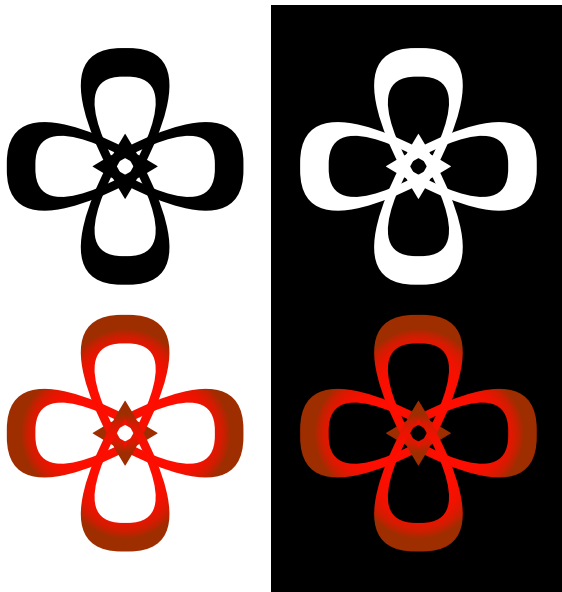
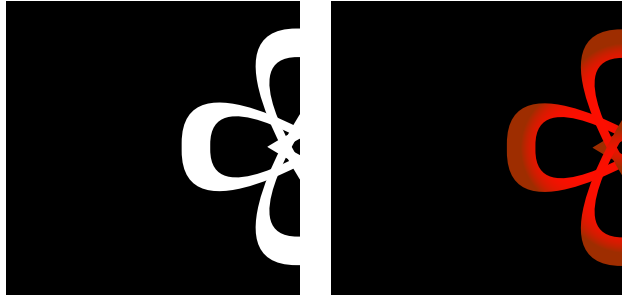

1a. Logo Symbol Use (Separate)

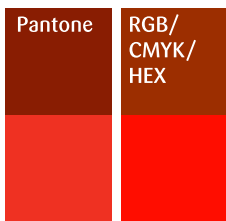


use black or colour red on white background
use white or colour red on black background
don't tilt, don't rotate, don't skew

partial use as shown below (on black)
50% of width, to use on right side only



1b. Colour Use



Pantone Colours

Dark Red P1815C / P1815M
Light Red P1975C / P1975M

RGB Colours

Dark Red 156,46,0
Light Red 255,13,0

CMYK Colours

Dark Red 25.1 , 90.98 , 100 , 23.14
Light Red 0 , 98.43 , 100 , 0

Web Colours (HEX)

Dark Red #9C2E00
Light Red #FF0D00

2. Font Use

The Used Font

FATSANS.TTF (Tracking: 0. Kerning: 0.)
regular letters preferred over capitals.

Optional effect: apostrophe in colour red on black text, white background
and white text on black background (as shown below)

