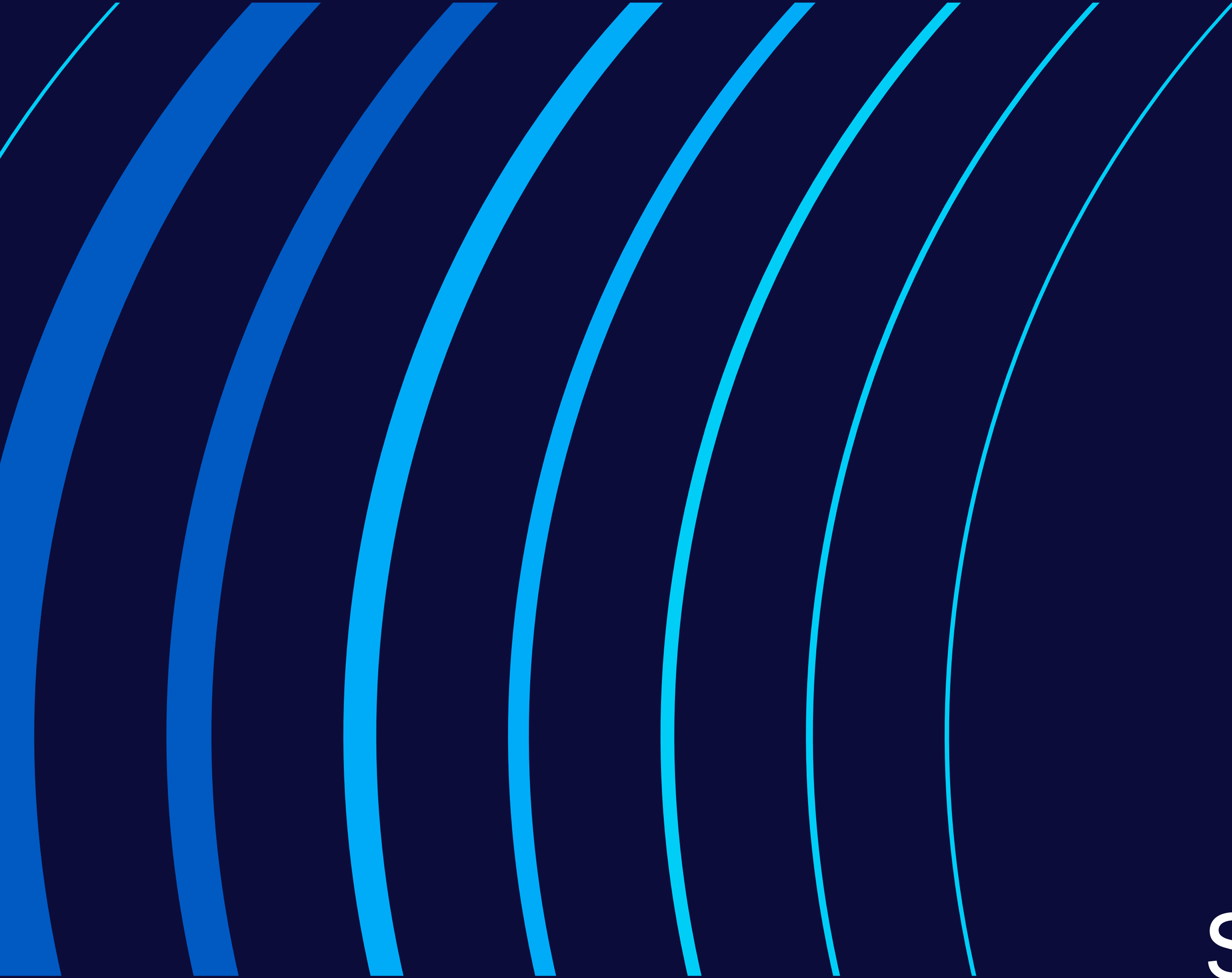
Availability

A healthy and positive work environment is essential for JBS's success. Our employees work in a space characterized by focus, determination, motivation, optimism, and availability.

These elements are crucial for creating an inspiring environment, where everyone is encouraged to strive for excellence in their areas of expertise.

We prefer images that convey optimism in the workplace, covering not only offices but also factories, to reflect the diversity and energy of our teams.





Stationery

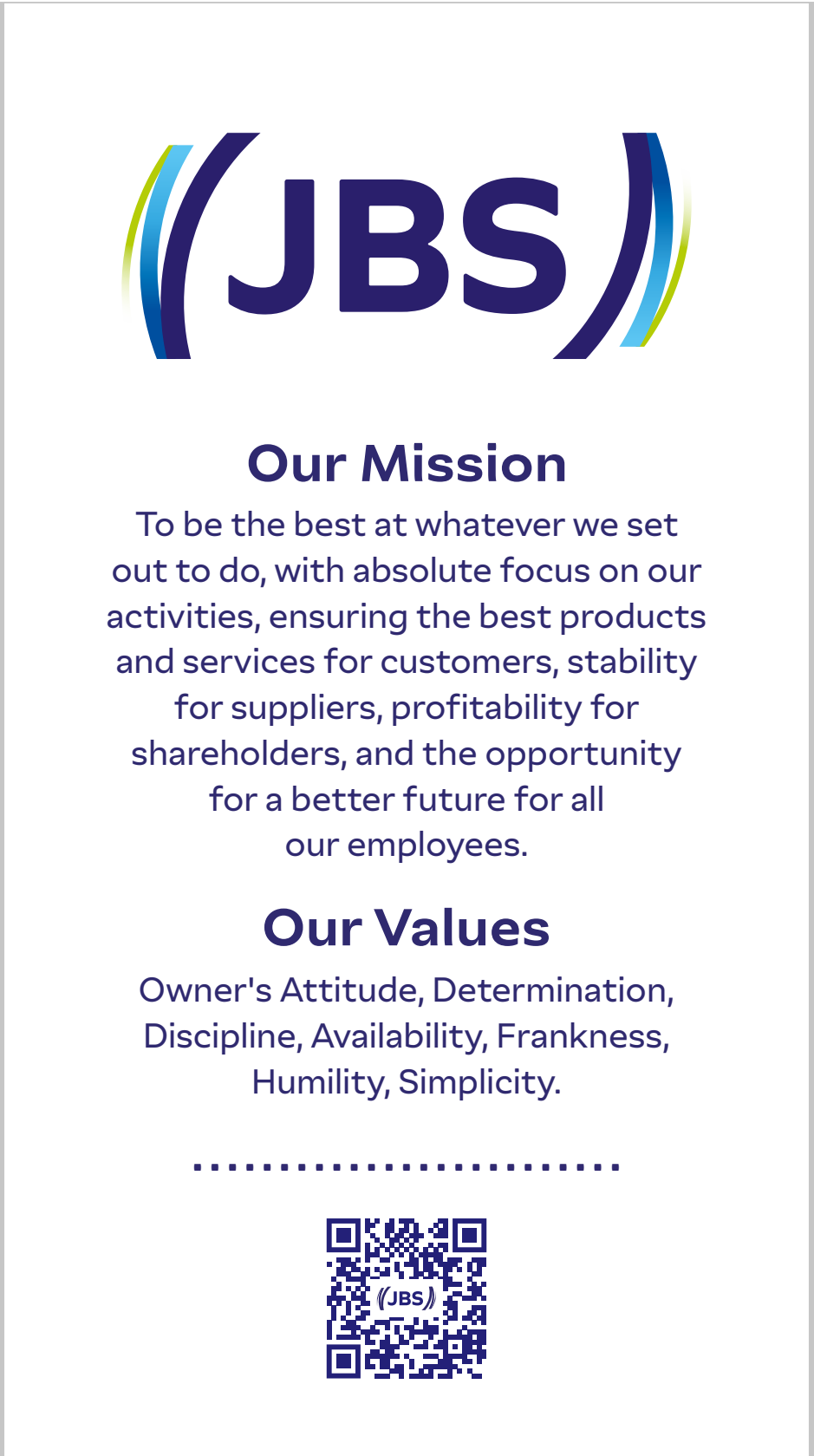
Business card

The JBS business card reflects the brand’s visual identity with elegance and professionalism. It is designed to convey the company’s values, using a simple design aligned with the identity guidelines.

Front



Back



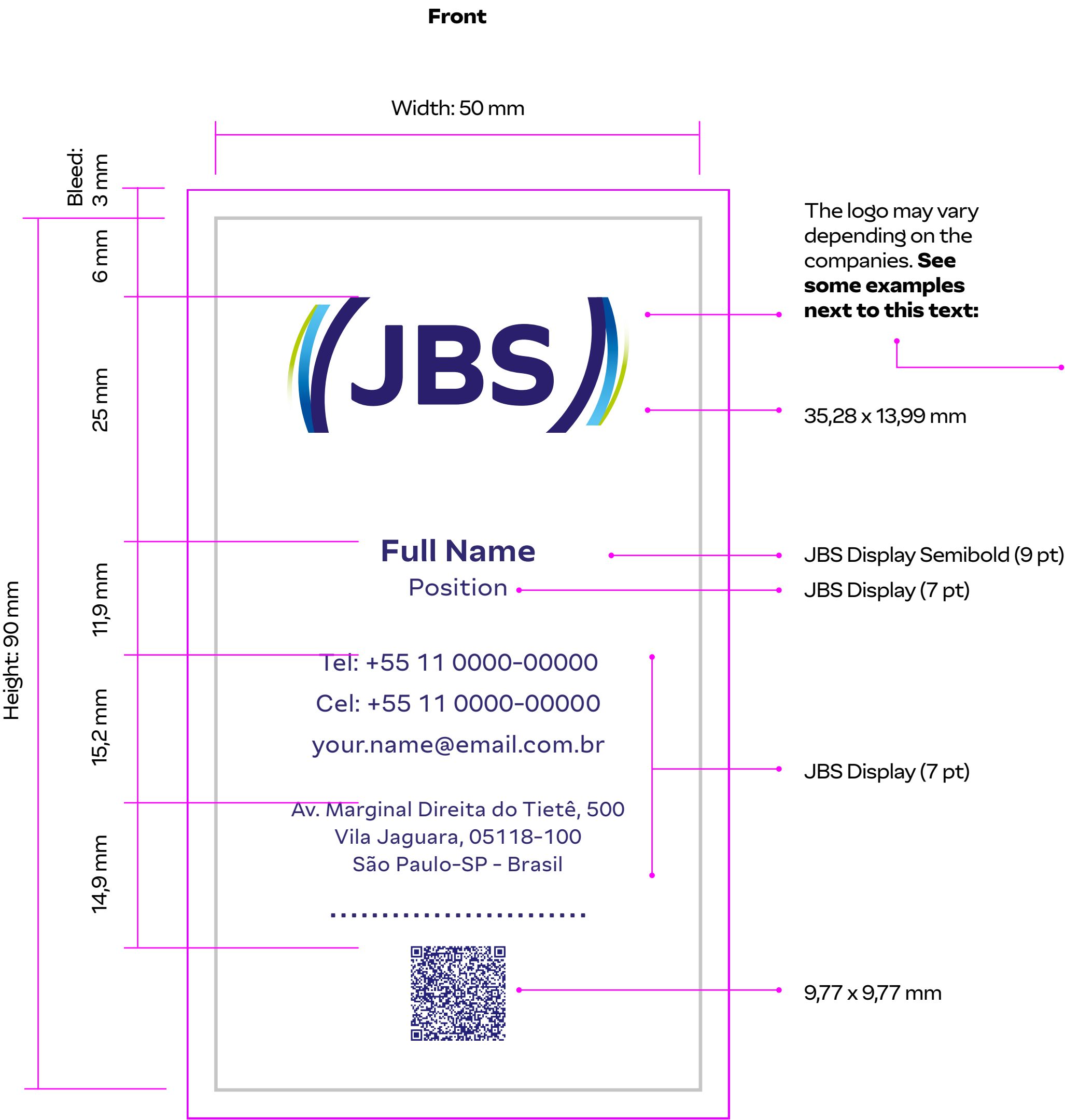
Technical specifications – front

On this page, we present the measurements and positioning of each element on the front of the business card. Adhering to these specifications is essential to maintain visual consistency and the integrity of the JBS identity.

Replace: Business and/or brand logo, personal information, and QR code with personal details.

Keep: Colors, sizes, and typography.

