

JCPenney

2021

Brand Identity:
Logo Usage +
Clear Space

Brand Identity

When determining which brand identity elements to use in which application, it is important to assess the role of the application and landscape in which it will live.

General guidelines have been established to highlight the differences between Wordmark, the Monogram, the Monogram Tag and the Penney's Signature.

Maintaining executional consistency and adhering to these guidelines will ensure a strong, consistent and ownable brand presence.

Brand Logos

When should one particular brand element be used over another?



Wordmark

- The Wordmark is the formal, modernized expression of our brand. It's used throughout all of our advertising and communication channels to build a recognizable impression of who we are to our shareholders, customers and audiences.
- The Wordmark should never be paired with the Monogram nor adjusted, altered or placed inappropriately in any way.



Monogram

- The Monogram is the face of Penney's online presence, and is used primarily in digital/social channels—especially where space is limited (i.e. website, instagram, etc.).



Monogram Tag

- The Monogram Tag is the confident sign-off to Penney's Signature, and is used primarily in store and traditional marketing channels (i.e. ads, flyers, store facade, etc.).
- The Monogram Tag can be used in partnership with Penney's Signature or on it's own as a short sign-off (typically bleeding off right side—most often in the bottom right area).



Brand Identity

The Primary Brand Identity is the name and face of JCPenney. The Wordmark is the everyday consumer-facing name and face of JCPenney. It helps build a recognizable impression of who we are to all of our shareholders, customers, and audiences.

Primary Brand Logo—Wordmark

JCPenney

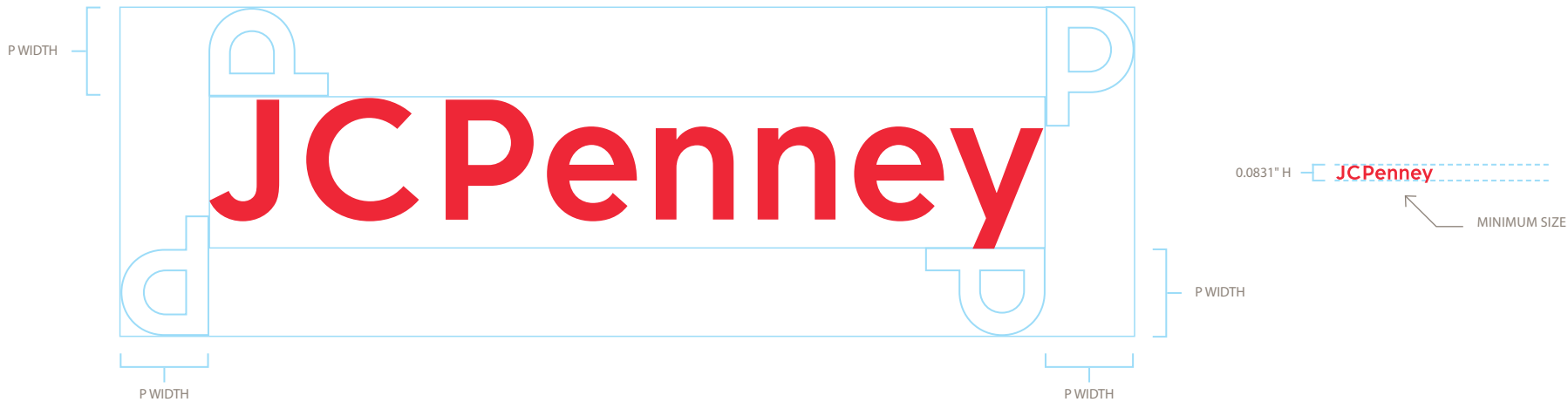
Brand Identity

The Wordmark must always stand out clearly and legibly, free of visual clutter. Clear space and minimum size standards help to ensure that our identity is given the prominence it deserves.

Always maintain a minimum clear space around the Wordmark. The clear space measurement is equal to the P width, as shown on this page. No other brand identities or graphic elements should appear within this clear space. This clear space should always be scaled using the same proportions as the Wordmark.

A minimum size has been set for the Wordmark. It may not be scaled down any more than the minimum size shown. This helps to ensure that the Wordmark is always legible. When referring to the size of the Wordmark, we use the overall height of the full identity as a visual reference.

