Jacobs

**Challenging today.
Reinventing tomorrow.**

# Brand guidelines

Version 8.1
March 2020

Welcome

Our brand signals to the world who we are. Everything we do communicates our brand, so we use it to ground our work — with one another and our clients. In its simplest articulation, our brand is: "Challenging today. Reinventing tomorrow."

Challenging today
Our unique approach to challenge what's accepted, using our expertise and knowledge to rethink the way we solve problems.

Reinventing tomorrow
The outcome, from the innovations we build for our clients to the positive impact our solutions have on the world.
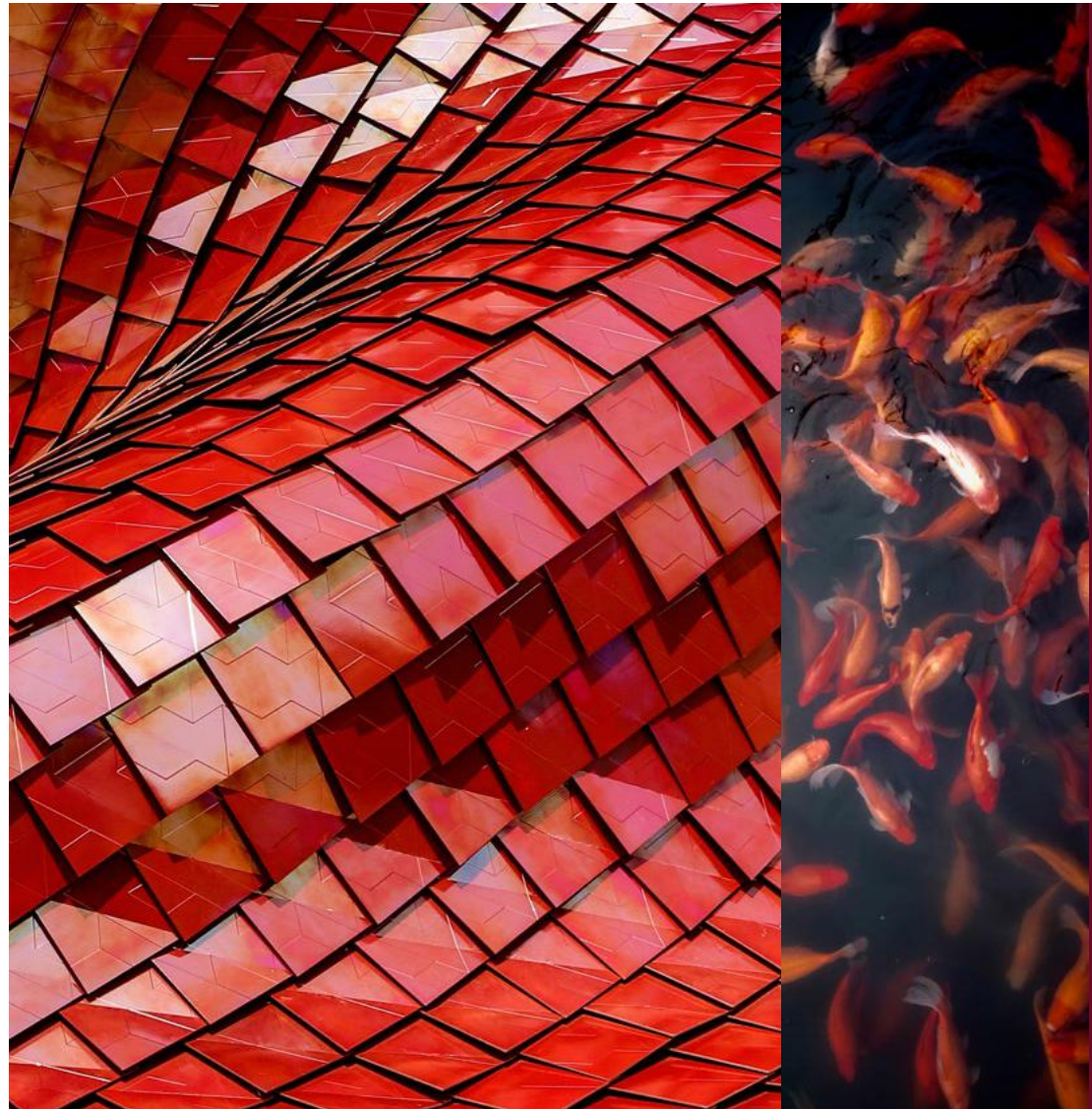
What follows is a source of inspiration and rules for how we can embody our brand in everything we do.

Tips

- This guide is available in two formats through the Brand Central on JacobsConnect:

  - The online version is an at-your-fingertips resource avialable at http://brandguide. brandfolder.com/jacobs/

  - The PDF (this document) is formatted for on-screen viewing and navigation with bookmarks and links

- This guide is a living, breathing document; Always check the release date to ensure you have the latest version.

- We're here to help: Flip to the "Help & resources" section for a glossary of terms, training tutorials and other resources.

- This document is internal: If a vendor or partner requires access, contact OurFuture@jacobs.com.

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What you'll discover

Have a question? We're here to help.
Internal & confidential

Version 8.1 | March 2020   4

Brand platform

What you'll discover

INTRODUCTION

Our brand platform is the foundation of our brand. It guides everything we do and is a tool to inspire communications, experiences and even decision making.

Brand narrative

Our brand narrative is our foundation. It's the bedrock of our behavior, our communication and the experiences we deliver. It's an internal message meant to inspire everyone who works with Jacobs.

Tip
This is a tool for everything we do, big and small. Use it to guide your decisions, processes and ideas.

Challenging today is our response to the increasing complexity our world is experiencing.

It calls on us to join forces, putting our knowledge and imagination together to reinvent the way we solve problems and shape the next generation of innovative solutions.

Reinventing tomorrow is our promise and an invitation to challenge what's accepted and raise the bar in everything we do:

From the brilliant solutions we create with our clients, to the open and inclusive culture we create for our people. From the positive difference we make in our communities, to the added value we deliver to our shareholders.

Together, we're pushing the limits of what's possible. We stay ahead to create the new standards our future needs.

Jacobs. Challenging today. Reinventing tomorrow.

Tagline

What we pledge
Simply speaking, challenging today and reinventing tomorrow is what we do all day, every day. It summarizes what we promise to everyone we interact with. It frames our value in terms of the benefit we deliver rather than an explanation of what we do.

Challenging today.
Our response to the increasing complexity our world is experiencing

Reinventing tomorrow.
Our promise and invitation to challenge what's accepted and raise the bar in everything we do

Here are a few tips for using the tagline

- Always use it with the logo. This helps people associate it with us.

- Use it at the brand level. It's an approach we apply across our whole company

- Don't translate it. English is the primary language we use at Jacobs and we want to ensure the meaning of our tagline is as it's intended. Meanings change by language, so we'll always use it in English.

NOTE: We never translate our tagline, always displaying it in English.

Never modify or adjust capitalization or punctuation of the tagline.

Challenging today.
We challenge what's accepted and what's expected. We use our knowledge and experience to question and reimagine, breaking apart assumptions and presumptions, so we can shape lasting solutions for the future.

Challenging today.
Reinventing tomorrow.

Reinventing tomorrow.
We don't just look at what's in front of us. We're creating for what's next. From the innovations we build for our clients to the impact our solutions have on the world, by expanding the limits of what's possible today, we're creating a brighter future for everyone.

Purpose

Our purpose is the definitive statement about the difference Jacobs makes in the world.

It's the clear, credible rallying cry answering the fundamental question, "Why do we do what we do?" It captures the ultimate outcome we strive for.

NOTE: Never modify our purpose statement when used alone or isolated from other copy. When used as part of a paragraph, slight modifications are allowed to correct verb tense, etc.

Seamless, global collaboration leading to innovative solutions that leverage integrated data and connectivity

To create a more connected, sustainable world.

Delivering with a triple bottom-line focus — social, environmental and economic — through people, places and partnerships

Values

Our values are the fundamental tenets shared across our organization and the standards we hold ourselves to.

They provide guidance for how we interact with our clients, communities, shareholders and each other.

See Brand Files to download ready-to-use graphics of the values. Our PowerPoint template also includes pre-built slides.

↓ **Download the files:**
Go to Brand Files

NOTE: Our values always appear in this order.

Never modify capitalization or punctuation of our values.

We do things right.

We always act with integrity — taking responsibility for our work, caring for our people and staying focused on safety and sustainability. We make investments in our clients, people and communities, so we can grow together.

We challenge the accepted.

We know that to create a better future, we must ask the difficult questions. We always stay curious and are not afraid to try new things.

We aim higher.

We do not settle — always looking beyond to raise the bar and deliver with excellence. We are committed to our clients by bringing innovative solutions that lead to profitable growth and shared success.

We live inclusion.

We put people at the heart of our business. We have an unparalleled focus on inclusion with a diverse team of visionaries, thinkers and doers. We embrace all perspectives, collaborating to make a positive impact.

Brand personality

Our personality attributes inform how we express our brand verbally and visually. They help us balance our energy and drive while ensuring we're always dependable and grounded.

Use our brand personality as a lens to guide our expression, such as:
· Visuals
· Voice
· Deliverables
· Experiences

We are grounded and confident.

We are transparent and pragmatic in our approach. We always deliver and take pride in everything we do, recognizing the big and small achievements that make us us.

We are open and curious.

Curiosity drives us. Never shy of asking questions, we embrace what's different to enrich the outcome. We apply our imagination to create what has not been created.

We are brave and optimistic.

We apply our expertise and knowledge as we look into the future with great optimism and focus. We don't settle until we give our best and know that we're making a difference.

Summary

Together, our platform forms the foundation of our brand. It's a guide for everything we do and a resource for everything we create.

Challenging today. Reinventing tomorrow.

PURPOSE

To create a more connected, sustainable world.

VALUES

We do things right.
We challenge the accepted.
We aim higher.
We live inclusion.

BRAND PERSONALITY

We are grounded and confident.
We are open and curious.
We are brave and optimistic.

Messaging
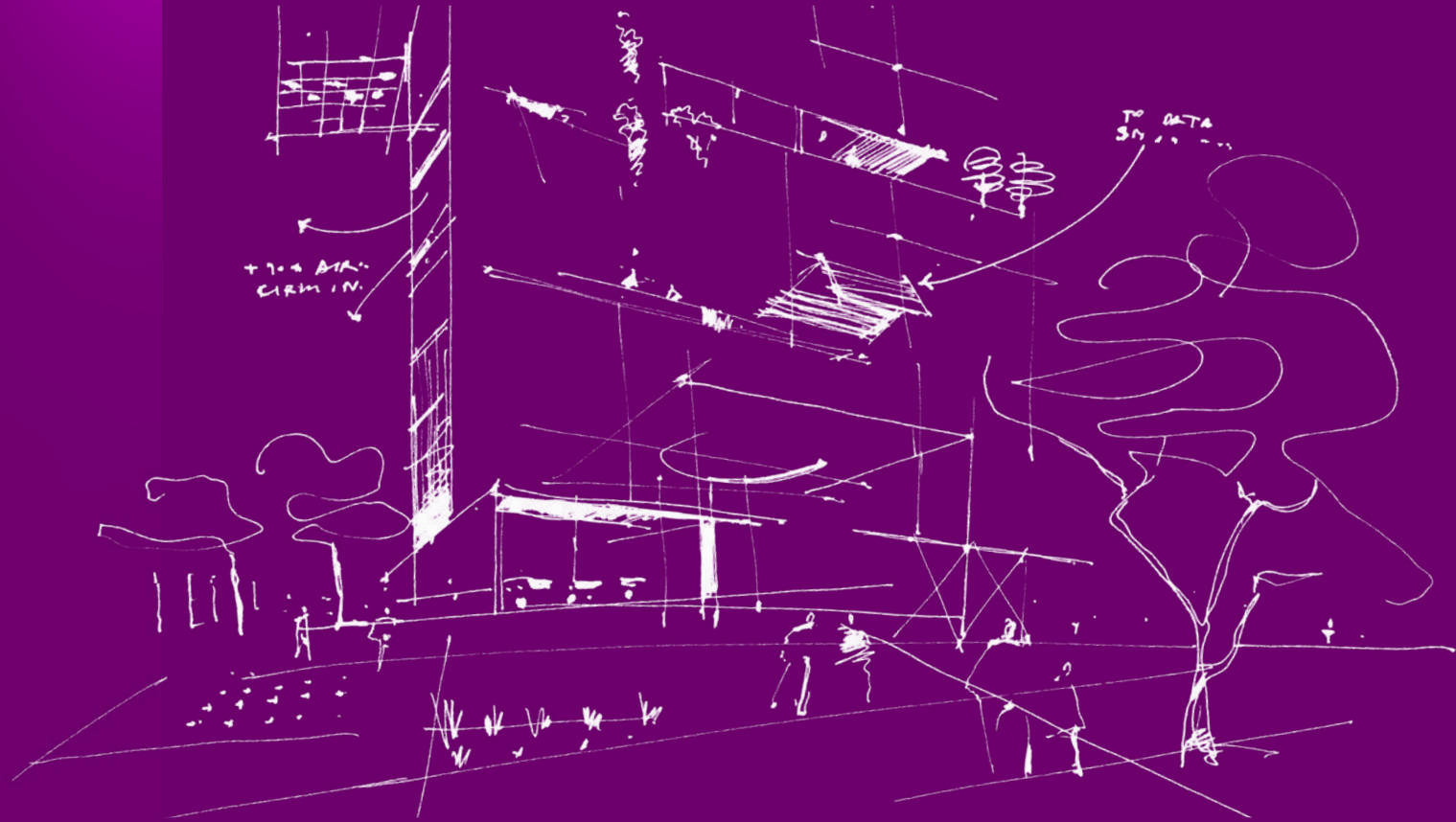
What you'll discover

INTRODUCTION

The elements in this section will guide you in delivering effective communications. Use them together to develop consistent and cohesive brand messages.

Brand voice HOW WE SAY IT	+	**Messaging** WHAT WE SAY	+	**Target audiences** WHO WE SAY IT TO	=	**Effective and strategic communications**
Our tone of voice guides the consistent manner and style of what we're saying.		Key messages help us prioritize the most important elements we want to communicate.		Understanding our audiences helps us tailor what we're saying to the people we're talking with.		The result is effective, on-brand messages that are relevant and focused to our intended audience.

Brand voice

Voice shapes the distinct tone, manner and style in which we communicate our story and key messages. Think of it as a set of attributes that informs and guides how we sound. Consistency of voice builds trust and loyalty with all of our audiences — employees, clients, communities and shareholders — and sets expectations for when they interact with us.

ATTRIBUTE		IT SOUNDS…
Human	We distill complex information into real talk — because we're people, too.	Straightforward, not short Compassionate, not unprofessional Simple, not simplistic
Knowledgeable	Our expertise spans the world's most specialized and complex industries.	Smart, not technical Confident, not arrogant Thorough, not excessive
Driven	We're ambitious doers who create actionable outcomes.	Concise, not incomplete Focused, not inflexible Proud, not overbearing
Optimistic	We're excited about the innovative ways we can change the world for good.	Positive, not naive Visionary, not imaginary Compelling, not gratuitous

Key messages

By looking at our strategic objectives through the filter of our brand platform, we've created a set of key messages to help us create a hierarchy of information consistent across our communications.

They guide what we say and how we structure it. You'll see as we look at how to apply our key messages that they aren't necessarily copy themselves:

- They're inspirational and directional — the seeds for all communications
- They help us consistently highlight the most important parts of our story
- While every communication doesn't need to hit every point, each should connect to or support the key messages
- Key messages can be used to evaluate whether communications are on brand

1. We're invested in you and your success.

2. The biggest questions spark our curious minds.

3. We redefine what's possible.

Key messages

1. We're invested in you and your success.

What we solve with our clients is complex and pervasive.

To us, everything we do — whether water scarcity, aging infrastructure, access to life-saving therapies or sophisticated cyberattacks — is more than projects outlined in proposal requests. They're our challenges as human beings, too.

That's why we bring a thoughtful and collaborative approach to every one of our partnerships. We know we can help our partners make a positive impact on the world. We lead large project teams with many different companies and agencies — but make sure everyone's voice has a chance to be heard and respected.

Key messages

2. The biggest questions spark our curious minds.

At Jacobs, we solve the most important problems, the ones for the real world — making life simpler and more seamless along the way.

Each of us is united by the drive to dream big while keeping our feet planted firmly on the ground. We're energized equally by the extraordinary as the seemingly mundane — finding nuggets of inspiration in sometimes routine places. And our shared curiosity means we look beyond for insights and ideas.

Our solutions are creative and influence how we live today as well as into tomorrow. We're some of the smartest minds in the world, which means we always know there's more to learn.

Key messages

3. We redefine what's possible.

It's one thing to dream up new solutions. At Jacobs, we also deliver them.

To turn abstract ideas into realities that transform the world for good, it takes foresight into what's possible, courage to create solutions for the unknown, and the knowledge and skills to make them real.

We aren't reckless, but we are bold. This is what drives the work we do, from protecting the smallest bit of metadata to exploring the infinite expanses of the universe, from preserving a single drop of water to empowering the flow of information across the globe. We're willing and capable of disrupting the status quo — setting the standards of how we live over and over.

Target audiences

We speak to a number of different audiences, and each has a different relationship with us. With a clear view into what matters to our audiences, we can adapt our key messages to be meaningful and relevant to each while staying true to who we are.

Employees

People who work with us now or those we'd like to join our team.

Clients

The businesses and governments that hire or contract with us.

Community

The people who live in places where our projects are or will be.

Shareholders

People who invest their money in our stock.

Audience: Employees

Who they are
People who work with us now or those we'd like to join our team.

What they value

- Solving complex challenges and doing meaningful work
- Opportunities to expand and grow, learn and lead
- The ability to deliver their best work
- A place to bring their whole selves to work

Core message

Design your career with a company that inspires and empowers you to deliver your best work so you can evolve, grow and succeed — today and into tomorrow.

Applying key messages

We're invested in you and your success.
Our diverse perspectives and unique backgrounds power our collective strength. By supporting one another and through our culture of caring, we all succeed.

The biggest questions spark our curious minds.
We clear the way for inventive thinking and exploration, so you have the support, means and space to deliver the boldest solutions for the extraordinary and everyday.

We redefine what's possible.
There's something that drives everyone   and we want you to keep evolving your career, discover unexpected opportunities and ensure you can deliver on tomorrow.

Audience: Clients

Who they are
The businesses and governments that hire or contract with us.

What they value
- Performance excellence
- Cost/return on investment (ROI)
- Profit/growth
- Expertise
- End-user service

Core message

Our global network of expertise and knowledge is yours, so you can create, deliver and succeed with certainty — not just today but into tomorrow.

Applying key messages

We're invested in you and your success.
We're invested in your questions, your obstacles, your success, working with you to turn challenges into opportunities. Together, we create innovative solutions that solve for today and into the future.

The biggest questions spark our curious minds.
We're driven by your most complex problems, and just as energized by the seemingly simple. By challenging what's expected, we're able to discover a new way forward.

We redefine what's possible.
Our expertise goes deep and wide across disciplines, geographies and industries. By applying our extensive knowledge to specific needs, we're able to help you imagine, design and realize for what's next.

Audience: Communities

Who they are
The people who live in places where our projects are or will be.

What they value
- Connection and belonging
- Investment in the places where they live, work and play
- Informed communication

Core message

Thriving communities. Healthy cities. A brighter future. What we do is more than a job, we work every day to make the world better for all.

Applying key messages

We're invested in you and your success.
We live and play in the communities where we work — so we're personally invested in the impact, outcomes and promise we deliver. We work together to build a better future for everyone.

The biggest questions spark our curious minds.
We craft solutions that affect the way people live. Whether in our day-to-day or our community work, we solve for better, never losing sight of our responsibility to each other.

We redefine what's possible.
We envision a world in which all people are celebrated, potential is honored and the planet is flourishing. Through our work and our initiatives, we're turning that vision into reality every day.

Audience: Shareholders

Who they are
People who invest their money in our stock.

What they value

- Financial stability and growth
- Nimble and dynamic strategies that build long-term value
- Transparency as well as reporting compliance
- Strong company culture and employee morale

Core message

Our smart portfolio management and strategic use of capital fortifies our global expertise, driving sustainable competitive advantage and delivering above-market returns.

Key messages

We're invested in you and your success.
Our focused strategic vision paired with a disciplined approach to investing your capital results in innovative solutions and a track record of above-market, risk-adjusted returns.

The biggest questions spark our curious minds.
Our unique culture rewards inventive thinking while maintaining our financial discipline. This combination powers innovation that solves the world's most-complex challenges.

We redefine what's possible.
Our deep-and-wide expertise, strong customer relationships around the globe, and delivery of tomorrow's solutions today mean we stay ahead of the competition throughout economic cycles.

Messaging principles

These principles help ensure you're always delivering messages that are authentic and memorable.

NOTE: While we want to build a sense of familiarity with every audience, we never want people to feel like we're crossing boundaries or giving them an unwanted hug.

1. UNDERSTAND YOUR GOAL

Each touchpoint has a different purpose. Having a clear understanding of the goal — whether it's functional, informational or promotional — can help set the tone for what you want to accomplish.

2. USE CONTRACTIONS

Cut out the formality and create a familiar and dependable tone. This helps us build relationships and trust.

3. MODULATE FOR CONTEXT AND RELATIONSHIPS

Understand the communication you're creating and apply the Jacobs voice accordingly. Dial up (or down) certain voice attributes based on the context and audience.

4. MAKE IT CONVERSATIONAL

People want to feel like you're speaking with them, not at them. They want to know what we can do for them. Address their needs and concerns — and open the door for further conversation.

5. MINIMIZE "QUALIFYING" LANGUAGE

We're not "committed" to doing things — we do them. Other phrases like "striving for" and "dedicated to" can create doubt. We don't want to over promise, but we want to be clear about the value we provide.

Writing for Jacobs

STEP 1:
WHAT'S YOUR GOAL?

Is it functional?
- Add structure when possible
- Think visually
- Select words carefully, less is more
- Consider and guide every step of the way

Is it informative?
- Be human, not technical
- Share enough without being overwhelming
- Don't assume the reader knows anything, start from ground zero

Is it persuasive?
- Be bold
- Focus on impact, elevate why it matters
- Tell a story and bring it to life
- Be creative but bring it back to our promise

STEP 2:
WHO ARE YOU TALKING TO?

Employees
Design your career with a company that inspires and empowers you to deliver your best work so you can evolve, grow and succeed — today and into tomorrow.

Clients
Our global network of expertise and knowledge is yours, so you can create, deliver and succeed with certainty — not just today but into tomorrow.

Communities
Thriving communities. Healthy cities. A brighter future. What we do is more than a job, we work every day to make the world better for all.

Shareholders
Our global expertise combined with strategic portfolio management and agile capital deployment drives our sustainable competitive advantage and above-market returns.

STEP 3:
WHAT ARE YOU SAYING?

We're invested in you and your success.

The biggest questions spark our curious minds.

We redefine what's possible.

STEP 4:
HOW SHOULD YOU SAY IT?

Human
- Straightforward, not short
- Compassionate, not unprofessional
- Simple, not simplistic

Knowledgeable
- Smart, not technical
- Confident, not arrogant
- Thorough, not excessive

Optimistic
- Positive, not naive
- Visionary, not imaginary
- Compelling, not gratuitous

Driven
- Concise, not incomplete
- Focused, not inflexible
- Proud, not overbearing

STYLE TIPS:

- Sentence case headlines
- Contractions

- Define necessary jargon
- Include statistics

- Emphsize positives over negatives

- Active voice
- Strong verb choice

STEP 5:
AND FINALLY...