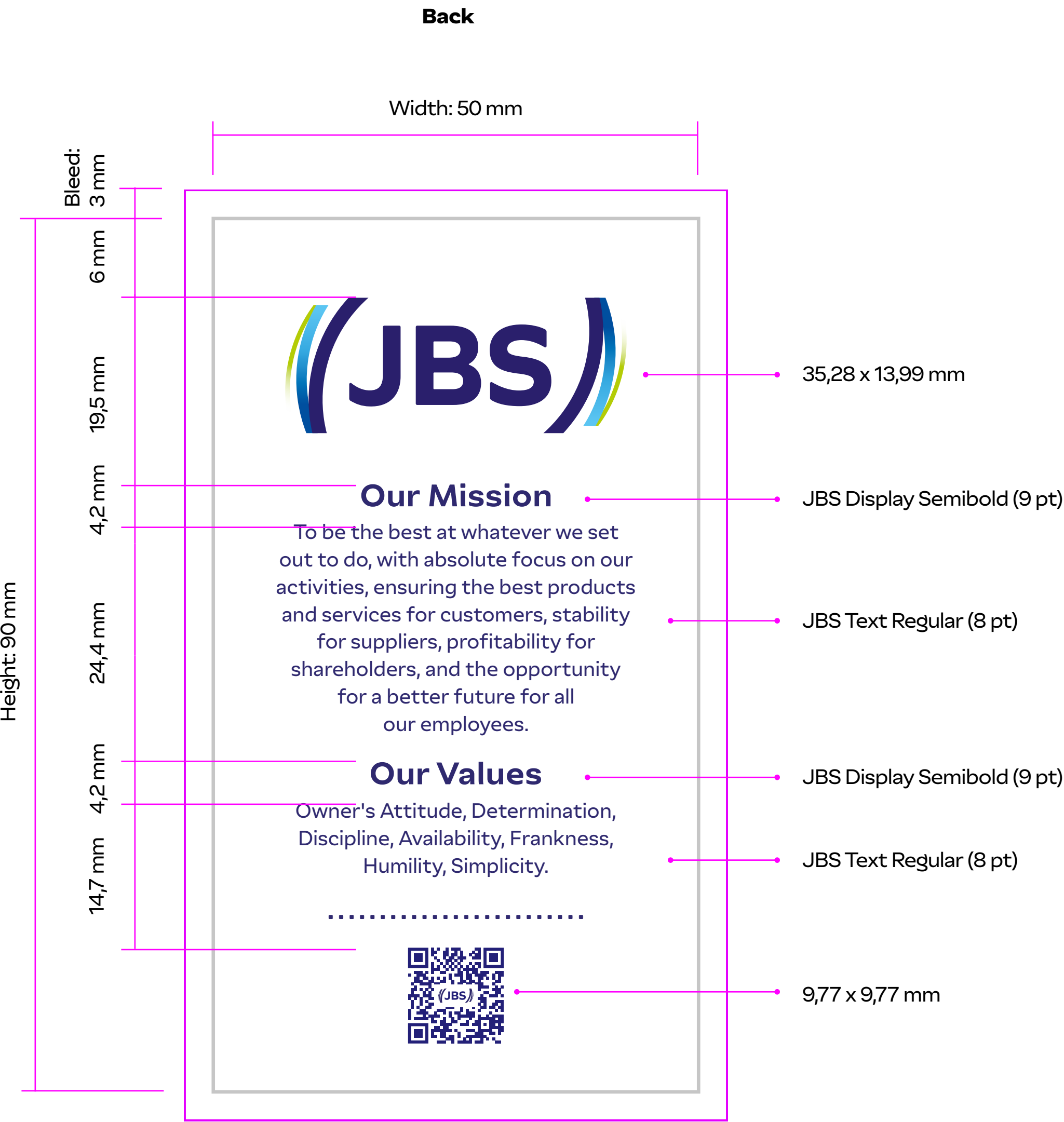
Printing Reference: Business card, 90x50 mm, 4x4 color on glossy paper with matte lamination, 300 g.



Technical specifications – back

Here are the detailed measurements and positioning of the elements on the back of the business card. Following these guidelines ensures that the design complies with JBS’s visual standards.

Attention: Always keep the business card according to the specifications shown next to this text.





Full Name
Position

Tel: +55 11 0000-00000
Cel: +55 11 0000-00000
your.name@email.com.br
Av. Marginal Direita do Tietê, 500
Vila Jaguara, 05118-100
São Paulo-SP - Brasil



our Mission

To be the best at whatever we set out to do, with absolute focus on our activities, ensuring the best products and services for customers, stability for suppliers, profitability for shareholders, and the opportunity for a better future for all our employees.

our Values

Owner's Attitude, Determination,
Discipline, Availability, Frankness,
Humility, Simplicity.



Letterhead

The JBS letterheads are designed to reflect the brand's visual identity in a professional and consistent way. Each template was developed to meet different communication needs, maintaining elegance and alignment with JBS's visual guidelines.

The three templates presented ensure versatility and flexibility for various types of documents, ensuring the brand is always well represented.





Special Letterhead



Special Letterhead - Option 2



Letterhead Document - Formal

Envelope

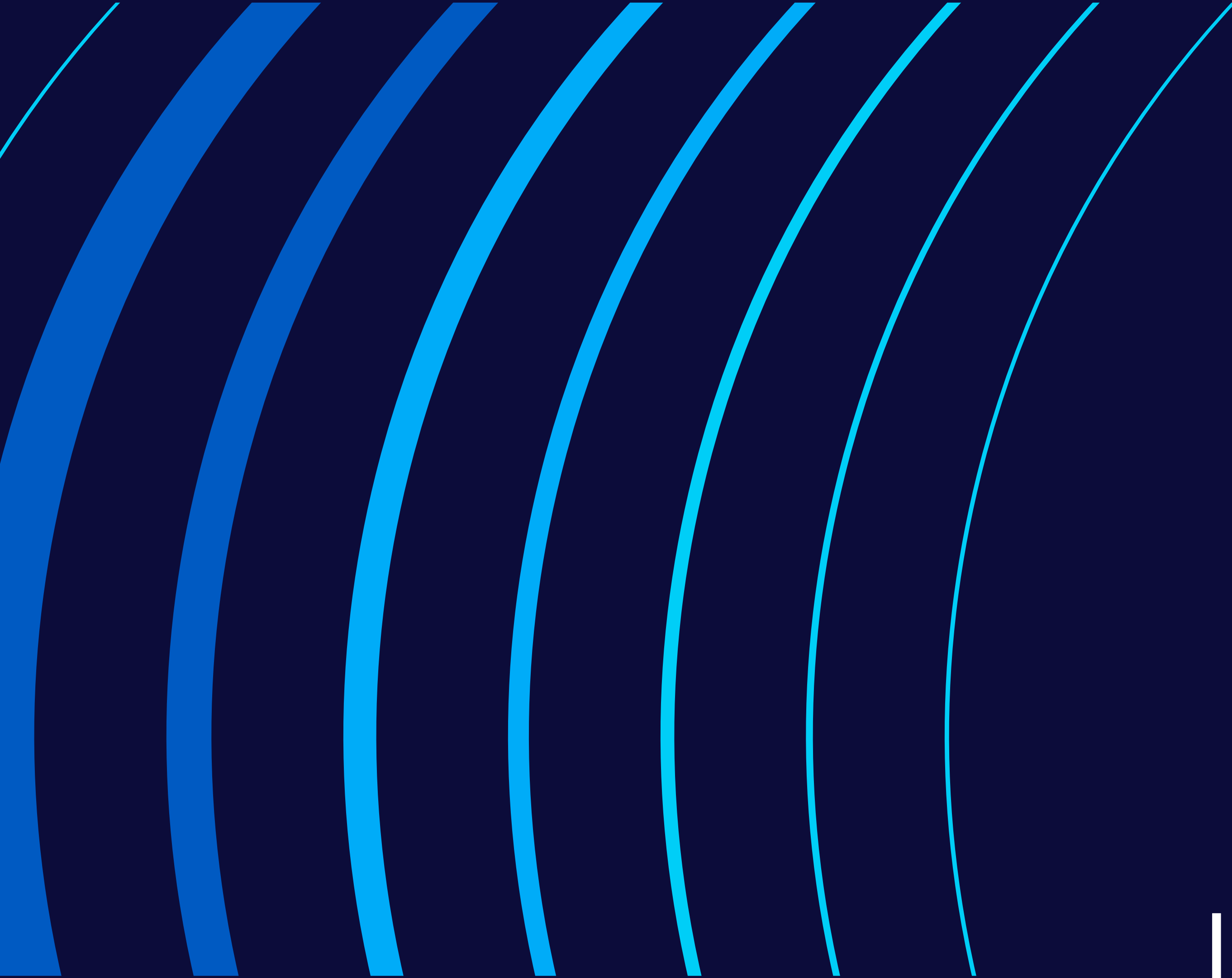
The JBS envelopes are designed to convey professionalism and reinforce the brand's visual identity across all corporate communications.

They are available in three sizes:

- 20 x 28 cm
- 26 x 35,5 cm
- 23 x 11,5 cm

Each size was created to meet different needs, ensuring versatility and alignment with JBS's visual guidelines.





ID Badge

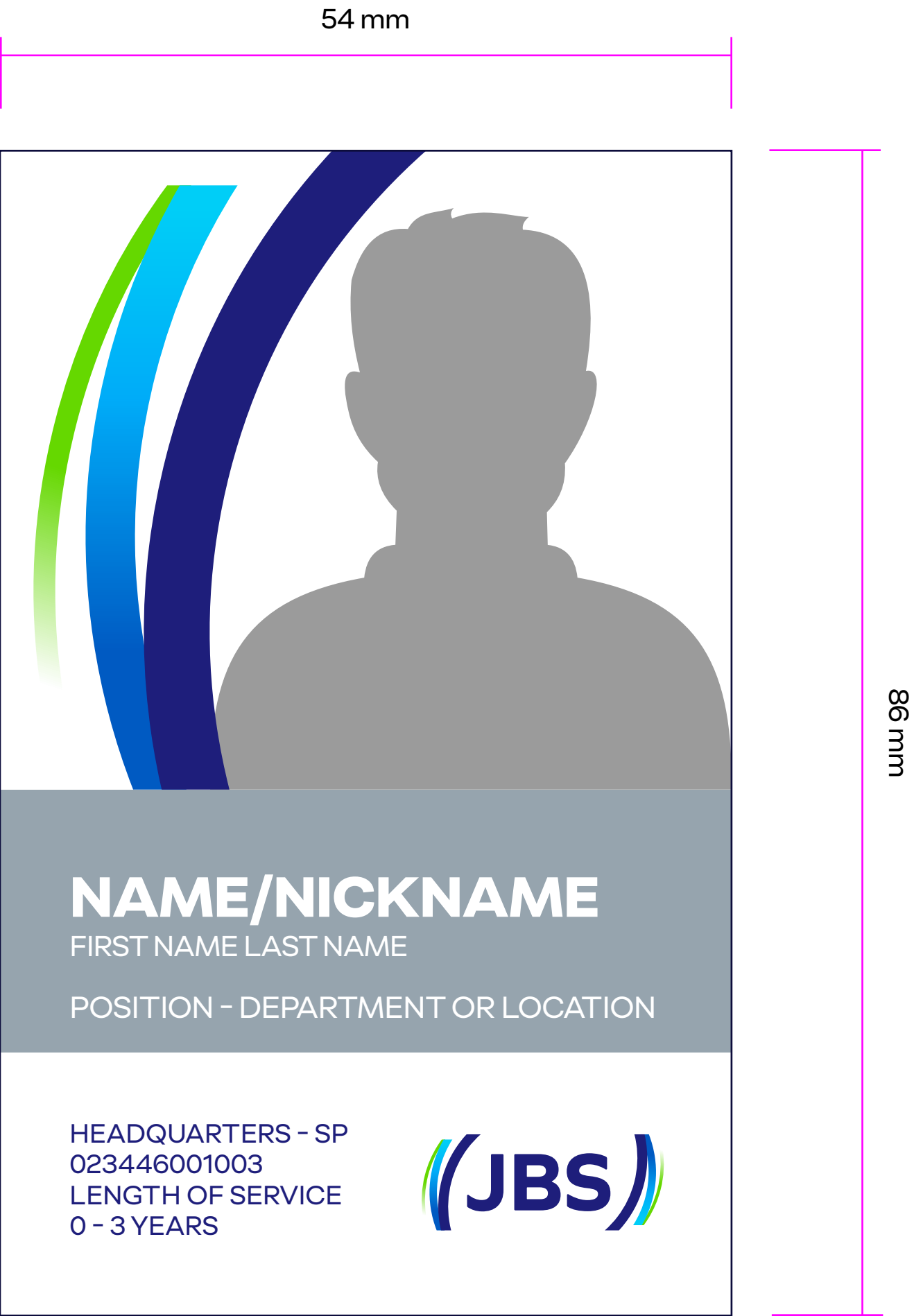
New ID Badge model

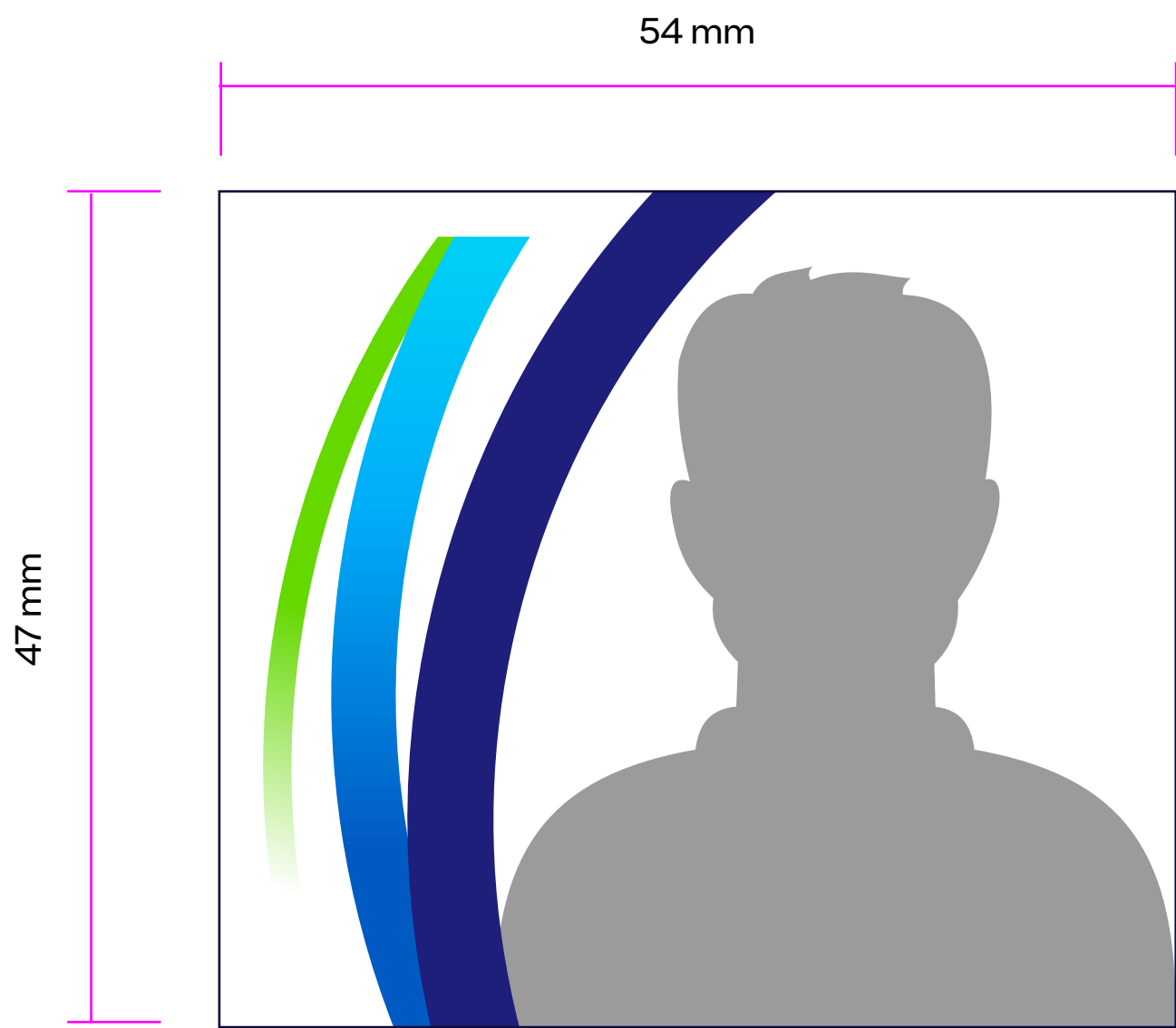
The new ID badge model celebrates the journey of each employee within the company. Each color, following the JBS Culture references, represents the respective length of service.