Clear Space + Minimum Size—Wordmark



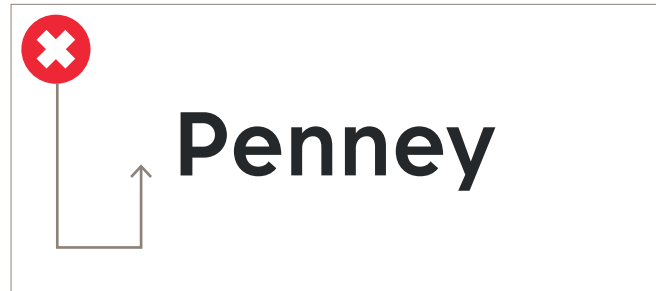
Brand Identity

The Wordmark is a refreshed everyday consumer-facing name and face of JCPenney. It will never be paired with the monogram.

It is important to maintain the integrity of the Wordmark at all times, therefore, it should not be adjusted, altered or placed inappropriately in any way.

Maintaining executional consistency and adhering to these guidelines will ensure a strong, consistent and ownable brand presence.

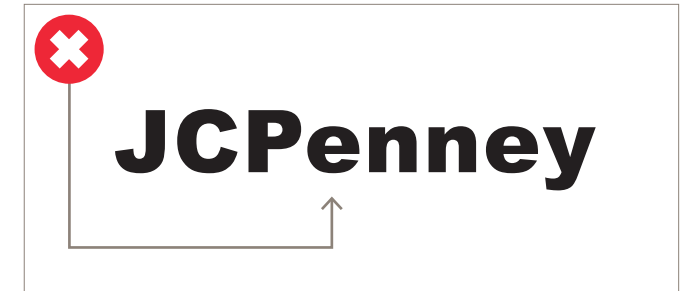
Logo Usage Rules—Wordmark



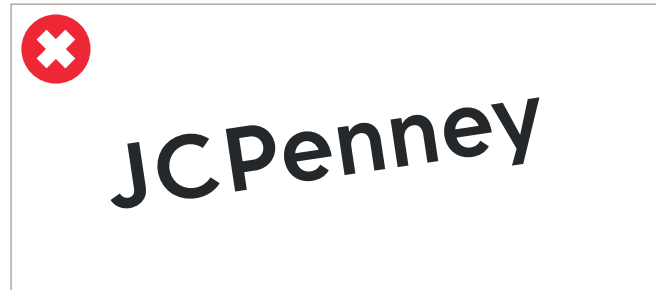
DO NOT REMOVE OR CHANGE THE GRAPHIC ELEMENTS



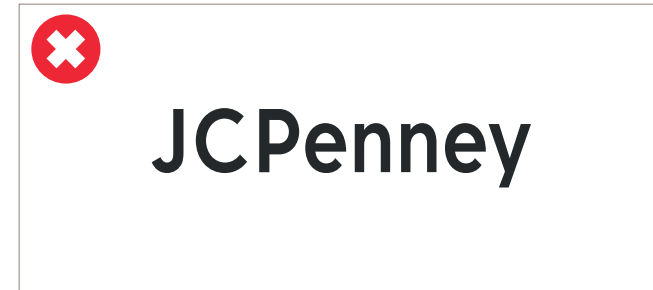
DO NOT ALTER THE RELATIONSHIP BETWEEN THE ELEMENTS