Is there a clear call to action?

Does the reader know where to get more information?

Explaining Jacobs

Describing who we are and what we do is a common challenge we face whether we're talking to a potential recruit, pitching a new client or chatting with a stranger in an elevator.

We know our brand narrative, but to be convincing and genuine, we each need to internalize our brand and put it in our own words.

As guideposts, here are key points to consider and weave into our description of who we are and what we stand for.

Explain Jacobs in your own words

Jacobs is…
- A global solutions provider.
- Made up of talented, multi-disciplinary people who work across industries around the globe.

Every day, we…
- Solve the most important challenges — making life simpler and more seamless along the way.
- Take on some of the biggest challenges such as water scarcity, aging infrastructure, access to life-saving therapies or sophisticated cyberattacks.
- Apply our knowledge across industries and around the world to the task at hand — big and small, global and local.

We believe in…
- Dreaming big while keeping grounded.
- Bringing a different way of thinking to everything we do, challenging the status quo and questioning what others might accept.

- Delivering. It is just as important as ideas.
- Doing meaningful work that reflects the diversity of our experiences and expertise.

We're driven by…
- Collaboration, working with our partners and each other to make the world more connected and more sustainable for everyone.
- A shared curiosity that looks for insights and ideas.
- The extraordinary as well as the seemingly ordinary, finding inspiration in sometimes routine places.
- Building on our legacy and history with an openness to learning and experiencing new things.

Before and after: end markets

Before

Water
Whether it's treating, distributing or storing water, Jacobs reaches across boundaries and collaborates to successfully deliver customized innovative solutions.

Transportation
Our clients move people, goods, and freight over land, through the air, across the sea, underground and even through mountains, and we help them achieve it.

Cybersecurity
We are at the forefront of the most important security issues today.

After

Turning the tide for good
A modern storage system for California's scarcest and most valuable resource. A sewage management system in Hong Kong that converts sludge into electricity. Protection for our world's coasts against rising oceans. When it comes to innovative, sustainable and comprehensive solutions, the future of water depends on us.

Rerouting the future
Others see aging global infrastructure. At Jacobs, we see an opportunity to build better roads, rails and runways to keep future generations moving forward. We understand the transportation landscape, how it's regulated and how it's evolving. When it comes to navigating its challenges and complexities, we're here to help.

Innovating the impenetrable
Our history is long when it comes to national defense operations. While hackers continue to wage the war for data, we're constantly thinking up new ways to remain several steps ahead so we can make sure your digital infrastructure — whether it's on a server, in the cloud or a hybrid — remains uncompromised.

Audience:
Clients

Voice:
- **Human**
  Simplifies the language
- **Knowledgeable**
  Emphasizes the breadth of what we do
- **Optimistic**
  Focuses on the opportunities
- **Driven**
  Dials up the impact we have on the future

Before and after: employee networks

Before

At Jacobs, we are committed to creating a Culture of Caring — a workplace that values the safety, positive mental health, and inclusion and belonging of all employees.

Our Jacobs Employee Networks play a critical role in fostering our Culture of Caring in the work they do. These employee-led and employee-organized groups are centered around offering employees an opportunity to collaborate with others around the world who share similar interests and explore opportunities that relate to their specific goals.

The shared mission of our employee networks is to make to celebrate and develop Jacobs' diverse employee population, provide career enriching development opportunities for all levels of talent, assist in the attraction and retention of top diverse talent, facilitate innovation at Jacobs, and contribute to the communities in which we live and work.

After

At Jacobs, diversity powers our collective strength. Unique backgrounds. Distinct perspectives. Extraordinary experiences.

As part of our Culture of Caring, we unite employees across the globe to foster these differences and amplify each voice through our Jacobs Employee Networks. Discover the employee-led and employee-organized groups that speak to you.

We believe our differences can broaden perspectives, our connections build confidence, and our collaboration inspires growth. Together, we'll accomplish more than we ever could alone.

Audience:
Employees

Voice:
- **Human**
  Simplifies the language
- **Knowledgeable**
  Uses a smart and confident approach
- **Optimistic**
  Conveys our visionary and compelling reasons for investing in our people
- **Driven**
  Focused and proud to show how we're making a difference

Before and after: social media

Before

Jacobs leads the global professional services sector delivering solutions for a more connected, sustainable world. With approximately $12 billion in revenue and a talent force of more than 50,000, Jacobs provides a full spectrum of services including scientific, technical, professional and construction- and program-management for business, industrial, commercial, government and infrastructure sectors. For more information, visit www.jacobs.com.

After

We deliver impactful global solutions to create a more connected, sustainable world — from intelligence to infrastructure, cybersecurity to space exploration. Our 50,000 employees across 50 countries work every day, challenging the expectations of today to reinvent the way we'll all live tomorrow.

Audience:
All

Voice:
- **Human**
  Simplifies the language
- **Knowledgeable**
  Uses clear language that feels confident, not technical
- **Optimistic**
  Elevates the bigger picture
- **Driven**
  Focuses on the impact of our global team

Visual identity
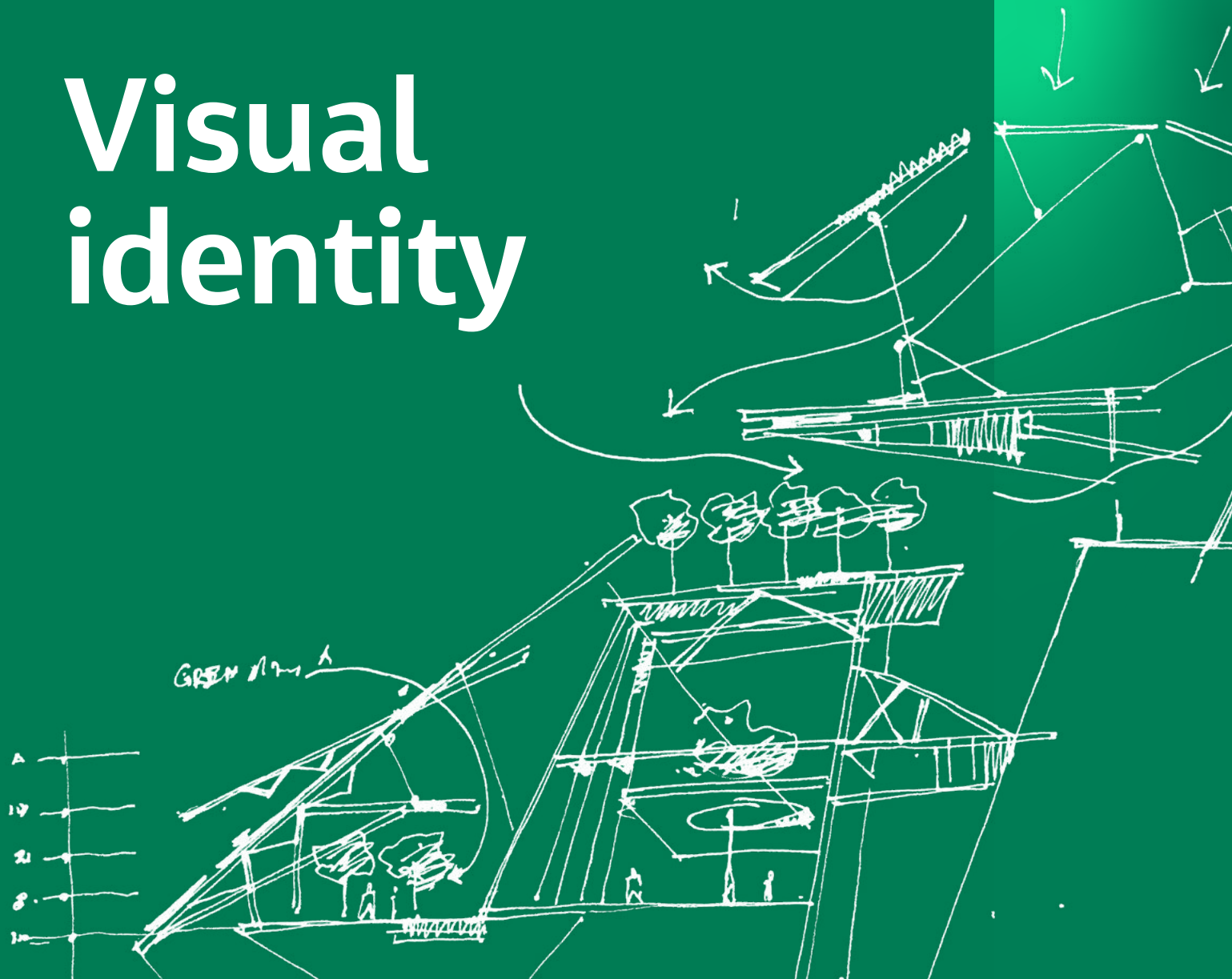
What you'll discover

INTRODUCTION

Our identity helps communicate our vision for today into tomorrow — one that's bold and unique in our approach as well as the challenges we solve. By emphasizing moments in time, our visual system conveys how we're always moving forward while highlighting what we do to get there.

It's important to show up consistently to build brand recognition. This section will help guide you to ensure we do just that.

↓ **Download the files:**
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Logo

The Jacobs logo is the most prominent representation of our company, our people and our brand. We believe in the power of simplicity, so it only shows up in black and white.

- Think consistency, clarity and legibility.
- Black and white reflects our strength and simplicity.
- Official art files are tools to help you — no need to modify them.
- Clear space and minimum-size requirements ensure our logo has the prominence it needs.
- Scale proportionately so the logo is never skewed.
- Place the logo as outlined in the following pages.

Usage
The logo alone as well as locked up to our tagline should be used as the primary expressions of our brand. Consistency and clarity are always the priority because they represent how we show up for our people, our clients, our communities and our shareholders.

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Jacobs

LOGO LOCKUP

LOGO ONLY
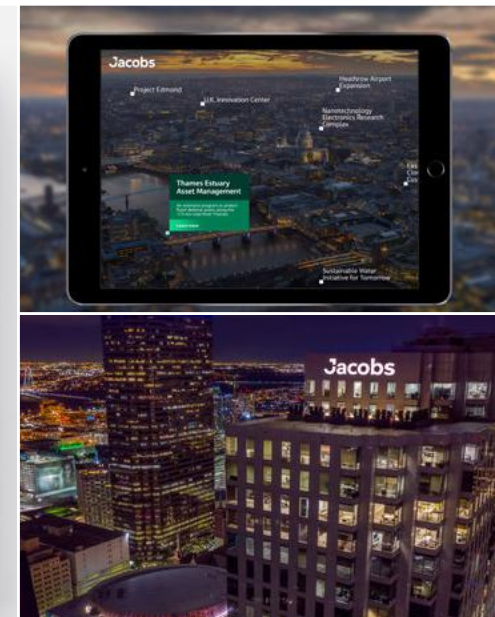
J-mark

Our mark is the J in our logo. The two pieces embody the two parts of our tagline: Challenging today. Reinventing tomorrow.

The black version reproduces best with embossing, debossing, varnish and other premium printing techniques.

Usage
We reserve our J-mark for select occasions, usually when space is limited.

Examples include:
· Merchandise and apparel
· High-impact graphical pieces intended for emotional impact
· Small digital spaces

NOTE: Our terminology

Logo: Our proprietary graphic treatment of the word Jacobs
Mark or J-mark: The standalone graphic mark of the "J" letterform taken from the logotype
Wordmark: "Jacobs" spelled out in plain text (example: within body copy)

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② Reinventing tomorrow.

Arrow pointing up and to the right signaling:

· Impact on the future
· Infinite potential and optimism
· Forward advancement through innovative and creative solutions

① Challenging today.

Upward arc symbolizing:

· Agility to change course
· Boldness to go against convention
· Courage to make a difference
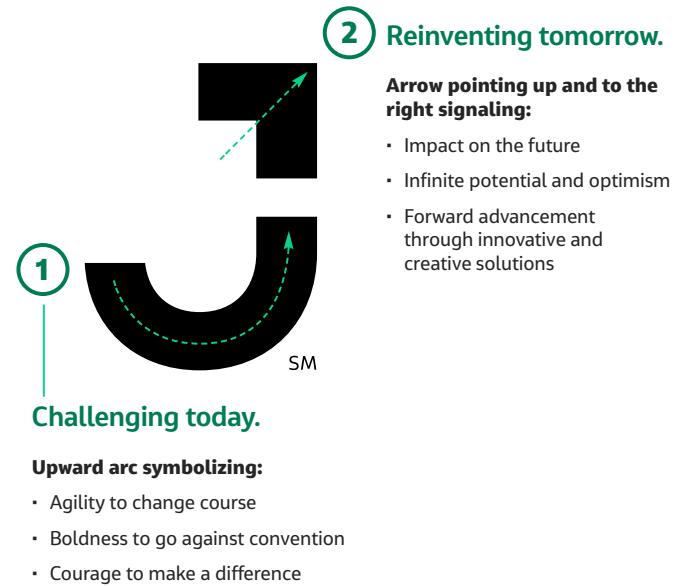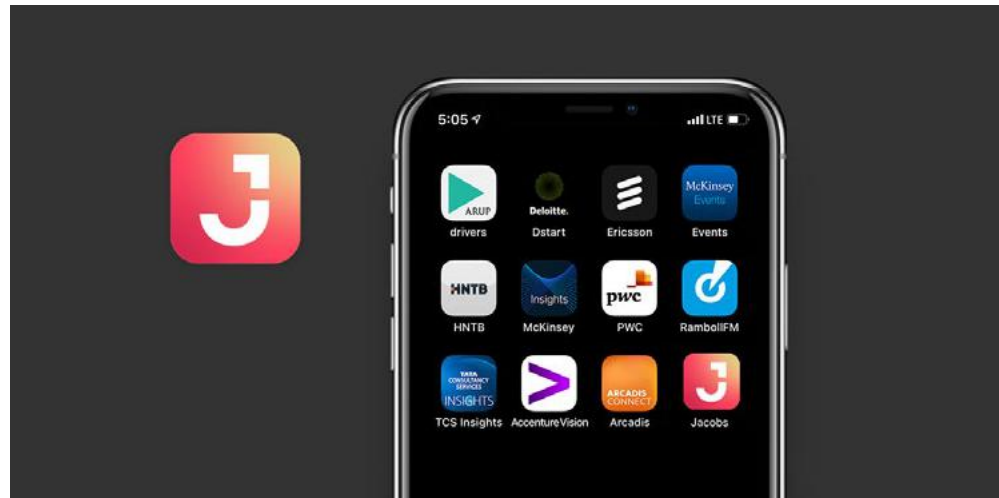
USAGE EXAMPLE

Logo clear space

Allowing our logo and mark to breathe is an important consideration, so we've created rules for clear space.

We define clear space as an area free of type, graphics and other elements that can create a cluttered feel.

These are the minimum clear space requirements. Use more whenever possible.

Measurements
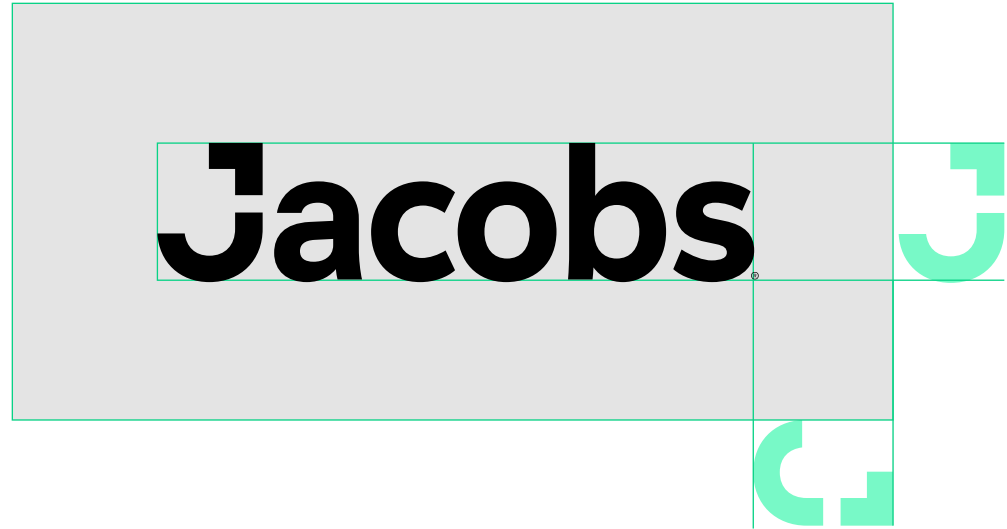
J-MARK CLEAR SPACE

Measurements
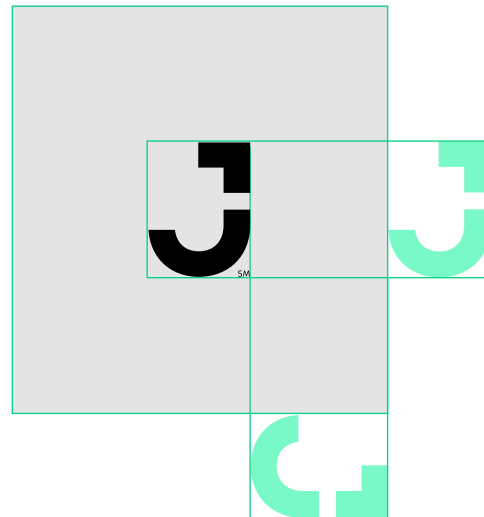
Logo-and-tagline lockup

Our logo and tagline together make up our logo-and-tagline lockup. Always use the official art files for consistency and emphasis.

Primary lockup
- The top of "Challenging today" comes halfway up the left edge of top portion of our mark. The base of it is placed halfway between the two parts of the mark.
- "Reinventing tomorrow" is set on the same base as our logo.
- The space between the logo and tagline is the width of the mark.

Secondary lockup
- The distance between the logo and the tagline is the height of the lower part of the mark.
- The stacked lockup is primarily left aligned but can be center aligned in special cases.

Special cases
- In certain instances, like merchandise printing, the lockup can be centered.

NOTE: We never translate our tagline, always displaying it in English.

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PRIMARY LOCKUP: LONG

Jacobs Challenging today. Reinventing tomorrow.

Measurements

Jacobs Challenging today. Reinventing tomorrow.

SECONDARY LOCKUP: LEFT

Measurements

Jacobs
Challenging today.
Reinventing tomorrow.

SPECIAL CASES ONLY: CENTER

Jacobs
Challenging today.
Reinventing tomorrow.

Logo-and-tagline clear space

When using the logo-and-tagline lockup, use the height of the capital "J" to determine clear space around the lockup.

Measurements

Jacobs Challenging today.
Reinventing tomorrow.

SECONDARY LOCKUP: LEFT

Measurements

Jacobs
Challenging today.
Reinventing tomorrow.

SPECIAL CASES ONLY: CENTER

Jacobs
Challenging today.
Reinventing tomorrow.

J-mark-and-tagline lockup

Our J-mark and tagline together make up our J-mark-and-tagline lockup. Always use the official art files for consistency.

Primary lockup
We use the top part of the J-mark as our inflection point to represent our approach to everything we do and the outcomes. The tagline is placed above and to the right using the same spacing as between the components.

Secondary lockup
The distance between the J-mark and the tagline is twice the distance between the two components. The lockup is left aligned but can be centered in special cases.

Special cases
In certain instances, like merchandise printing, the lockup can be centered.

NOTE: We never translate our tagline, always displaying it in English.

↓ **Download the files:**
Go to Brand Files

PRIMARY LOCKUP: RIGHT

Challenging today.
Reinventing tomorrow.

J
SM

Measurements

Challenging today.
Reinventing tomorrow.

J
SM

SECONDARY LOCKUP: LEFT

Measurements

J
SM

Challenging today.
Reinventing tomorrow.

SPECIAL CASES ONLY: CENTER

J
SM

Challenging today.
Reinventing tomorrow.

J-mark-and-tagline clear space

When using the J-mark-and-tagline lockup, use the height of the tagline to determine clear space around the lockup.

PRIMARY LOCKUP: RIGHT

Measurements

**Challenging today.
Reinventing tomorrow.**

J

SM

x = tagline height

x

SECONDARY LOCKUP: LEFT

Measurements

J

SM

**Challenging today.
Reinventing tomorrow.**

x

x

SPECIAL CASES ONLY: CENTER

J

SM

**Challenging today.
Reinventing tomorrow.**

x

x

Minimum size

For legibility, always keep the logo, the lockup and the J-mark at or larger than the minimum sizes.

Need it smaller?
If you need the logo smaller than the minimum size, use the wordmark instead of the logo by simply typing "Jacobs."

9pt / 0.125 inches / 3.175 mm (3/4 pica)

9pt / 0.125 inches / 3.175 mm (3/4 pica)

15pt / 0.21 inches / 5.334 mm (1.25 pica)

42pt / 0.58 inches / 14.732 mm (2.625 pica)

Wordmark & legal entity name

Wordmark

"Jacobs" spelled out in plain text is our wordmark and is a registered trademark:

- Possessive form: Jacobs'
- We use the registered trademark symbol (®) with the first non-possessive use.
- We only need to use the trademark symbol on first reference, then omit it on subsequent uses.
- We use our wordmark in English to avoid language and cultural nuances that can occur during translation.

Legal entity name

Our legal entity name is "Jacobs Engineering Group Inc."

- We use our legal entity name in official contracts, documents, and emails that outline our fees, timeframes or service terms.
- When using our legal entity name, use it as the first reference followed by our wordmark in parentheses "(Jacobs)", then use our wordmark for all subsequent references.
- The possessive form of our legal entity name is: Jacobs Engineering Group Inc.'s
- For impact, try to keep our legal name on one line.
- We use our legal entity name in English to avoid language and cultural nuances that can occur during translation.
- On internal documents, we use our wordmark instead of our legal entity name.
- To defend our trademark, never abbreviate our legal name such as with "JE" or "JEG."
- Note: "JEC" is our stock symbol and should be used only when referring to that symbol, not as a shorthand for the legal entity name

Placement

Our logo placement options create flexibility in layouts.
- Place in any one of the four corners of a standard layout.
- Align the logo with other design elements or copy for visual clarity.

The placement of our logo-and-tagline lockup should also be thoughtful for clarity and legibility.

Primary lockup (horizontal)
The primary lockup can be placed in all four corners and in the center at the top or bottom of the layout.

Secondary lockup (left stacked)
The left-stacked lockup can be placed in the upper left corner or lower left corner.