All ID badges must include:

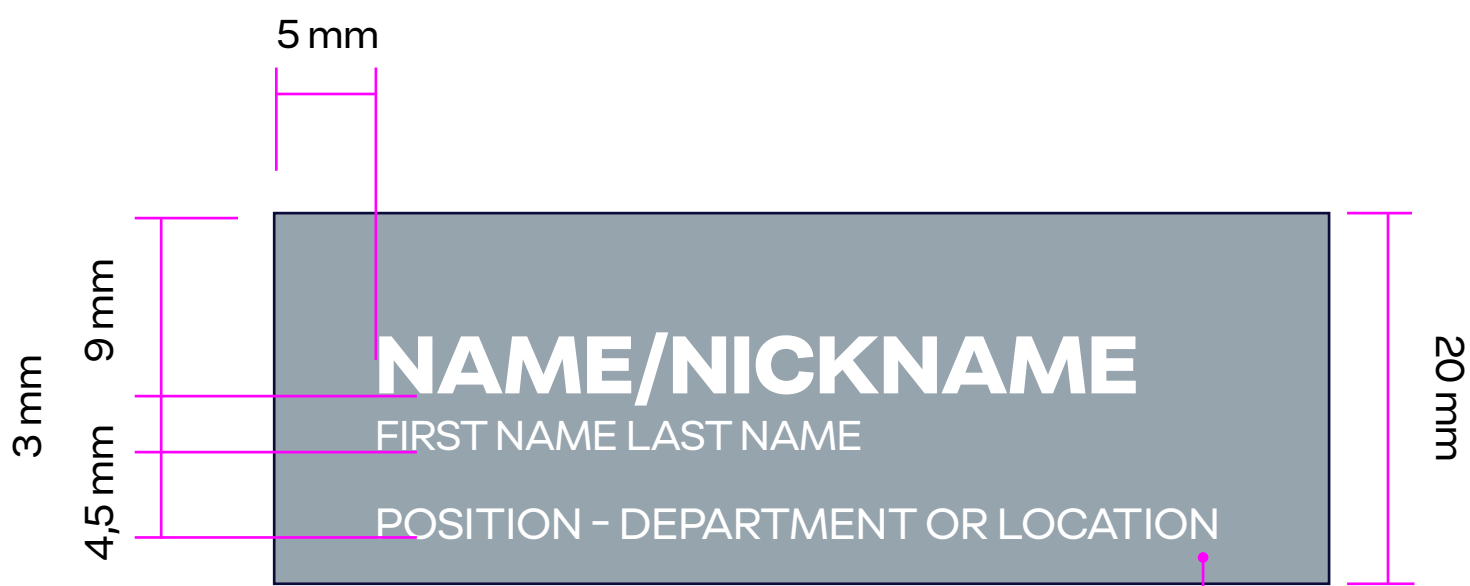
- The JBS logo in its original color;
- Employee photo, preferably with a white background, with a visual element of the brand next to it;
- Employee's name;
- Business Unit (Corporate, Friboi, Seara, Swift, JBS Leathers, JBS New Business);
- City/State of operation;
- Badge/registration number;
- Indication of length of service, according to the color scale;
- All lanyards must be JBS.

On the next screen, we detail how the business card is created.





For the photograph, the person should be cropped and applied over the white background, behind the quotation marks element, ensuring harmonious integration with the visual identity.



Detailing

NAME/NICKNAME

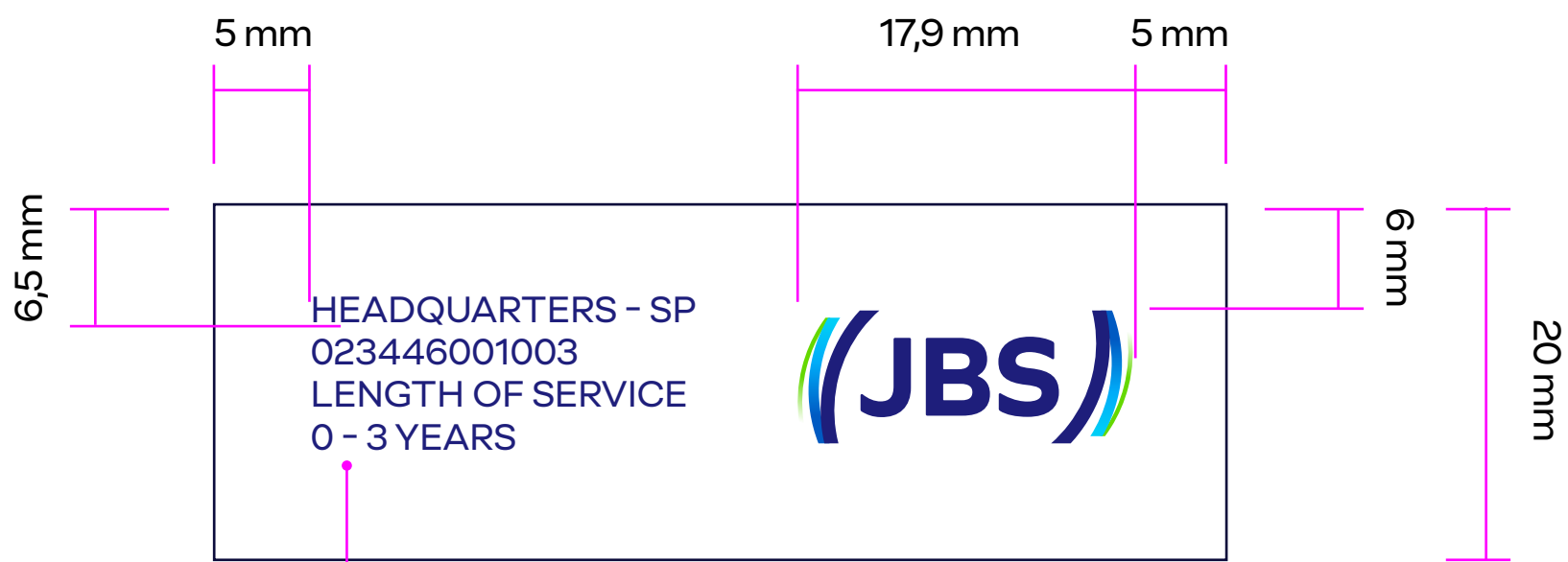
Uppercase
JBS Display Bold, 12pt,
Tracking: 0, Color: white

FIRST NAME LAST NAME

Uppercase
JBS Display Regular, 6pt,
Tracking: 0, Color: white

POSITION - DEPARTMENT OR LOCATION





Uppercase
JBS Display Regular, 7,5pt,
Tracking: 5, Color: white



Uppercase
JBS Display Regular 5,5pt/6,4pt
Tracking: 20, Color: primary blue

Length of service color

In this area of the badge, the color corresponding to the length of service should be applied, according to the color scale below. Additionally, the text at the bottom should also be updated to reflect each employee's length of service.

- | | |
|--|---|
|  Gray
Up to 3 years
Pantone: 2162 C |  Blue
From 11 to 21 years
Pantone: 2132 C |
|  Red
From 3 to 6 years
Pantone: 7627 C |  Gold
Above 21 years
Pantone: 1375 C |
|  Green
From 6 to 11 years
Pantone: 375 C | |

Temporary ID Badges

Temporary ID badges follow the same structure and size as the company’s standard models (54 mm x 86 mm), with adaptations to differentiate visitors and service providers.

The main difference lies in the visual composition: the logo occupies the largest part of the badge, and a color bar identifies the user’s category. The secondary blue is used for visitors, while the primary blue is applied to service providers.

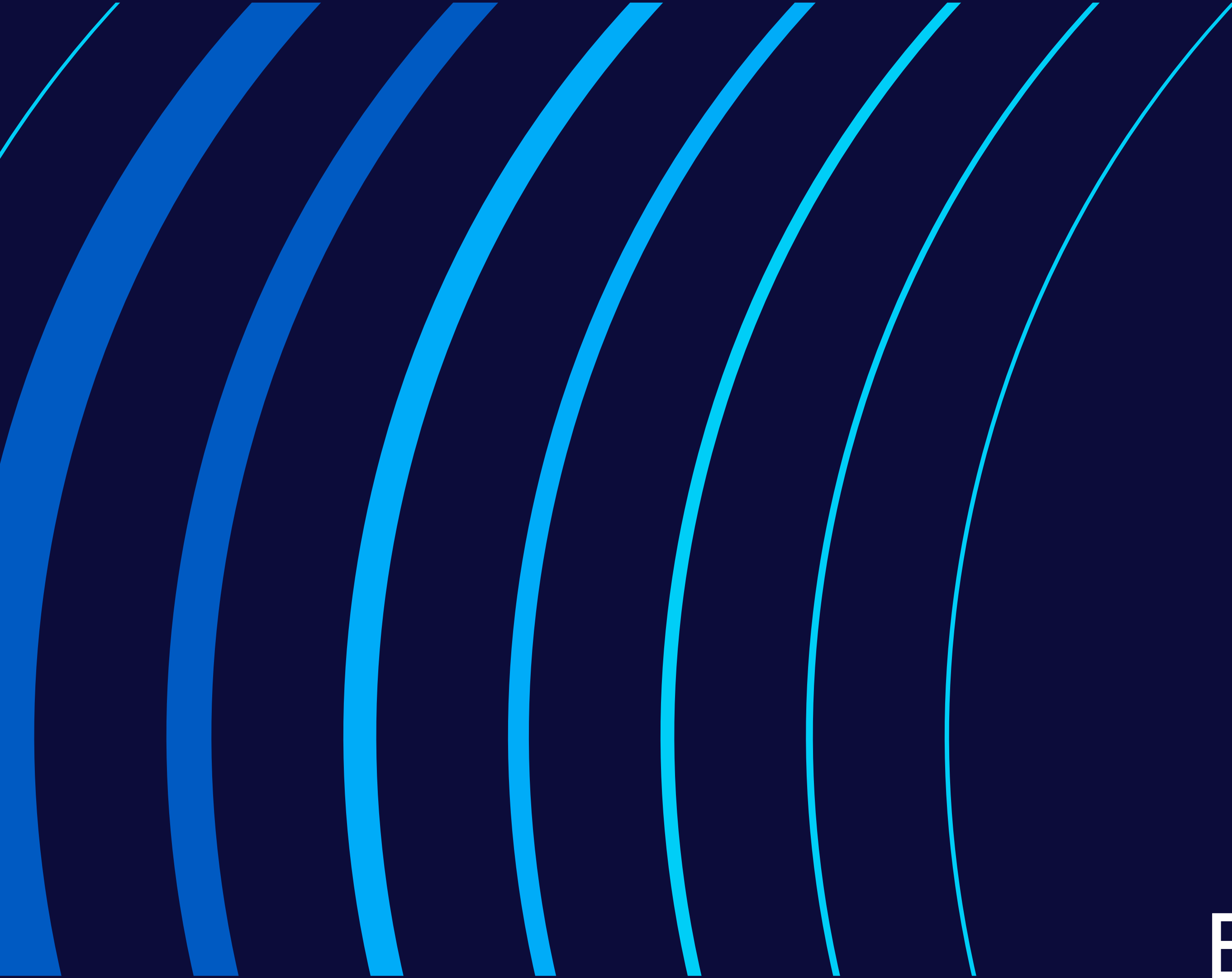
Specific details can be checked next to this text.











