JAGUAR

UPDATED JAGUAR COMMUNICATIONS GUIDELINES
JUNE 2022 - VERSION 001

**THE ROLE
OF THIS
DOCUMENT**

This document is to provide updated Global Jaguar Advertising templates, based on the new Stealth Look & Feel.

This is the new Look & Feel for the brand to be used from now until the launch of future Jaguar, for use across Global and Market communications.

This is not an exhaustive set of guidelines but is a top line direction to take forward.

This is the first step in the Modern Luxury journey, please refer to the Modern Luxury Codes for the full strategic content and context, along with more detail on tone and look and feel.
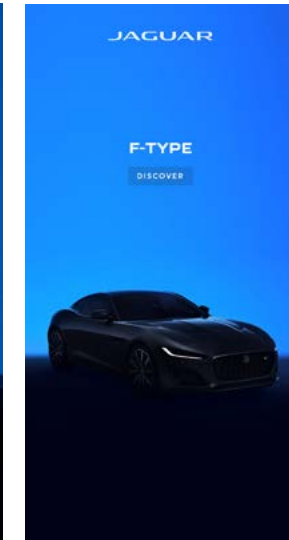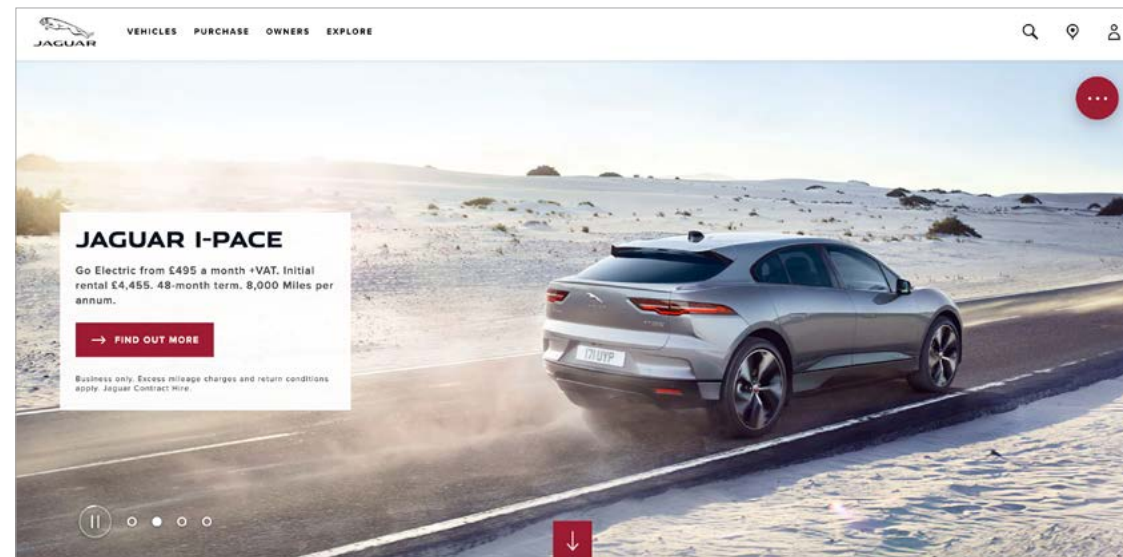
These guidelines supersede the Interim guidelines from 2021 and Jaguar Visual Identity Standards from 2017.

WHAT HAS
CHANGED

FROM
LOGO WITH LEAPER –
LARGE HEADLINES –
LONG BODY COPY –
RED CTA'S –

TO
– REDUCTIVE, STANDALONE WORDMARK
– SMALLER HEADLINES AND INCREASED MARGINS ON PRINT AND OOH
– REMOVAL OF BODY COPY OR SIGNIFICANTLY REDUCED AMOUNT
– SUBTLE CTA'S

LOGO FOR COMMUNICATIONS

Throughout our Marketing Communications we will now be utilising the 2D representation of the wordmark as the primary logo. As well as instantly modernising the brand, this version of the wordmark is more legible, elegant and versatile, and sits confidently in the digital space. This version of the logo was previously used as a secondary option, but will now be used as our primary logo.

Please note that no changes have currently been made to the Jaguar Land Rover Dual Brand logo lock up.

