jack henry™

brand guidelines

Logo Usage, VIP, and BA

September 2024

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Corporate Logo Usage

Wordmark

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The wordmark is our primary branding component. Its simplicity and ease of use on multiple backgrounds makes it ideal for being used as widely as possible to position the brand consistently across all channels. The Jack Henry™ wordmark should always appear as two words in lowercase and not be altered in any way. The trademark symbol (™) must always appear with the logo.

The key element that makes this logo unique is the dot over the "j," which symbolizes our well-rounded ecosystem of diverse ideas, thoughts, capabilities, and experiences collaborating to create new connections.

Monogram Logo

jh

The Jack Henry monogram logo is a simplified version of our wordmark. It is a secondary logo, and we use it whenever we need to utilize smaller formats, such as social media profile imagery.

We do not use this monogram as a primary logo because it does not expand brand awareness of the Jack Henry name. Please only use this mark for small placements that do not allow for our primary wordmark.
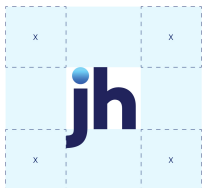
Logo Clear Space

Wordmark Clear Space
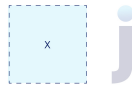
To ensure our logo always remains prominent and legible, we have defined an area "x" of clear space equivalent to the height of our wordmark. This area should be free from text, busy patterns, backgrounds, logos, or other visual distractions.

Please note that this page indicates the absolute minimum clear space. Whenever possible, use more space to allow for clarity.

Monogram Clear Space

To ensure our monogram logo always remains prominent and legible, we have defined an area "x" of clear space equivalent to the height of our monogram. This area should be free from text, complicated patterns, backgrounds, logos, or visual distractions.

Please note that this page indicates the absolute minimum clear space. Whenever possible, use more space to allow for clarity.

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Minimum Logo Sizing

Minimum Size
50px tall

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Minimum Size
40px tall

jh

For screens, the minimum size of 50 pixels tall will ensure the best legibility of the Jack Henry logo. For smaller sizes under 50 pixels tall, use the monogram logo designed to be used more widely at smaller sizes.

When scaling down the logo for print purposes, always review a proof to ensure the logo remains legible and crisp.
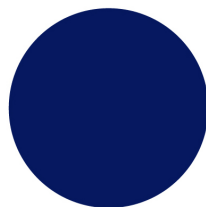
Logo Color Rules

Primary Color Application

Our full-color wordmark logo should be used where possible. It includes our signature gradient in the dot of the "j." The full-color execution can be used on white or light color backgrounds like Warm Ivory and Open Sky; and the inverse version on darker backgrounds like Heritage Navy.

Secondary Color Application

If the logo is being used on backgrounds that diminish the visibility of the gradient dot over the "j," the all-white or all-navy version of the logo should be used.

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Palette Values
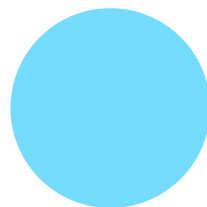
| Heritage Navy	Vibrant Cobalt	Tech Blue	Open Sky	Warm Ivory
HEX **#06185F**	HEX **#085CE5**	HEX **#76DCFD**	HEX **#E8F7F7**	HEX **#FEFDF8**
RGB **6, 24, 95**	RGB **8, 92, 229**	RGB **118, 220, 253**	RGB **232, 247, 247**	RGB **254, 253, 248**
Pantone **281**	Pantone **2728**	Pantone **2985**	Pantone **7457 (40% opacity)**	Pantone **Not Available**
CMYK **94 / 75 / 0 / 63**	CMYK **97 / 60 / 0 / 10**	CMYK **53 / 13 / 0 / 1**	CMYK **6 / 0 / 0 / 3**	CMYK **0 / 0 / 2 / 0**

Logo Misuse

Always respect the integrity of our logo to maintain consistency. Any logo modification confuses its meaning and diminishes its impact and overall brand awareness. The logo should never be altered. Other rules for logo usage are as follows:

- Do not distort, condense, or stretch the logo.
- Do not alter the color of the logo.
- Do not use the logo on colored backgrounds outside of the brand palette or on a solid white background.
- Do not frame the logo in any way.
- Do not add a drop shadow to the logo.
- Do not rearrange any elements within the logo or add onto it.

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Vendor Integration Program (VIP)
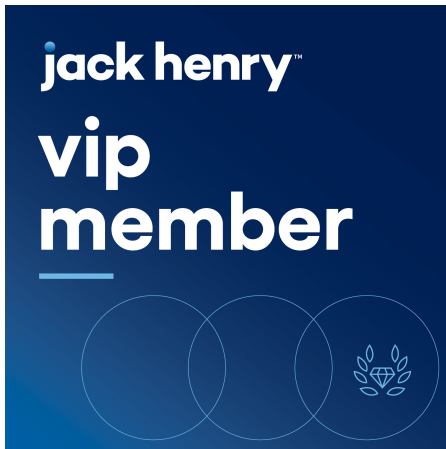
VIP members can utilize this insignia when referencing their relationship with Jack Henry. This insignia graphic should always be used in full-color format and never smaller than 300 pixels by 300 pixels in size. Please contact vendorqa@jackhenry.com if you have questions.

Business Alliance (BA)

Business alliances can utilize this insignia when referencing their relationship with Jack Henry. This insignia graphic should always be used in full-color format and never smaller than 300 pixels by 300 pixels in size.