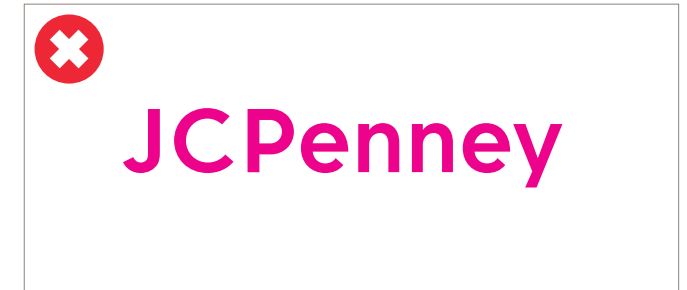
DO NOT SUBSTITUTE TYPEFACES, WEIGHTS OR CASE SETTINGS



DO NOT DISTORT, REFLECT, SKEW, OR ROTATE



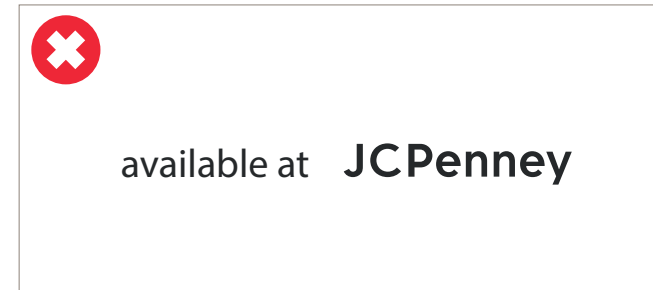
DO NOT DISPROPORTIONATELY SCALE



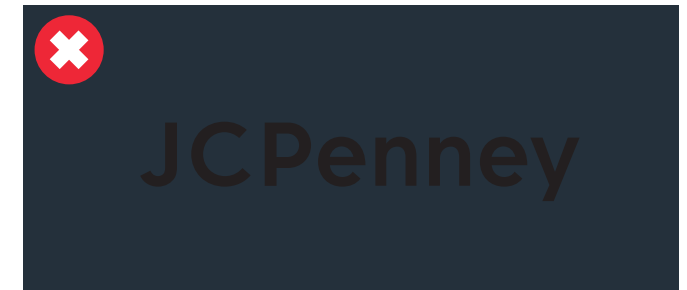
DO NOT CHANGE THE APPROVED COLORS



DO NOT PLACE WITHIN A SHAPE



DO NOT USE WITHIN A BODY OF TEXT



DO NOT PLACE ON A BACKGROUND THAT MAKES IT ILLEGIBLE

Brand Identity

The Secondary Brand Identity is made up of a Monogram, a Monogram Tag and the Signature.

The Monogram and Monogram Tag are utilized as short, confident, modern sign-offs for the brand. When the Monogram Tag is used, it should live slightly above the bottom right-hand corner and bleed off the right edge, whenever possible.

Secondary Brand Logos

Monogram

JCP

Monogram Tag



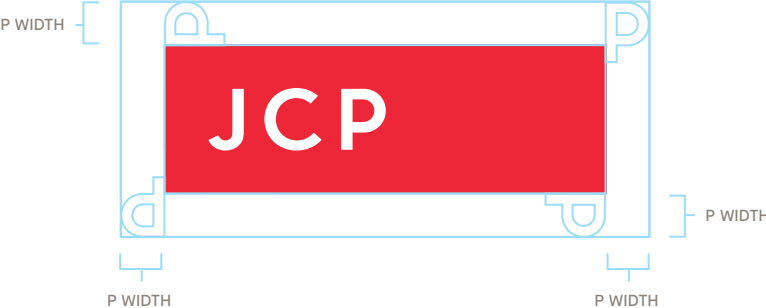
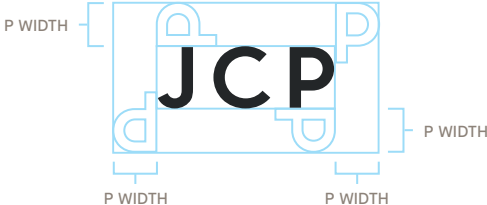
Brand Identity

The Monogram and Monogram Tag must always stand out clearly and legibly, free of visual clutter. Clear space and minimum size standards help to ensure that our identity is given the prominence it deserves.

Always maintain a minimum clear space around the Monogram and Monogram Tag. The clear space measurement is equal to the P width, as shown on this page. No other brand identities or graphic elements should appear within this clear space. This clear space should always be scaled using the same proportions as the Monogram and Monogram Tag.

A minimum size has been set for the Monogram and Monogram Tag. It may not be scaled down any more than the minimum size shown. This helps to ensure that the Monogram and Monogram Tag are always legible. When referring to the size of the Monogram and Monogram Tag, we use the overall height of the full identity as a visual reference.