The leaper will also continue to be used in retail stores, on signage and on vehicles.

LOGO

SIZING
STANDARD FORMATS

Logo sizes and clearspace/margins have
been preset for standard formats.

As per the main Identity Guidelines, the
logo for print remains at:
A5: 27mm
A4: 40mm
A3: 57mm

For custom size assets, the size of the
logo is determined by measuring the
diagonal of the asset and dividing it by 9.
This will give you the logo width.

Diagonal Length ÷ 9 = Logo Width

Margins and X space are determined by
dividing the width of the logo by 4. This
will give you the 1X space size and from
this you can determine your margins:

Logo width ÷ 4 = 1X space

POSITIONING
– 1X margin from top of page
– 1X margin from right of page

	FORMAT	LOGO WIDTH	LOGO CLEARANCE
OLA	MPU	200px	45px
	DMPU	230px	60px
	BILLBOARD	310px	60px
	LEADERBOARD	210px	35px
	MOBILE	120px	20px
PRINT	Minimum size	18mm	4.5mm
	A5	27mm	10.125mm
	A4 / US Letter / US Ledger	40mm	15mm
	A4 DPS	45mm	16.875mm
	A3 / US Tabloid	57mm	21.625mm
OOH	48 Sheet	700mm	262.5mm
	96 Sheet	1150mm	360mm

LOGO WIDTH ÷ 4 = 1X SPACE
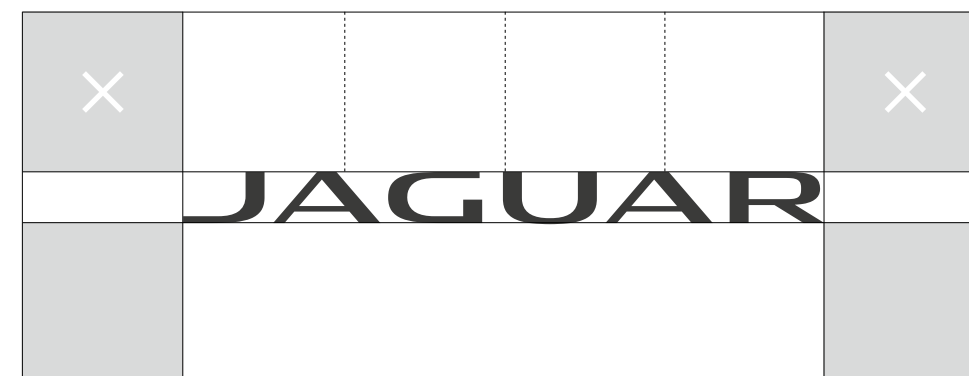
TYPOGRAPHY
PRIMARY TYPEFACE

JAGUAR MODERN BOLD
The primary typeface is Jaguar Modern, which only ever appears in uppercase.

It is used for Nameplates, Headlines, Titles and Sub-Headlines.

The secondary, web/screen typefaces remain unchanged as shown on the next page.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

TYPOGRAPHY
PRIMARY TYPEFACE

JAGUAR MODERN
The font comes in 2 weights with Jaguar Modern,
Bold being the primary typeface.

JAGUAR MODERN | BOLD
REGULAR

PRINT FONT SIZE
The size of the font is calculated by logo width multiplied
by 0.58 then rounded to the nearest whole number.
0.1 to 0.5 rounded down. 0.6 to 0.9 rounded up.
e.g. 40mm Logo x 0.58 = 23.2. Rounded down to 23pt.

HEADLINE EXAMPLE FONT SIZE BASED ON LOGO WIDTH.

LEADING
Headline leading is based on font-size multiplied by 108%
rounded to the nearest whole number. 0.1 to 0.5 rounded down.
0.6 to 0.9 rounded up. e.g. 23pt x 108% = 24.84. Rounded down
to 24.9pt. e.g. 28pt x 108% = 30.24. Rounded up to 30.3pt.

HEADLINE EXAMPLE LEADING BASED ON 108% OF FONT SIZE.

TRACKING
The font tracking should be left at 0.

HEADLINE EXAMPLE ALWAYS TRACKED TO 0.

