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.
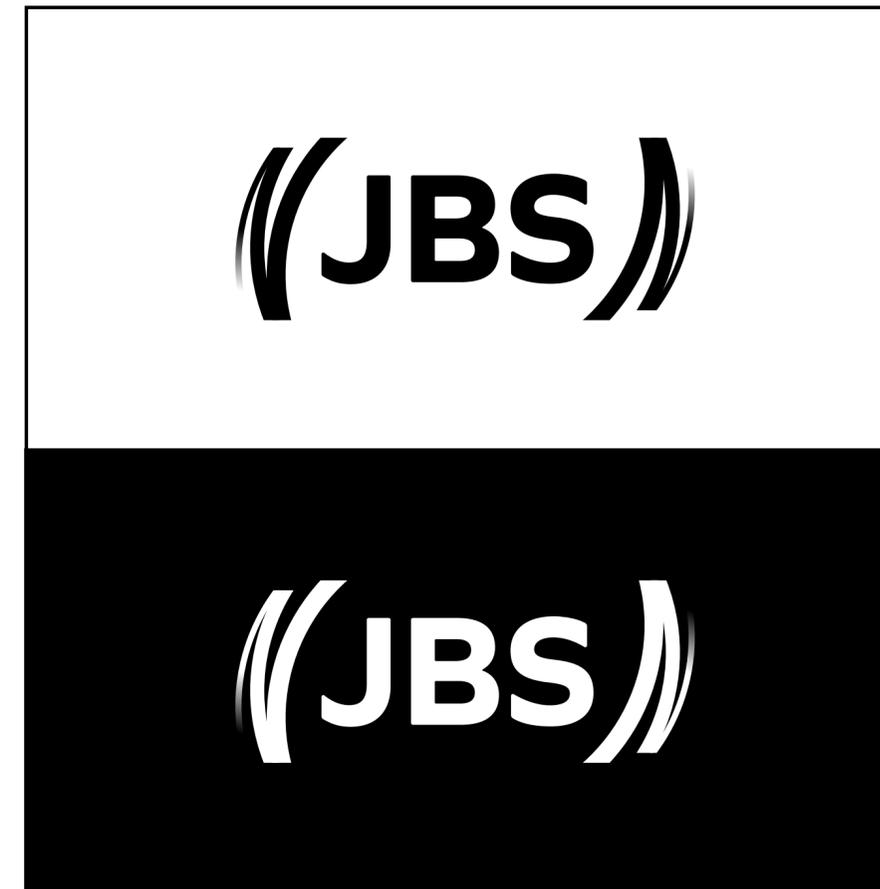
Preferred version

((JBS))

Monochrome version

((JBS))

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.

x/2

x/2

X

12

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.

15 mm | 20 px

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".**

JBS Outline Width: ≈ 20.6 mm

JBS Logo Width: 15 mm

X

X

X

4/5 X   4/5 X

15
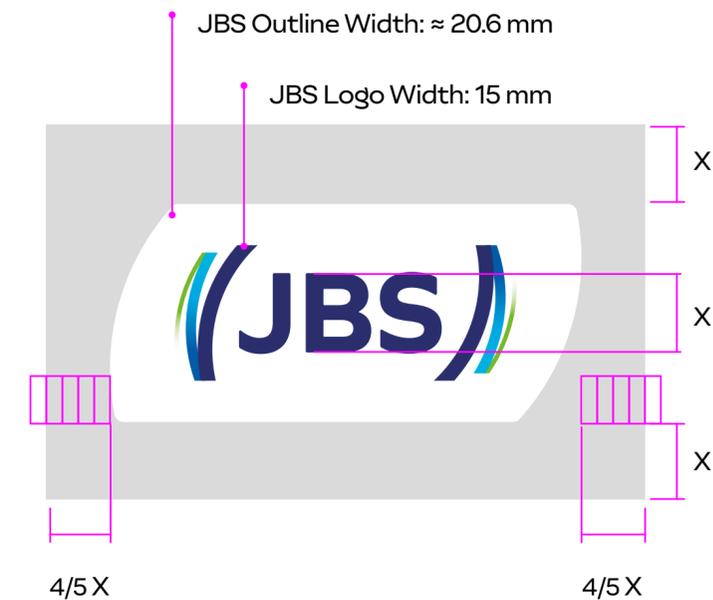
Incorrect usage

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.

01.

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