Clear Space + Minimum Size—Monogram and Monogram Tag



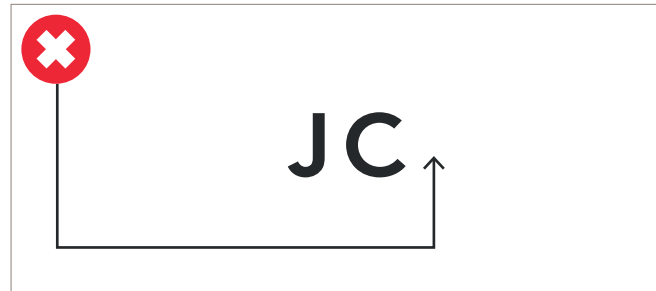
Brand Identity

The Monogram is utilized as a short, confident, modern sign-off for the brand. In exceptions where the Monogram Tag cannot be aesthetically accommodated, the Monogram should be used.

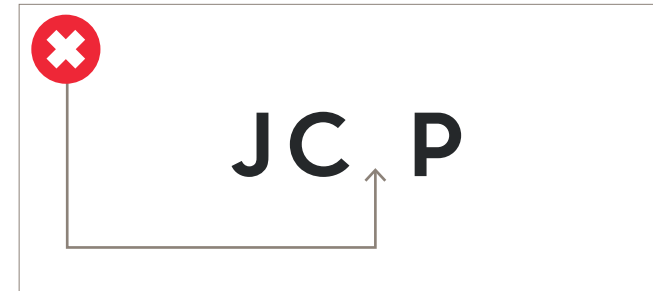
It is important to maintain the integrity of the Brand Identity at all times, therefore, it should not be adjusted, altered or placed inappropriately in any way.

Maintaining executional consistency and adhering to these guidelines will ensure a strong, consistent and ownable brand presence.

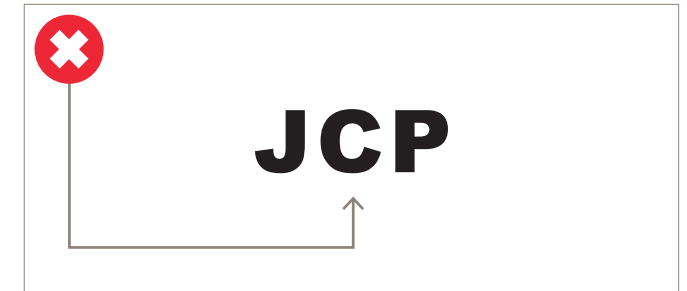
Logo Usage Rules—Monogram



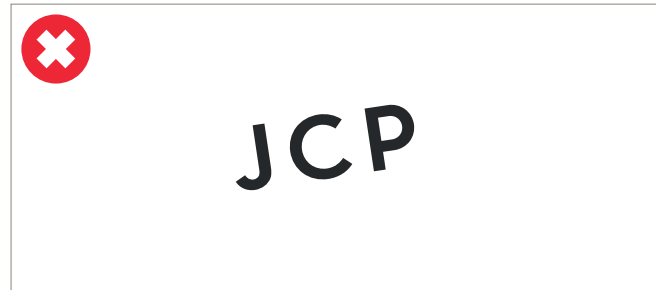
DO NOT REMOVE OR CHANGE THE GRAPHIC ELEMENTS



