



# JCB Logo Style Guide

JCB International (Europe) Limited  
Version: As of October 2023

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# 1. TERMS AND CONDITIONS



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# JCB Logo Download Agreement

- Users must agree to JCB Terms and Conditions before downloading or accessing the artwork for the JCB In store logo applications as outlined in this document.
- When distributing these files, you must request that the users agree. In the form of a website portal, please use the wording on the following page, illustrated alongside an 'I agree' button.

[JCB Emblem Download Agreement | JCB Global Website](#)

## JCB Emblem Download Agreement

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### Who can use the JCB Emblem?

The JCB Emblem is for display by merchants that accept JCB cards.

The logo that can be downloaded from this page is a registered trademark of JCB Co.,Ltd (referred to below as "JCB\*"). Only affiliate merchants authorized by contract with JCB, a JCB Group Card company or a JCB affiliate company may use the logo mark. Such merchants are strictly forbidden from giving, loaning, selling or otherwise disposing of the logo mark to a third party or from duplicating the logo mark.

Unauthorized persons may not receive, rent, use or duplicate the logo or copy thereof.

\* It may not display properly depending on your internet environment. Thank you for your understanding.

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### Usage of JCB Emblem

To display the JCB Emblem on their websites, JCB affiliated merchants are asked to use the logo in compliance with the notes below.

#### Terms & Conditions

- Use the logo mark only for the purpose of showing that you are a JCB affiliated merchant.
- Only displaying the logo does not mean that you have entered into an affiliation contract with JCB.
- Do not remove the white edge of the emblem or change its height/width ratio design, color, text etc.
- Do not insert the logo mark within headings or sentences.
- When displaying the Logo Mark next to other company logos, do not make it smaller than the other logos.

[I agree to the Terms and Conditions above >](#)

# JCB logo Download Agreement

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## WHO CAN USE THE JCB LOGO?

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## USAGE OF JCB LOGO

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- Do not insert the logo mark within headings or sentences.
- When displaying the Logo Mark next to other company logos, do not make it smaller than the other logos.



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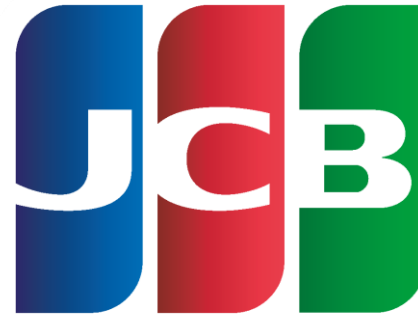
## 2. LOGO USAGE



Uniquely Yours

# JCB LOGO

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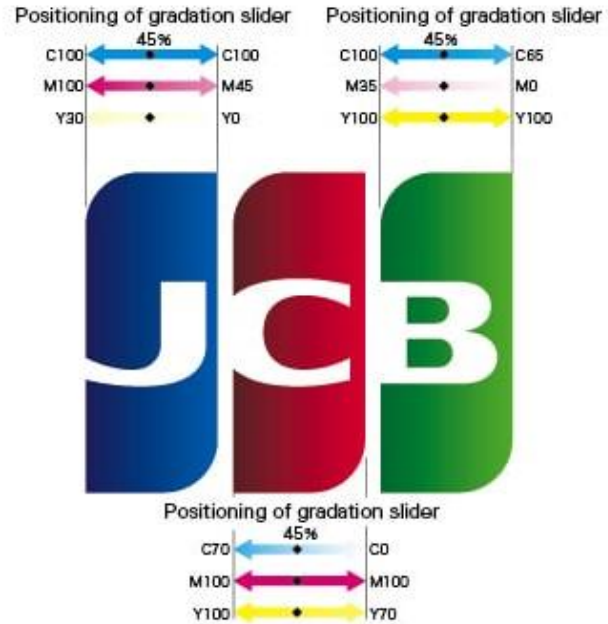
Minimum 13mm

We are using this version of the JCB emblem.  
Using CMYK colour values, for digital print  
Minimum logo width is 13mm