Special cases (center stacked)
Place the center-stacked lockup in the center at the top or bottom of the layout.
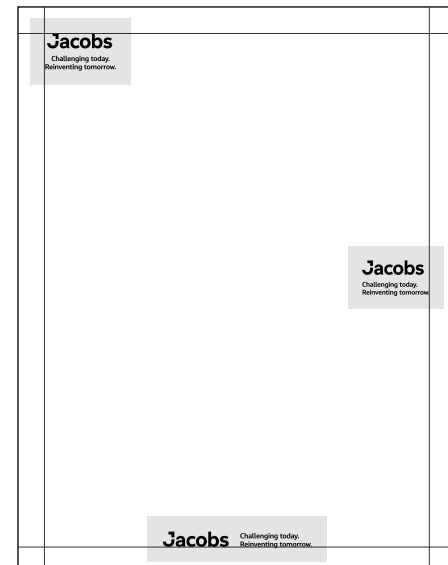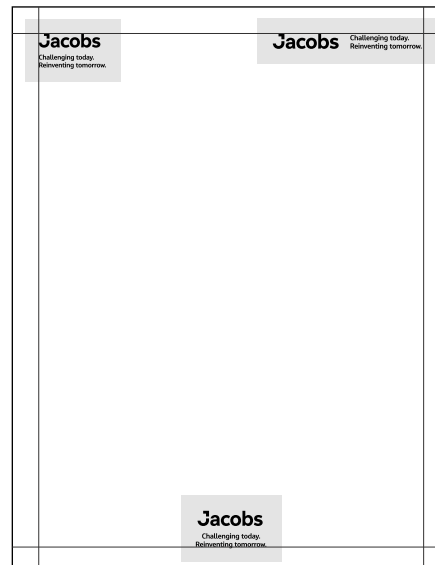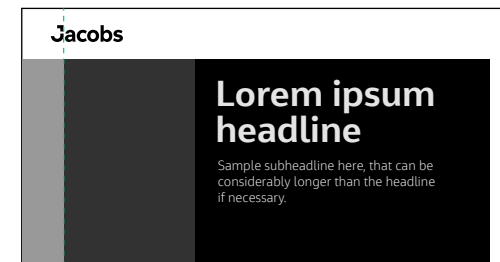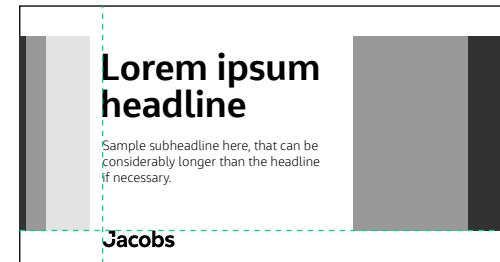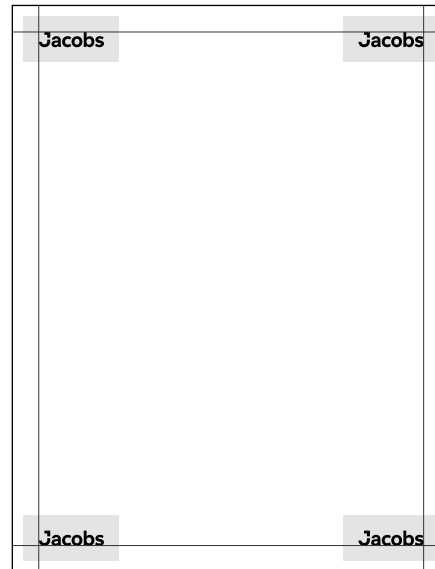
Co-branding

As we collaborate and work with partners, we may need to use our logo alongside theirs.

- Always lead with our logo if possible.

- Size all logos so they're displayed with equal weight.

- Follow minimum size and clear space recommendations.
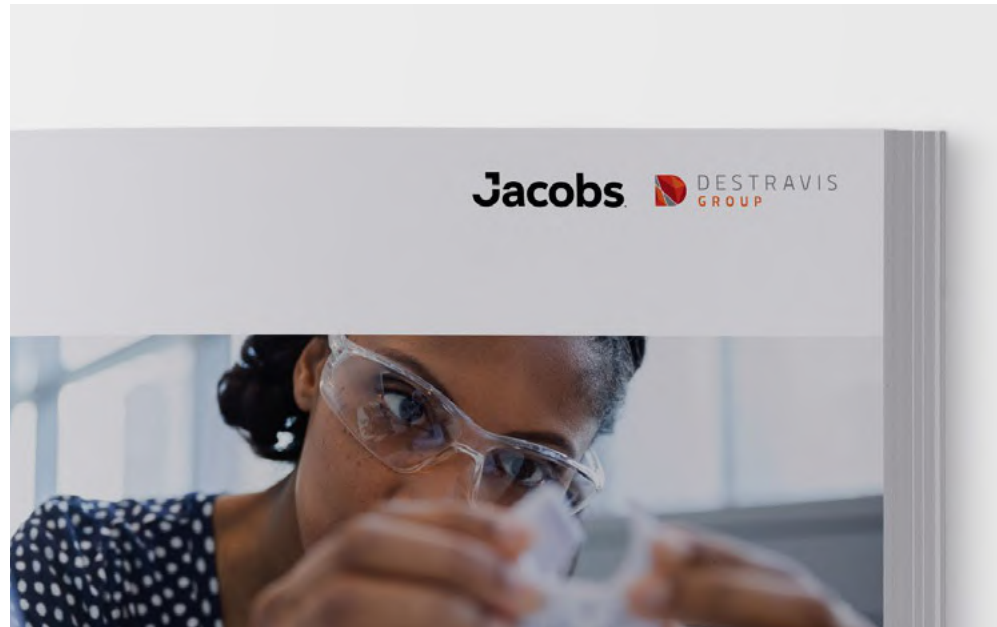
Do nots

Always use official art files for our logo, J-mark and lockups, and never modify or manipulate them in any way. When you size the logo, do so proportionately. Here are examples of what not to do.

NOTE: Although only the primary logo is shown here, the same rules apply to our J-mark.

❌ Do not change the color

Jacobs

❌ Do not stretch the logo

Jacobs

❌ Do not add effects to the logo

Jacobs

❌ Do not add graphic elements to the logo

Jacobs

❌ Do not place to the logo on a busy background

Jacobs

❌ Do not place the logo within a holding shape

Jacobs

❌ Do not add an inflection point to the logo

Jacobs

❌ Do not attempt to recreate the logo in any way

Jacobs

❌ Do not rotate the logo. It should always be at 0-degree rotation

Jacobs

❌ Do not lock up the symbol and the logotype

**J
Jacobs**

❌ Do not outline the logo

Jacobs

❌ Do not arrange the letters of the logo vertically

Jacobs

❌ Do not render the logo in gradients

Jacobs

❌ Do not alter the scale or proportions

Jacobs

File-naming structure

Visit the Brand Files as your single source for all official files.

We've adopted a standard way to name files so we can easily identify the content.

Download the files:
Go to Brand Files

FILE NAMING STRUCTURE

1. Company	3. Tagline	5. Color space	7. Format
Jacobs	tag – tagline	cmyk	.ai
	[blank] – no tagline	rgb	.eps
		grayscale	.png
			.jpg
			.svg
			.tiff

Jacobs_logo_tag_long_cmyk_black.ai

2. Asset type	4. Version	6. Color
logo	long	black
jmark	left	white
	right	rich black
	center	

Jacobs **Challenging today.**
Reinventing tomorrow.

Logo library

Here is our collection of logo art files ready to use for your convenience. You can find the design files on Brand Central.

Download the files:
Go to Brand Files

LOGO

Jacobs

J-MARK

J

**PRIMARY LOCKUP:
LOGO, TAGLINE LONG**

Jacobs Challenging today. Reinventing tomorrow.

**PRIMARY LOCKUP:
J-MARK, TAGLINE RIGHT**

Challenging today. Reinventing tomorrow.

J

**SECONDARY LOCKUP:
LOGO, TAGLINE LEFT**

Jacobs

Challenging today. Reinventing tomorrow.

**SECONDARY LOCKUP:
J-MARK, TAGLINE LEFT**

J

Challenging today. Reinventing tomorrow.

**SPECIAL CASES ONLY:
LOGO, TAGLINE CENTER**

Jacobs

Challenging today. Reinventing tomorrow.

**SPECIAL CASES ONLY:
J-MARK, TAGLINE CENTER**

J

Challenging today. Reinventing tomorrow.

Color overview

We've chosen black and white to ground our palette in simplicity. We complement them with neutral shades and bright, bold colors to express the brave and optimistic parts of our personality.

These colors are an important part of our brand expression. Using them consistently is important for recognition and credibility. The following guidance helps you apply them in our style.

We've divided our palette into four groups — core, neutral, primary and extended. Each one serves a specific purpose within our visual system.

Core
Black and white, our beacons of simplicity, are the foundation of our
color selection.

Neutral
Our neutral colors provide balance to our palette.

Primary
Our primary colors are divided into five families: blue, purple, red, yellow and green.

Extended
Our extended colors are reserved for information graphics and data visualization. More details to follow as we build out this palette with our upcoming major update to the Document Template System.

N1
N2
N3
N4

PRIMARY

P1

P2

P3
P4
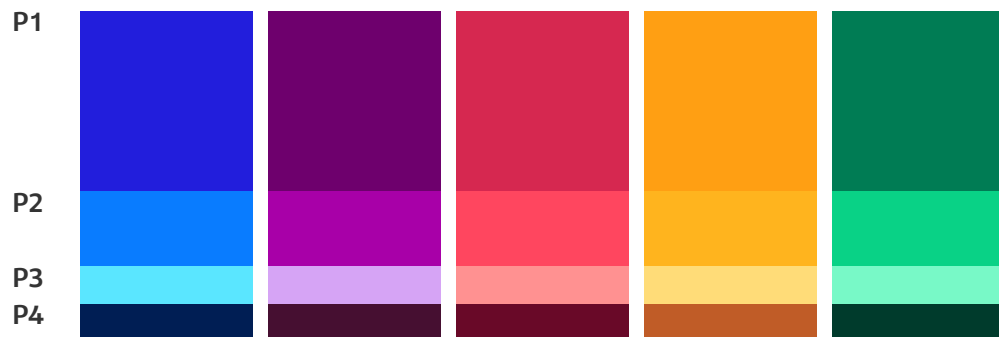
Core

Black and white are our foundational colors. We use them to ground our robust palette with thoughtful use of negative space.

Our logo and mark are always displayed in our core colors.

Rich black
Use the CMYK mix of 70-50-30-100 for a cool rich black mix to enhance production value when needed:
· For large fields of color
· For black display type

↓ **Download the files:**
Go to Brand Files

BLACK	WHITE
CMYK 0-0-0-100 / RICH BLACK 70-50-30-100	CMYK 0-0-0-0
RGB 0-0-0	RGB 255-255-255
HEX #000000	HEX #FFFFFF

NEUTRALS

N1

SPOT 425 C	SPOT 420 C
CMYK 48-29-26-76	CMYK 6-4-7-13
RGB 51-51-51	RGB 200-200-200
HEX #333333	HEX #C8C8C8

N3

N2

SPOT 429 C	SPOT Cool Grey 1 C
CMYK 21-11-9-23	CMYK 4-3-3-5
RGB 165-165-165	RGB 230-230-230
HEX #A5A5A5	HEX #E6E6E6

N4

Primary

Our primary palette has five focal colors with a spectrum of four supplementary values.

The Primary 1 (P1) colors are the purest expressions. P2 and P3 are brighter and lighter, bringing freshness and vibrancy to our visual identity. P4 serves as grounding elements.

Download the files:
Go to Brand Files

BLUES

	P1	P2	P3	P4
SPOT	300 C	2171 C	636 C	2147 C
CMYK	100-55-7-0	68-25-0-0	43-0-4-0	99-86-0-7
RGB	35-30-220	10-125-255	90-230-255	0-30-85
HEX	#231EDC	#0A7DFF	#5AE6FF	#001E55

PURPLES

	P1	P2	P3	P4
SPOT	2070 C	2068 C	264 C	255 C
CMYK	51-100-0-0	35-80-0-0	20-38-0-0	61-100-25-10
RGB	111-0-110	168-0-168	215-165-245	70-15-50
HEX	#6F006E	#A800A8	#D7A5F5	#460F32

REDS

	P1	P2	P3	P4
SPOT	214 C	191 C	197 C	221 C
CMYK	10-100-36-0	0-88-36-0	3-48-15-0	31-100-53-20
RGB	215-40-80	255-70-95	255-145-145	105-10-40
HEX	#D72850	#FF465F	#FF9191	#690A28

YELLOWS

	P1	P2	P3	P4
SPOT	1375 C	1235 C	1215 C	718 C
CMYK	0-45-100-0	0-32-95-0	2-15-66-0	18-74-100-8
RGB	255-160-20	255-180-30	255-220-120	192-92-39
HEX	#FFA014	#FFB41E	#FFDC78	#C05C27

GREENS

	P1	P2	P3	P4
SPOT	2244 C	2412 C	331 C	7729 C
CMYK	86-29-62-11	60-0-60-0	27-0-19-0	95-40-75-36
RGB	0-125-85	10-210-135	120-250-200	0-60-45
HEX	#007D55	#0AD287	#78FAC8	#003C2D

Accessibility

Accessibility is important to us, so we've pressure tested our color palette against the Americans with Disabilities Act (ADA) Standards for Accessible Design using a tool from WebAIM (webaim.org).

The following charts are guides to RGB color combinations with enough contrast to meet accessibility requirements for digital applications. For the charts …

- **Normal text** is text up to 14pt (18px)

- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than 18pt (24px) at any weight

- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text

- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text

- **Graphics UI compliance** applies to contrast ratios of 3:1 and better
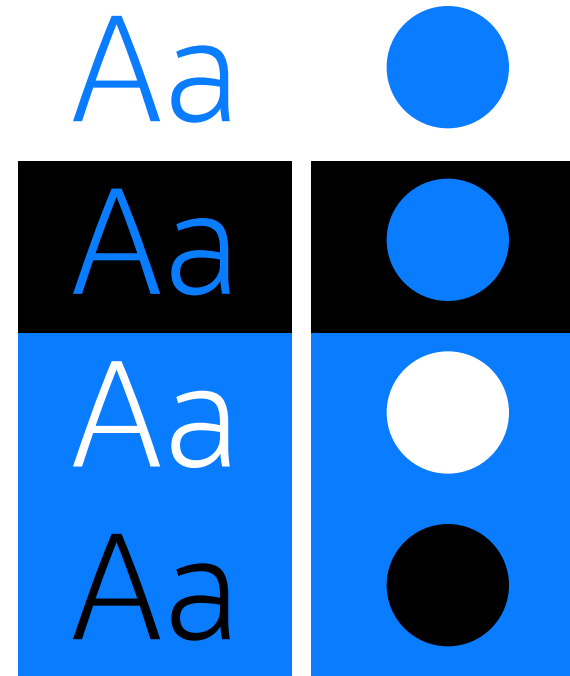
Accessibility: Neutrals RGB

- **Normal text** is text up to 14pt (18px)
- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than18pt (24px) at any weight
- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text
- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text
- **Graphics UI compliance** applies to contrast ratios of 3:1 and better

Neutral N1

Normal text	AA	AAA
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌

Large text	AA	AAA
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌

Graphics		
●	✅	
●	❌	
●	✅	
●	❌	

Neutral N2

Normal text	AA	AAA
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅

Large text	AA	AAA
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅

Graphics		
●	❌	
●	✅	
●	❌	
●	✅	

Neutral N3

Normal text	AA	AAA
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅

Large text	AA	AAA
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅

Graphics		
●	❌	
●	✅	
●	❌	
●	✅	

Neutral N4

Normal text	AA	AAA
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅

Large text	AA	AAA
Aa	❌	❌
Aa	✅	✅
Aa	❌	❌
Aa	✅	✅

Graphics		
●	❌	
●	✅	
●	❌	
●	✅	

Source: http://webaim.org/resources/contrastchecker/

Accessibility: Blues RGB

- **Normal text** is text up to 14pt (18px)
- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than18pt (24px) at any weight
- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text
- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text
- **Graphics UI compliance** applies to contrast ratios of 3:1 and better

Blue P1

Normal text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Graphics		
●	✓	
●	✗	
●	✓	
●	✗	

Blue P2

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✗
Aa	✓	✗
Aa	✓	✗

Large text	AA	AAA
Aa	✓	✗
Aa	✓	✓
Aa	✓	✓
Aa	✓	✓

Graphics		
●	✓	
●	✓	
●	✓	
●	✓	

Blue P3

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics		
●	✗	
●	✓	
●	✗	
●	✓	

Blue P4

Normal text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Graphics		
●	✓	
●	✗	
●	✓	
●	✗	

Source: http://webaim.org/resources/contrastchecker/

Accessibility: Purples RGB

- **Normal text** is text up to 14pt (18px)
- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than 18pt (24px) at any weight
- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text
- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text
- **Graphics UI compliance** applies to contrast ratios of 3:1 and better

Purple P1

Normal text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Graphics	AA	
●	✓	
●	✗	
●	✓	
●	✗	

Purple P2

Normal text	AA	AAA
Aa	✓	✗
Aa	✗	✗
Aa	✓	✗
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✓	✗
Aa	✓	✓
Aa	✓	✗

Graphics	AA	
●	✓	
●	✓	
●	✓	
●	✓	

Purple P3

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics	AA	
●	✗	
●	✓	
●	✗	
●	✓	

Purple P4

Normal text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Graphics	AA	
●	✓	
●	✗	
●	✓	
●	✗	

Source: http://webaim.org/resources/contrastchecker/

Accessibility: Reds RGB

- **Normal text** is text up to 14pt (18px)
- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than 18pt (24px) at any weight
- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text
- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text
- **Graphics UI compliance** applies to contrast ratios of 3:1 and better

Red P1

Normal text	AA	AAA
Aa	✓	✗
Aa	✗	✗
Aa	✓	✗
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✓	✗
Aa	✓	✓
Aa	✓	✗

Graphics		
●	✓	
●	✓	
●	✓	
●	✓	

Red P2

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✗
Aa	✗	✗
Aa	✓	✗

Large text	AA	AAA
Aa	✓	✗
Aa	✓	✓
Aa	✓	✗
Aa	✓	✓

Graphics		
●	✓	
●	✓	
●	✓	
●	✓	

Red P3

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics		
●	✗	
●	✓	
●	✗	
●	✓	

Red P4

Normal text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Graphics		
●	✓	
●	✗	
●	✓	
●	✗	

Source: http://webaim.org/resources/contrastchecker/

Accessibility: Yellows RGB

- **Normal text** is text up to 14pt (18px)
- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than18pt (24px) at any weight
- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text
- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text
- **Graphics UI compliance** applies to contrast ratios of 3:1 and better

Yellow P1

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics	AA	AAA
●	✗	
●	✓	
●	✗	
●	✓	

Yellow P2

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics	AA	AAA
●	✗	
●	✓	
●	✗	
●	✓	

Yellow P3

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics	AA	AAA
●	✗	
●	✓	
●	✗	
●	✓	

Yellow P4

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✗
Aa	✗	✗
Aa	✓	✗

Large text	AA	AAA
Aa	✓	✗
Aa	✓	✓
Aa	✓	✗
Aa	✓	✓

Graphics	AA	AAA
●	✓	
●	✓	
●	✓	
●	✓	

Source: http://webaim.org/resources/contrastchecker/

Accessibility: Greens RGB

- **Normal text** is text up to 14pt (18px)
- **Large text** is text that is bold, and 14-18pt (18-24px) or text larger than18pt (24px) at any weight
- **AA compliance** applies to contrast ratios of 4.5:1 for normal text and 3:1 for large text
- **AAA compliance** applies to contrast ratios of 7:1 for normal text and 4.5:1 for large text
- **Graphics UI compliance** applies to contrast ratios of 3:1 and better

Green P1

Normal text	AA	AAA
Aa	✓	✗
Aa	✗	✗
Aa	✓	✗
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✓	✗
Aa	✓	✓
Aa	✓	✗

Graphics		
●	✓	
●	✓	
●	✓	
●	✓	

Green P2

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics		
●	✗	
●	✓	
●	✗	
●	✓	

Green P3

Normal text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Large text	AA	AAA
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓

Graphics		
●	✗	
●	✓	
●	✗	
●	✓	

Green P4

Normal text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Large text	AA	AAA
Aa	✓	✓
Aa	✗	✗
Aa	✓	✓
Aa	✗	✗

Graphics		
●	✓	
●	✗	
●	✓	
●	✗	

Source: http://webaim.org/resources/contrastchecker/

Data graphics

Out extended palette comes to life in data visualization and infographics.

For charts with four or fewer graphic elements, choose a monochromatic scheme (using just one color family).

For charts with five or more graphic elements, select two color families and apply one color family at a time to half the data, such as three blues followed by three purples on a six-bar bar chart.

If the data contains categories, try to assign one color family per category.

For pie charts, arrange slices largest to smallest and apply the darkest hue to the largest section, the second-darkest hue to the secnd-largest section, and so on.

Separate slices with contrasting keylines to increase legibility.

DONUT CHART EXAMPLES

Gradients

Gradients are a useful way to signal a shift or change. We've used the Freeform Gradient tool in Adobe Illustrator to develop a specific formula. Use our primary colors when applying gradients.

For a monochrome gradient, we put P1 and P3 colors at opposite corners and blend them with our P2.

To reinforce our optimism for a brighter future, we put lighter colors in the top right corner and leave out darker P4 colors from our gradients.

↓ **Download the files:**
Go to Brand Files

NOTE: · For simplicity, use only one gradient per layout.
· For consistency, don't use tints or shades.
· For narrow or thin frames, use a linear gradient.

HERO GRADIENT 1 - MONOCHROME BLUE

P2   P3

P1

P2

P3

P1   P2

HERO GRADIENT 2 - DUOTONE BLUE-GREEN

P2   P3

P1

P2

P3

P1   P2

HERO GRADIENT 3 - DUOTONE BLUE-PURPLE

P2   P3

P1

P2

P3

P1   P2

Gradient library

For easy application, we have a set of ready-made gradients to use within layouts.

↓ **Download the files:**
Go to Brand Files

1

2

3

Gradient library

For easy application, we have a set of ready-made gradients to use within layouts.

Download the files:
Go to Brand Files

MONOCHROME

MONOCHROME + WHITE

DUOTONE

DUOTONE + WHITE

Color theory

If you're a designer or power user with access to Adobe Illustrator, we've put together a quick formula for you to use when creating new color gradients.

Start with up to three analogous primary colors using the Jacobs color wheel.

When using green and blue, the third color should either be yellow or purple, which are analogous to green and blue respectively.

When using red and yellow, the third color should either be purple or green, which are analogous to red and yellow respectively.

When using blue and purple, the third color should either be green or red, which are analogous to blue and purple respectively.

ANALOGOUS COMBINATION EXAMPLES

Creating new gradients

Once you've chosen your palette, pick P values for each color.

As an example, we've started with purple, red and yellow.

Two of the four corners should share a color family. In this example, you can see purple in the top and bottom left corners.

To ensure dynamic range, place P1 and P3 colors in opposite corners.

NOTE: To reinforce our optimism for a brighter future, leave out darker P4 colors from our gradients.

THREE-COLOR GRADIENT: P1 + P2 + P3

P2   P3

P1   P2

P2   P2

P1   P3

NOTE: P1 and P3 are in adjacent corners instead of opposite corners.

THREE-COLOR GRADIENT: P2 + P2 + P3

P2   P3

P2   P2

P2   P3

P2   P2
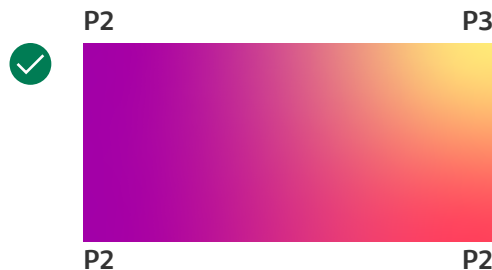
NOTE: Each corner is a different color, making it appear busy.

Creating new gradients

As long as the color families are analogous, a gradient can contain P3 colors exclusively.

In our first example, we use purple, red and yellow.

In our second example, we used yellow, green and blue.