TYPOGRAPHY
SECONDARY TYPEFACE

SECONDARY TYPEFACE (PRINT ONLY)
Our secondary typeface is Gotham. It is used when we have
more information to convey. Editorial content from caption
copy, body copy and tabular information, through to standfirsts,
sub-headings and quotes. Gotham can be set in UPPERCASE
where appropriate e.g. film supers. However, it is typically used
in sentence case.

Gotham is licenced for print only. For any other channel use
please contact **brandsupport@jaguarlandrover.com**

GOTHAM | Light
Book
Bold

SECONDARY TYPEFACE (WEB ONLY)
Since the webfont of Gotham has not yet been developed, we
use a similar digital typeface called Proxima Nova. This typeface
is also used for all other non-print applications.

It can be used in the weights available.

PROXIMA NOVA | Light
Regular
Bold

SECONDARY TYPEFACE (ON-SCREEN)
The system font 'Arial', should be used for on-screen applications
where the prescribed typefaces are not available. Weights Bold
and Regular can be used for various content types.

ARIAL | Regular
Bold

COLOUR

Our refined and understated colour palette sets the tone of how we present ourselves to the world.

Accents of colour can be used on the wordmark when used as an end frame.
See pg 27 for further detail.

PRIMARY COLOURS

WHITE
White can be used as a background colour or for the headline and logo when placed on a dark background.

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

HEX
ffffff

JAGUAR DARK GREY
When placing a headline or Jaguar logo on a light background, this colour should always be used.

C 0
M 0
Y 0
K 90

R 60
G 60
B 59

HEX
3c3c3b

PANTONE 432 C

APPLICATIONS

MAXIMISING LEGIBILITY
OVERVIEW

When placing the Jaguar wordmark and headlines over full-bleed images, we need to ensure that they are always fully legible. Contrast between light and dark areas can affect legibility so areas may need to be retouched. If there's any sign that a word or the logo is getting lost against the image, adjust accordingly.

If there's any strong horizontal or vertical lines interfering with the wordmark, the image should be repositioned or the lines should be removed or reduced to maximise the legibility of the wordmark.

In the examples shown on the right, areas have been subtlety darkened to increase legibility of the wordmark and headlines. All retouching should feel natural and done with a light hand.

JAGUAR

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX - XX (XX - XX). NEDCeq CO_2 Emissions XX - XX. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO_2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories. Model shown with optional features.

SINGLE PAGE

F-TYPE   **JAGUAR**

DISCOVER

MPU | 600x500px

PLACEHOLDER IMAGERY

DIGITAL
OLA OVERVIEW

The following pages demonstrate advertising examples across the below formats:

– DMPU
– Billboard
– MPU

Templates of all standard OLA formats have been created and should be used at all times.

Where possible, OLA formats should be chosen that compliment the vehicle. Mobile and Leaderboard are not encouraged due to their restrictive size.

If markets have a valid reason for using these formats, they should speak to Brand Support and their Region Brand lead for approval.

TYPE SIZE FOR LOCAL MARKETS
Certain ads will require more words and to accommodate this, the size can be reduced as described below.