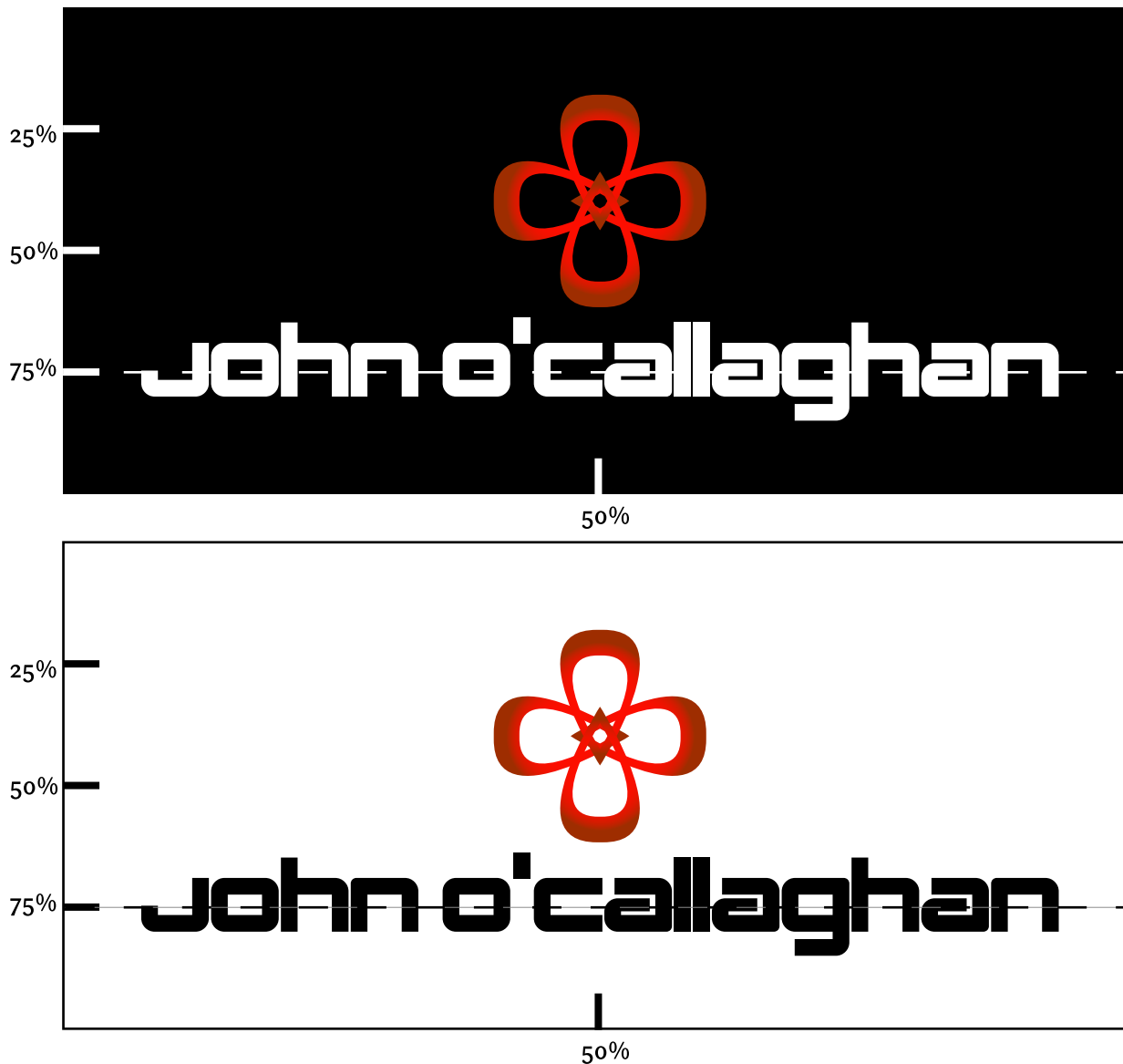
JOHN O'CALLAGHAN
JOHN O'CALLAGHAN

JOHN O'CALLAGHAN
JOHN O'CALLAGHAN

3a. Symbol + Text Combined (symbol on top, text on bottom, centered)

text under is to be outlined to the center (vertically) of the 75% bottom of the block

symbol is centered horizontally.



3b. Symbol + Text Combined (symbol on left, text on right)

symbol may be 100% - 200% in size compared to the text.

space between logo and text is 65% of the height of the text.



3c. Text Blocked

2 x 1 block (horizontal)

1 x 1 block



4. JOC + symbol integrated

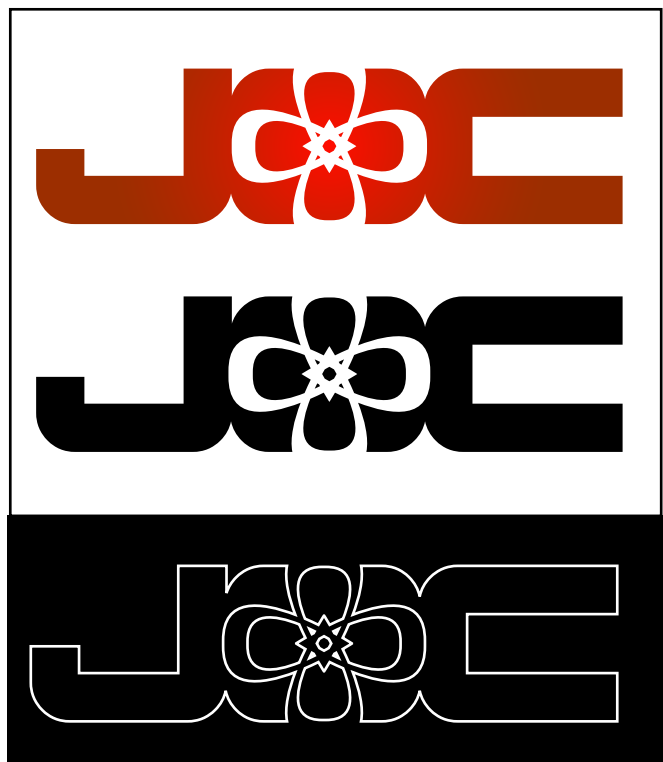
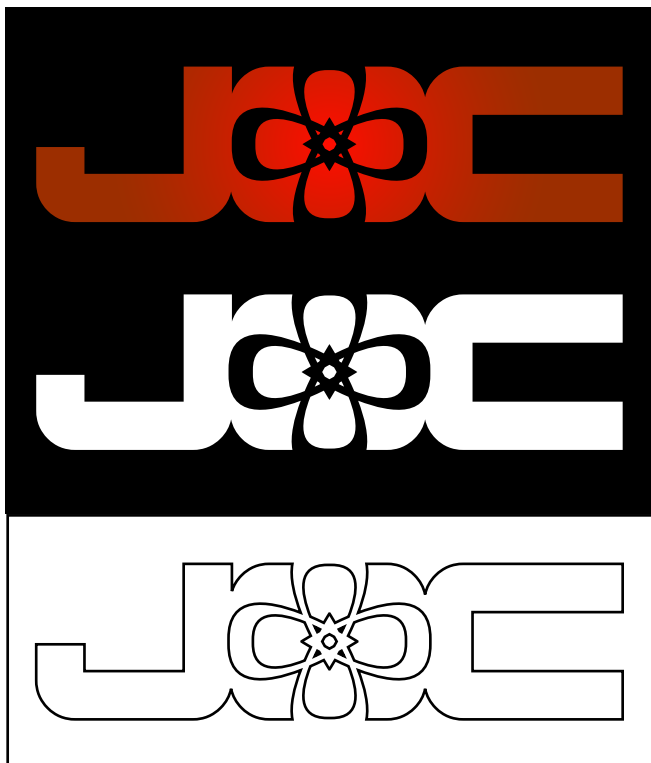
use white or colour red on black background

use black or colour red on white background

use outline black on white background

use outline white on black background

do not rotate, skew or distort



NOTE:

DO NOT PRINT GRADIENT REDS! GRADIENT REDS ARE FOR WEB USE ONLY!

printers cannot properly print gradiented colours, especially reds. Please use a red of the pantone colour as shown on the first page!