When using only P3 colors, be sure to use black copy to ensure ADA compliance

THREE-COLOR GRADIENT: P3 ONLY

P3   P3

P3   P3

P3   P3

P3   P3
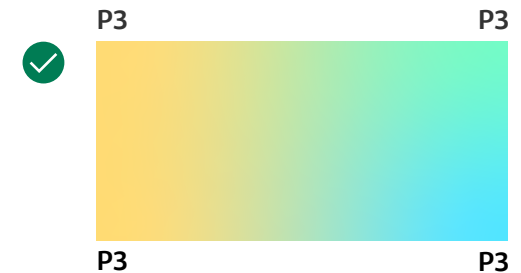
THREE-COLOR GRADIENT: P3 ONLY — WITH COPY

P3   P3

Lorem ipsum headline

P3   P3

P3   P3

Lorem ipsum headline

P3   P3
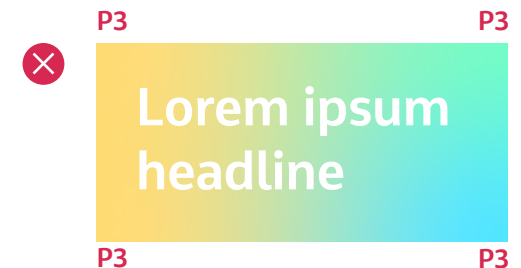
NOTE: P3-only gradients should be paired only with black copy to ensure ADA compliance.

Special gradient mesh treatment

We have a more complex gradient that can be used in special approved cases such as the annual report.

This gradient feels light and airy, and pushes the boundaries of creativity by fading through opacity and blending into the imagery. It follows the same rules of color by using analogous colors such as yellow and green and blue.

Creating a special mesh gradient

1. Start by selecting your color theme. In this case, we're using red, purple and yellow.

2. Use the brighter and lighter P2 and P3 colors for their freshness and vibrancy. Here, we're using the P2 red, P3 purple and P3 yellow.

3. Draw a rectangle similar in dimension to the image it will overlay and fill it with one of the P3 values. Here, we're using the P3 yellow.

4. Create a mesh grid with the Mesh Tool in Adobe Illustrator and add at least three but no more than five anchor points along the edges, gradually spacing them further and further apart.

P2 Red

P3 Purple

P3 Yellow

Step 3

Step 4
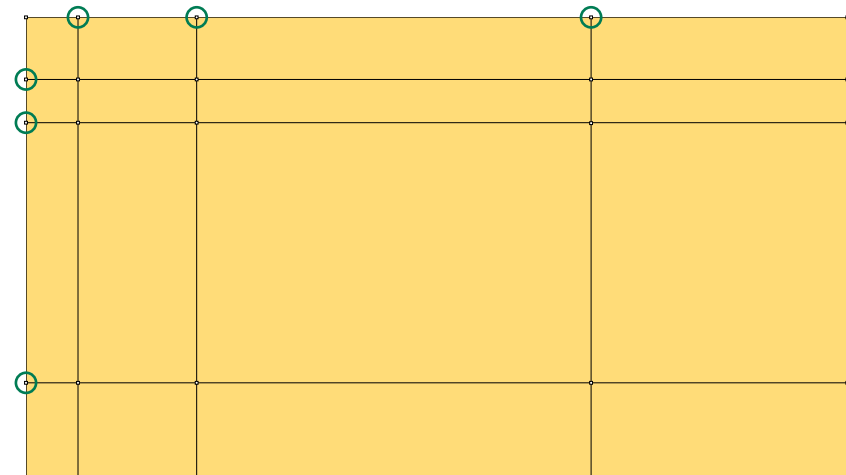
Creating a special mesh gradient

5. Using the Direct Select tool, choose a corner to anchor the heaviest color. Apply a P2 color here if you're using one. In this example, we're using red.

6. Apply the same color on several adjacent anchor points.

7. Apply a second color to the next ring of anchor points, working outward.

8. Fade the mesh by starting at the opposite corner from where the gradient begins. Set the transparency to 0%.

9. Select anchor points adjacent to that opposite corner and set the transparency to 0% there as well. Work your way back to the original anchor, increasing the transparency to 60%. Always leave the transparency of the original anchor at 100%.

10. Experiment and have fun. Adjust the anchor points until you have a dynamic color landscape.

Step 5
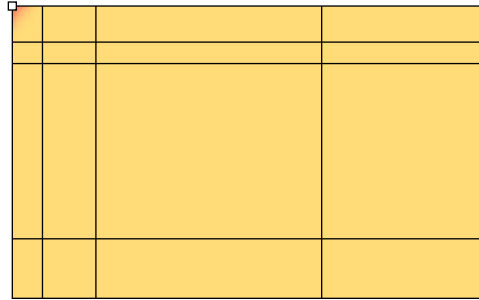
Step 6
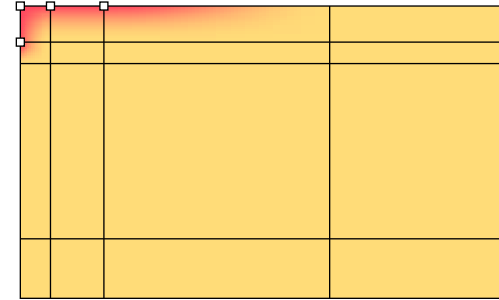
Step 7
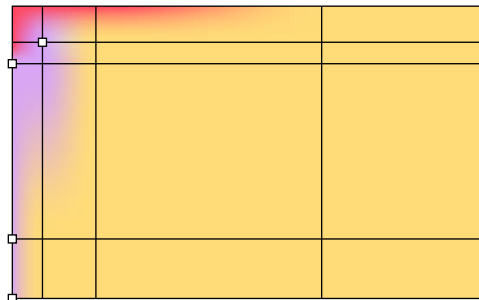
Step 8
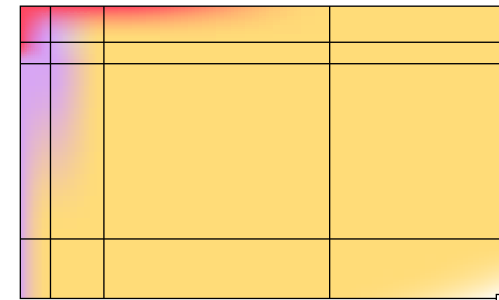
Step 9
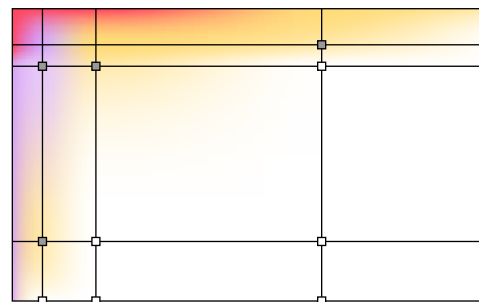
Step 10
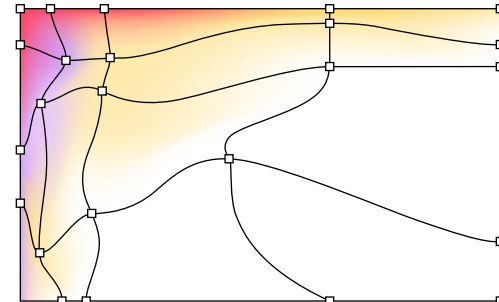
Creating a special mesh gradient

11. Overlay the gradient onto the image. Rotate and stretch the gradient so it feels complementary. Offset the gradient and image at a 45-degree angle.

12. If you're using an inflection point, be sure to add it to the corner with the richest color. In this case, it's the lower left corner.

Step 11

Step 12
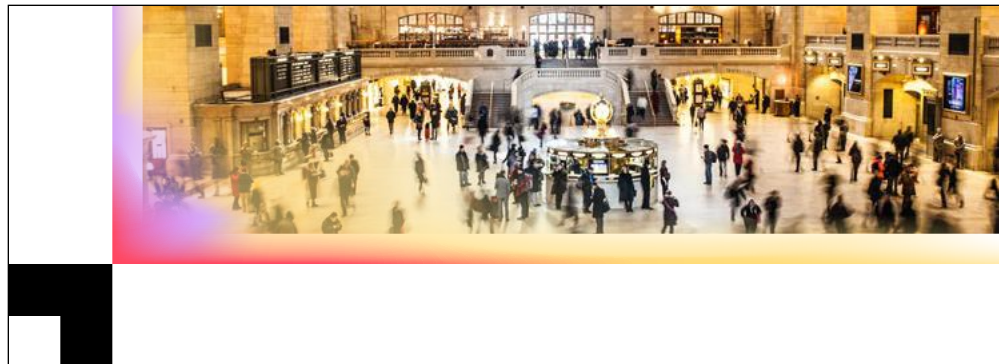
Sequence frames

We use sequence frames as an important graphic device. This device is inspired by our collaborative and process-oriented approach to solving challenges.

Sequence frames expand and contract to create a sense of momentum and progress, while the contents of the frames tell a story that supports a message. Here's how to create one:

- Anchor your layout with the sequence frame graphic motif.
- Arrange the other elements around it.
- Apply color fields and photo sequences thoughtfully.

In a layout, frames can run either vertically or horizontally. Use one direction per layout.
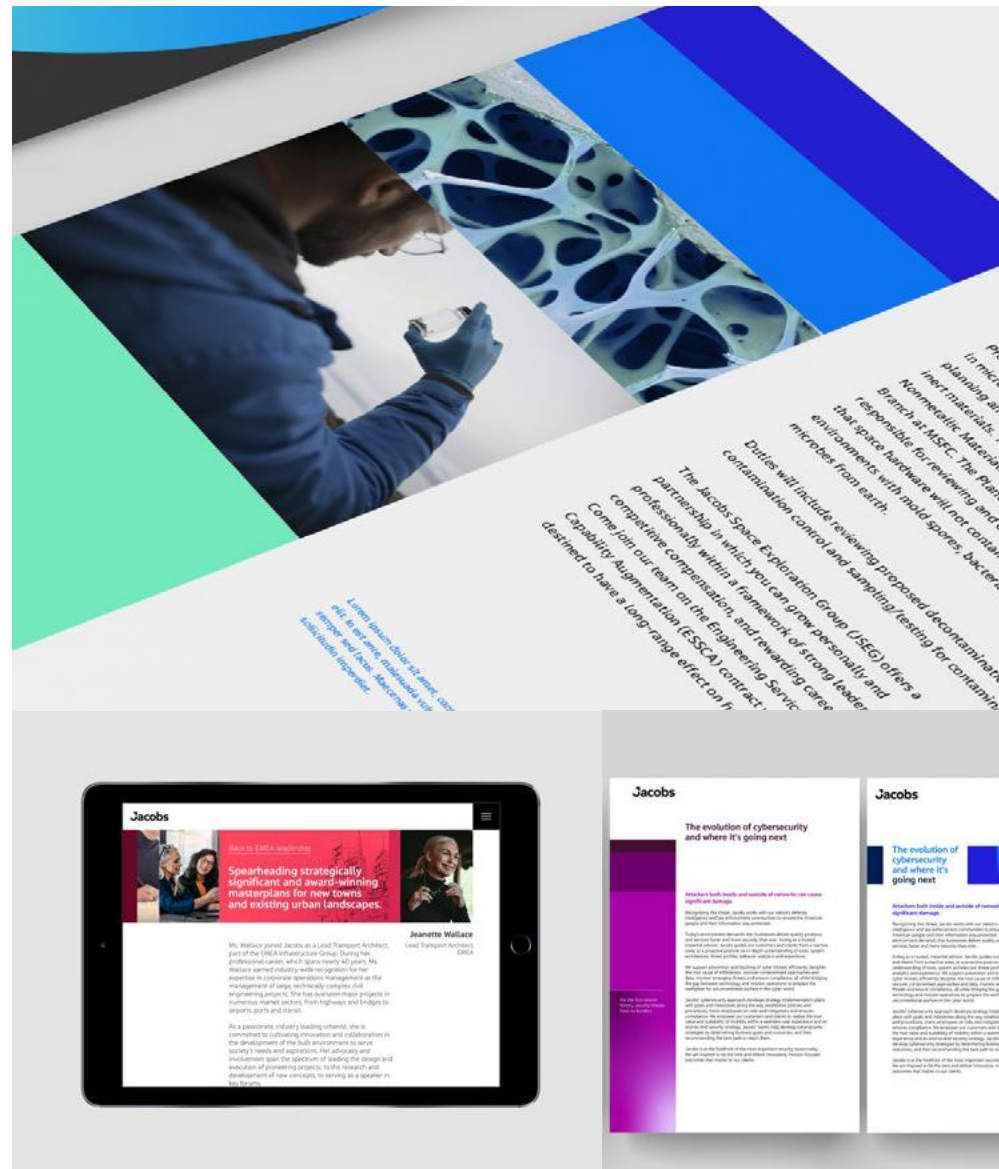
Creating a sequence

Sequence frames can help you engage an audience by integrating a series of moments to tell a story. They can create a sense of movement by linking those moments in time.

To build a sequence, combine frames by changing their heights in a vertical sequence or widths in a horizontal sequence.

Tips

- Scale the frames at 0.5x increments to create consistency while varying the sizes. Evenly sized frames can make the layout feel static, which doesn't accurately represent who we are or what we do.

- Vary and integrate frame sizes to create a sense of movement.

- Don't scale the frame size too inconsistently as it can feel haphazard, or too similarly, which can feel static.

- Use a minimum of three frames and a maximum of six.

SIZING THE FRAMES USING HALVES
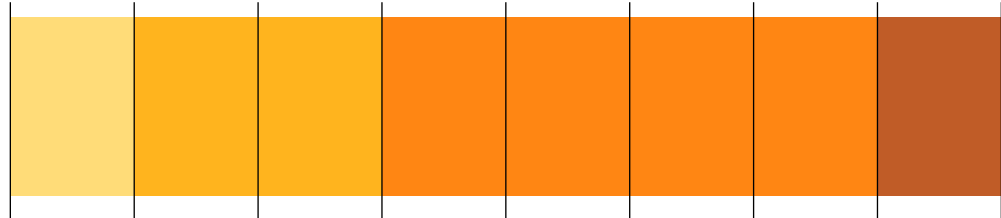
SIZING THE FRAMES USING FREE FORM

Primary color in a sequence

To keep communications clean and cohesive, use one primary color family per layout.

Select a color family that complements photography and messaging.

For high-impact touchpoints, consider using color from an analogous color family as an accent in a sequence frame.

NOTE: Using too many color families at once can feel inconsistent and overwhelming.

Gradients in a sequence

Gradients can be used in a sequence by applying primary colors from the same family. Here's how:

· Create your gradient frame.

· Place a solid frame on either side of the gradient frame.

· Color the one — or both — of the solid frames to match one of the adjacent corners of the gradient.

The resulting blurred edge between frames helps link them together, such as in the examples to the right.

Add up to two solid color frames from P1 or P4 on either side of the gradient.

NOTE: In these examples, the solid frames don't match the adjacent corner of the gradient: The color doesn't blend making the gradient feel visually disconnected.

EXAMPLES

P2   P2   P3

P1   P2

P1   P4

P1   P4

DISCONNECTED GRADIENT SEQUENCE EXAMPLES

P2 ≠ P3   P3

P2 ≠ P1   P2

RED P2 ≠ YELLOW   P3

P2 ≠ P1   P2
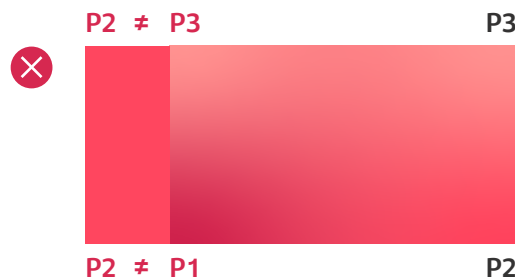
Negative space in a sequence

Negative space can create a pause between frames. We use it thoughtfully to emphasize a message.

Negative space can be black or white, or a corresponding primary color. Be sure to use sufficient contrast for legibility.

Use no more than one negative space per layout.

White space can be used as a visual pause to hold copy on a layout

Jacobs

White space can be used as a visual pause to hold copy on a layout

Jacobs

Ensure high contrast when placing type on a color or gradient frame

Jacobs
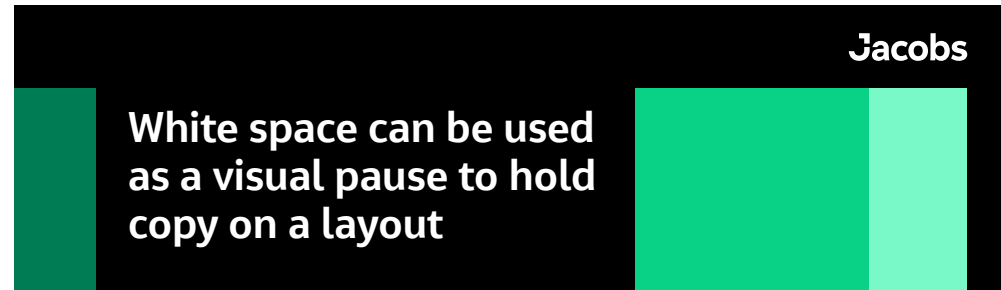
Type on a gradient frame

Contrast is important for legibility. If you're using a gradient frame with a headline, place copy over the part with the highest contrast.

With the exception of illustrations, don't allow content to cross multiple frames. Instead, keep copy, imagery and colors contained within one frame.

Ensure high contrast when placing type on a color or gradient frame

Ensure high contrast when placing type on a color or gradient frame

NOT ADA COMPLIANT TYPE

NOTE: As you can see, these examples don't offer optimal legibility.

Ensure high contrast when placing type on a color frame

Ensure high contrast when placing type on a color frame

Photography

We have a range of photographic styles to help tell visual stories through vignettes and moments in time.

Challenging & reinventing
These photos showcase our people in an authentic and honest way.

Today & tomorrow
These are a combination of macro and micro photography to portray the work we do and the impact it creates.

Moments of change
These snippets of time highlight moments of transformation.

Storytelling
These photos tell a continuous story or demonstrate our processes.

By combining our photographic styles, we can tell comprehensive stories through imagery.

Tips:
- Have a clear narrative in mind.
- Experiment with the best way to show the impact our people have on the world.
- Highlight our people collaborating with each other or engaged in the work we do.
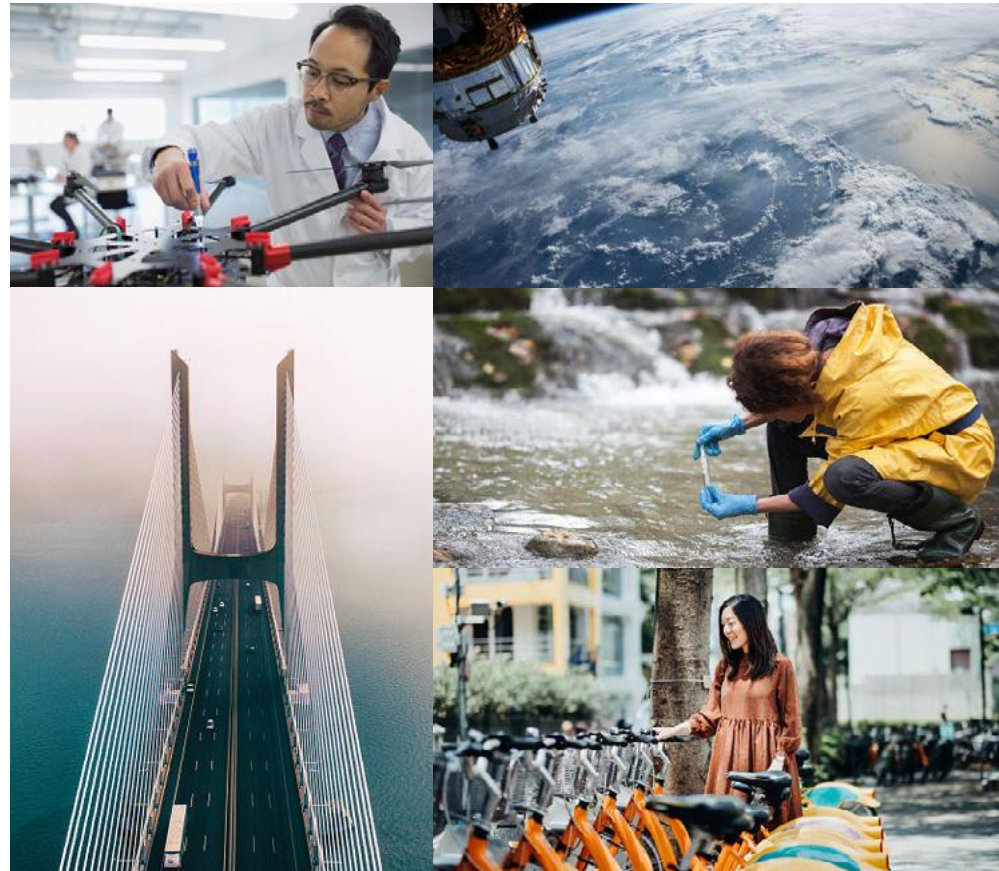
Challenging & reinventing

These photos highlight our people. Consider interesting crops and angles to capture individuals in action.

Tips

- Photography should feel candid and of-the-moment.

- Vary close-up and wide-angle shots.

- Consider how negative space can communicate impact and scale when framing images.

- Use rich and warm tones, but don't oversaturate them.

Today & tomorrow

These photos portray the work we do as well as the local and global impact we deliver. To tell this story, we use artful macro and micro shots whenever possible.

Tips

· Imagery can be metaphorical.

· Use a simple color palette.

· Interesting crops can showcase our subjects in unexpected ways.

Moments of change

These photos represent moments of time that catalyze transformation.

Tips

- Feature the inflection points that drive change.

- Consider time-lapse photography.

- Use images that display literal changes in direction.

Storytelling

These photos tell a continuous story about our impact or demonstrate our processes through a series of images created with a combination of our photography styles.

Start with a clear narrative in mind
Experiment with images that portray our bigger impact alongside individuals who are creating that change.

The combination of color, gradients, photography and messaging work together to create a dynamic form of communication.

Here are a few examples of story lines:
· Start to finish.
· Challenge to solution.
· Contribution to impact.
· Micro to macro (or vice versa).

AIDING HURRICANE RELIEF EFFORTS (5 IMAGES)
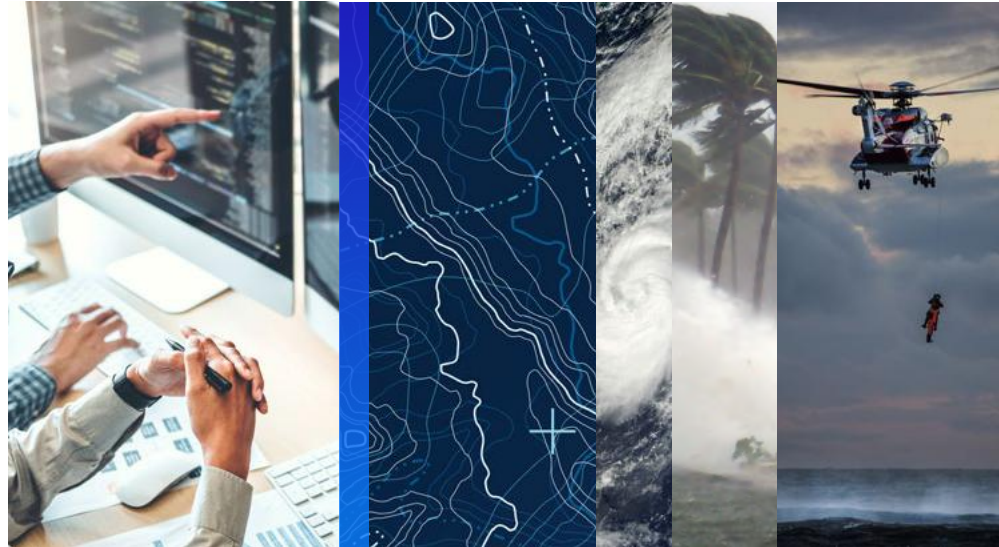
TEAMS ON EARTH COMMUNICATING WITH INDIVIDUALS IN SPACE (3 IMAGES)

Highlighting process and people

We highlight our people and our process through photographic vignettes that focus on individual details.