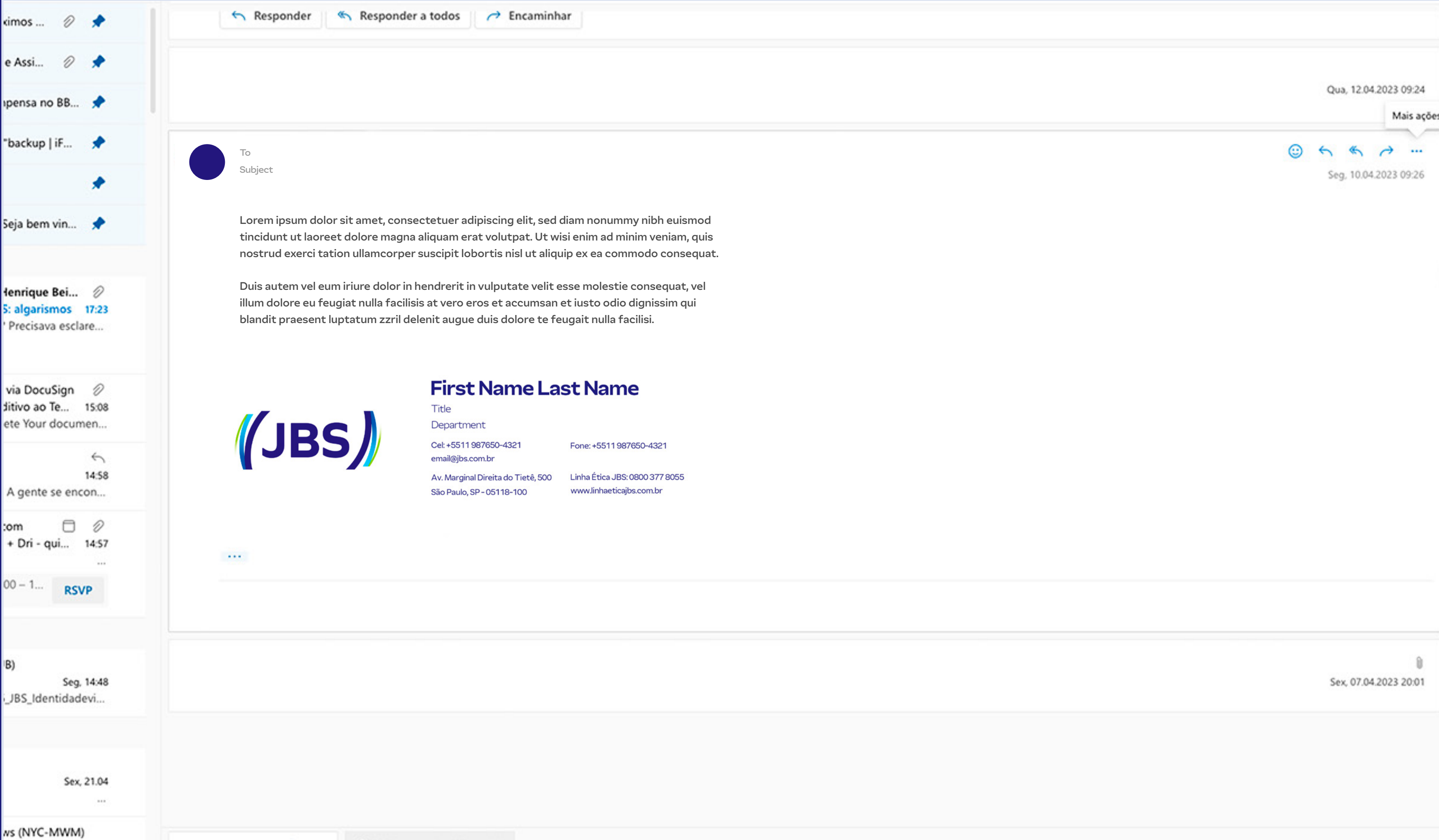
Email signature

Email signature

It is an essential communication element, designed to reflect the brand’s visual identity with clarity and professionalism. It ensures consistent presentation in all messages sent to the team and external audience.

Next to this text, we present an image representing the design of the signature. On the next page, you will find detailed examples and technical specifications for its correct application.

To update your email signature, visit the website:
www.jbs.com.br/assinaturas



Dimension: 2100x579 px

Institutional



First Name Last Name

Title

Department

Cel: +5511 987650-4321
email@jbs.com.br

Fone: +5511 987650-4321

Av. Marginal Direita do Tietê, 500
São Paulo, SP - 05118-100

Linha Ética JBS: 0800 377 8055
www.linhaeticajbs.com.br

JBS Display Semibold, 22pt, Tracking: -20, hex: #232378

JBS Display Light, 10,8pt, Tracking: -20, hex: #232378

JBS Text Regular, 9pt, Tracking: -30, hex: #232378

Dimension: 2100x579 px

Institutional + Business Brand



First Name Last Name

Title

Department

Cel: +5511 987650-4321
email@jbs.com.br

Fone: +5511 987650-4321

Av. Marginal Direita do Tietê, 500
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JBS Display Semibold, 22pt, Tracking: -20, hex: #232378

JBS Display Light, 10,8pt, Tracking: -20, hex: #232378

JBS Text Regular, 9pt, Tracking: -30, hex: #232378



Brand application
in factories and
distribution centers

Logo

In all factories and DCs, only the JBS logo should be applied in the following situations:

- 1

External:

 - Signage/external facade (parapets, entrances, administrative buildings);
 - Entrance totem;
 - Water tank;
 - Road signage (when applicable).
- 2

Internal:

 - Reception (identification area upon arrival at the facility);
 - Internal signage and identification of meeting rooms (when there are plaques on doors and inside rooms);
 - Information panel and/or bulletin board;
 - ID badge and lanyard;
 - Uniforms.

Entrances, main buildings, and water tanks

The logos applied in these areas must follow the standards outlined next to this text:

Attention

A technical project has been developed for the execution of facades and buildings. Any updates to these communication points must be handled through Business Engineering, in collaboration with Corporate Procurement and Institutional Marketing, which will approve the brand application project.



- 1. The entire external building structure will feature only the JBS logo;
- 2. The institutional logo, in its original version with a small clear space, must be applied. For parapets in blue, a white reserve will be used to ensure legibility of the logo;
- 3. Elliptical margins (the structure of the old/red logo) should not be used;
- 4. The logo must be illuminated for visibility at night;
- 5. All Units with an externally visible water tank must apply the JBS logo on the structure.



BLOCO
2

RECEPÇÃO 2
CORPORATIVO JBS
ELDORADO
J&F
MERCADO DA CARNE
SALAS DE REUNIAO
JJMB/WWMB/ZMF





Totem

The totem identifies the JBS Unit in the municipality where it is located and should be positioned in a highly visible area before the entrance/gate of the factories and distribution centers.

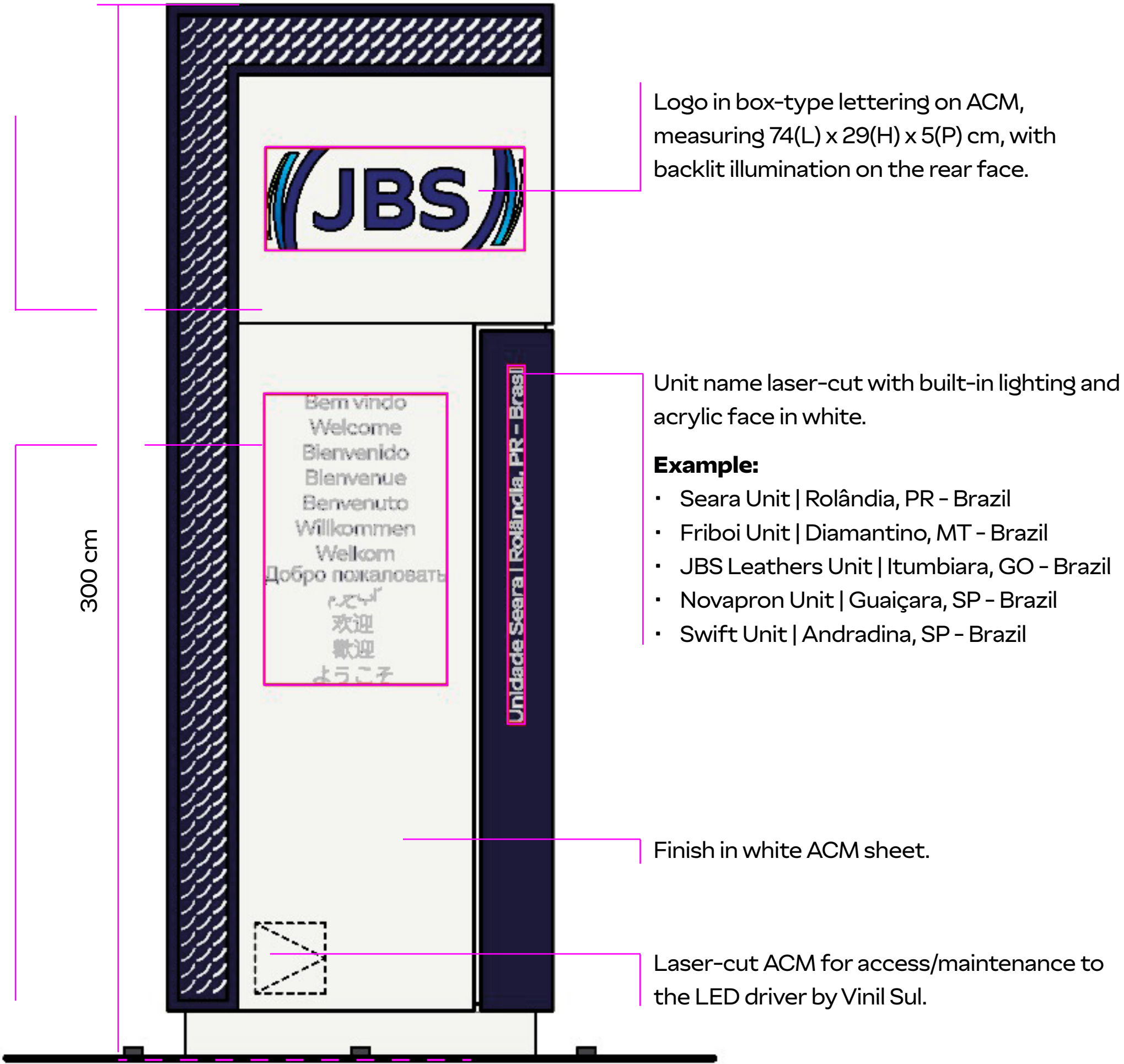
Attention:

A technical project has been developed for the execution of the totem. Any updates to this structure must be handled through Business Engineering, in collaboration with Corporate Procurement and Institutional Marketing, which will approve the brand application project.

Finish in laser-cut ACM sheet with the brand's graphic design, using automotive PU paint in the colors presented in this brand guide.

"WELCOME" in various languages, laser-cut with built-in lighting and acrylic face in the colors presented in this brand guide.

- 1. Bem-vindo - Brazilian portuguese
- 2. Welcome - English
- 3. Bienvenido - Spanish
- 4. Bienvenue - French
- 5. Benvenuto - Italian
- 6. Willkommen - German
- 7. Welkom - Dutch
- 8. добро пожаловать - Russian
- 9. أبجرحم - Arabic
- 10. 歡迎 - Simplified Chinese
- 11. 歡迎 - Traditional Chinese
- 12. ようこそ - Japanese

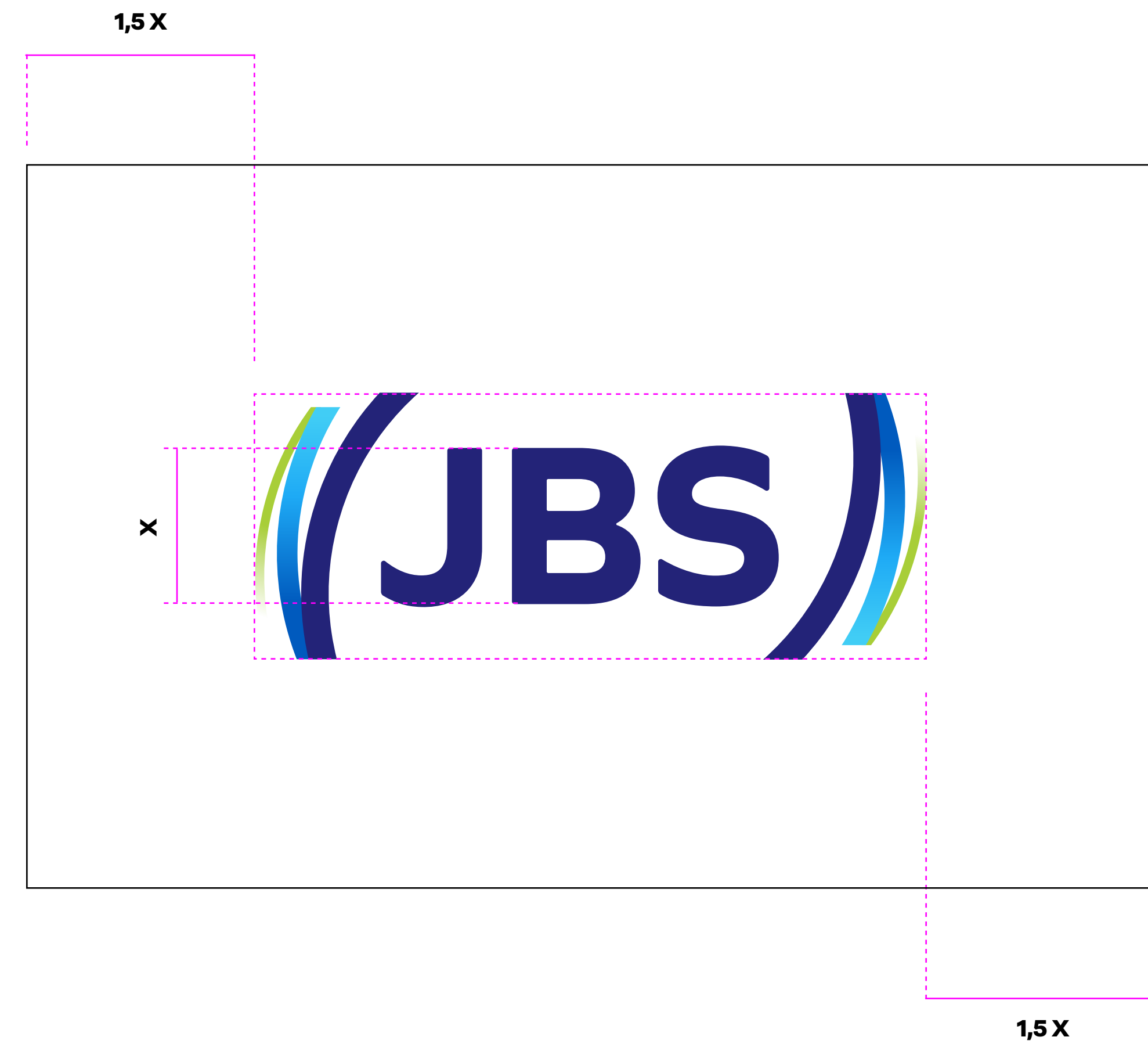




Flags

All units with flagpoles may display the JBS flag at the entrance, following the brand's new visual identity. The logo should be centered, and the flag should use the preferred color with a gradient.