DO NOT ALTER THE RELATIONSHIP BETWEEN THE ELEMENTS



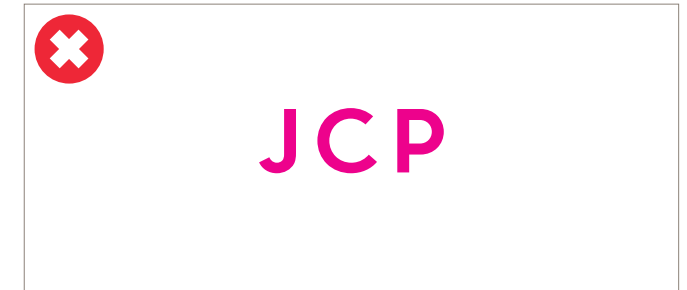
DO NOT SUBSTITUTE TYPEFACES, WEIGHTS OR CASE SETTINGS



DO NOT DISTORT, REFLECT, SKEW, OR ROTATE



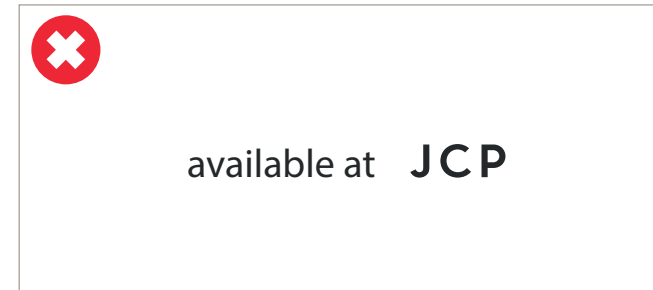
DO NOT DISPROPORTIONATELY SCALE



DO NOT CHANGE THE APPROVED COLORS



DO NOT PLACE WITHIN A SHAPE



DO NOT USE WITHIN A BODY OF TEXT

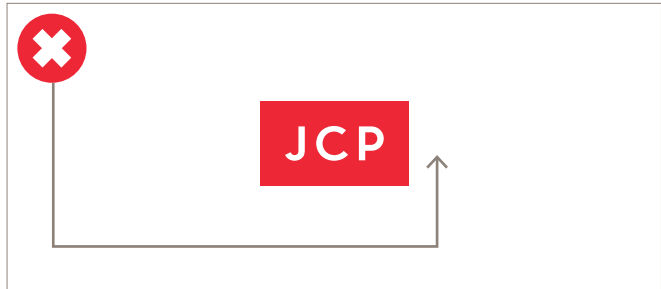


DO NOT PLACE ON A BACKGROUND THAT MAKES IT ILLEGIBLE

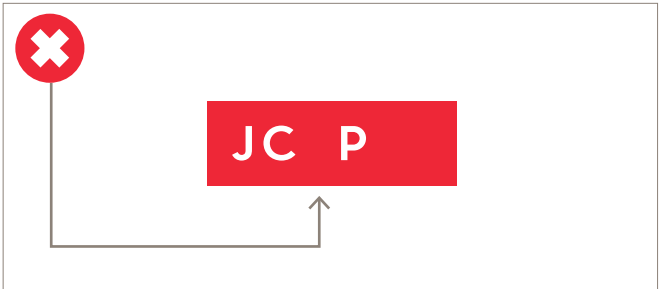
The Monogram Tag is utilized as a short, confident, modern sign-off for the brand. The Monogram Tag can be used on its own, or in proximity to the Signature. It should live slightly above the bottom right-hand corner and bleed off the right edge, whenever possible.

It is important to maintain the integrity of the Monogram Tag at all times, therefore, it should not be adjusted, altered or placed inappropriately in any way.

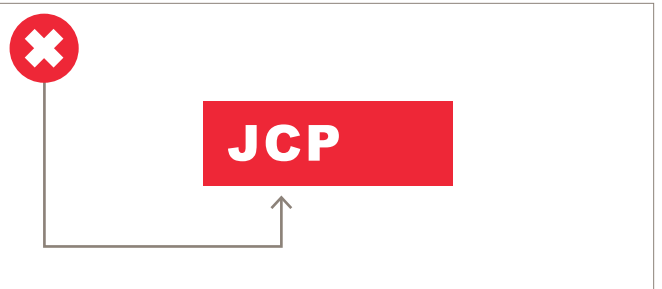
Maintaining executional consistency and adhering to these guidelines will ensure a strong, consistent and ownable brand presence.



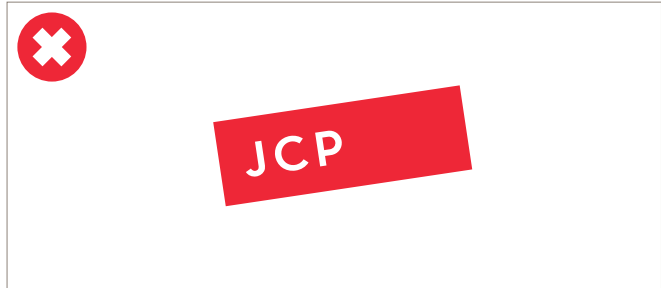
DO NOT REMOVE OR CHANGE THE GRAPHIC ELEMENTS