Using close up shots of people absorbed in their work or collaborating with each other offers a glimpse into the inner workings at Jacobs. These moments in time should feel sincere and authentic.

When combining photography with the graphic motif, be sure to choose a color family that complements the photography that is being shown.

Corporate portraiture

Our universal corporate portraiture style is simple and straightforward to maximize consistency across our company.

They should feel friendly, engaging and professional. Our universal portraiture style is defined by:
· A light, neutral background.
· Natural, warm facial expressions.
· Eye contact with the camera.
· Dynamic lighting to add depth.

To achieve our universal portraiture style, follow this set up:
1. Set up a white backdrop or find a smooth, empty white wall
2. Set up 3 lights:
· The first light should be on backdrop at ¼ power.
· The second and third lights should be on the subject at ¼ and ½ power respectively.
3. The subject should be seated on a chair or stool about 10 feet away form the camera to ensure same placement between subjects
4. Shooting the shot:
· Position the camera so it is slightly above the subjects eye level .
· 10-15 feet away from the subject.
· Flash shutter sync at 250 / ISO 200 / f8.
· An 85mm lens is preferred, but a kit lens or 50mm will also get the job done nicely at the above specs, give or take a stop.
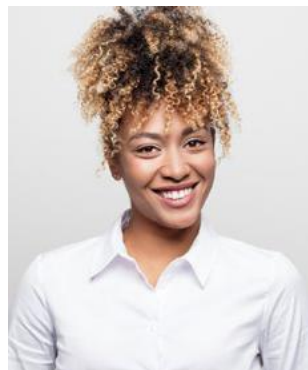
Illustration

We have two illustration styles that complement our visual design system. They can be contained within our sequence frames or overlap atop several frames.

Sketches
Hand-drawn forms inspire the future and infuse the personal touch we bring to every project.

Structural
Our 3D renderings of the letters in our name speak to the precision we bring to every project.

Download the files:
Go to Brand Files

Sketches

We use hand-drawn sketches to capture the optimism of the future and to imagine what's on the horizon. The expressive, elegant, yet slightly technical, illustrations highlight the people, the possibilities and personal touch behind every project.

Use sketches from our curated library on Brand Files.

Stylistically, our sketches:

· Strike a balance between technical and free form, detailed and natural

· Avoid broken lines

· Have defined compositions, and are light and airy without heavy shading

NOTE: To request new sketches, email your request to OurFuture@jacobs.com.

Start with a clear intention and structure, and a firm focus on the future or near-future.

If the subject of your requested sketch exists today, then a photograph is more appropriate.

↓ **Download the files:**
Go to Brand Files
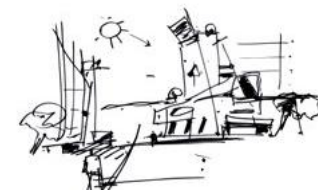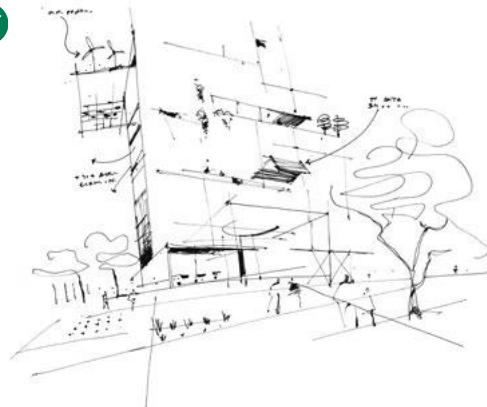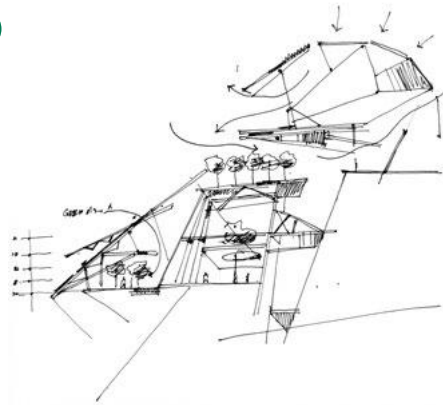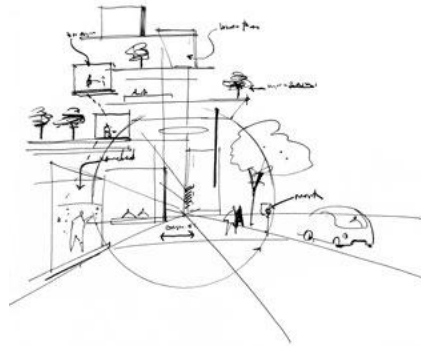
The solid shapes in this illustration feel too heavy

The lines quality in this example is haphazard, lacking a technical feel

Although expressive, ultimately this illustration feels very cluttered

Structural

We use 3D renderings of the letters in our name as a way to demonstrate our precision. They add an abstract, but highly technical feel to any layout.

Download the files:
Go to Brand Files
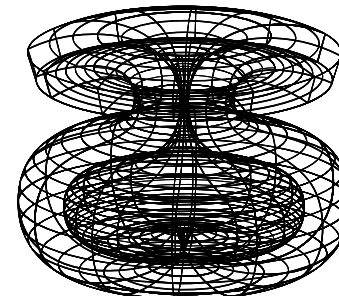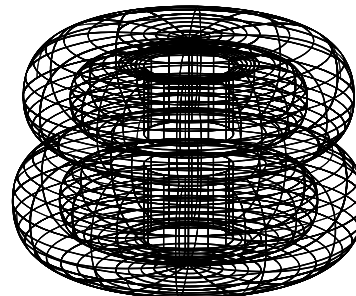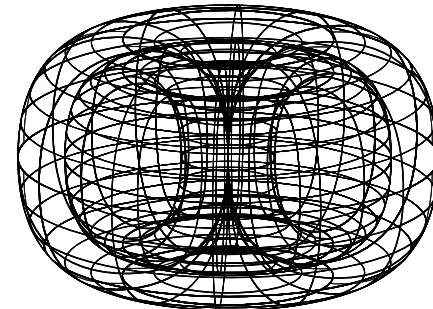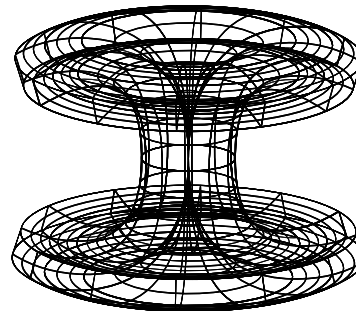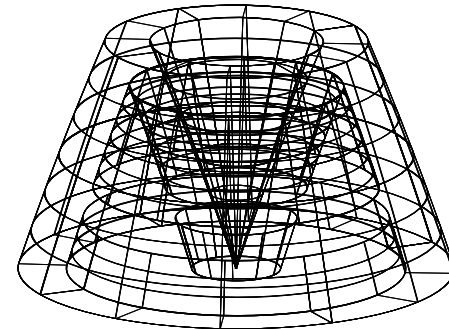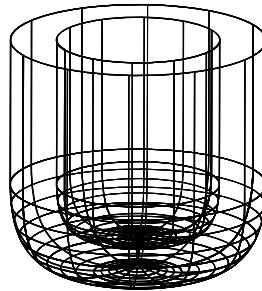
Inflection point

The top of the J in our logo or J-mark is an arrow that portrays the catalyst for change we create. This is our inflection point.

It's a visual symbol we can use within layouts to illustrate the potential we make possible and the impact we create.

Inflection point components

Two separate shapes make up our inflection point: the origin shape and the catalyst shape.

The origin shape is always black, in our core color, to communicate that we're a source of change, and is always placed on a white background or our lightest neutral N4.

The origin shape should always be at least 5% of the layout's longest side — scale proportionately for impact. The catalyst shape should be at least 250% larger than the origin shape.

Catalyst shape
Pointing up and right
Signaling impact on the future
Optimism
Infinite potential

②
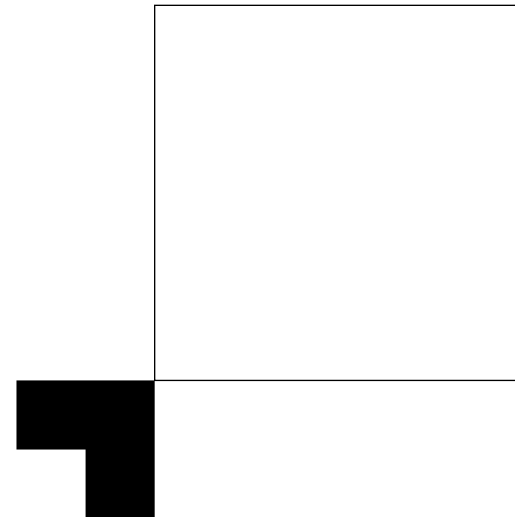
①

Origin shape
J-mark arrow or square
Solid 90-degree angle
Black

Standard graphics

The origin shape can be our J-mark arrow or a square. It should be black against a white background and always associated with a catalyst shape.

The catalyst shape can be one of four geometric forms:

• Square
• Quarter round
• Pentagon
• Semicircle
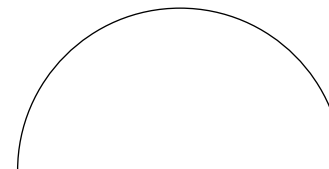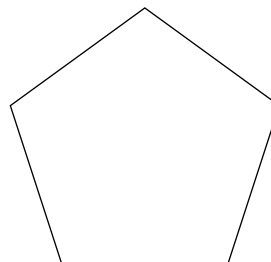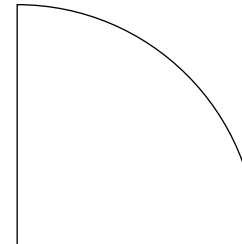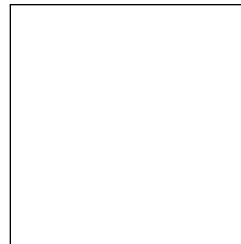
CATALYST SHAPES

Standard library

For ease and convenience, we have a library of inflection points that can be used in layouts.
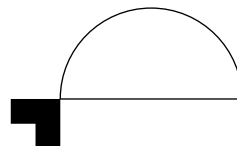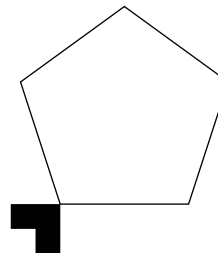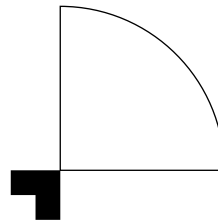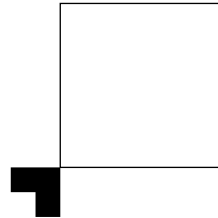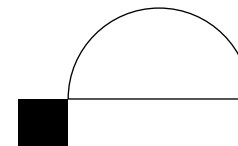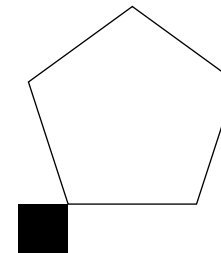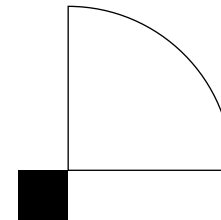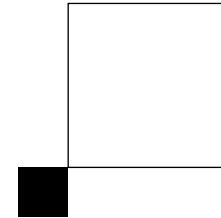
Standard catalyst content

The catalyst shape communicates the great impact we deliver — so it should never be left empty. We offer shape guidance based on the content.

Only the rectangular catalyst shape may contain a sequence frame.

STANDARD CATALYST FILL

WITH IMAGE

WITH COPY

Lorem ipsum headline

Lorem ipsum headline

Lorem ipsum headline
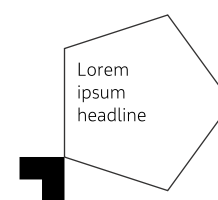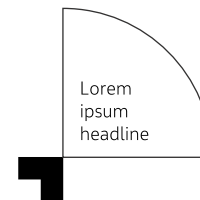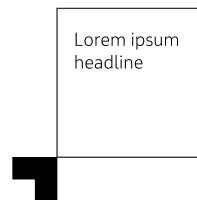
WITH GRADIENT
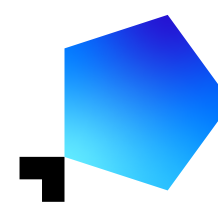
WITH ILLUSTRATION
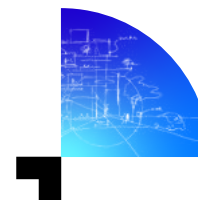
Standard position in a layout

The point of origin, either an arrow or square, should be placed in the corner of a layout and point inwards. It must bleed off at least two edges of the layout.

The catalyst shape can be cropped to create dramatic compositions but at least one edge should be vertical or horizontal. This grounds the layout and helps us align other elements on the page.

ORIGIN SHAPE PLACEMENT

CATALYST SHAPE COMPOSITIONS

No edges at a 90° angle

Shape doesn't bleed

Not an approved geometric shape
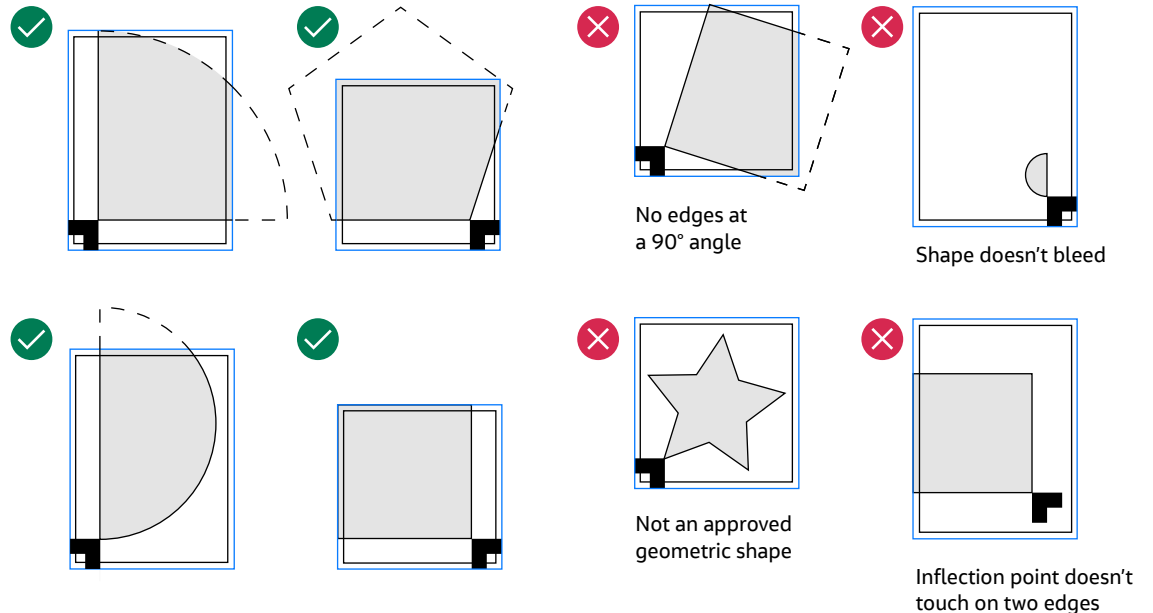
Inflection point doesn't touch on two edges

Breakout graphics

For high-impact pieces, use a breakout expression of the inflection point.

The origin shape is a white arrow or square. It should be placed on our darkest neutral (N1) to create a strong and elegant contrast.

This is paired with a bright geometric catalyst shape for even more contrast.

Breakout library

The catalyst shapes for the breakout expression are six purely geometric forms: a square, a quarter-round, a pentagon, a hexagon, and a circle and a semicircle.
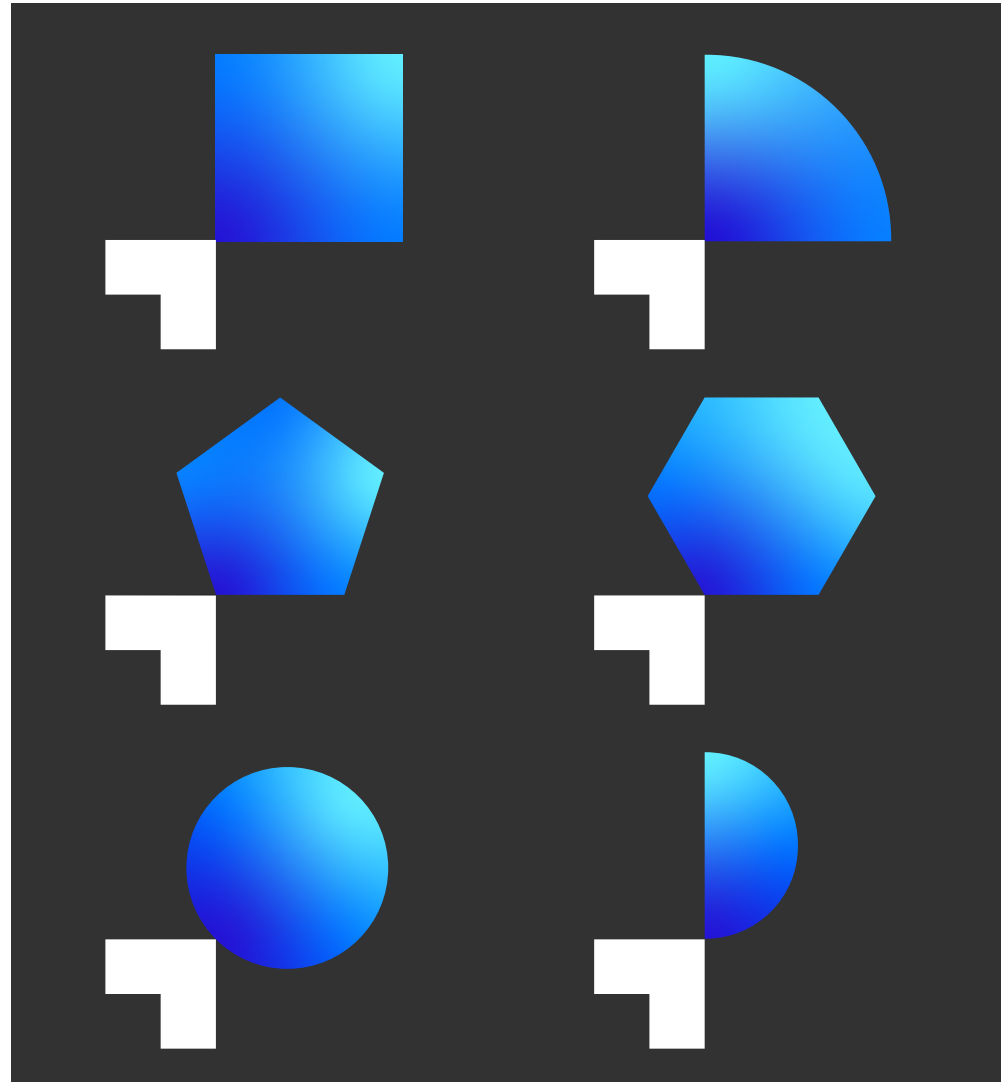
Breakout
catalyst content

Our catalyst shape, which communicates the great impact we deliver, should never be left empty. The only visual element we don't use in a catalyst shape is photography.
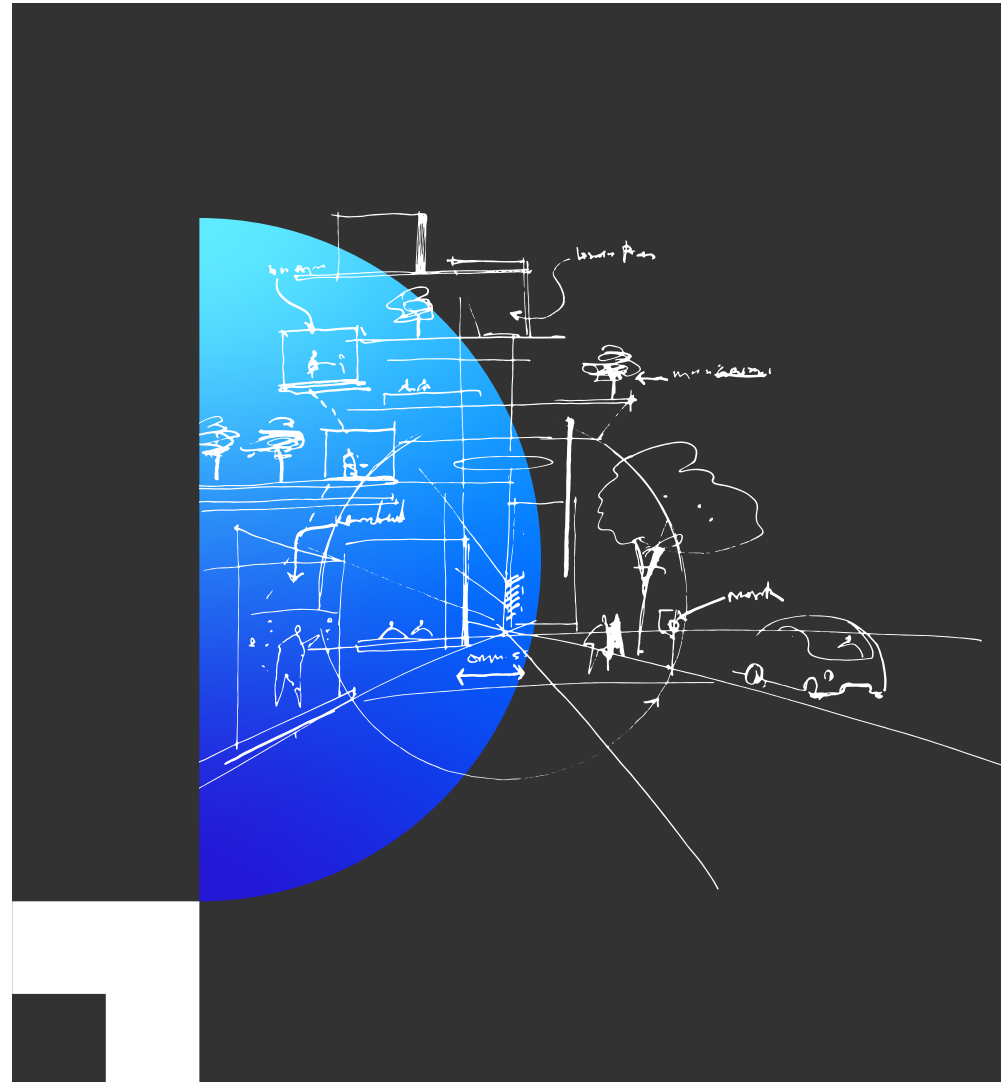
Breakout position in a layout

The breakout point of origin is presented as the opaque-to-transparent square. It can be placed in any corner of a layout, always pointing inwards. It must bleed off at least two edges of the layout.

