BRAND IDENTITY SYSTEM
Guidelines 10.14

JCPenney

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These guidelines provide basic graphic standards for application of the JCPenney corporate and brand identity. Some things may change as the identity system is implemented. As additional brand components are developed, other ways of using the brand graphics may emerge.

The JCPenney Logo

This is our primary logo. It's the brand identity and name we have firmly established in the hearts and minds of our customers for over 100 years.

Our logo clearly states authorship of all corporate and brand communications.

JCPenney

About the
JCPenney Logo

The JCPenney logo consists of specially modified and carefully spaced letterforms. It's based on the medium weight of the typeface, Helvetica Neue, but since the letterforms have been modified you cannot simply type the word "JCPenney" in Helvetica to create this logo. Always use the master art file, see page 12.

The JCPenney logo appears in red or reversed to white, but it may also appear in black when the use of full color is not available.

> Note: Application of the JCPenney logo masthead in Marketing may require the use of additional colors. These exceptions are limited to Marketing and require approval by the Vice President, Creative & Brand Synergy.

JCPenney

JCPenney

About the Tagline

The JCPenney logo / tagline lock-up "when it fits, you feel it™" is for use in marketing materials. The primary version includes the "jcp.com" message, but a secondary version without "jcp.com" is available for vehicles that refer to in-store only.

Always use the master art files, see pages 13-14. The JCPenney logo lock-up appears in red or reversed to white, but it may also appear in black when the use of full color is not available.

Primary
(with jcp.com)

JCPenney
when it fits, you feel it™ | **jcp.com**

Secondary
(without jcp.com)

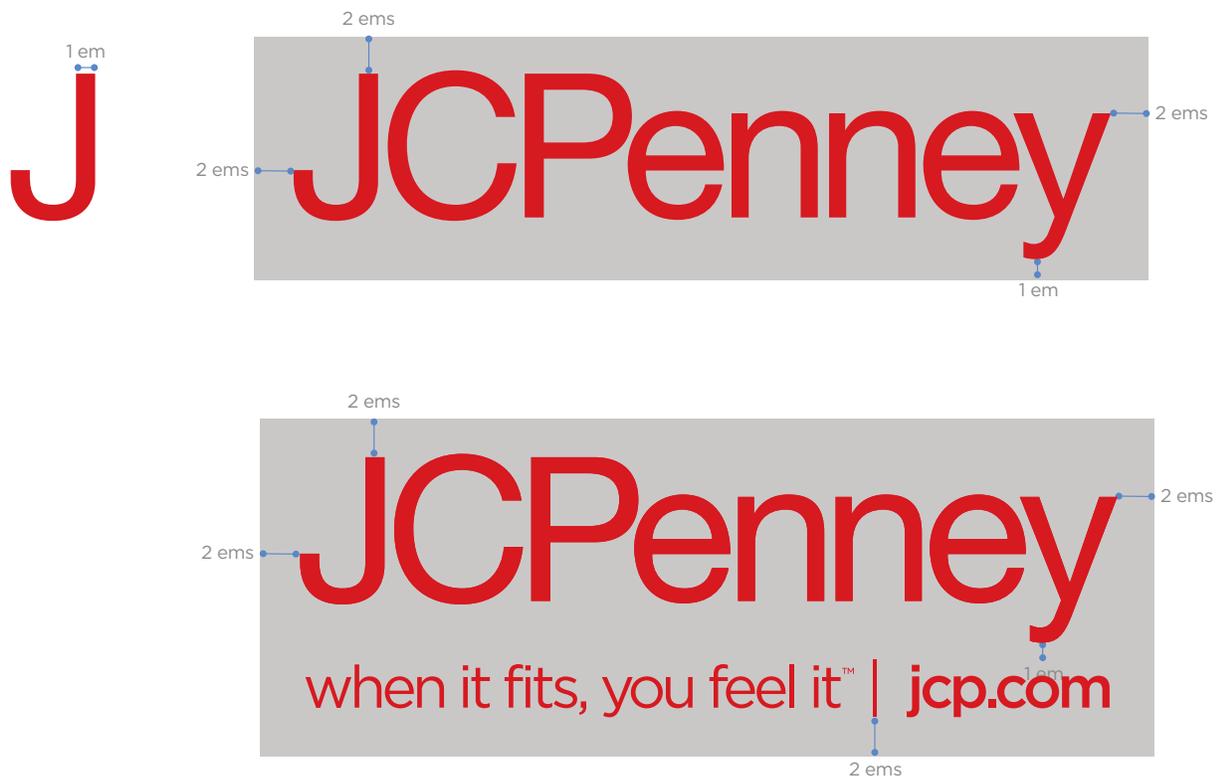# JCPenney
when it fits, you feel it™

Using the JCPenney Logo—Clear Space

Allow a minimum clear space around the JCPenney logo equal to, but no less than, 2 em-width on the sides and top and 1 em-width on the bottom, measured from the "y" descender as shown below. The JCPenney logo with tagline has similar clear space with a 2 em-width measured from the bottom of the vertical rule.

Don't butt the logo to the edges of a page or bleed it off the surface on which it is placed.

Don't nest words or graphics near the JCPenney logo within the clear space.

Minimum clear space

2 ems

1 em

J

2 ems

2 ems

1 em

JCPenney

2 ems

2 ems

2 ems

1 em

2 ems

JCPenney
when it fits, you feel it™ | jcp.com

Using the
JCPenney Logo
with Photography

The JCPenney logo should appear in red or reverse white over a photograph. It must be positioned with consideration to it's readability and contrast to the background.

The logotype may reverse to white out of the photo background.

