RAYMOND JAMES®

RAYMOND JAMES BRANDING OVERVIEW

A Quick Guide to Raymond James Brand Standards. This "cheatsheet" shows some key considerations for marketing materials for Raymond James advisors.

TYPOGRAPHY

The Source Sans Pro font family is the preferred sans serif typeface for the Raymond James brand identity for all professionally produced marketing materials aimed at clients or prospects.

See our full Brand Style Guide for guidance on fonts for client communications like letters and emails.

SOURCE SANS PRO TYPEFACE

BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$%^&*()

REGULAR: ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$%^&*()

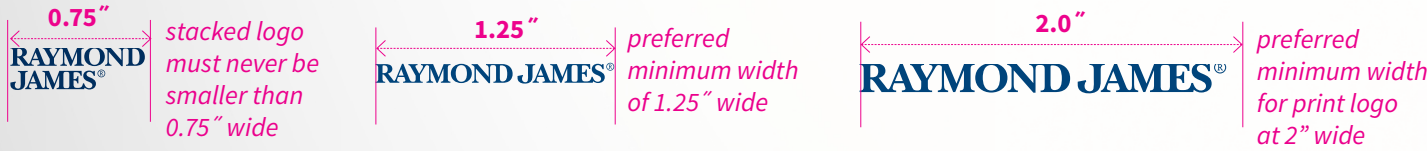*ITALIC: ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$%^&*()*

THE RAYMOND JAMES LOGO USAGE BRIEF

RAYMOND JAMES®
RAYMOND JAMES®
RAYMOND JAMES®
RAYMOND JAMES®

The Raymond James logo should appear as:

- **PANTONE 295 C** and unstacked whenever possible
- It is also acceptable to have a black logo when printing black and white ads
- or a white logo when reversing out of a solid colour (blue or black background only).

Note: *These examples are presented with a background to demonstrate the appearance of a white logo reversed out of a solid color. However, the logo should <u>NEVER</u> be placed in or contained within a <u>box</u>. For signage or promotional items, the registered trademark symbol should be removed.*

0.75"
RAYMOND JAMES
stacked logo must never be smaller than 0.75" wide

1.25"
RAYMOND JAMES
preferred minimum width of 1.25" wide

2.0"
RAYMOND JAMES®
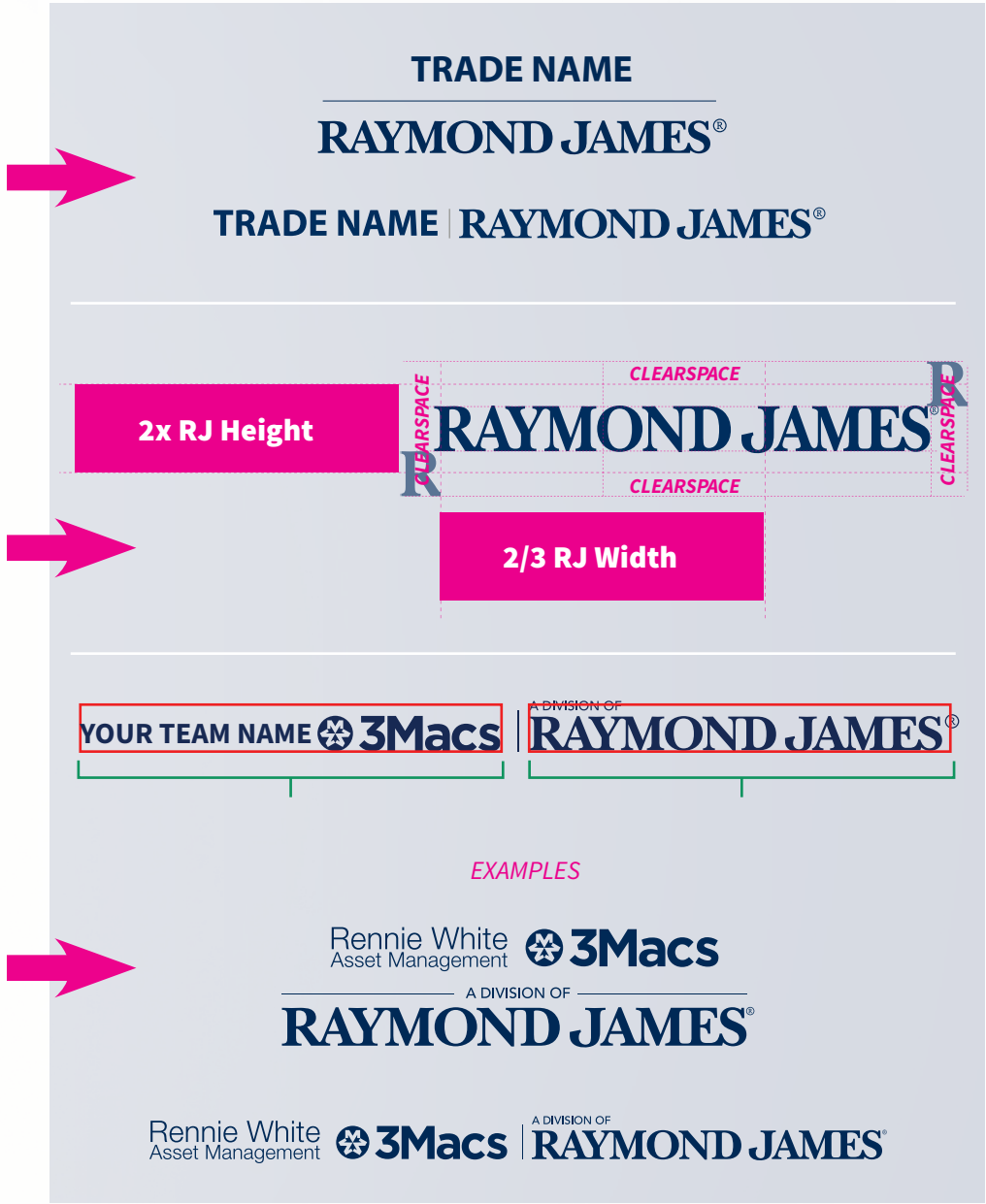*preferred minimum width for print logo at 2" wide*