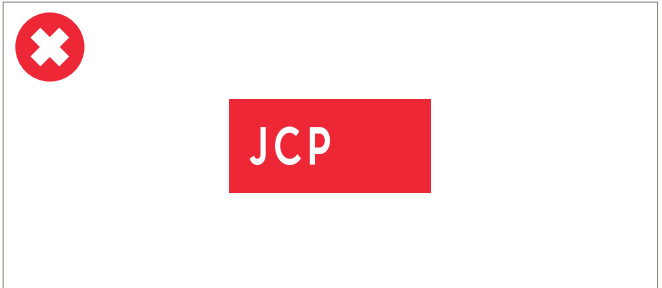
DO NOT ALTER THE RELATIONSHIP BETWEEN THE ELEMENTS



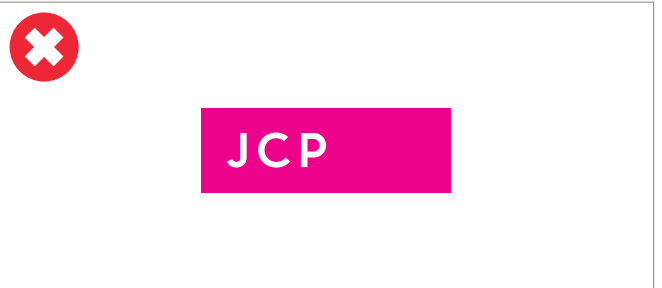
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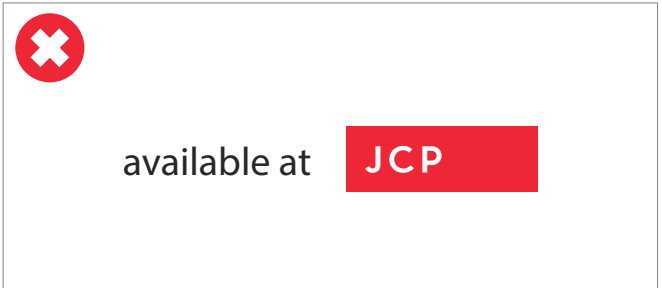
DO NOT DISPROPORTIONATELY SCALE



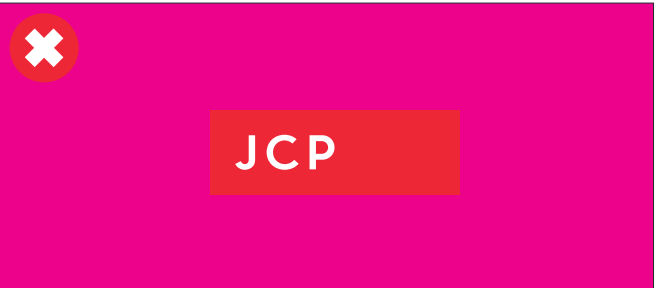
DO NOT CHANGE THE APPROVED COLORS



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DO NOT PLACE ON A BACKGROUND THAT MAKES IT ILLEGIBLE



Brand Color Palette

Brand Color Palette

Whenever possible, utilize PANTONE® inks rather than attempting to re-create the colors through the four-color (CMYK) process.

The appearance of our brand colors will differ from spot-color (PMS PANTONE® color) to a four-color process (CMYK). In addition, there will be slight color variances when printing on different paper stocks.

While color variations in printing and production can't be eliminated completely, they can be minimized. For color matching—and to minimize any visual differences—always refer to the Pantone Matching System and match to PANTONE® color swatches.

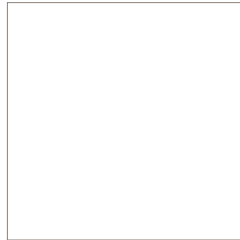
For digital applications, we have selected an ADA Compliant variation of our JCP Red that meets WCAG AA standards. For more information about WCAG specifications, please refer to the full guidelines here: <https://www.w3.org/WAI/standards-guidelines/>

Color Palette

PRIMARY

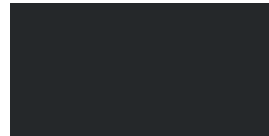


PMS 1788 C
CMYK 0 / 88 / 82 / 0
RGB 231 / 19 / 36
HEX E71324
'JCP Red'

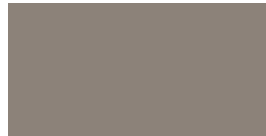


CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF
'Pure White'