The catalyst shape can be cropped to create dramatic and abstract compositions. To give grounded structure and alignment to a layout, the catalyst shape should always be arranged so at least one edge is perfectly vertical or horizontal. This is always the case except when the catalyst shape is a circle.

If the catalyst shape is a circle, the centers of the origin square and the circle must be at a 45-degree angle to each other.

ORIGIN SHAPE PLACEMENT

CATALYST SHAPE COMPOSITIONS

No edges at a 90° angle

Shape doesn't bleed

Inflection point rotated and not anchored in a corner

Inflection point in wrong corner and circle's center not in 45° alignment
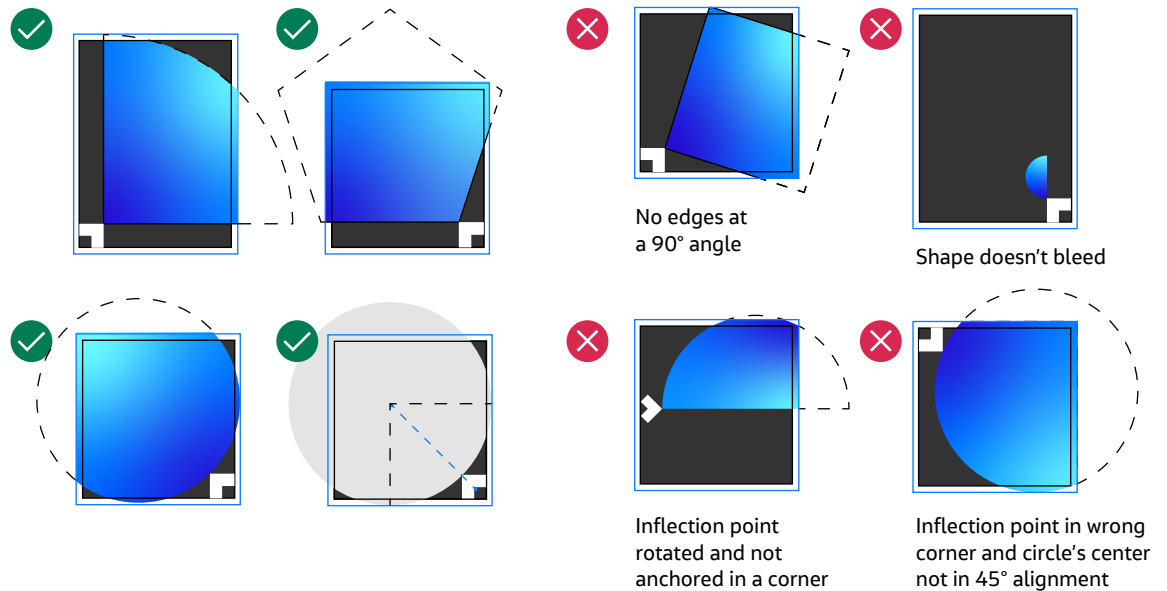
Typography:
Jacobs Chronos

The name of our typeface comes from the Greek word for "time," a nod to how our brand encapsulates the power of present and future coming together. This proprietary typeface grounds our messages in the belief that the choices we make today inform the way we stay ahead tomorrow.

Weights & styles

The Jacobs Chronos typeface comes in different weights and styles. These are tools that can help create hierarchy in messaging. We have: light, regular, bold, heavy, condensed and condensed bold and corresponding italics and display.

There may be instances when Jacobs Chronos can't be use. In those cases, fall back to our system fonts: Arial and Arial bold.

The current release is v1.500.

NOTE: Jacobs Chronos is available on all Jacobs computers and can be embedded in Word & PowerPoint and other design files for distribution.

Jacobs Chronos Display

Aa

Jacobs Chronos Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()*

Jacobs Chronos Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()*

Jacobs Chronos Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()*

Jacobs Chronos Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()*

Jacobs Chronos Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()*

Jacobs Chronos Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()*

Jacobs Chronos Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()

Jacobs Chronos Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()

Jacobs Chronos Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()

Jacobs Chronos Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()

Jacobs Chronos Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()

Jacobs Chronos Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$£€₹%&()

Features

The Jacobs Chronos typeface is packed with all the features we expect from a modern typeface — and with several, frequently requested advanced features:

- Extended language support
- Tabular and proportional numerals
- Math and engineering symbols
- Fractions, subscripts and superscripts
- Ordinals and contextual alternates
- Custom glyphs

Accessibility attributes
We kept accessibility as a key consideration during the development of Jacobs Chronos. To increase readability and legibility, Jacobs Chronos is designed with …

- Generous x-height
- Flat terminals
- Large inner counters
- Unambiguous forms and figures
- Consistent character widths
- Distinctive ascenders
- Robust stroke weight
- Subtle stroke modulation
- Space-creating features
- True italics

Language support
Catalan, Danish, Dutch, English, Finnish, French, German, Icelandic, Irish, Italian, Luxembourghish, Maori, Norwegian, Portuguese, Polish, Romanian, Spanish, Swedish, and Welsh

Tabular and proportional figures
Tabular figures are set as default in all weights except Display (it has proportional lining as default), but all weights include both figures types.
- Use tabular figures to align lines of numerals, like in a table or chart.
- Use proportional figures in copy for optimal legibility.

Tabular: **0123456789**
Proportional: **0123456789**

Math and engineering symbols
Jacobs Chronos includes additional math characters and symbols:

$$\neq \ \leq \ \geq \ \approx \ \pm \ \pi \ \mu \ \partial \ \Pi \ \Delta \ \Sigma$$
$$‰ \ \int \ \angle \ \sqrt{} \ \infty \ ℅ \ \neg \ \Diamond \ \varnothing \ ° \ ¤$$
$$° \ 0 \ N^{o}$$

Currency symbols
Jacobs Chronos includes symbols for the major currencies we use:

$$\$ \ £ \ € \ ¥ \ ₹$$

Square bullets
Our preference is to use square bullets:

Large bullet: ▪

Small bullet: ▪

Custom glyphs
We also built in a few custom glyphs including checkmarks and arrows:

✓ ☑ ☐ ← ↑ → ↓ ᔆᴹ

Ligatures and alternate letterforms
Jacobs Chronos has many ligatures built in including a contextual alternate "f" and localized forms that automatically adjust as you type. And in financial charts when extra clarification is needed, Jacobs Chronos includes a closed 4 and a slashed zero (to be used sparingly):

Contextual alternate f: **fh, fi, fj, fk, fl**

Open/closed four: **4** and **4**

Slashed zero: **0**

NOTE: To access OpenType features in Adobe InDesign, use the submenu from the Type & Tables > Character dialogue pane.

Hierarchy

Establish typographical hierarchy by using different weights and sizes between headlines, subheads, body and agate.

- Agate is the smallest at 5.5 or 6 pt.
- Body copy is 8-12 pt.
- Display (headlines and subheads) is 14 pt. and larger

Set headlines in Jacobs Chronos Bold; subheads in Jacobs Chronos Light; and body copy in Jacobs Chronos Regular. Use the condensed and heavy faces sparingly as needed.

Type should always be left aligned.

Reserve Jacobs Chronos Display for display uses larger than 36 pt. and use sparingly

NOTE: All caps are permissible in small instances, such as chart labels, job or reference numbers or subsection subheads as seen in this document.

All lower case is reserved for website links (www.jacobs.com) and emails.

Headline
Bold
24pt / 27 pt

Subhead
Light
15pt / 18 pt

Body
Regular
9pt / 12 pt

Devising new pathways for water (re)use

For more than 50 years, we've created solutions that ensure people have access to safe, reliable water around the globe.

With a growing population demanding more of the limited resource every day, water management is more critical than ever before. We focus on the entire life cycle, taking steps today so future generations have access to clean water tomorrow. One area of opportunity is in water-reuse technology.

Iconography

Our icons feature a simple yet bold linear style. With its continuous lines and rounded shapes, this icon style complements our brand's confident and optimistic character. In contrast to the rounded shapes, note that the lines end in sharp corners.

NOTE: Our icons have assigned meanings: Only use an icon to represent its specific topic (similar to "reserved" icons in our previous system).

Download the files:
↓ Go to Brand Files

EMPLOYEE NETWORKS
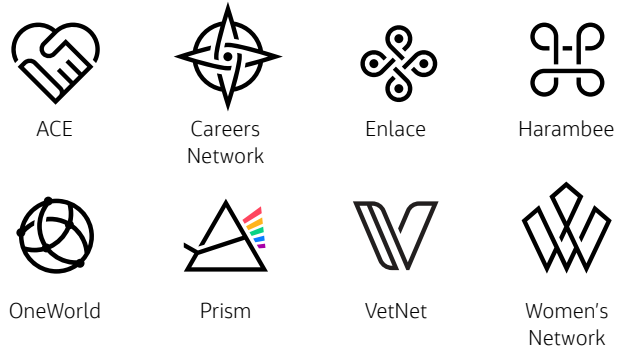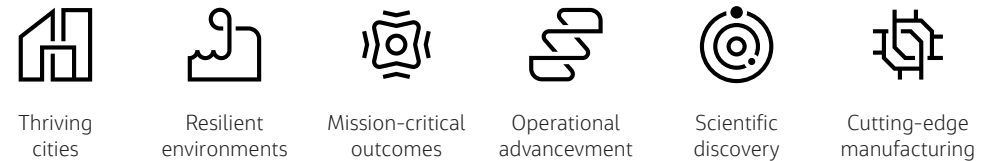
ACE	Careers Network	Enlace	Harambee
OneWorld	Prism	VetNet	Women's Network

FOCUS AREAS

Thriving cities	Resilient environments	Mission-critical outcomes	Operational advancevment	Scientific discovery	Cutting-edge manufacturing

VALUES

Sustainability	Connected	Safety / Culture of Caring	Innovation	Inclusion	Profitable growth
People	Clients / partnerships	Performance	Integrity		
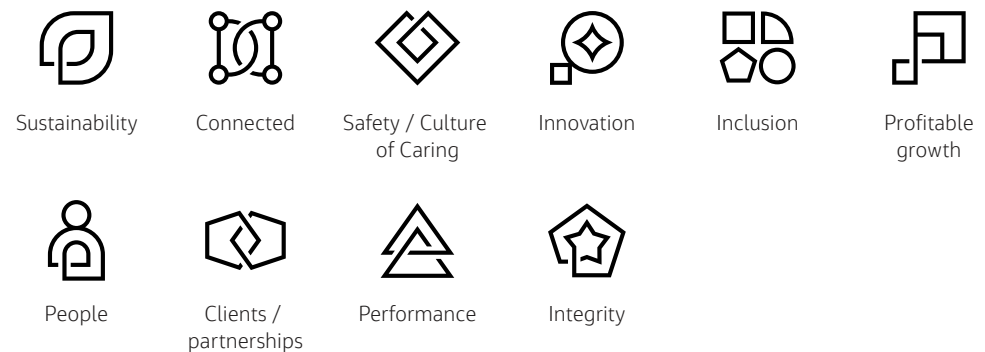
Iconography

To ensure clarity at small sizes, do not make the icons smaller than 18px tall with two exceptions:

- For Careers Network, measure the width of the circle, not the compass points.
- For the Women's Network, use 20px as the minimum height

LOGOS AVAILABLE

Our Employee Networks also have network-specific logo lockups; always use the official art files from Brand Files.

↓ **Download the files:**
Go to Brand Files

NOTE: As part of our masterbrand approach, employee network logos should always appear in context of — or in lock-up with — our logo or J-mark on all external materials including merchandise.

HORIZONTAL LOCKUPS: HORIZONTAL, FULL AND NAME

STACKED LOCKUPS: STACKED, FULL AND LEFT

MINIMUM ICON SIZE (18 PIXELS HIGH + 2 EXCEPTIONS)

18px   20px

Iconography

To ensure clarity at small sizes, do not make the icons smaller than 18px tall.

Download the files:
Go to Brand Files

Thriving cities

Resilient environments

Mission-critical outcomes

Operational advancevment

Scientific discovery
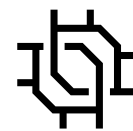
Cutting-edge manufacturing

MINIMUM ICON SIZE (18 PIXELS HIGH)

Iconography
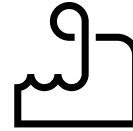
To ensure clarity at small sizes, do not make the icons smaller than 18px tall.

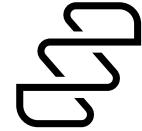**Download the files:**
Go to Brand Files

Sustainability
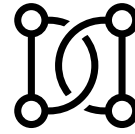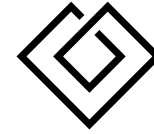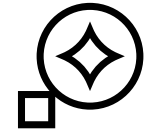
Connected

Safety / Culture of Caring

Innovation
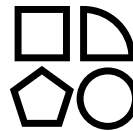
Inclusion
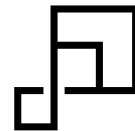
Profitable growth

People

Clients / partnerships

Performance

Integrity

MINIMUM ICON SIZE (18 PIXELS HIGH)

Program branding

At Jacobs, our approach is to always elevate our masterbrand as a premium solutions provider. Doing so …

- Signals we're aligned behind a common goal and purpose;
- Allows our lines of businesses to share and transfer equities with each other, and with our company as a whole;
- Creates marketing efficiencies and reduces brand-building investment;
- Enables greater impact in building understanding that we're a premium solutions provider

This is why it's important to tie enterprise-wide programs that support our people, our ideas and our work, back to our masterbrand identity. We've created a thoughtful system to help identify these distinct programs and how they should be branded, including their logos.

Visual language
We've developed a visual language for program branding that reinforces a connection to the masterband. Using our origin shapes — the inflection point and the square — as inspiration, we amplify the meaning by multiplying and reconfiguring the shapes for different compositions relevant to each program.

'Beyond' branding

We've defined a more cohesive structure to build consistency, clarity and equity in our larger Jacobs brand. These five strategic internal and external programs help articulate what we stand for — coupled with our values — for our people, clients, shareholders and communities.

Going beyond
Our program branding centers around the idea of "beyond" as a theme to connect to our tagline.

Protecting our beyond branding
To clearly articulate who we are and what we stand for, the "beyond" branding is reserved for these five strategic programs: The visual elements and naming convention cannot be applied to any other programs.

Using our beyond branding
The program logo and symbol should always use its assigned P2 color. Use other colors in materials as accents.

- The program symbol should be in color when possible.

- For merchandise, lead with the program branding as the primary focus, but be sure to include the Jacobs logo or J-mark in a secondary role to provide context.

- When typing program names, always captialize the initial letter of the compound word.

- You may also use the symbols on their own when context is clear.

BeyondZero SM

PlanBeyond SM

Beyond If SM

TogetherBeyond SM

BeyondExcellence SM

BeyondZero®

BeyondZero is our global Health, Safety, Security and Environment program. Representative of our Culture of Caring, we drive beyond zero safety incidents with a strong focus on positive mental health and the wellbeing of each other.

Company value
We do things right.

Symbol
Four outward arrows represent our commitment to protecting the core and always looking out for each other — inside and outside our company.

Strong directional geometry captures our committment

- Unity
- Focus
- Team
- Collaboration
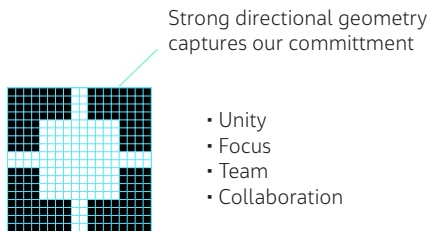
Perspectives come together for common goal

Color - Green P2
Green signifies the importance of life, health and balance.

Trademark status
BeyondZero is a registered trademark, but the symbol is pending registration and should be marked with an "sm" as built into the logo lockup files. When the program name apepars on it's own, mark with a registered trademark symbol.

HORIZONTAL & STACKED LOGO LOCKUPS

MASTERBRAND LOCKUPS

CLEARSPACE

Download the files:
Go to Brand Files

PlanBeyond^{SM}

PlanBeyond^{SM} is our approach to sustainability. It's about planning beyond today for a sustainable future for everyone. For us, this means social and economic progress while protecting our environment and improving resilience.

Company value
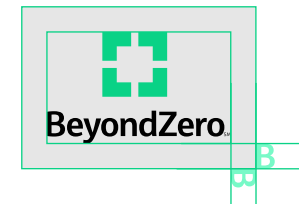**We do things right.**

Symbol
Three arrows represent our focus on the triple-bottom-line and people, places, and partnerships, all moving forward.

- Upward
- Optimistic
- Big picture
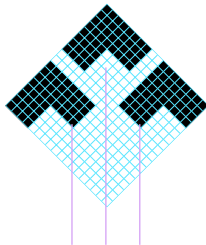
Formation represents triple bottom line: Economy, society and environment

Color — Purple P2
Purple signifies our uplifting and ambitious commitment.

Trademark status
PlanBeyond and its symbol are pending registration. Mark the symbol with an "sm" in all uses and mark the program name on first, non-possessive use.

MASTERBRAND LOCKUPS

CLEARSPACE

Download the files:
Go to Brand Files

Beyond If^{SM}

Beyond If^{SM} is our global innovation program — formerly BlueSpark — now more closely aligned with our new brand. It represents our creative thought to challenge the accepted, with the domain expertise to take it beyond just asking questions.

Company value
We challenge the accepted.

Symbol
The square coupled with our inflection point represent out-of-the-box thinking and evolution.

Creating new
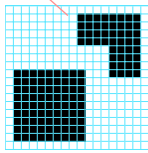
- Leap of genius
- Springboard
- Forward motion
- Spark
- Creativity
- Out of the box

Simple, intuitive

Color — Red P2
Red signifies our energy and courage to take action.

Trademark status
Beyond If and its symbol are pending registration. Mark the symbol with an "sm" in all uses and mark the program name on first, non-possessive use.
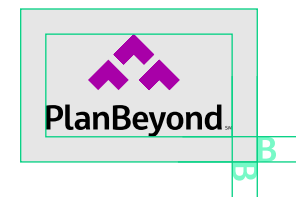
↓ **Download the files:**
Go to Brand Files
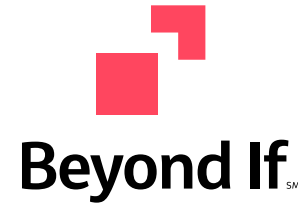
MASTERBRAND LOCKUPS

CLEARSPACE
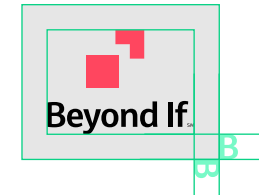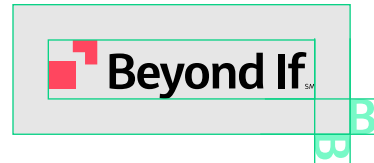
NOTE: Beyond If is the only program name with an interior space. Though the space enhances legibility, it creates additional considerations:
- Always keep the two words together on the same line
- When using professional design software, use a "thin space" as the interior space character

TogetherBeyond^{SM}

TogetherBeyond is our global inclusion program — representing our commitment to living inclusion every day and effecting change to drive greater inclusion companywide.

Company value
We live inclusion.

Symbol
By living inclusion we fuse our creativity into powerful solutions for our clients, communities and our company. Four arrows represent everyone coming together for a common purpose.

Strong directional geometry captures our committment

- Unity
- Focus
- Team
- Collaboration

Perspectives come together for common goal
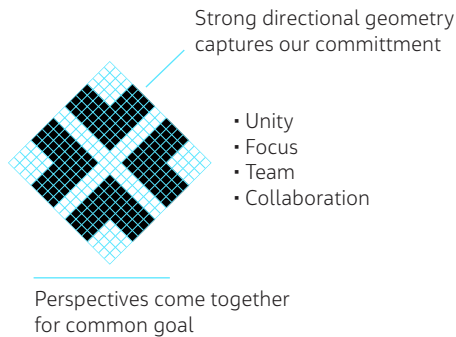
Color — Blue P2
Blue signifies feeling confident and secure in bringing your whole self to work.

Trademark status
TogetherBeyond and its symbol are pending registration. Mark the symbol with an "sm" in all uses and mark the program name on the first, non-possessive use.

MASTERBRAND LOCKUPS

CLEARSPACE

Download the files:
Go to Brand Files

BeyondExcellence[SM]

BeyondExcellence[SM] is our global program focused on quality, performance excellence and recognizing those who set the new standard through our awards program.

Company value
We aim higher.

Symbol
The abstract diamond coupled with our inflection point moving upward represent our drive for flawless execution.

Negative space "sparkle" is inflection point

- Diamond
- Brilliant
- Superior
- Leadership

Heavy geometry offset by perfect balance on points
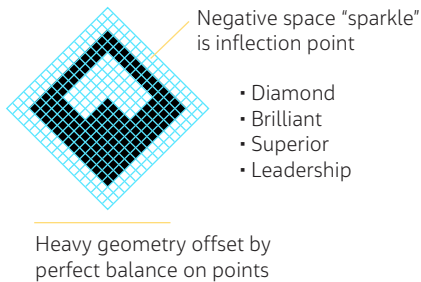
Color — Yellow P2
Yellow signifies our optimism in striving for delivery excellence — both loyally and honorably..

Trademark status
BeyondExcellence and its symbol are pending registration. Mark the symbol with an "sm" in all uses and mark the program name on first, non-possessive use.

Download the files:
Go to Brand Files

MASTERBRAND LOCKUPS

CLEARSPACE

Motion graphics

Our motion principles amplify the Jacobs brand expression into motion; strengthening awareness, deepening engagement, enriching storytelling and enhancing the brand experience.

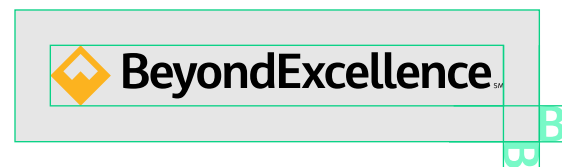Our momentum is an expression of our passion. Every move has a purpose, every action has a reaction. We are agile and we move with purpose and ease.

Clean and clear
Everything we do has purpose.
We should ensure our every move we make is thoughtful and purposeful.

Connected
We're at our best when we're working together. We signify this by demonstrating the effect of every move, the action and the reaction.

Directional
To show our progress, we unify the movement of our components to be horizontal, vertical and diagonal. This motion grid communicates the progress we make.

Get the full experience
View the animated motion graphics guidelines online.
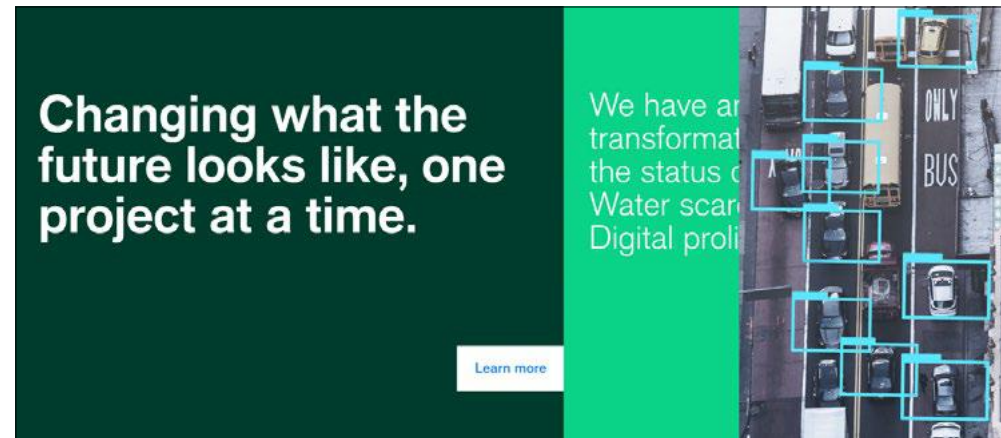
Motion graphics

We've built an animation for our logo to demonstrate our passion and drive. As the most-prominent element of our visual identity system, this animation should be consistent. Be sure to include breathing room when using it to open or close a presentation or video. This ensures the impact it deserves.