SIZE
DMPU: 31/33.48
BILLBOARD: 38.7/43
MPU: 25/27

F-TYPE
DISCOVER
JAGUAR

DMPU | 600x1200px

F-TYPE
DISCOVER
JAGUAR
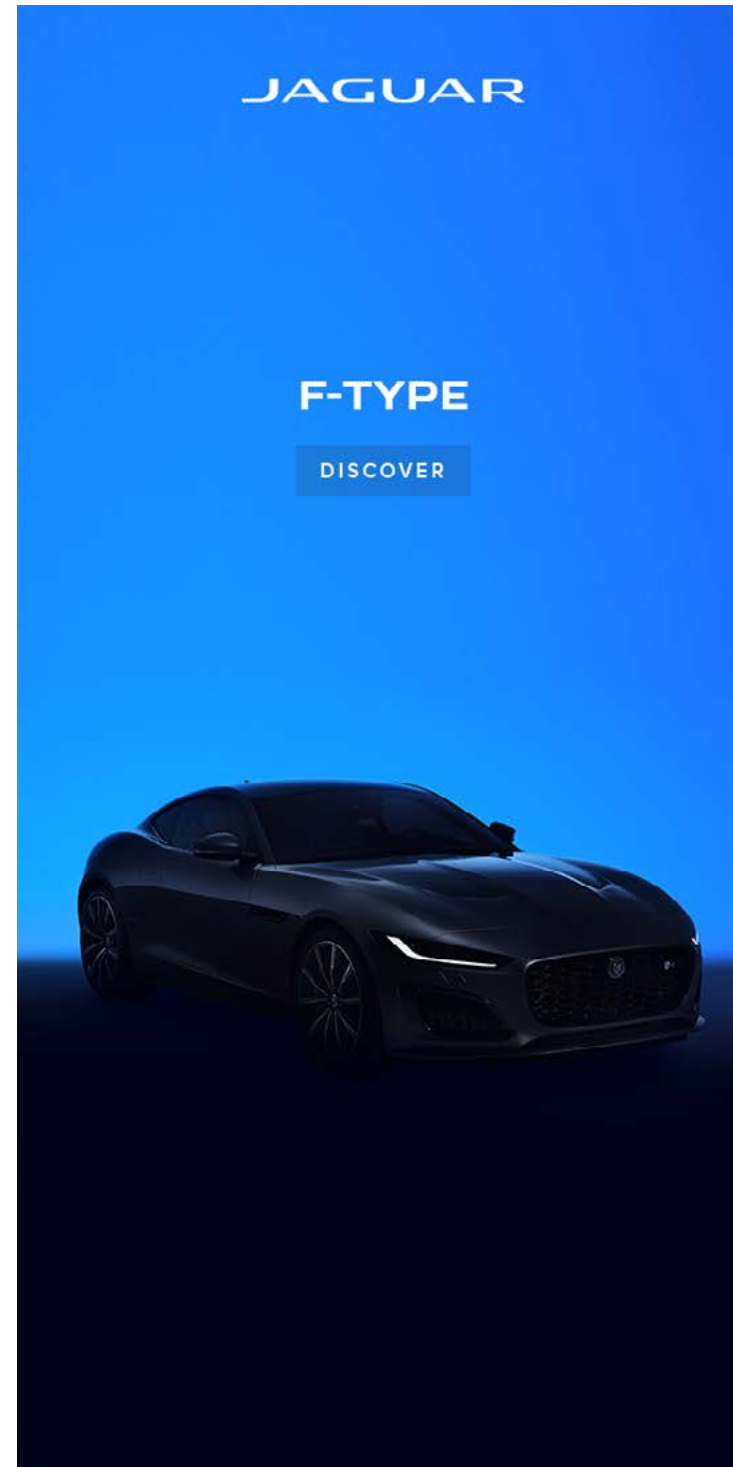
BILLBOARD | 1940x500px
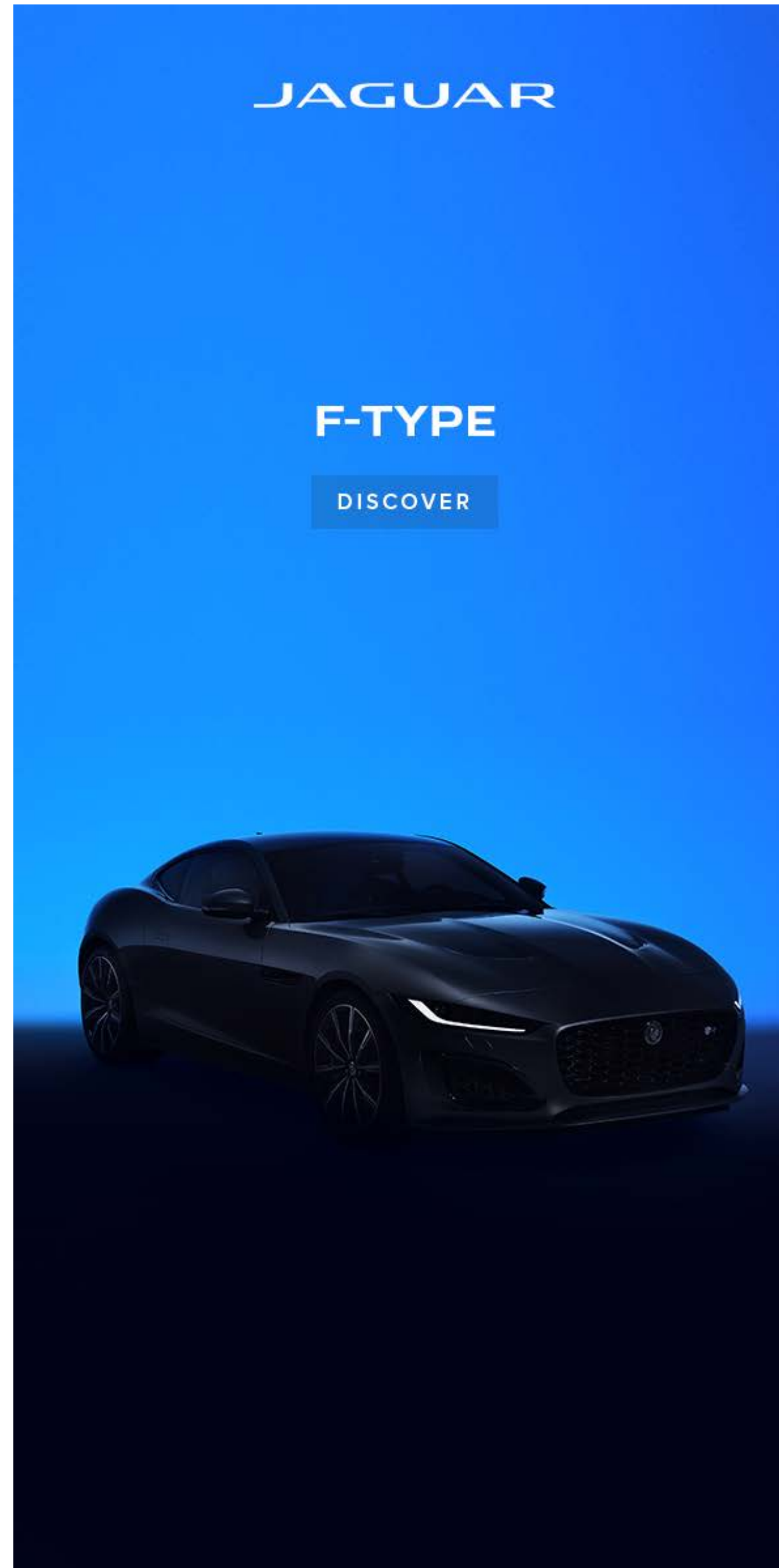