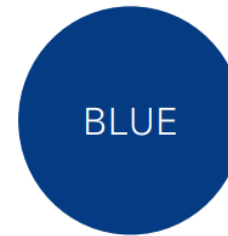


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# JCB LOGO – CMYK AND RGB

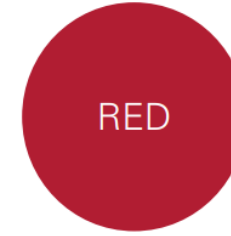


Standard process ink	<ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Japan Color / Cyan</li> <li><span style="color: magenta;">■</span> Japan Color / Magenta</li> <li><span style="color: yellow;">■</span> Japan Color / Yellow</li> </ul>		
Approximate process inks	<ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Pantone Process Cyan</li> <li><span style="color: magenta;">■</span> Pantone Process Magenta</li> <li><span style="color: yellow;">■</span> Pantone Process Yellow</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">■</span> SWOP / Cyan</li> <li><span style="color: magenta;">■</span> SWOP / Magenta</li> <li><span style="color: yellow;">■</span> SWOP / Yellow</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Euro Standard / Cyan</li> <li><span style="color: magenta;">■</span> Euro Standard / Magenta</li> <li><span style="color: yellow;">■</span> Euro Standard / Yellow</li> </ul>



Corporate Blue

HEX - #053b81  
RGB - (5,59,129)



Logo Red

HEX - #b11d33  
RGB - (177,29,51,255)



Logo Green

HEX - #068a3f  
RGB - (6,138,63)

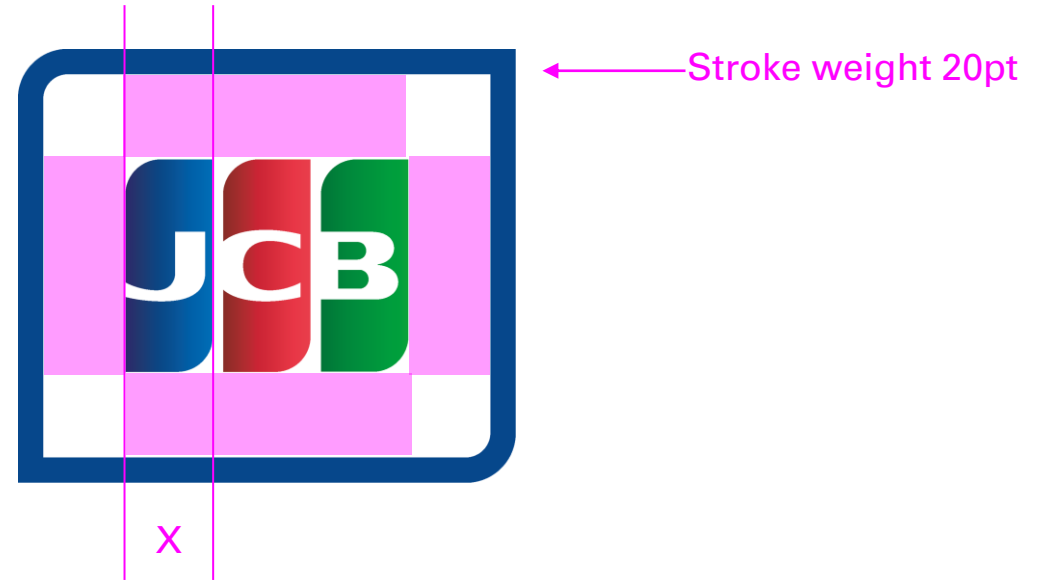




# CONTAINING SHAPE



- We are using a containing shape with a blue border on all applications.
- This shape reflects the JCB logo, with two rounded corners & two square corners.



- The JCB logo should have a clear space margin of X as illustrated above (x = width of blue 'J' lozenge).
- The stroke weight of the blue line should be 20pt when printed at actual size.

## SIGN TEXT

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- Text used alongside these logos should appear in Uppercase and be set in the **Univers** font.



- Text should be scaled to balance with the overall sign and word count.

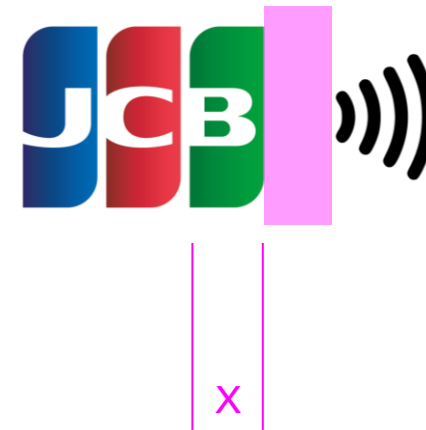
# MULTI LOGO SIGNS



- Multi logo signs can be used with OR without support text.
- In all instances the JCB logo should **ALWAYS** appear first.

# CONTACTLESS INDICATOR

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- We have created a lock up of the JCB logo and the contactless indicator.
- No other variation of the contactless indicator should be used.

## DOUBLE SIDED STICKERS – PRINTED VERSION



ADHESIVE SIDE



- Please display the decal with care in a prominent place.
- If you would like JCB to send any of these logos to you directly, please contact [marketing@jcb europe.eu](mailto:marketing@jcb europe.eu).