Our motion artwork is a tool for you to use as is — there's no need to alter it in any way.

Get the full experience
View the animated motion graphics guidelines online.

Logo + tagline

Logo

Motion graphics

Our J-mark is prominent feature of our visual identity. Our animation for it reflect our passion and drive. It should always be used consistently with breathing room when opening or closing a presentation or video. This ensure the impact it deserves.

Our motion artwork is a tool for you to use as is — there's no need to alter it in any way.

J mark

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

We use our sequence framing as a tool in motion graphics to integrate a series of moments to tell a story. It creates a sense of moment by linking moments in time through sequence cards.

For ease of use, we've created set variables to ensure consistency.

Get the full experience
View the animated motion graphics guidelines online.
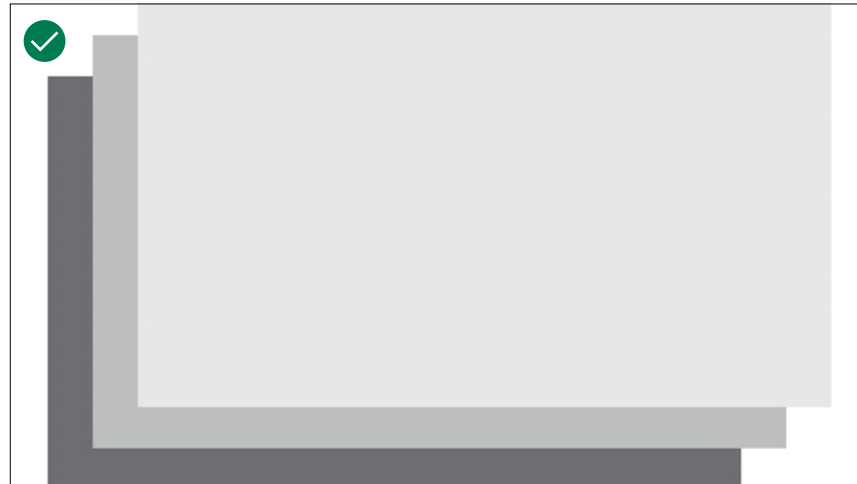
Sequence cards are always opaque.

They are never set as transparent blocks

Motion graphics

The edge-to-edge and overlap setting of cards can help create an expansive and layered tone.

Sequence cards are always overlapped and usually extend past the boundaries of the layout
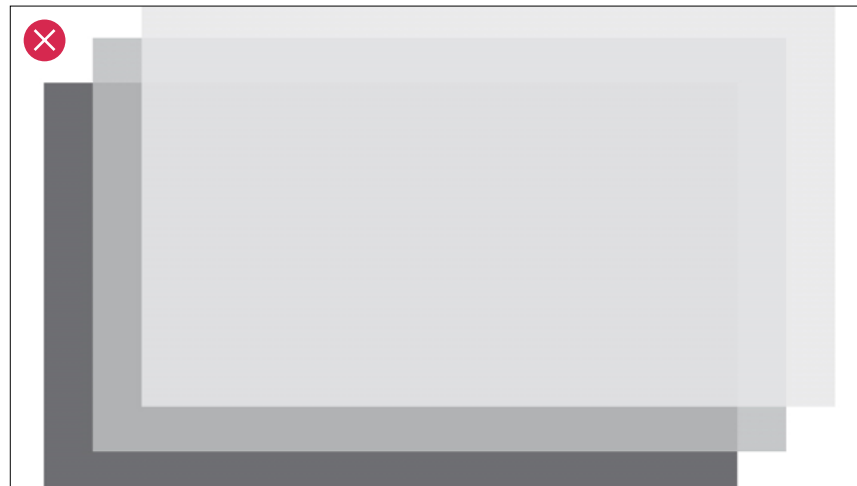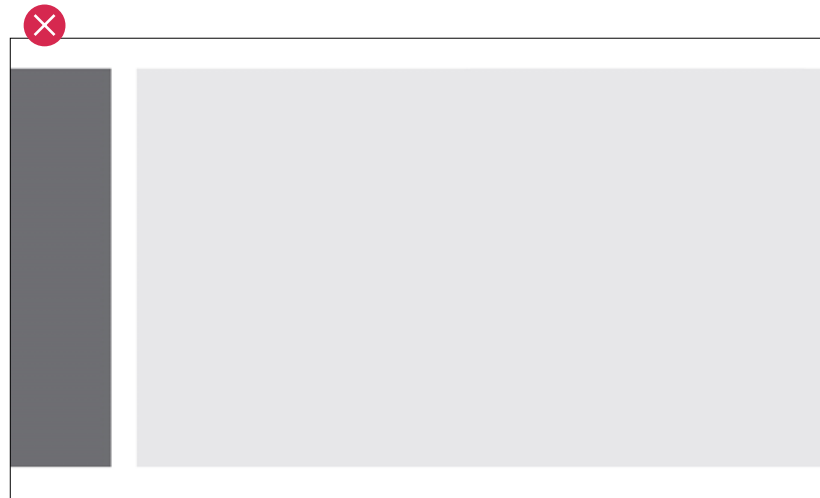

They are never set with an unconsidered gap.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

The sequence cards move in three directions horizontally, vertically and diagonally. This produces a dynamic feel as well as reflects how we do everything with purpose and intention.
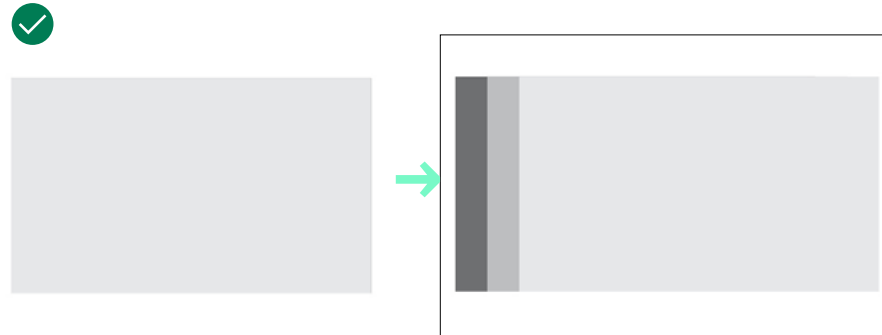
Sequence cards shift horizontally, vertically and diagonally.
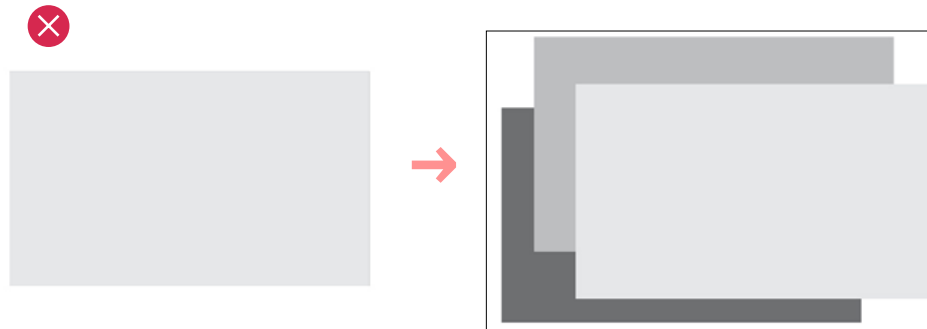
They never shift or stack randomly.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

We never treat our sequence cards as a static group. Each should reflect movement through kinetic physics.

Sequence cards are always staggered createing momentum & pace. Connected by a kind of kinetic physics.

They are never evenly spaced or treated as a static group.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

In select moments, the sequence cards may convey an added sense of dynamism. By adding air between the cards, in a 3D space, cards are able to convey a clearer sense of their autonomy.
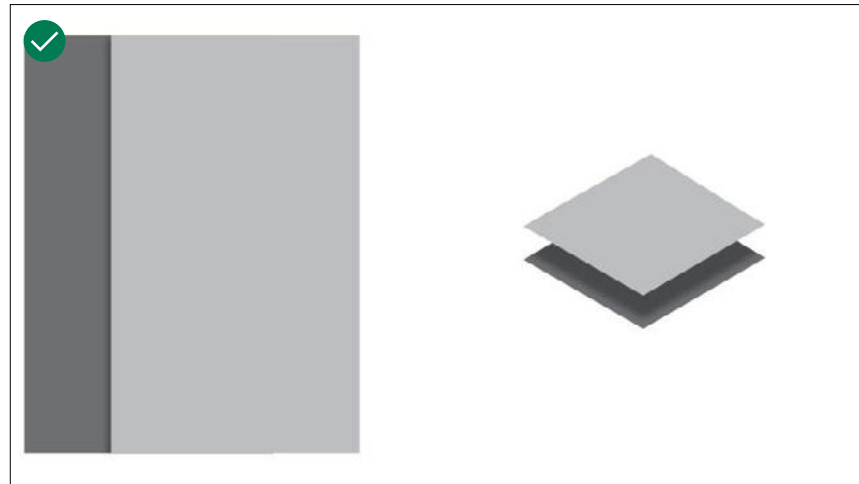
In special use moments, drop shadows add dimension.
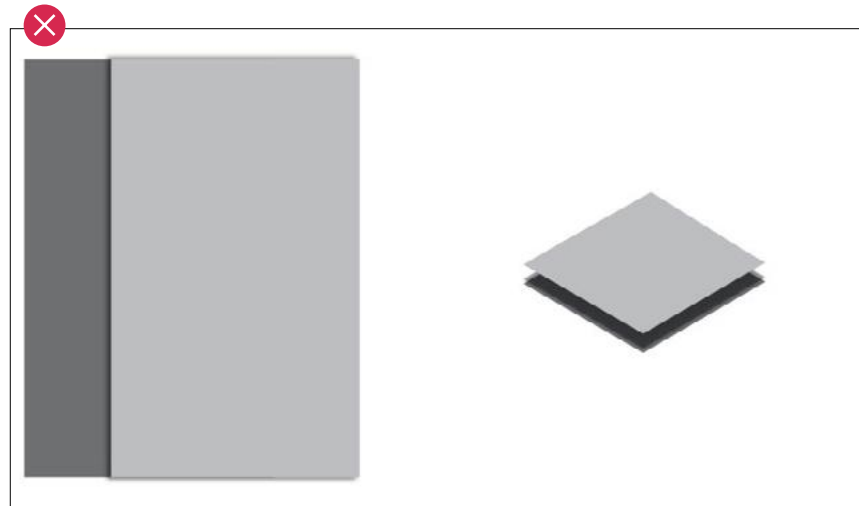
Shadows are never to be set too heavy or bleed outside the footprint of the cards

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

We can apply 3D space to typography to add dimension and depth.
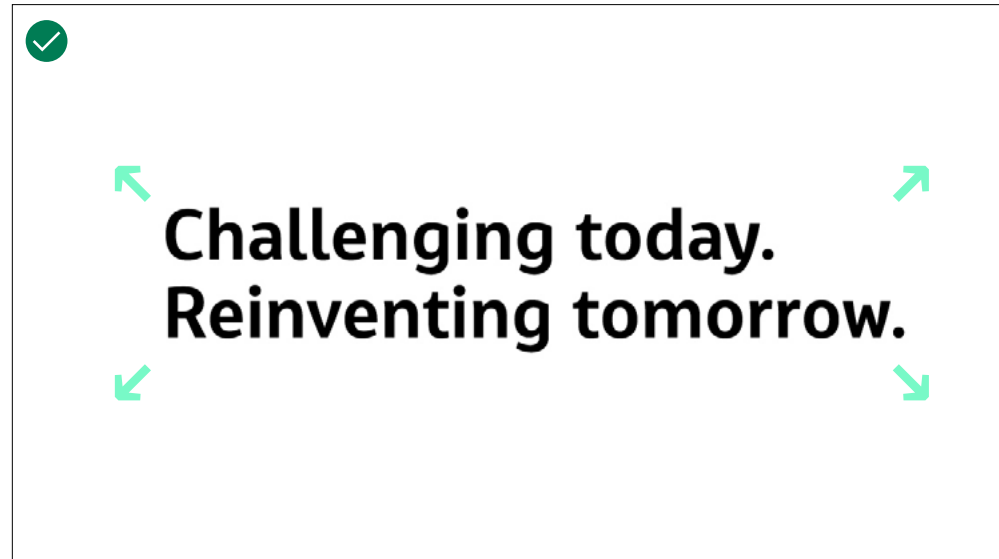
Depth can be used as a dimension.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

We use easing to drive the motion of our motion graphics. It gives each element a sense of spatial awareness in the environment as well as in relation to the other components. It can also add finesse to our motion elements.
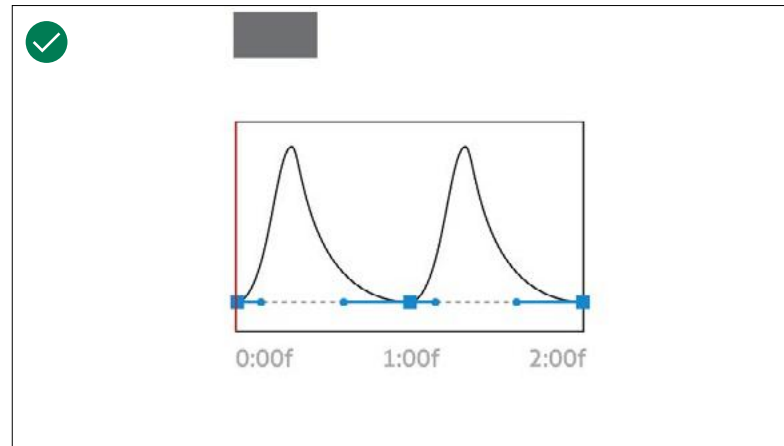
Easing should highlight a spatial awareness and a finesse.
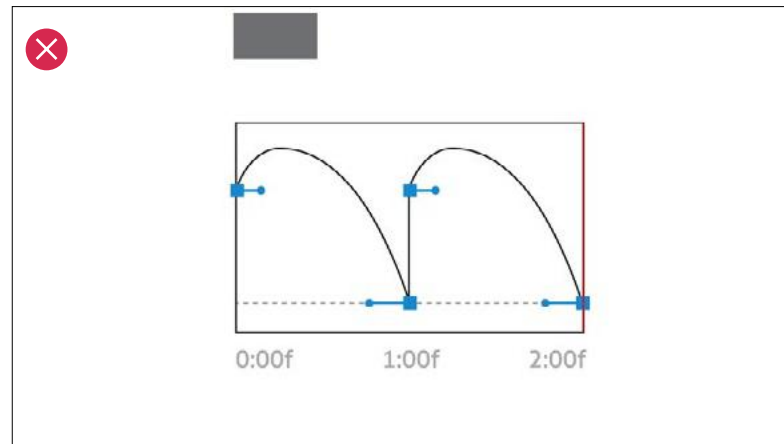
Easing should not be too playful.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

UI

A person's experience with our brand reflects how we deliver. Use thoughtful motion graphics that never take away from users' ability to achieve what they want to do. Avoid adding unnecessary steps or time-consuming accents that detract from simple and straightforward interactions with us.
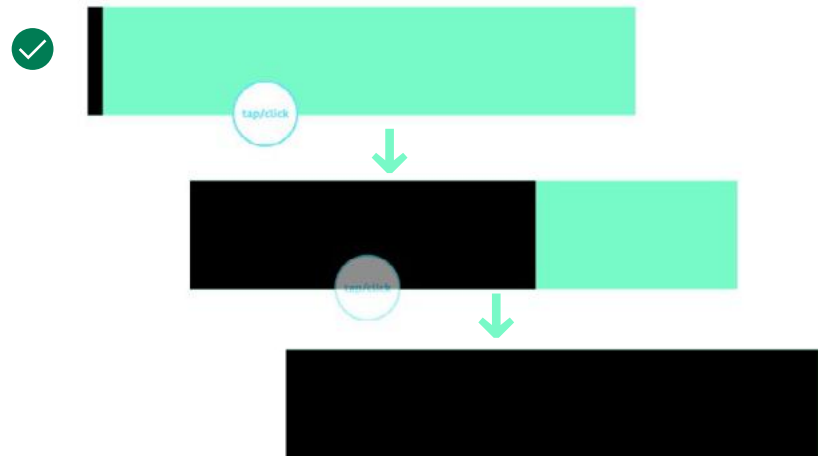
Horizontal card behavior mirrored in button tap/click.
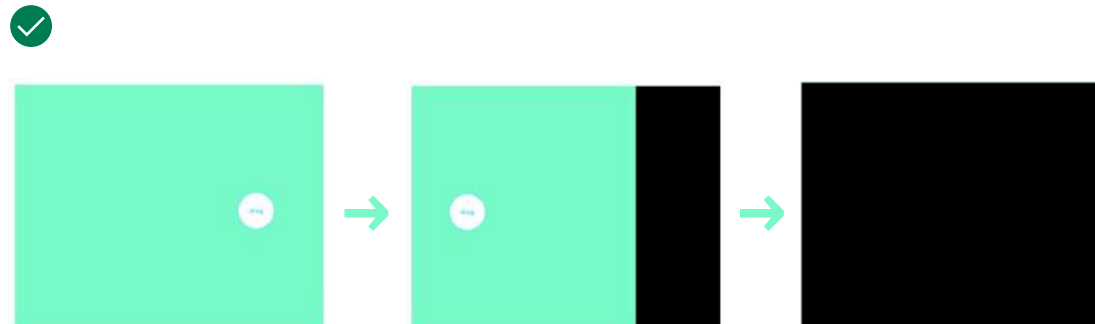
Directional motion grid and sequence card relationship brought to life in swipe action

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics   UI

When creating touch or responsive interactions, always be clear and straightforward.
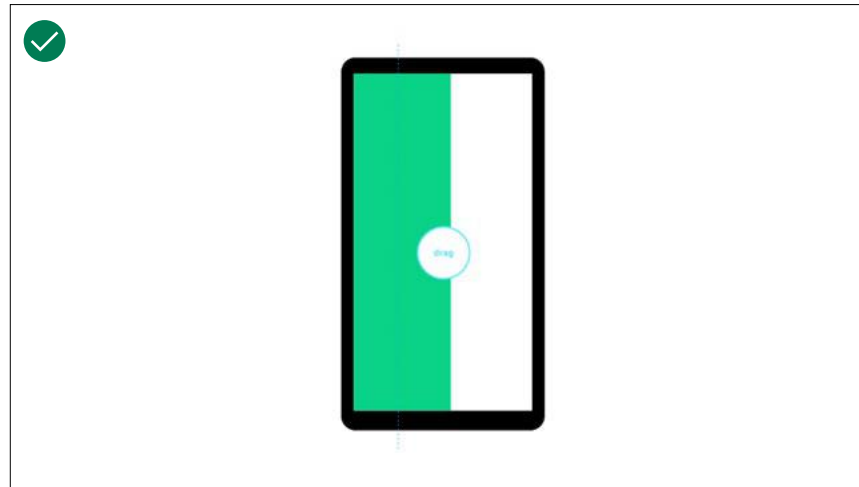
Sucessful gesture interaction
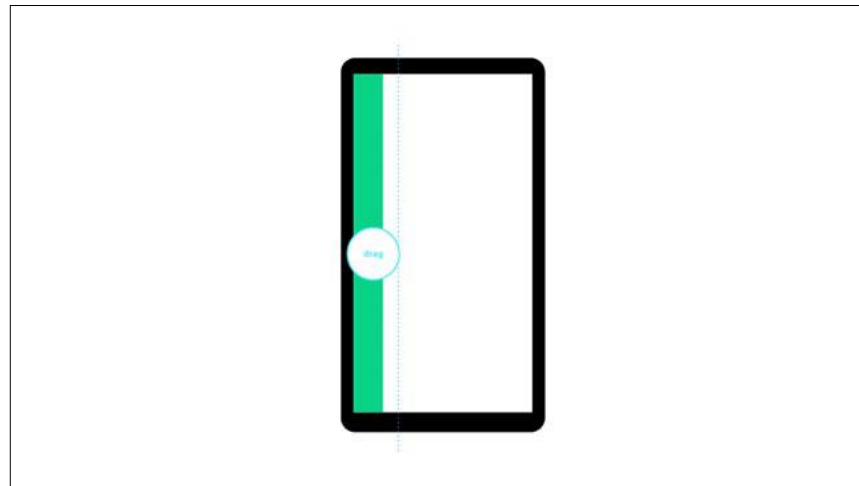
Automatic return on failed interaction attempt.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

When typographic treatment is subtle and isolated, it can take on some simple motion qualities. Never overcomplicate motion. Always think clear and straightforward.

Directional motion grid applied to headline reveal/hide.

Relationship highlighted in tagline call/response.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

The lower third of a screen is a place for educational information. It should support the communication and not detract from it.

Lower third reveal and retract.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

We use our inflection point to show what we do and the resulting impact. The origin shape is the source of action while the catalyst is the outcome.
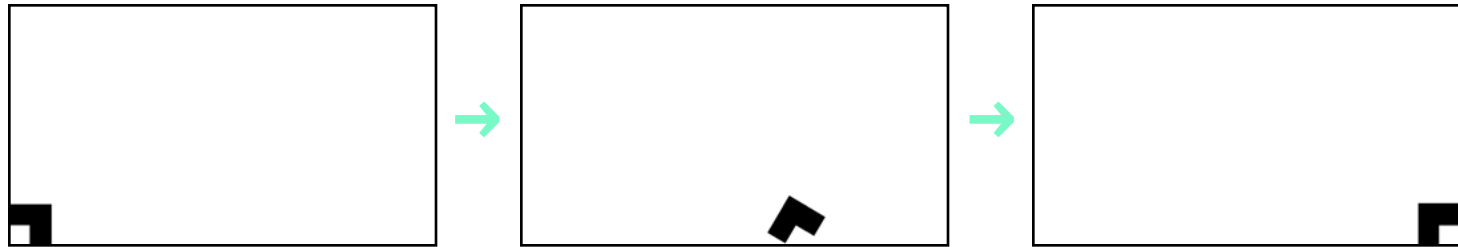
Origin shape utilizing layout space with directional pivot. May only pivot to/from one position.

Catalyst shape morph.

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

Where the origin and catalyst meet is the inflection point. Explore space and scale, as well as timing to convey the impact of what we do and how we deliver.
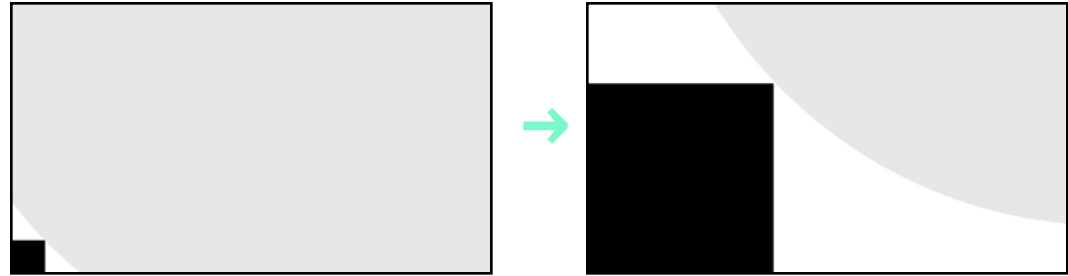
Inflection point – push/pull.