F-TYPE
DISCOVER
JAGUAR

MPU | 600x500px

PLACEHOLDER IMAGERY

DIGITAL
CTA OVERVIEW

The CTA has a 15% black opacity box and white type that enables it to standout whilst integrating it with the image. It should be used across all formats:

– DMPU
– Billboard
– MPU

Templates of all standard OLA formats have been created and should be used at all times.

JAGUAR

F-TYPE

DISCOVER

DMPU I 600x1200px

DIGITAL
DMPU

The type is centred between the
bottom of the Jaguar wordmark
and top of the focal point of the
image. Use the longest line of type
to establish the centre point as
shown above.

This establishes where the first line
of copy should be for all the frames.

DIGITAL
BILLBOARD

The headline is ranged left and always sits in the top left-hand corner. The headline should never go beyond the 1X clear space of the logo and ranges off the top of the JAGUAR wordmark.

60px
38.7/43px
F-TYPE
JAGUAR

310px
F-TYPE
35px
52px
DISCOVER
JAGUAR
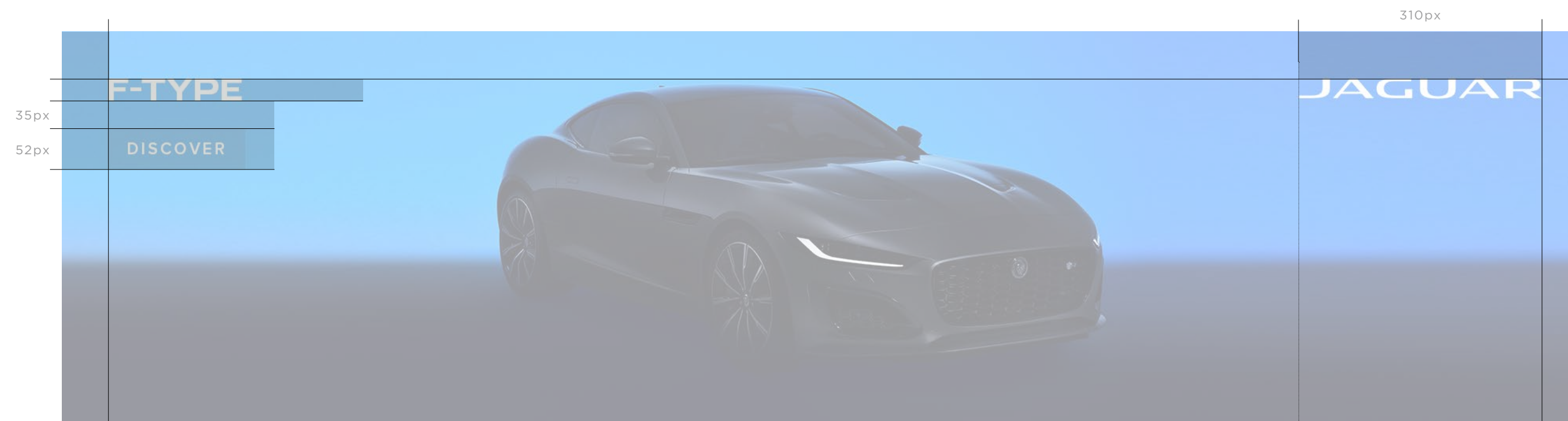
DIGITAL
MPU

The headline is ranged left and always sits in the top left-hand corner. The headline should never go beyond the 1X clear space of the logo and ranges off the top of the JAGUAR wordmark.
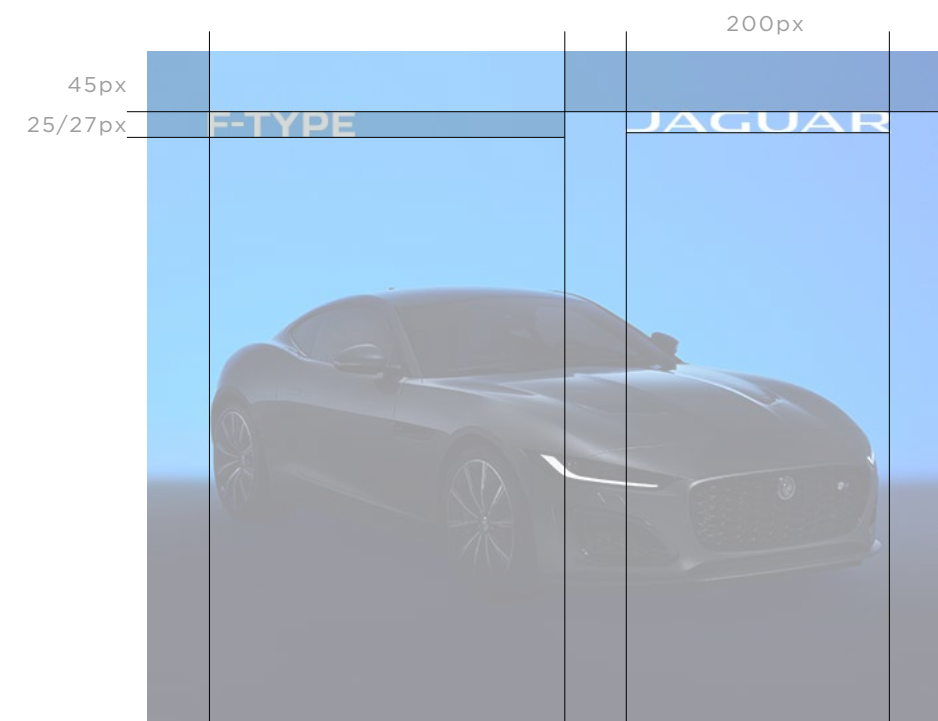
ADVERTISING
PRINT & OOH

The following pages demonstrate advertising examples across a 48 sheet, Single Page, DPS and 96 sheet formats.

The recommendation is to use just the wordmark on print and OOH. A nameplate can be used as a headline if required. In some cases, a headline may be used instead of the nameplate but this should not be the default.