Clear space guidelines should be applied as per the established instructions.



Guidelines

The Brazilian Flag is one of the national symbols, and therefore, its presentation follows the rules established by **LAW No. 5,700, DATED SEPTEMBER 1, 1971**.

1. The National Flag can never be smaller than the others. It must be the same size or larger than those displayed alongside it;
2. All flags must always be in good condition. Torn or damaged flags may result in fines;
3. In the event of a federal decree for Official Mourning, all flags must be flown at half-mast.

2 Flags:

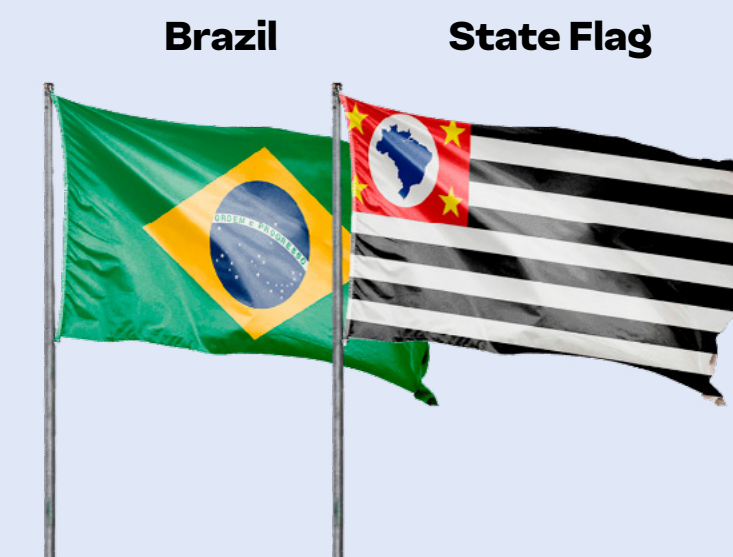
In relation to the observer, the Brazilian flag should be placed to the left, at the **same height or higher** than the state flag.

Odd Number of Flags:

In relation to the observer, the Brazilian flag is placed in the center, the state flag to the left, and the municipal flag to the right.

Even Number of Flags:

In relation to the observer, the Brazilian flag is placed slightly to the center-left. The state flag is to the right of the Brazilian flag, and the municipal flag is to the left. Next to the state flag is the JBS flag.

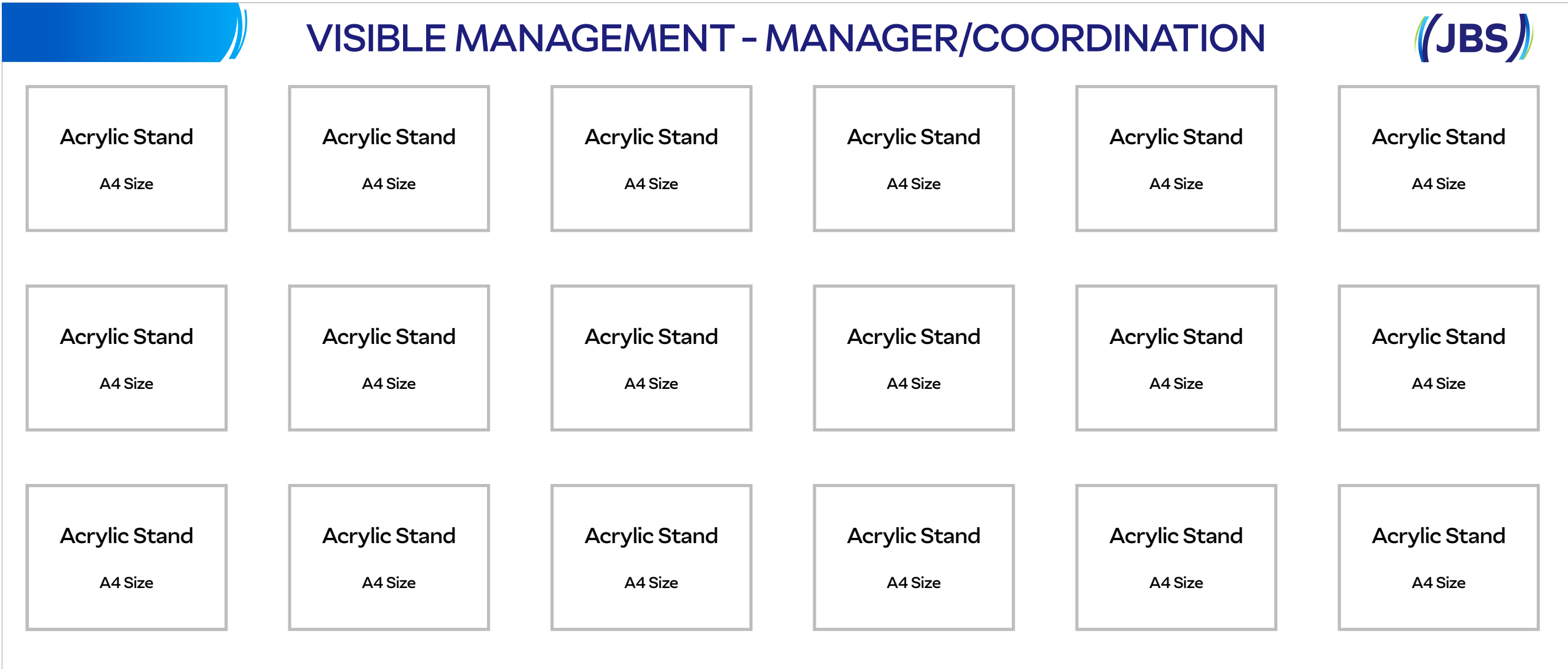


Management boards

Visible management boards must follow the JBS visual identity, displaying the JBS logo and the institutional colors on the header of the boards.

The size of the board, indicators, and content should be tailored to the needs of the Unit.

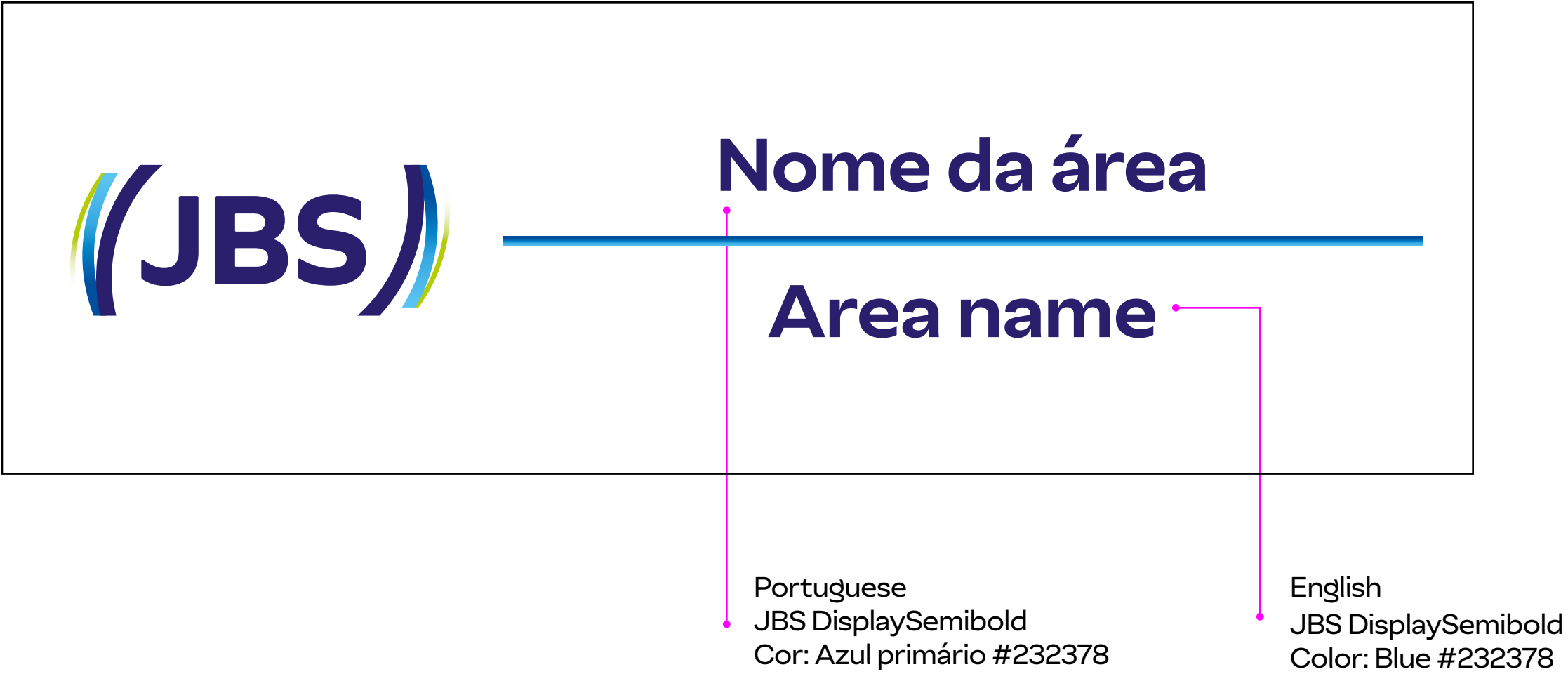
Attention:
The update of the boards must be aligned with the individuals responsible for the Management System in each Business to ensure the implementation of the previously approved models, following the schedule defined by them.



Identification plates

If the unit uses identification plates for areas and workstations, the JBS logo should be applied on the left side, and the text should be presented in two languages.

For dock identification, following the standard plate size, the logo should be positioned at the top and centered.



Examples:



Brand panel

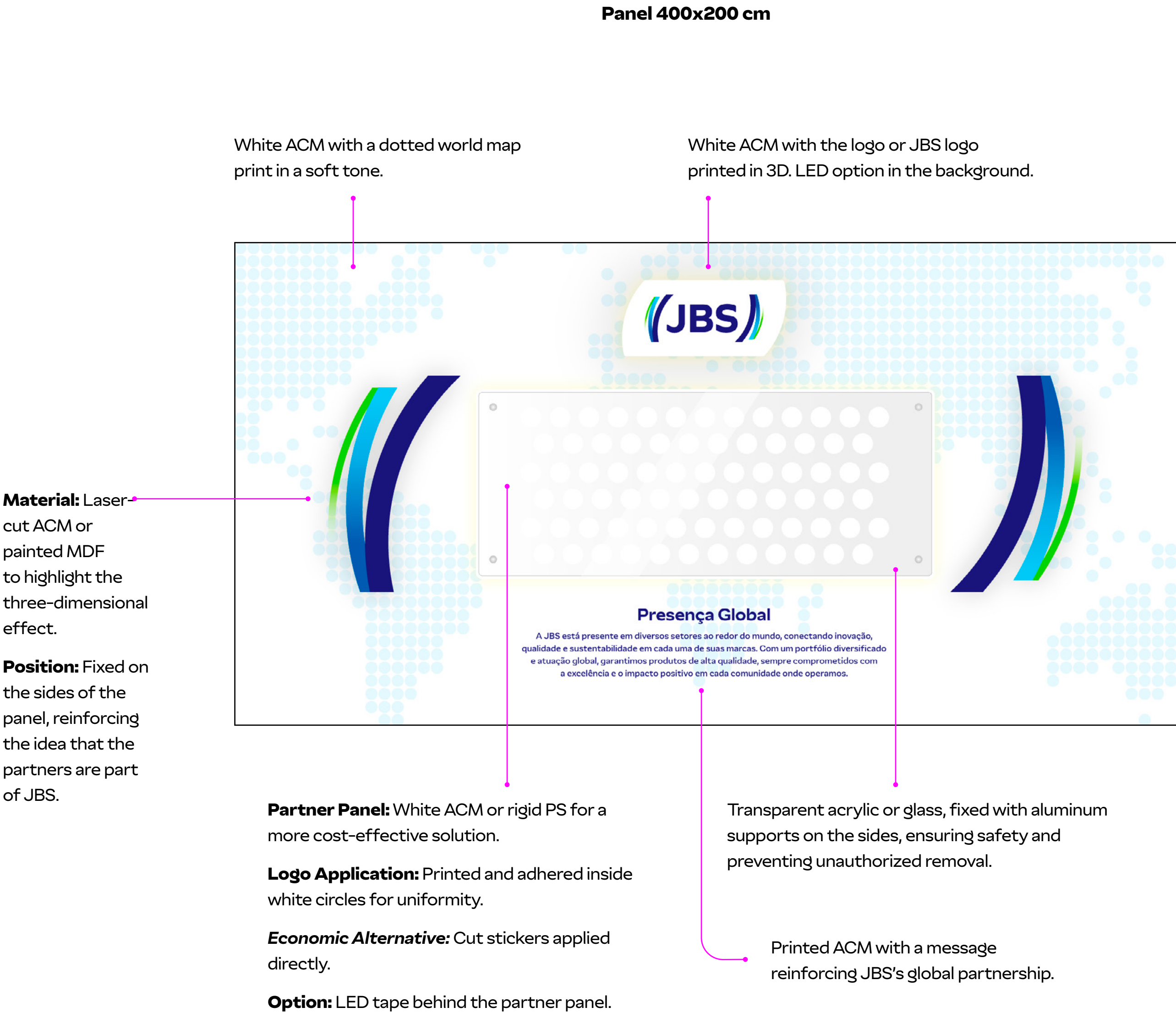
In order to clarify and inform employees and visitors about the breadth of JBS's business, a panel* displaying the main brands of all JBS's businesses worldwide may be installed.