Inflection point – relay

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

The inflection point may take on a subtle presence. This example highlightes the connection between our day and night modes.

Origin shape highlights the use of gradient reveals in both day... ...and night settings.
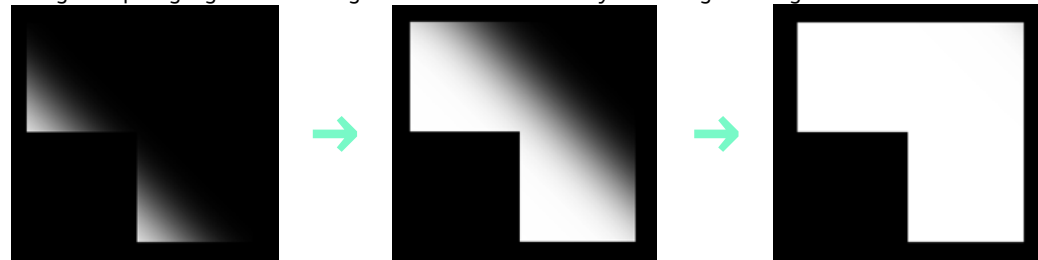
Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

Illustration is an element of our visual system that helps convey the creativity in our work. They often speak for themselves so there's no need to over complicate or over detail the treatments of them.

Parallax scroll gives a sense of 3D space

Get the full experience
View the animated motion graphics guidelines online.

Motion graphics

We can apply motion to our gradients. They should always be self-contained and not spill over into other elements. Use the guidance in the gradient section to understand how they're used.

Gradient can push through space...
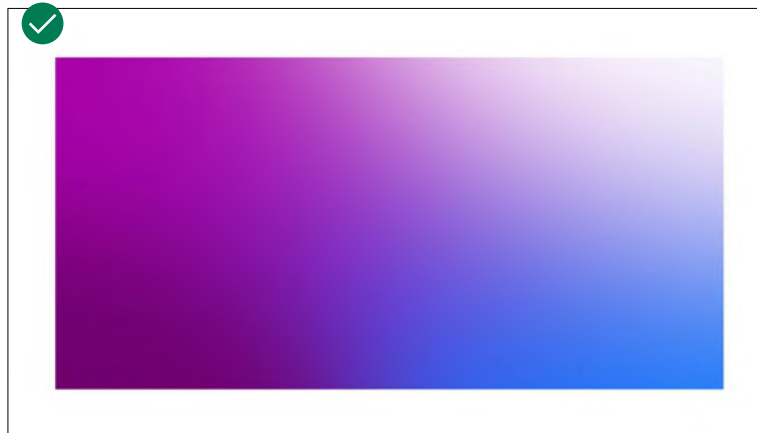
...or rotate through analogous colors in position.

Get the full experience
View the animated motion graphics guidelines online.

Putting it all together

All of these elements come together to visually represent the Jacobs brand. Combine elements from our toolkit thoughtfully to craft impactful communications.

Select only the elements appropriate to meet your objective: There's no need to use every element or more elements than needed.

Logo

Jacobs

**Challenging today.
Reinventing tomorrow.**

Color

Gradients

Sequence frames

Photography

Illustration
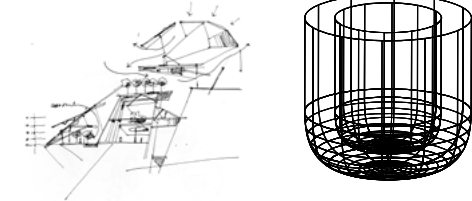
Inflection point

Typography

AaBbCc

Laying it out

We use grids to organize and add visual structure to our communications. By aligning elements to each other thoughtfully, we are able to highlight key messages and direct the audience without being overwhelming.

To ensure maximum flexibility, we employ 12-column layouts. This allows it to be easily partitioned into two, three, four, or even six sections. For smaller layouts, we use 6-column layouts.

The math is kept consistent with our typography standards, which also use point and leading sizes that are multiples of three.

1in

1in   12-column grid / 0.45in columns   1in

1in
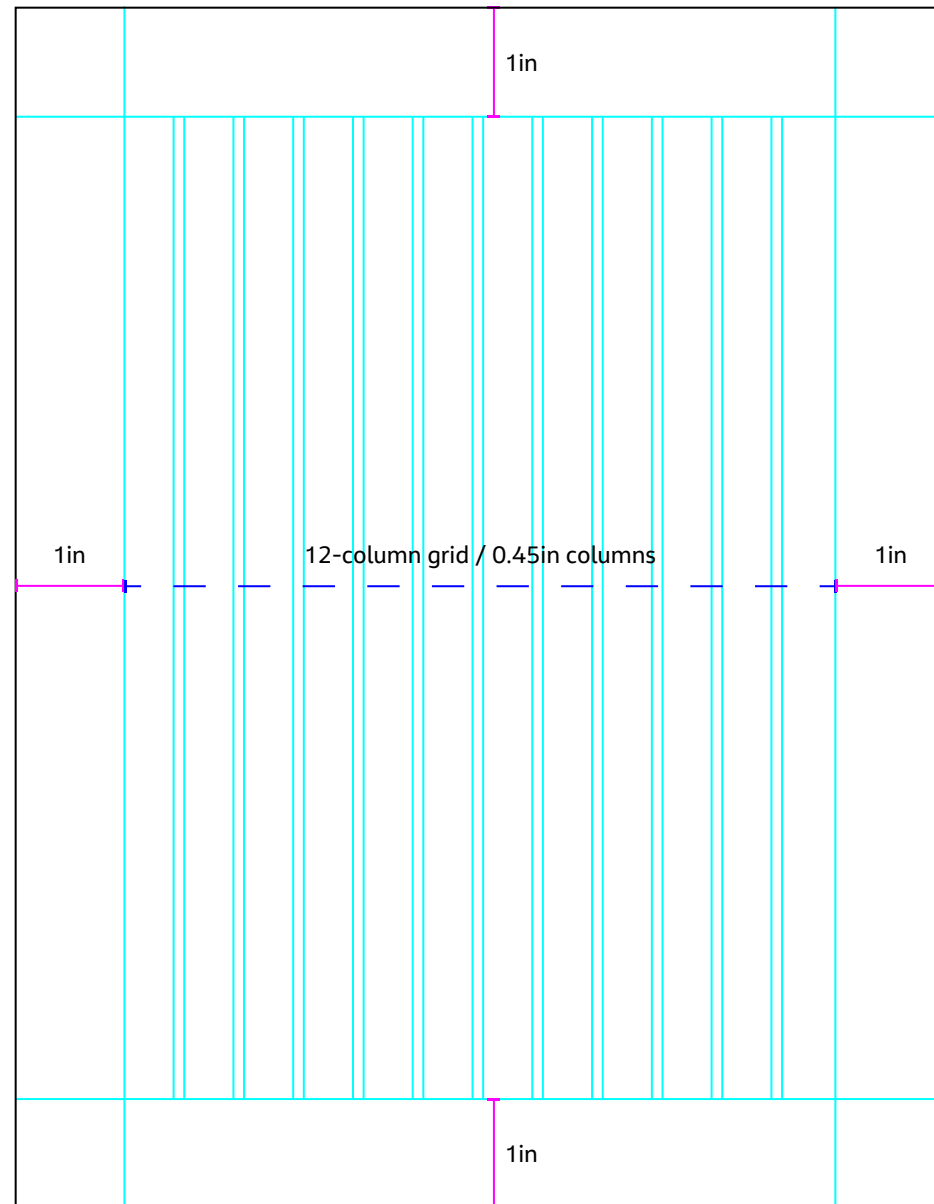
Divide the page

Determine the type of communication you're creating and then divide the layout as needed.

In this example, we are creating an ad:

1. Set up margins to create your design area. All of the important elements such as the logo and messaging should be placed within this design area.

2. Set the type by aligning the text box to the grid. Follow the standard type sizes to create hierarchy.

3. If you're using photography, place it along the grid. If possible, align it with the type that's been set.

4. Add sequence frames if you're using them.

Step 1
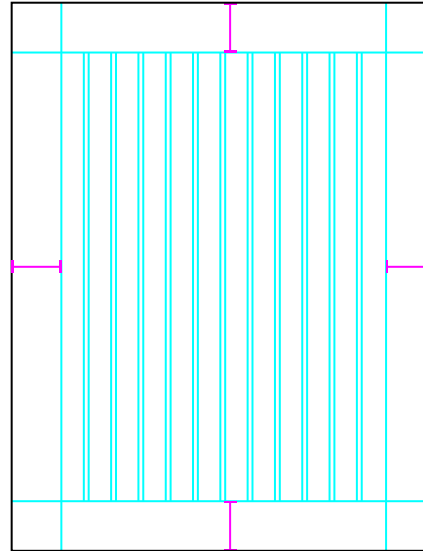
Step 2
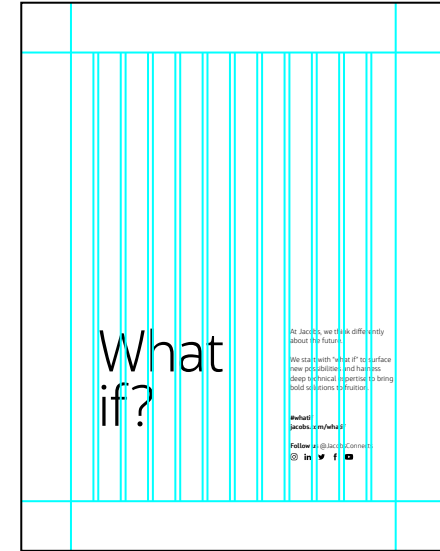
Step 3
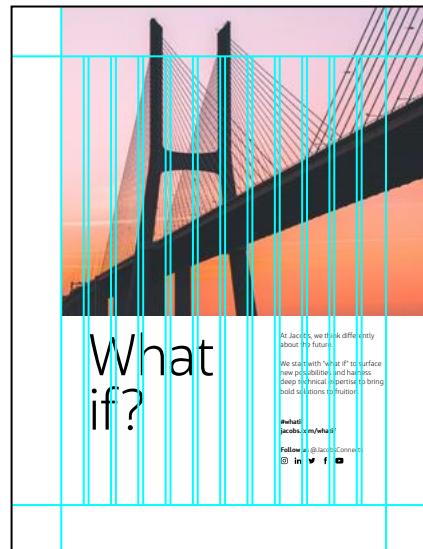
Step 4
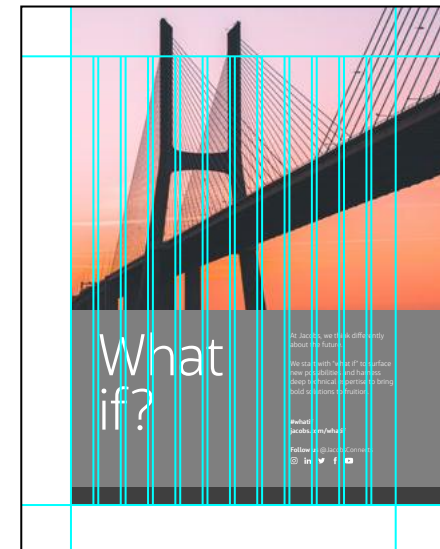
Divide the page

5. If an inflection point is being used, place it in one of the four corners so that it aligns with photography and/or sequence graphics.

6. Using your photography or messaging as inspiration, select a color scheme for the layout and apply it to the sequence frames using our color and gradient guidance.

7. Place the logo using the grid and other elements to determine the best placement.

Step 5
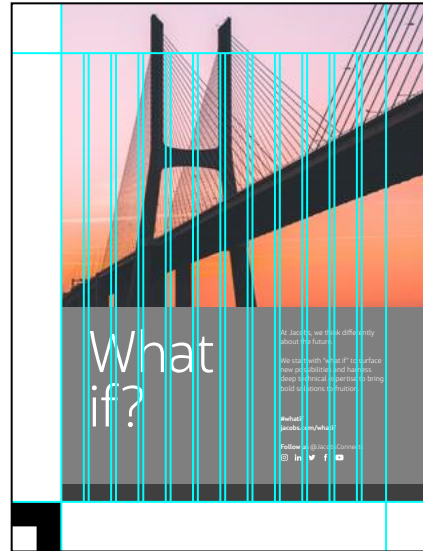
Step 6

Step 7

Final layout

Help & resources

What you'll discover

Resources

BRAND CENTRAL

All of the information about our brand is accessible through our primary brand space on JacobsConnect: Brand Central:

JacobsConnect > Company > Brand Central

Brand Central is the first place to start when you're looking fo any brand-related information including training, guidelines, and more. Additionally, you can follow the space and be notified of changes.

BRAND FILES

All of our brand-related assets live on Brand Files, an online collection of our logos, icons, illustrations, templates and more. Anytime you need a file, start at Brand Files:

brand.jacobs.com

Files are organized by topical sections, like "logos" or "iconography." Sections act as filters, as do labels along the lefthand side of the page. Finally, the search bar and pins (which are saved searches) can help you narrow down the displayed assets. Each asset can contain multiple filetypes. You can download entire sections, assets, or individual files.
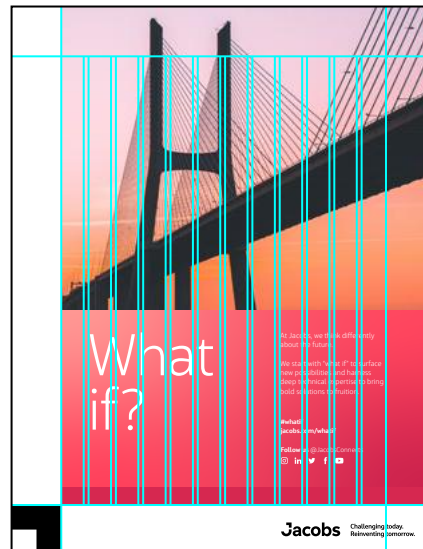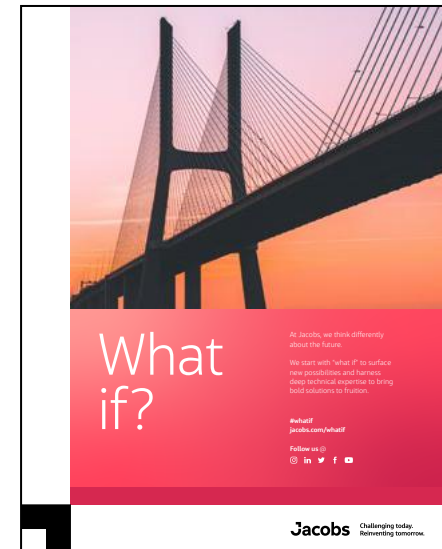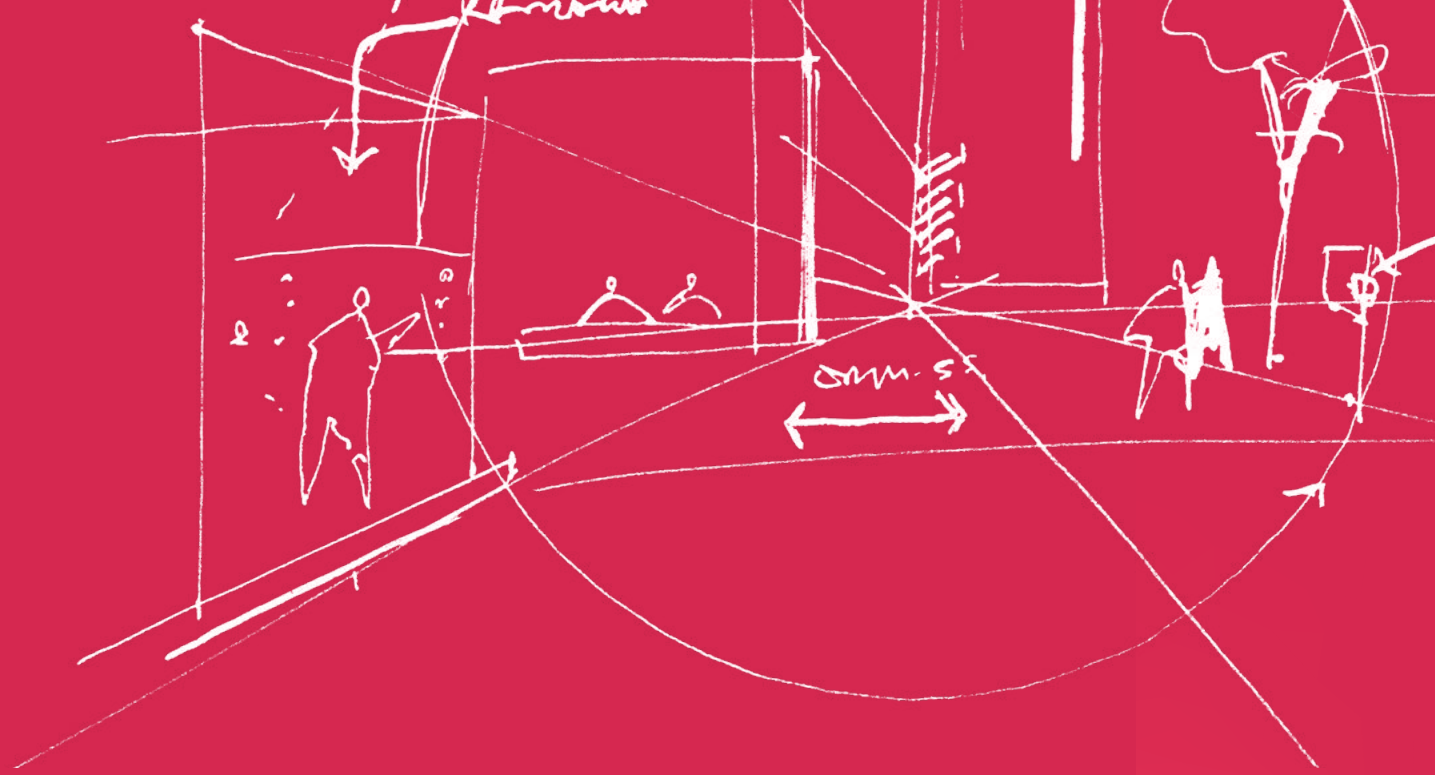
DOCUMENT TEMPLATE SYSTEM

Our MS-Office-based Document Template System is loaded on every workstation and offers branded documents in Word, and PowerPoint. Learn more on Brand Central.

GLOBAL IMAGE LIBRARY

All of imagery lives on our Global Image Library and include almost 250,000 photos, renderings, and portraits:

images.jacobs.com

BUSINESS CARDS & STATIONERY

To order business cards or stationery, refer to our guidelines:

www.jacobs.com/docs/DOC-305303

COMPANY STORE & MERCHANDISE

Access our official company stores to find official branded merchandise and vendors authorized to help with custom orders. From an individual gift, to bulk orders our company stores are strategically positioned to maximize our brand:

www.jacobsstore.com

Glossary

Our brand builds upon our rich heritage but also introduce a lot of new ideas. To help explain some of them, here's a list of terms and their meanings used throughout this document.

Brand architecture
Defines the way businesses, products and services are communicated.

Brand idea
The simplest and most potent articulation of our promise to our different audiences and stakeholders.

Brand narrative
Setting the context and providing inspiration for the idea.

Brand promise/tagline
What we pledge, internally and externally. Our brand promise is our tagline: "Challenging today. Reinventing tomorrow."

Campaign
A temporary set of coordinated messaging, visuals, and other executions that promote a specific objective.

Color palette
A set of colors selected intentionally to be used together as a suite. In our visual identity system, we have four palettes: core, neutrals, primary and extended.

Core messages
Guide what you say to specific audiences by expanding on the one simple idea and story, based on credible and tangible benefits.

Day mode/Night mode
In our visual identity system, "day mode" refers to backgrounds that are white or one of our light neutrals (N3 or N4), while "night mode" refers to backgrounds that are black or one of our dark neutrals (N1 or N2).

Gradient
A color blend between different colors.

Grid
An invisible structural system applied to a design to provide discipline and cohesion.

Glossary

Iconography style
A systemic visual approach for the use of icons and symbols within a brand's visual identity.

Imagery style
A consistent and studied approach to photography that embodies the personality of the brand.

J-mark
Our shorthand symbol representing the two parts of our tagline: Challenging today. Reinventing tomorrow.

Logo
A symbol or graphic representative adopted by an organization uniquely designed for ready recognition.

Messaging framework
How you communicate, based on core messages and voice.

Personality
Attributes that guide how the brand experience is expressed.

Positioning statement
A clear, concise elaboration on the brand idea, outlining what people should expect from the brand and why it matters.

Purpose
What we stand for.

Sequence frame
A design element we use to provide rythym, movement, emphasis and storytelling.

Typography
The art and technique of arranging type to make written language legible, readable and appealing.

Glossary

Value proposition
An articulation of the single-minded benefit of a certain product/
service for a specific audience/target.

Values
The set of principles that guide us in bringing the brand idea to life
through behaviors.

Voice
How you talk to people, based on the tone and manner
of communications.

Whitespace/Negative space
The space around and between content in a design, such as the
margin on a page or space around a headline.

Wordmark
A distinct text-only treatment of the name of a company, institution
or product name. For us, our wordmark is simply "Jacobs" typed out.

Version history

Version 8.1 — March 4, 2020

Major changes
- Added all-new "Program branding" section (p103-109)
- Added all-new "Motion graphics" section (p110-128); see digital guidelines for animated visuals
- Added JEN icons
- Added hyperlinks throughout for resources and downloads

Color
- Corrected color values for Yellow P4 and updated examples throughout
- Corrected description of accessibility requirements (p50)
- Added detailed color accessibility charts per color family for RGB values (p51-56)
- Added note on using analogous color families as accent colors (p70)
- Clarified color use with inflection point and breakout shape

Gradients
- Added tip regarding linear gradients (p58)
- Expanded guidance for using gradients in a sequence frame to allow for gradient match with one or both adjacent, solid frames
- Renamed "Monochrome: 2 Color" to "Monochrome + White"
- Renamed "Duotone: 2 Color" to "Duotone + White"
- Corrected errors in labels used in visuals
- Replaced missing image in "Creating a special mesh gradient" examples

Typography
- Added exhibit for Jacobs Chronos Display, Condensed and italic faces
- Added Maori language support, added rupee currency symbol, clarified examples
- Updated guidance on when to use various weights

Miscellaneous
- Updated logo and J-mark throughout to reflect appropriate trademark status (®, sm).
- Updated visuals, inflection point, etc. throughout to align with latest guidance
- Added page "Explaining Jacobs" (p27)
- Added new visual explaining the J-mark (p34)
- Corrected lockup labels and file naming to match assets on Brand Files
- Added guidance for min/max frames in a sequence (p69)
- Clarified description of curating new illustrations
- Added detail page in iconography about Employee Network logos
- Removed guidance on creating new icons
- Added "Resources" page (p135)
- Added additional terms to Glossary; removed placeholder copy

Version 8.0 — October 1, 2019

Inaugural release of v8.0 created to introduce our new Jacobs brand, messaging and visual identity.

Have a question?
We're here to help.

Email: OurFuture@jacobs.com

JacobsConnect > Company > Brand Central
for information, training and Q&A

↓ **Download the files:**
Go to Brand Files

Jacobs

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Jacobs Brand Guidelines | Version 8.1 | March 2020
Internal & confidential