

JON'S
MID★AMERICA
FIRE APPARATUS, INC.

BRANDING GUIDE





JON'S MID AMERICA
PRIMARY LOGO



FIRE APPARATUS
PRIMARY LOGO ON DARK





JON'S MID AMERICA

SECONDARY LOGO



FIRE APPARATUS

SECONDARY LOGO ON DARK





JON'S MID AMERICA
BRAND MARK



FIRE APPARATUS
BRAND MARK ON DARK





JON'S MID AMERICA STATIONERY MOCKUPS



FIRE APPARATUS APPAREL MOCKUPS



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JON'S MID AMERICA
WEBSITE

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FIRE APPARATUS
MOBILE



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JON'S MID AMERICA

DIGITAL ADS



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FIRE APPARATUS

NETWORKS





JON'S MID AMERICA COLOR PALETTES

PRIMARY



engine red
rgb 213 32 41
cmyk 10 100 97 2
hex #d52029

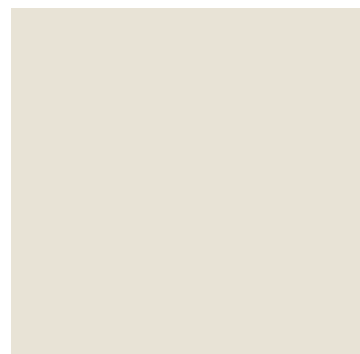


goldenrod
rgb 255 204 5
cmyk 0 15 100 0
hex #ffcc05



faded navy
rgb 53 73 95
cmyk 83 67 43 29
hex #35495f

NEUTRAL



canvas
rgb 230 225 212
cmyk 3 4 11 6
hex #e5e0d3



medium gray
rgb 165 162 162
cmyk 12 12 12 30
hex #a5a2a2



asphalt black
rgb 34 33 29
cmyk 69 64 68 74
hex #22211d



FIRE APPARATUS TYPOGRAPHY

PRIMARY

PALATINO

ACCENT

Anton

BODY

Palatino
Bold