This indoor panel should be placed in high-visibility areas such as the reception, cafeteria, common areas, or other internal spaces.

To ensure installation flexibility, the JBS Brand Panel is designed in two sizes.

The main version measures 400x200 cm, providing a strong visual impact in large spaces. The alternative version, at 120x200 cm, maintains the same concept and design in a more compact format, ideal for smaller areas.

*The marketing department has developed two panel models, one small and one large, which can have the brands changed if there is a specific need from the Unit, with prior validation.



Restaurant environment

The brand can also be present in the employees' daily routine through panels, images, and slogans. Whenever possible, include images of finished products (appeal) and food prepared by the factories.

The panel and photo designs must be pre-approved by the Marketing department to ensure the correct application of the brands and their attributes.

It is not mandatory to create a complete set of items. If a selection must be made, whether due to budget or space constraints, the suggestion is to proceed with the prioritized option.

Priority option



Friboi

JBS

🍴

MENU OF THE DAY

🍴

MAIN COURSE

SIDE DISH

SALAD 01

SALAD 02

JUICE

DESSERT

Uniforms

The application of the JBS logo should be considered on the complete uniform, maintaining the colors according to the area of operation.

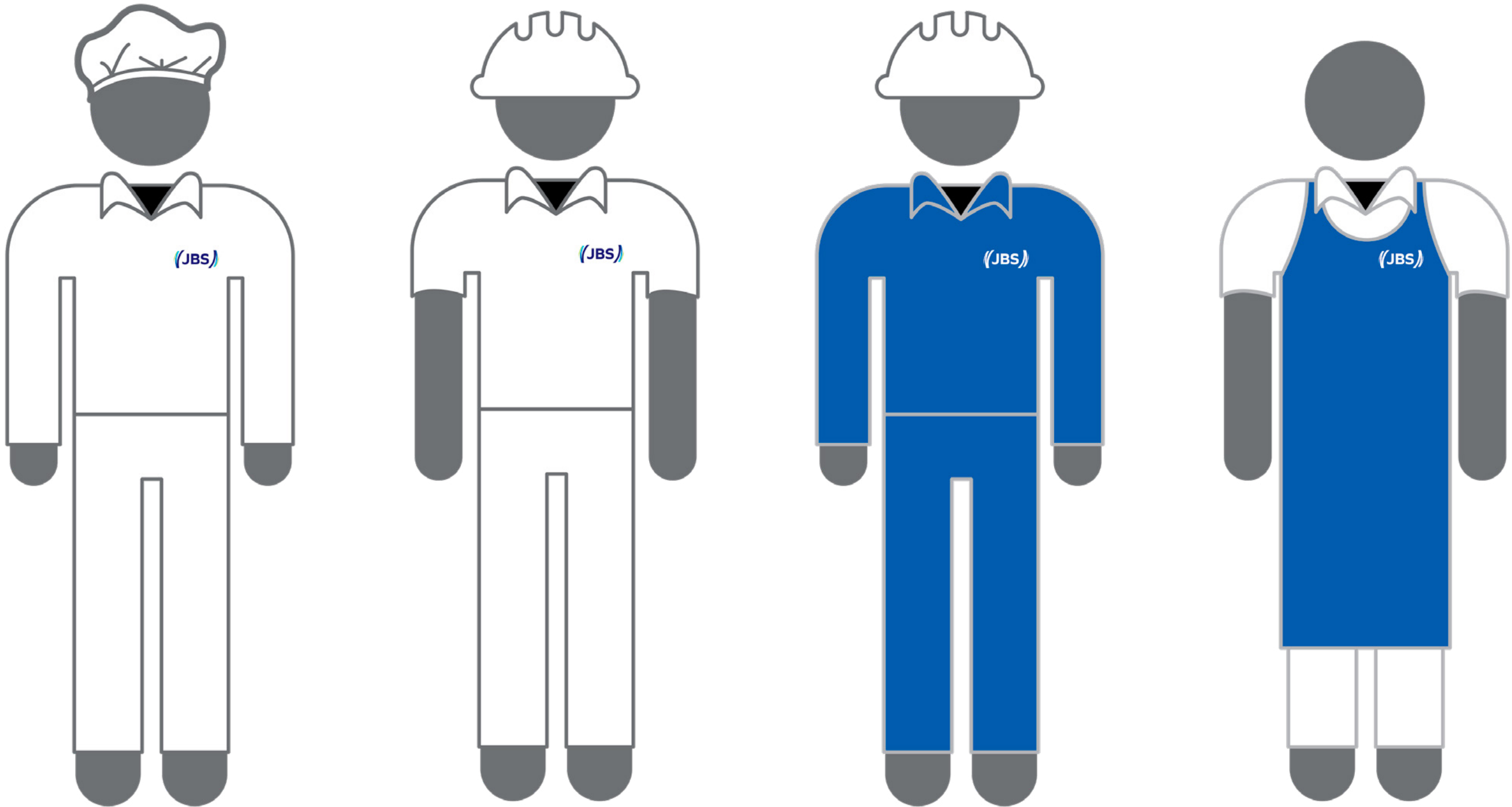
- 1. **White, khaki, or gray uniforms:** apply the preferred JBS logo in gradient;
- 2. **Red, blue, green, or other colored uniforms:** apply the monochrome JBS logo in white.

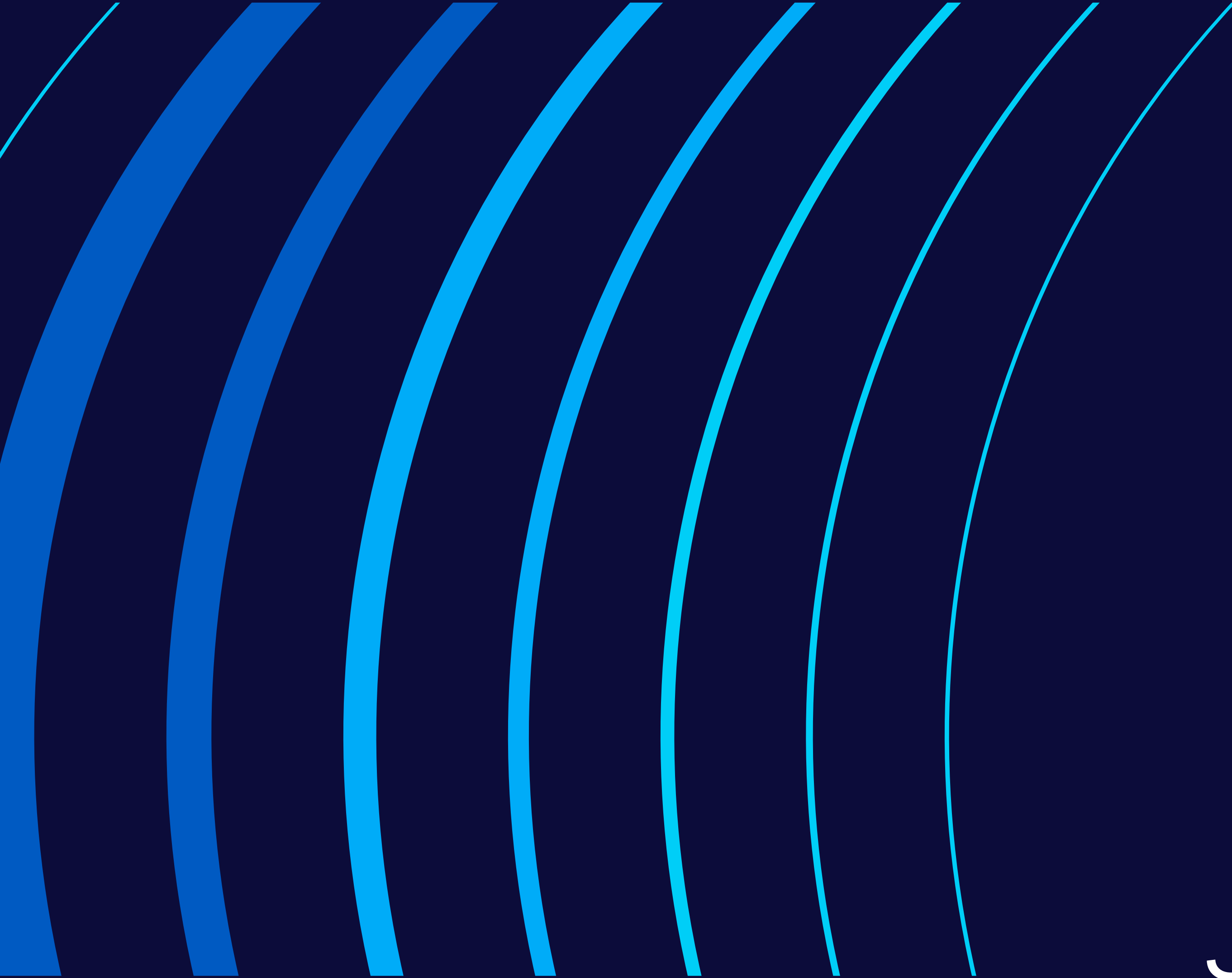
The uniforms may also include the application of internal project seals, such as “I Am a Leader, I Am an Example,” “5S,” “Animal Welfare,” or others*.

ATTENTION:

The update of the uniforms must be aligned with those responsible for Uniform and Laundry Management in each Business to ensure the implementation of the previously approved models, following the schedule defined by them.

*The initiatives signed by JBS also underwent an update after the brand evolution. In case of any doubts regarding the final and updated version, contact Institutional Marketing.





JBS Culture

Logo

The JBS Culture (Mission, Values, and Beliefs) is a non-negotiable asset of the company. Just like the JBS logo, the Culture logo was also updated, maintaining the original colors but evolving in tones and shapes to reflect this identity in a modern and aligned way.

Preferred version

This is the preferred version of the JBS Culture logo, which can be applied in either horizontal or vertical formats. **Whenever possible, the colored version should be prioritized.**

Horizontal version



CulturaJBS
Nosso alicerce, nossa força.

Vertical version



CulturaJBS
Nosso alicerce, nossa força.

Negative version

This version should be used in applications where the colors do not stand out, such as on dark or colored backgrounds.



Colors

The Mission and Values of JBS continue to feature the brand’s colors, but have evolved in tones, allowing for the use of gradients.



Mission and Beliefs

R 60 G 86 B 164
HEX # 3C56A4
C90 M67 Y0 K0

R 4 G 166 B 215
HEX # 04A6D7
C92 M10 Y0 K0

R 25 G 182 B 175
HEX # 19B6AF
C91 M42 Y0 K0

R 140 G 197 B 68
HEX # 8CC544
C60 M0 Y94 K0



Value - Determination

R 194 G 212 B 53
HEX # B8D435
C40 M0 Y96 K0

R 209 G 221 B 38
HEX # D1DD26
C30 M0 Y100 K0

R 233 G 242 B 206
HEX # E9F2CE
C15 M0 Y25 K0



Value - Simplicity

R 13 G 172 B 75
HEX # 0DAC4B
C100 M0 Y100 K0

R 160 G 206 B 88
HEX # A0CE58
C55 M0 Y85 K0

R 244 G 243 B 176
HEX # F4F3B0
C5 M0 Y40 K0



Value - Discipline

R 247 G 140 B 37
HEX # F78C25
C0 M55 Y85 K0

R 255 G 197 B 64
HEX # FFC540
C0 M30 Y80 K0

R 255 G 225 B 181
HEX # FFE1B5
C0 M15 Y35 K0

Colors

The Mission and Values of JBS continue to feature the brand’s colors, but have evolved in tones, allowing for the use of gradients.



Value - Availability

R 255 G 202 B 19
HEX # FFCA13
C0 M25 Y95 K0

R 244 G 132 B 32
HEX # F48420
C0 M60 Y90 K0

R 239 G 64 B 36
HEX # EF4024
C0 M85 Y80 K0



Value - Frankness

R 233 G 41 B 46
HEX # E9292E
C0 M90 Y75 K0

R 240 G 81 B 80
HEX # F05150
C0 M80 Y60 K0

R 245 G 142 B 142
HEX # F58E8E
C0 M60 Y30 K0



Value - Humility

R 37 G 168 B 224
HEX # 25A8E0
C90 M0 Y5 K0

R 28 G 195 B 238
HEX # 1CC3EE
C85 M0 Y10 K0

R 201 G 233 B 244
HEX # C9E9F4
C30 M0 Y5 K0



Value - Owner’s Attitude

R 26 G 148 B 210
HEX # 1A94D2
C95 M15 Y0 K0

R 70 G 192 B 234
HEX # 46C0EA
C80 M0 Y10 K0

R 200 G 234 B 245
HEX # C8EAF5
C30 M0 Y7 K0

Culture pieces and panels

The new Culture pieces highlight our Team and emphasize our Mission, Values, and Beliefs.