LOGO CO-BRANDING GUIDELINE

When co-branding the Raymond James logo with an advisor logo, the combination must reflect *approximately a 50/50 visual weight* balance between the group name and the Raymond James logo with the *Raymond James logo slightly dominant.*

For advisor logos that may be stacked or vertically scaled, the logo height should be restricted to no more than twice that of the RJ logo and the logo width should be no more than 2/3 of the width of the RJ logo. There should always be space between the logo and other design elements. This area is called *"CLEARSPACE"*. Advisor taglines are not allowed in the cobranded logo

3Macs co-branding must still adhere to the 50/50 visual balance rule when co-branded with the RJ logo. This means the Team Name along with the 3Macs logo when combined, must together visually meet the approximate 50/50 visual weight balance to that of the RJ logo.

Note: *These guidelines are used as a base template and each co-branded logo will be created on an individual basis to ensure they meet our sizing requirements.*

TRADE NAME
RAYMOND JAMES®

TRADE NAME | RAYMOND JAMES®

CLEARSPACE
2x RJ Height | RAYMOND JAMES
CLEARSPACE
2/3 RJ Width

YOUR TEAM NAME 3Macs | A DIVISION OF RAYMOND JAMES

EXAMPLES

Rennie White Asset Management 3Macs
A DIVISION OF
RAYMOND JAMES

Rennie White Asset Management 3Macs | A DIVISION OF RAYMOND JAMES®

COLOUR PALETTE

NOTE: For proper display of colours on materials which will be used for digital display, please use either RGB or Hex colour codes. For materials which will be created for print media, please use the PANTONE or CMYK colour codes. Digital/Web colour codes will not display correct tones when printed, and print colour codes will not display correct tones on digital materials.

	PANTONE 295 C	PANTONE 7454 C	PANTONE 7675 C	PANTONE 5265 C	PANTONE 340 C	PANTONE 553 C	PANTONE 618 C	PANTONE 7499 C	PANTONE 7617 C	PANTONE 1815 C	PANTONE 11 C	PANTONE 3 C
CMYK	100/68/8/52	66/36/15/0	54/49/15/0	83/82/36/26	100/12/84/2	78/48/76/49	35/30/96/3	6/7/35/0	51/69/61/45	31/92/81/36	67/50/51/22	21/17/17/0
RGB	0/40/85	95/141/181	129/128/168	63/58/96	0/148/94	41/70/52	172/158/60	241/228/178	89/61/61	127/38/41	57/65/65	200/200/200
HEX	#00305e	#5f8db5	#8180A8	#3f3a60	#00945e	#294634	#ac9e3c	#f1e4b2	#593d3d	#7f2629	#54565A	#C8C8C8