Images can SLIGHTLY overlap the logotype, but the majority of the logo should be clear and easily readable.

Using the
JCPenney Logo
in Web Icons
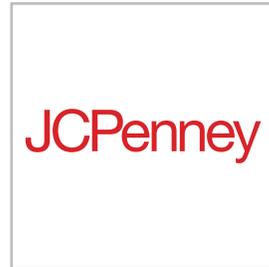
The full JCPenney logo appears white on a solid red background as the primary web icon. A secondary option using a white background is acceptable if the layout cannot accommodate the primary version.

Due to their size, the use of "JCP" for digital icons is only permitted for favicons.

Examples are shown below.

JCPenney

Web Icon — Primary

JCPenney

Web Icon — Secondary

JCP

Favicon

Gotham Type Family

Gotham is the type family for all JCPenney marketing communications. A type family is a collection of related typefaces that share common design traits and a common name, and Gotham is a big family. It includes lots of weights and styles.

Gotham Book, Medium, Bold and Black are best for most typesetting. Other weights, along with italics and condensed versions may be used sparingly for emphasis or to distinguish special kinds of information.

Letter spacing is very important. When setting body copy and other small text in Gotham, use a tracking specification of -30 to -50. For larger display and headline settings, use a tracking specification of -50 to -70. Type in large sizes may require additional letter-by-letter kerning to make it look just right.

Gotham Book

Genuine, honest. Quality products at fair prices. Not to create a chain of stores, but create a chain of good people. Treat others the way you want to be treated.

50 40 30 20 10 9 8 7 6 5 4 3 2 1 / $ % & @ * ( ) ! + =

Gotham Medium

Genuine, honest. Quality products at fair prices. Not to create a chain of stores, but create a chain of good people. Treat others the way you would want to be treated.

50 40 30 20 10 9 8 7 6 5 4 3 2 1 / $ % & @ * ( ) ! + =

Gotham Bold

Genuine, honest. Quality products at fair prices. Not to create a chain of stores, but create a chain of good people. Treat others the way you would want to be treated.

50 40 30 20 10 9 8 7 6 5 4 3 2 1 / $ % & @ * ( ) ! + =

Gotham Black

Genuine, honest. Quality products at fair prices. Not to create a chain of stores, but create a chain of good people. Treat others the way you would want to be treated.

50 40 30 20 10 9 8 7 6 5 4 3 2 1 / $ % & @ * ( ) ! + =

Using JCPenney in Text

When JCPenney appears in text for marketing communications, the letters "JCP" should be set in all uppercase, with no punctuation or word space.

Do not insert the logo into text. Instead, set the JCPenney name in the same font as the rest of the text. In copy we are always "JCPenney", never "JCP."

Sample text

JCPenney gift cards are redeemable for merch or services (excludin cards) at JCPenney the United States

For other text situations, follow these guidelines:

In legal statements, use either
J. C. Penney Company, Inc.
or
J. C. Penney Corporation, Inc.

In press releases, use
J. C. Penney Company, Inc.

For trademark/packaging indicators, use
J. C. Penney Purchasing Corporation, Inc.

For legal statements on products or in marketing, use
J. C. Penney Corporation, Inc.

Color Specifications

Our corporate color is red. To maintain consistency across all visual communications, always follow these specifications. Due to the various digital methods used to display and print these guidelines, the colors on these pages may not appear accurately. Therefore, don't use these pages for color matching. Instead, follow the specifications provided.

In lieu of the JCPenney colors specified throughout these guidelines, you may use the following PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. Consult current PANTONE Publications for accurate color.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.
PANTONE® is the property of Pantone LLC.

JCPenney Red

JCPenney

JCPenney Red
Pantone 186
C0 M100 Y100 K10
R215 G25 B32
Hex # CC0000

Unacceptable Use of JCPenney Logo

It's vital to use the brand logo correctly and consistently. Never add or replace elements. Never apply techniques or effects such as drop shadows, bevels or gradations. Here are a few other mistakes to avoid.

1: Don't change the proportions of the logo.

2: Don't skew or distort the logo.

3: Don't outline the logo.

4: Don't fill the logo with a photo, texture or pattern.

5: Don't partially adjust color or tint of letterforms.

6: Don't add any words or phrases to the logo.

7: Don't nest copy or other logos adjacent to the logo.

8. Don't enclose the logo in a shape

9. Don't insert the logo into copy; use the same font as the corresponding text:
   "a new JCPenney is opening"
or when referring to our legal status:
   J. C. Penney Company, Inc.

Avoid these mistakes.

1 JCPenney
JCPenney

2 *JCPenney*

3 JCPenney (outlined)

4 JCPenney (filled with pattern)

5 JCPenney (partial tint)

6 JCPenney**Legal**

7 JCPenney
style. quality. price.

8 (JCPenney)

9 a new JCPenney is opening

JCPenney

jcpenney_4c.ai

JCPenney

jcpenney_c.ai

JCPenney

jcpenney_rev.ai

JCPenney

jcpenney_k.ai

JCPenney

when it fits, you feel it™ | jcp.com

jcpenney tagline_4c.ai

JCPenney

when it fits, you feel it™ | jcp.com

jcpenney tagline_c.ai

JCPenney

when it fits, you feel it™ | jcp.com

jcpenney tagline_rev.ai

JCPenney

when it fits, you feel it™ | jcp.com

jcpenney tagline_k.ai

jcpenney tagline_nocom_4c.ai

jcpenney tagline_nocomm_c.ai

jcpenney tagline_nocom_rev.ai

jcpenney tagline_nocom_k.ai