- 1. Vertical applications:** It is recommended to use the graphic elements with the gradient of the Value highlighted in the piece, positioning them at the height of the employee's head.
- 2. Horizontal applications:** The graphic elements should be positioned on the sides of the piece, creating a mask for the central application of the photo.
- 3. Title and text:** The title should be at the top of the piece, using JBS Display Semi Bold typography, while the explanatory text should be applied in JBS Text Regular.
- 4. JBS Culture logo:** It is recommended to use it over a white reserve, ensuring the brand is applied in its original color.



Determination



Discipline





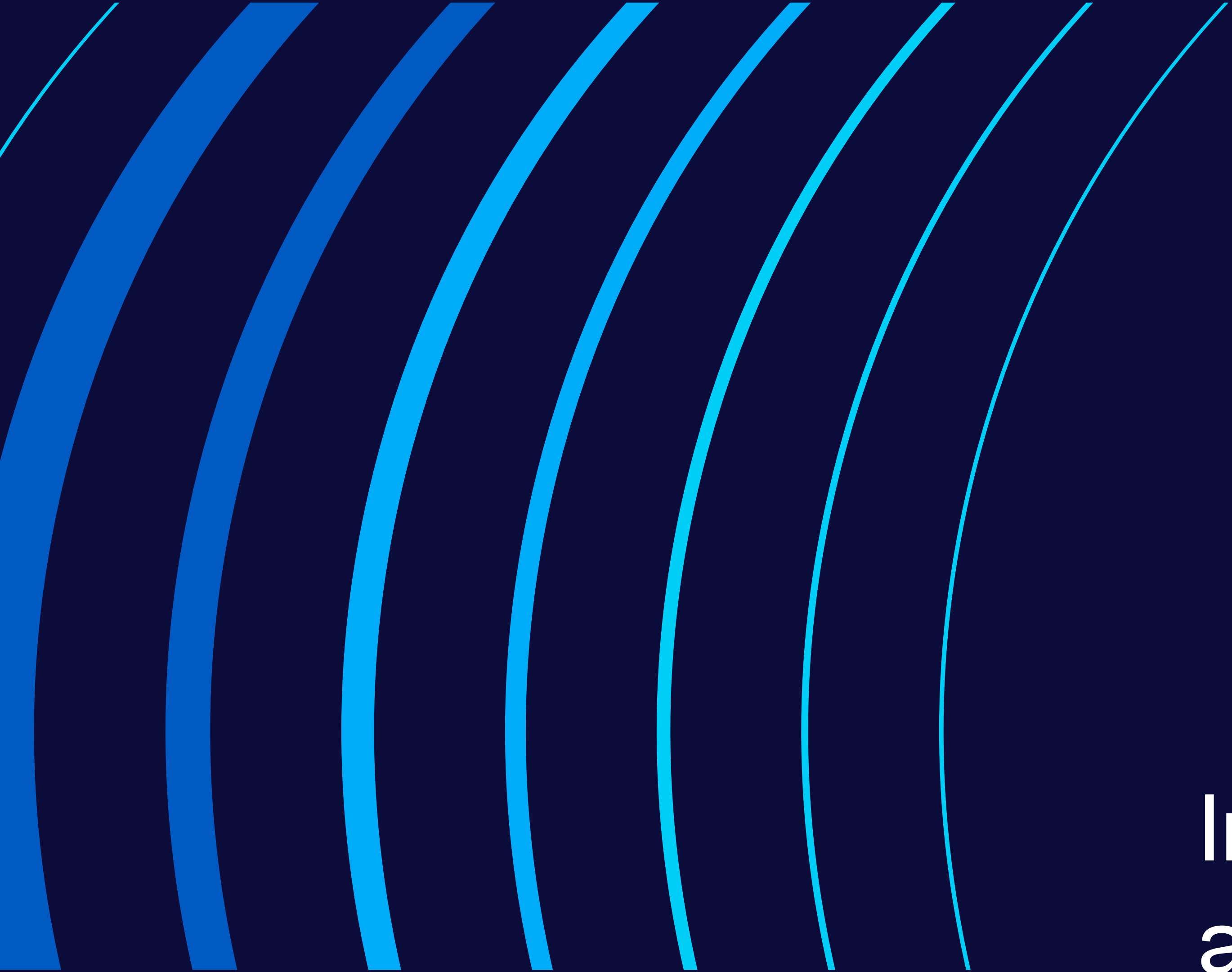
Programs and
initiatives sponsored/
supported by JBS

Programs and Initiatives Sponsored/Supported by JBS

They represent the company's commitment to communities, the environment, and sustainable development worldwide.

The logos of the programs are signed by JBS at the top, indicating that "JBS sponsors/supports the initiative." Below, the dotted line is applied, along with the name and visual element of each program.





Internal initiatives and pillars of action

Internal initiatives and pillars of action

They represent our way of operating, being, acting, and caring for our people.

The initiatives strengthen the JBS identity and reinforce institutional actions common to all the company's businesses, applied daily by our entire team.

The logos consist of the name of the initiative/ pillar and include an icon or graphic element that references the theme. Below, the dotted line is applied, and the JBS logo is placed at the bottom, signifying that "the initiative is part of JBS."



Institutional

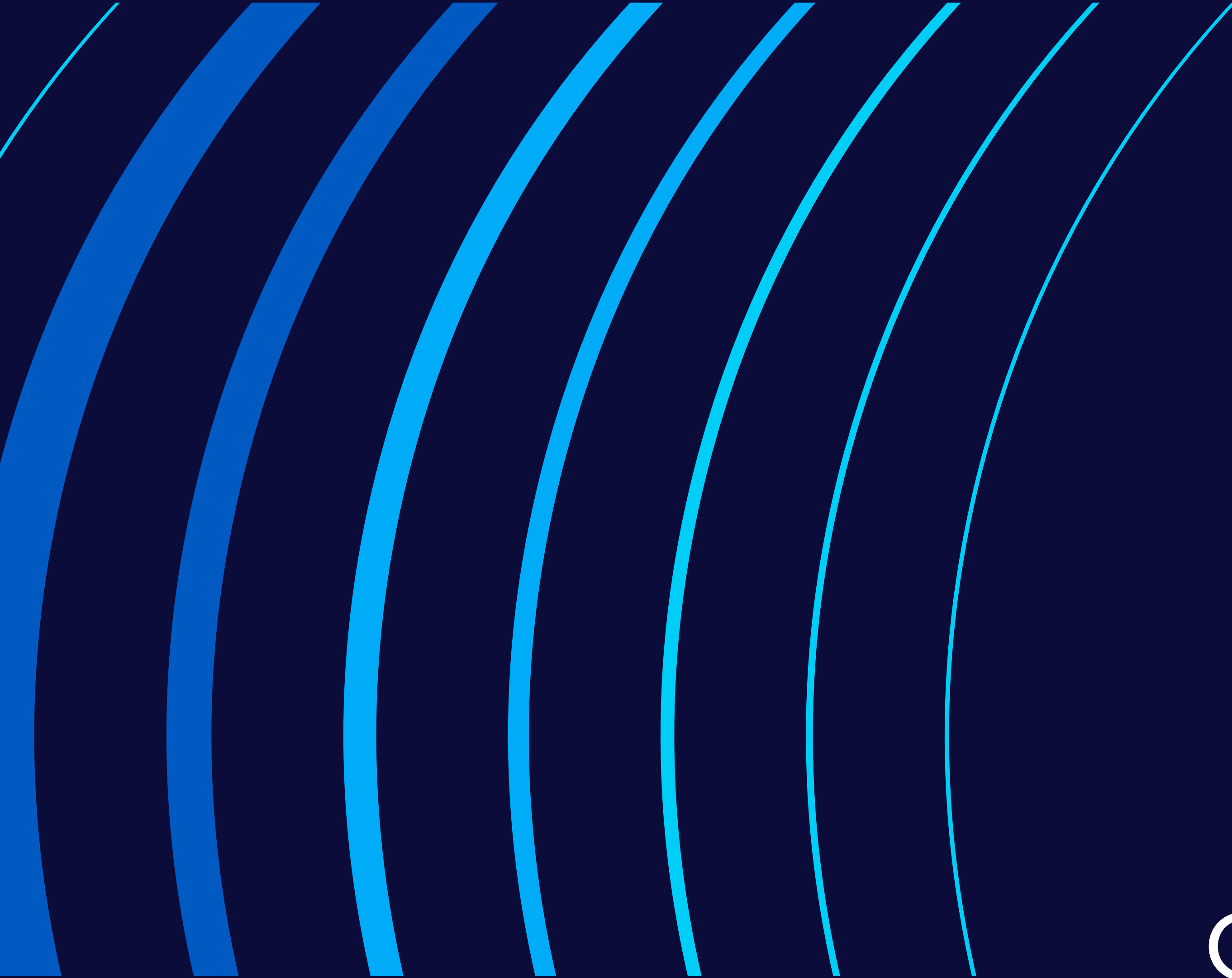


Programs that are
“sponsored” by JBS



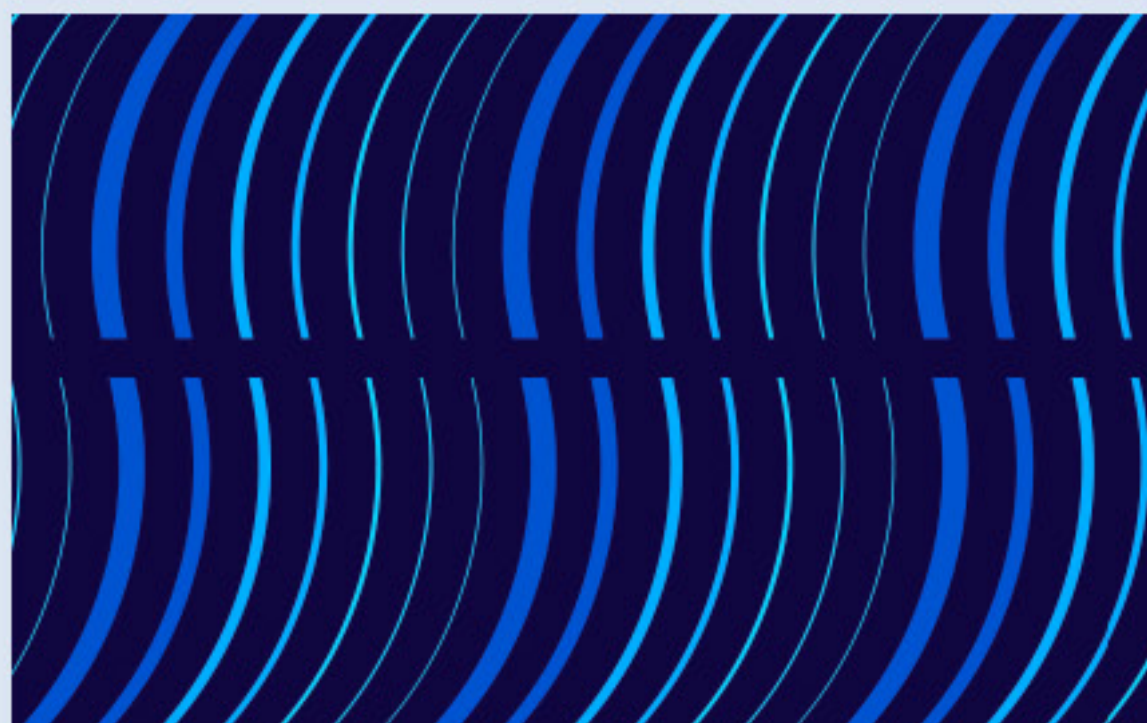
Initiatives that focus on our
way of being, operating, and
caring for people





