



JIJ Brand Identity Guidelines

Core Principles

Timeless. Geometric. Symmetrical. Minimal.

Approved Colors

Dark Navy: #0A1A2F

Tech Blue: #0052FF

Steel Gray: #6B7280

Platinum: #E5E7EB

White: #FFFFFF

Rules

- Use only approved artwork.
- Never stretch, skew, rotate, add gradients, shadows, or outlines.
- Prefer SVG for digital applications.
- Use black, navy, or white single-color versions whenever possible.
- Maintain generous whitespace around the mark.
- The symbol is the primary identifier for JIJ Web Solutions.