# 3. LOGO APPLICATIONS – IN STORE



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# LOGO APPLICATIONS

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## In store logo applications

The logo applications shown on the following pages are available as artwork files (PDF and PNG) that can be distributed to merchants and or used as visual examples for other variations.



# JCB LOGO | VARIOUS SIZES

Mini  
44mm x 50mm



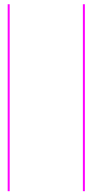
Small  
74mm x 85mm



Medium  
122mm x 140mm



Large  
160mm x 184mm



JCB logo width 21mm  
Within 13mm  
minimum





# 6 – LOGO SIGN

Vertical  
210mm x 50mm



Horizontal  
40mm x 210mm



JCB logo width 19mm  
Within 13mm  
minimum

Square  
75mm x 120mm



# 8 - LOGO SIGN

Vertical  
270mm x 50mm



Horizontal  
40mm x 272mm



JCB logo width 19mm  
Within 13mm  
minimum

Square  
75mm x 155mm



# 3-LOGO SIGN

Vertical  
160mm x 75mm



Horizontal  
60mm x 160mm



# JCB WELCOME HERE STICKERS

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Small  
71mm x 216mm



Large  
111mm x 235mm



# WE ACCEPT CONTACTLESS PAYMENTS

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Square  
111mm x 145mm



Horizontal  
90mm x 233mm



# OPEN / CLOSED

Open  
71mm x 214mm



Closed  
71mm x 214mm



Our assumption is that this sign would be printed as a double sided card affixed to the door



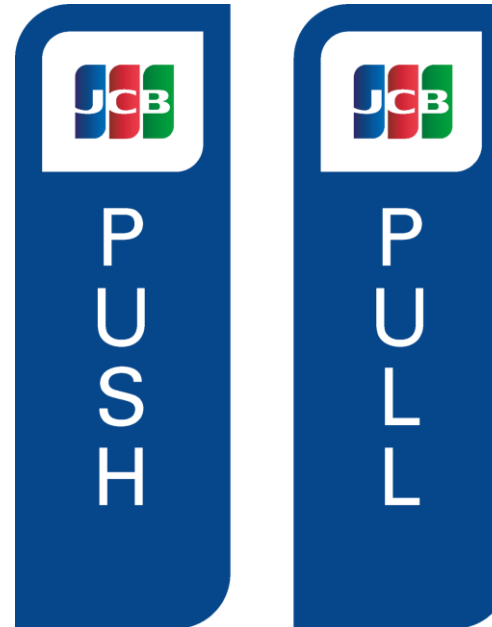
# PUSH / PULL

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Horizontal  
50mm x 160mm



Vertical  
160mm x 50mm



# MULTI SCHEME STICKERS WITH JCB WELCOME HERE

Vertical  
240mm x 50mm



Horizontal  
40mm x 240mm



JCB logo width 19mm  
Within 13mm  
minimum

Square  
85mm x 120mm





# 4. LOGO APPLICATIONS – ONLINE/APP



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## ONLINE LOGO APPLICATIONS

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- The JCB logo should also be used prominently within online checkout areas.
- We have illustrated an example in this section and can supply logo artwork for your web development team.



# ONLINE LOGO APPLICATIONS – LOGO FILES

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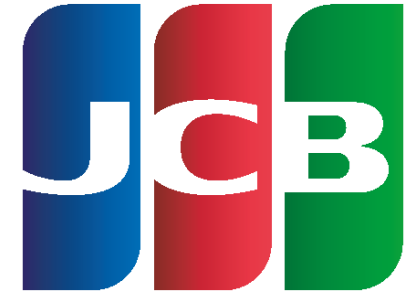
- Screen optimised versions of the JCB logo are available.
- The minimum size this logo should be used is 37mm.

Minimum size version  
(37 pixels wide)



37 pixels

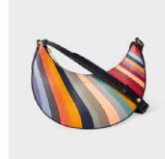
100 pixel wide version




## ONLINE LOGO APPLICATIONS – EXAMPLE LAYOUT IN SPANISH

- Our recommendation for online use is that the JCB logo is placed first in any payment type list.
- Payment action buttons are coloured in the JCB blue: Web colour = Hex: #0C2C84

### Método de pago

	Designer handbag	
	QTY:1	€130.99
Designer handbag		€130.99
Envío		€0
<b>Total</b>		<b>€130.99</b>

Seleccione el método de pago



Crédito o débito

– or –

Opcion de pago

Thanks for reading

**For further help please contact:  
[marketing@jcbeurope.eu](mailto:marketing@jcbeurope.eu)**



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