Overview

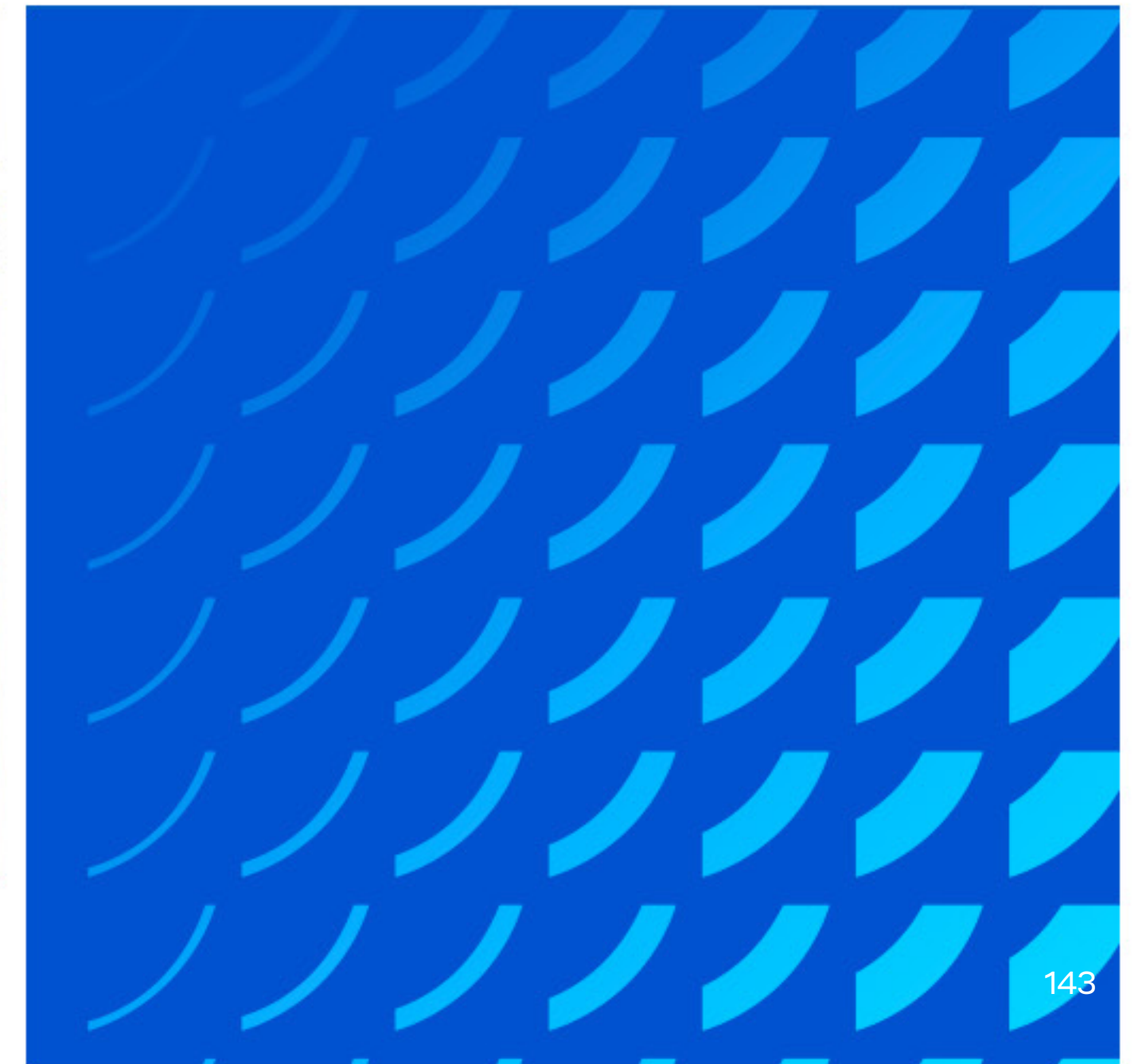
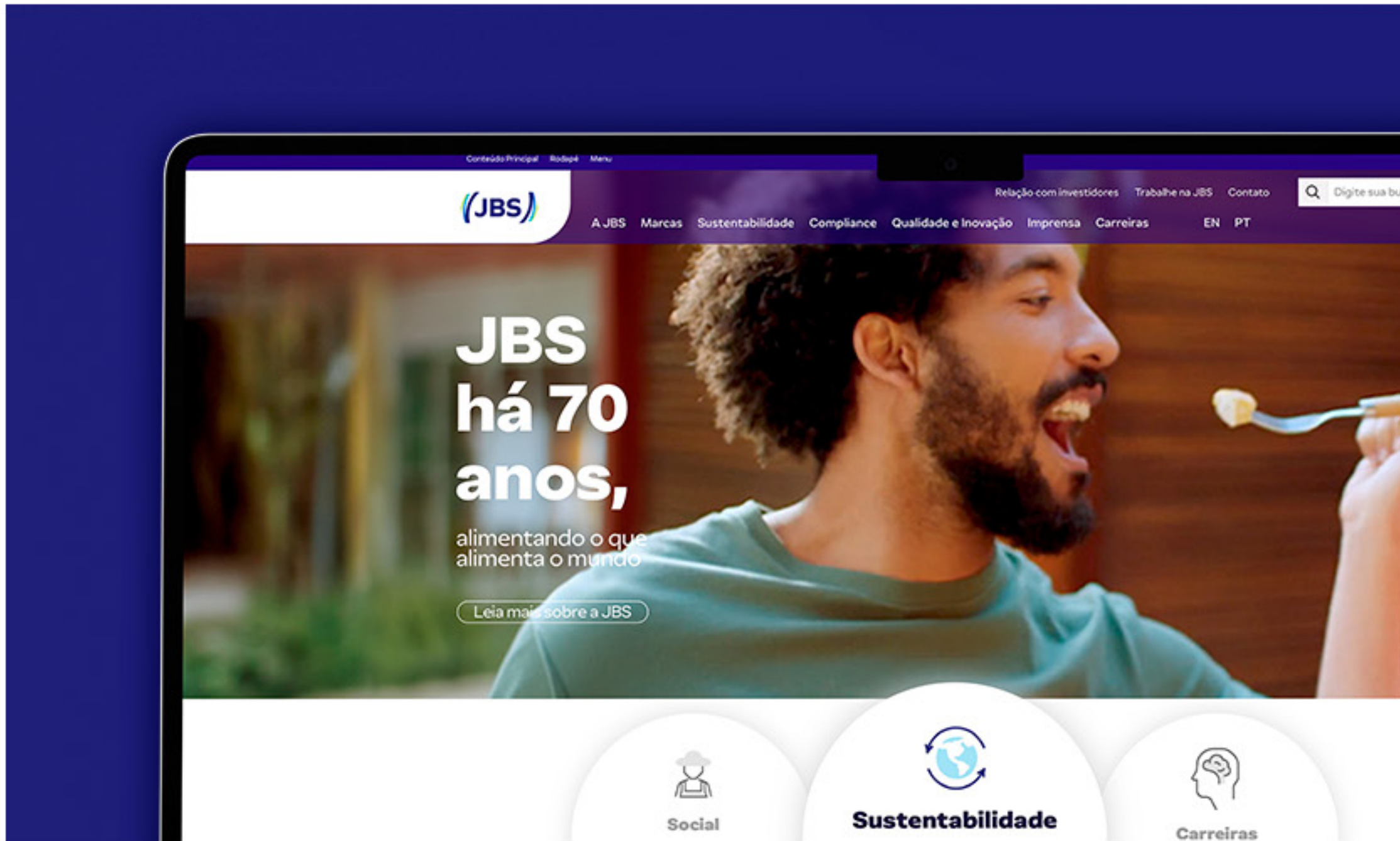
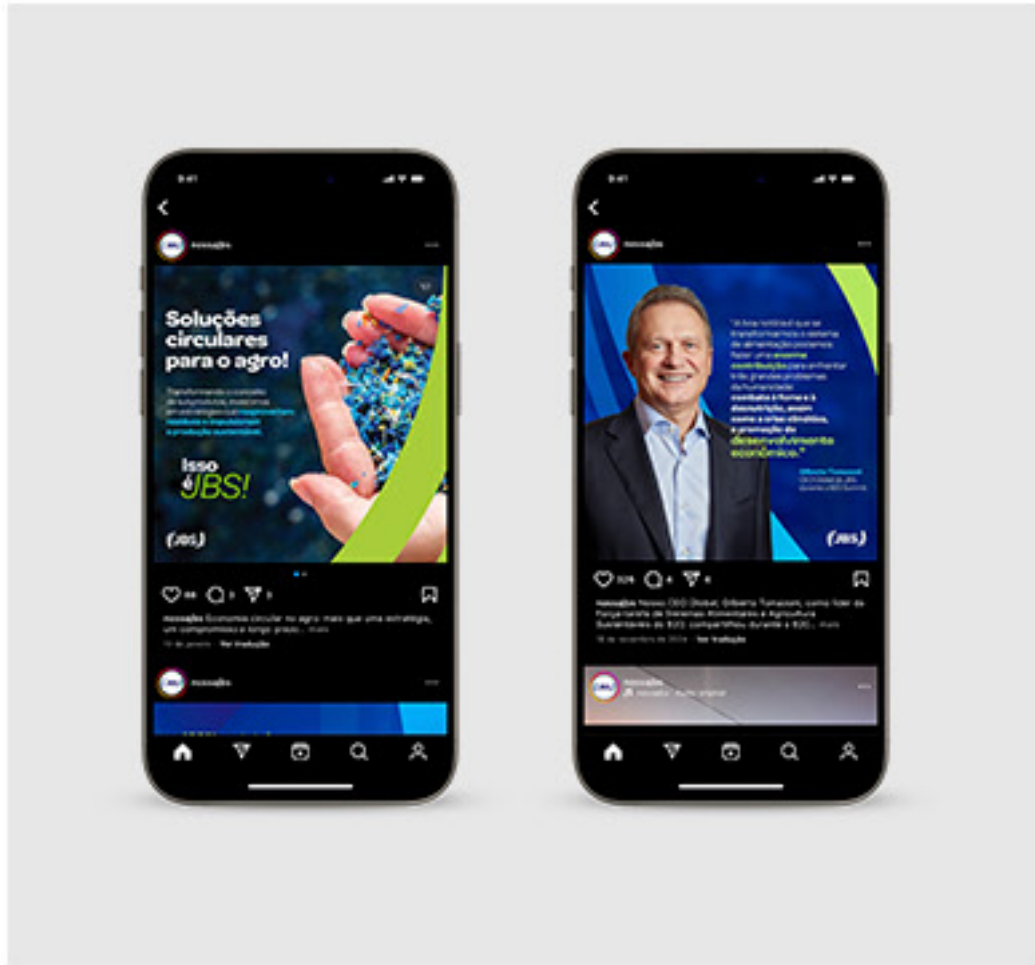
Alimentando o que
alimenta o mundo.

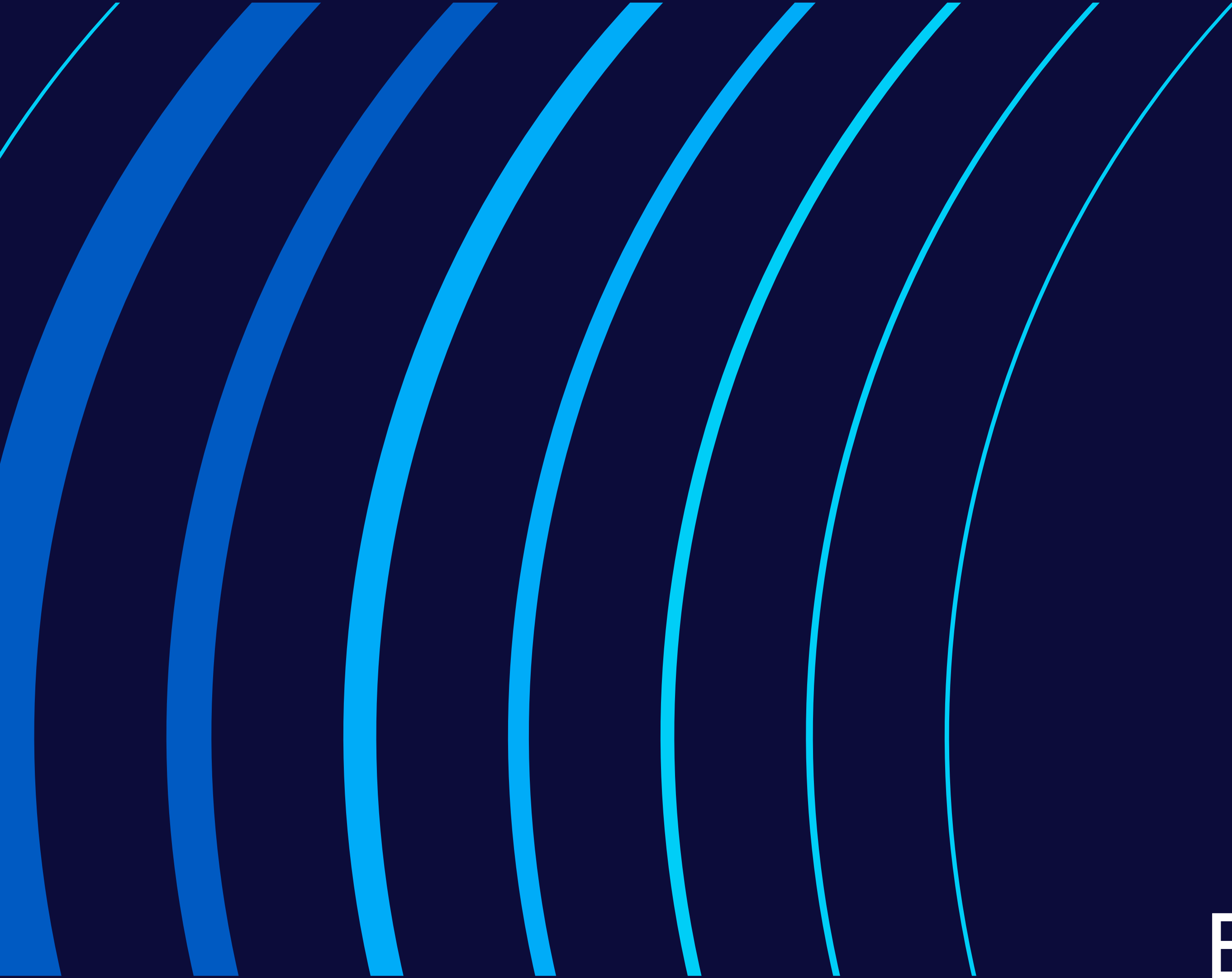


**“Nossa estratégia de
diversificação global
é impulsionada por
investimentos em
inovação e na
construção de
marcas fortes.”**

Gilberto Tomazoni







Brand Center

Brand Center

The JBS Brand Center is the brand asset hub, where all the essential visual elements are available to ensure the correct application of the visual identity.

In this platform, you will find logos, typography, patterns, communication pieces, guidelines, and other institutional materials ready for use. Access to the files ensures standardization and alignment across all JBS communications.

To use the assets correctly, access them with the button below.