SECONDARY



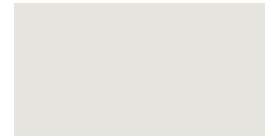
PMS 426 C
CMYK 94 / 77 / 53 / 94
RGB 37 / 40 / 42
HEX 25282A
'Almost Black'



PMS WARM GRAY 8 C
CMYK 17 / 24 / 25 / 49
RGB 140 / 130 / 121
HEX 8C8279
'Mid-Greige'



PMS 7534 C
CMYK 5 / 5 / 15 / 8
RGB 209 / 204 / 189
HEX D1CCBD
'Light-Greige'



PMS 000 C
CMYK 8 / 7 / 10 / 0
RGB 231 / 229 / 223
HEX E7E5DF
'Lightest-Greige'

CLEARANCE



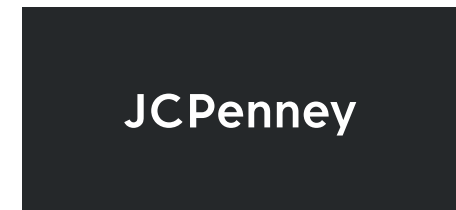
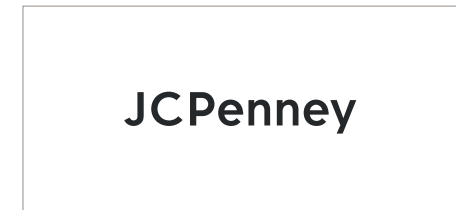
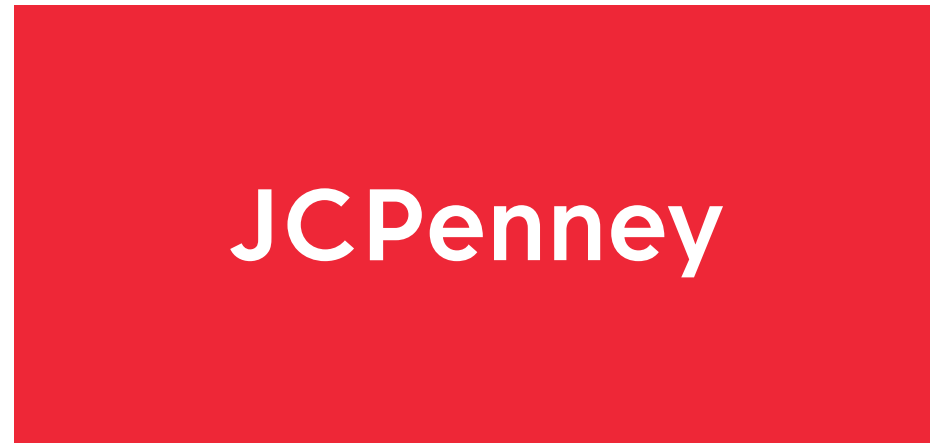
PMS 388 C
CMYK 11 / 0 / 91 / 0
RGB 224 / 231 / 34
HEX E0E722
'Chartreuse'

DIGITAL



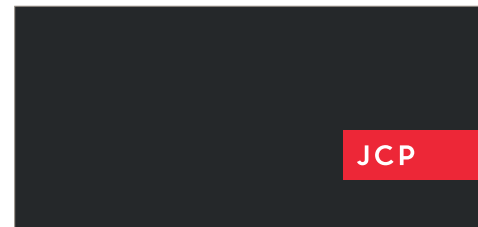
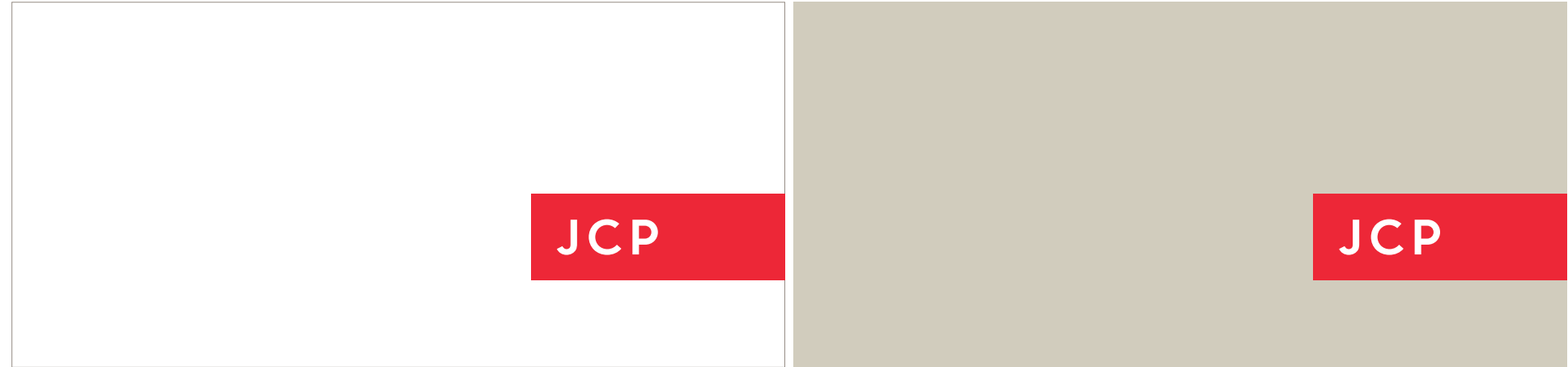
HEX E71324
'WCAG Red'

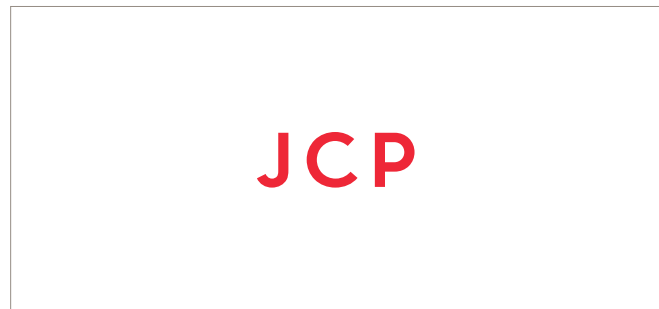




Brand Color Palette

Color Usage—Monogram Tag





Typography

Typography

The brand's typographic style is clean, stylish, modern and timeless. The Moderat typeface represents the brand and is used for all communications and collateral.

Always use a typographer's eye for typesetting—kerning irregularities between letterforms and adjusting the leading between copy lines.

For conversational applications, we use sentence case to communicate with relatability and friendliness. Headlines and arc statements use Moderat Bold; subhead/subcopy uses Moderat Regular and includes proper punctuation.

When subhead/subcopy is placed on a hard-to-read background, use Moderat Medium for better legibility.

Title case type is reserved for product categories, CTAs, divisional sale names (i.e. Baby & Toddler Sale), etc. For emails, Moderat Bold is used to communicate with clarity and impact.

All-capped type is reserved for DOORBUSTERS, FINAL TAKE CLEARANCE & FLASH SALES.

Brand Typeface

Moderat Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

Moderat Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

Moderat Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()

CONVERSATION HEADLINE SAMPLE

It's an 'add to cart' kind of day

PRODUCT CATEGORY SAMPLE

Bedding & Bath

Open Sans is used for live text on flagship as well as for copy in all assets for flagship.

Sale/Event names should be kept in Moderat for brand recognition.

Always use a typographer’s eye for typesetting—kerning irregularities between letterforms and adjusting the leading between copy lines.

For conversational applications, we use sentence case to communicate with relatability and friendliness. Headlines and arc statements use Open Sans Bold; subhead/subcopy uses Open Sans Regular and includes proper punctuation.

When subhead/subcopy is placed on a hard-to-read background, use Open Sans Semi Bold for better legibility.

Title case type is reserved for product categories, CTAs, divisional sale names (i.e. Baby & Toddler Sale), etc. Use Open Sans Bold to communicate with clarity and impact.

All-capped type is reserved for DOORBUSTERS, FINAL TAKE CLEARANCE & FLASH SALES.

Open Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%^&*()

Open Sans Semi Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%^&*()

Open Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%^&*()

CONVERSATION HEADLINE SAMPLE

It’s an ‘add to cart’ kind of day

CTA SAMPLE

Shop Now