PREFERRED APPROACH
Wordmark only

SECONDARY APPROACH
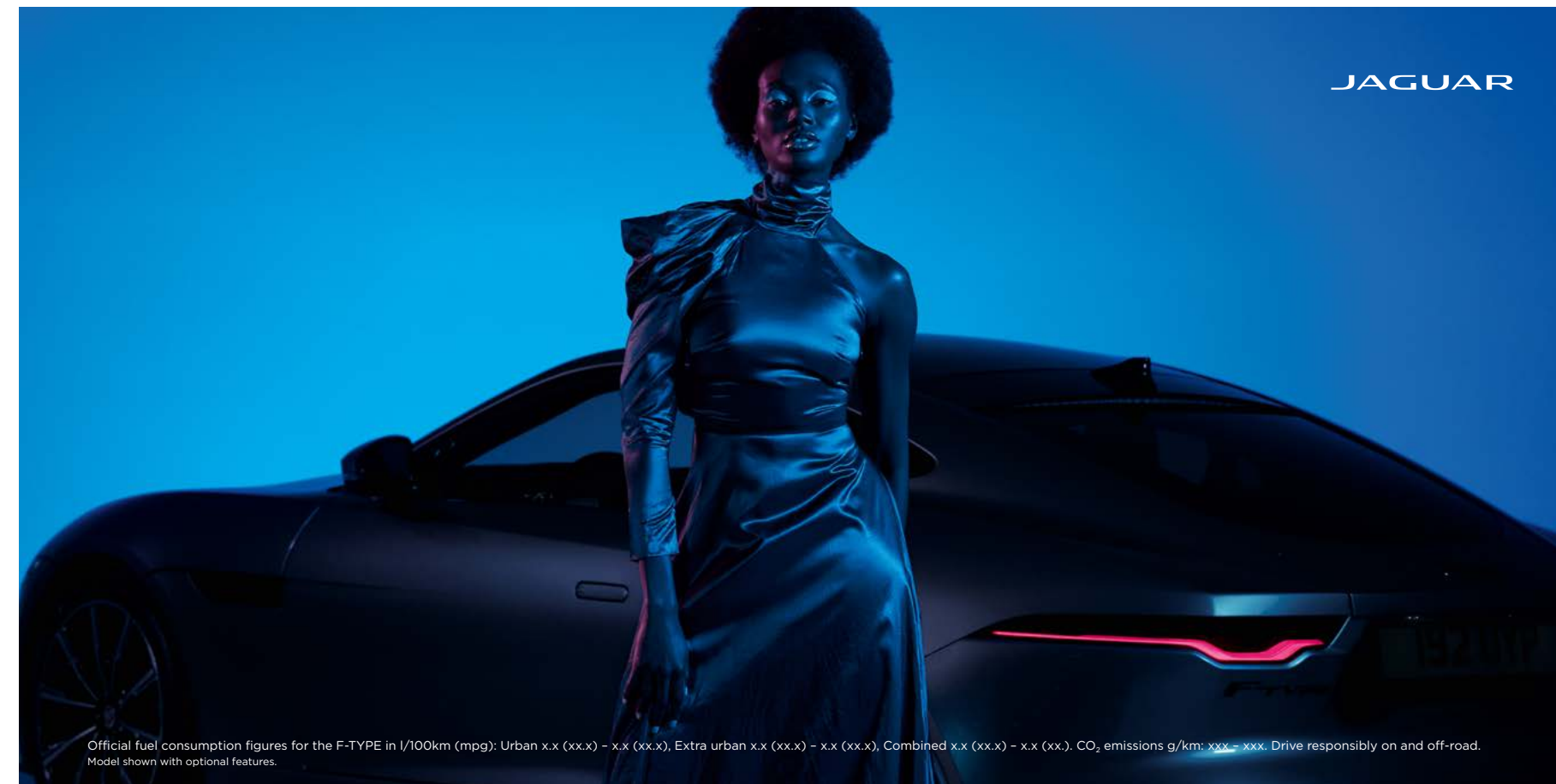Nameplate as headline and Wordmark

TERTIARY APPROACH
Headline and Wordmark

Always use the vertical character to position the headline to the left margin. i.e. B, D, E, F, H etc. – never an A, C, J, V, Y, etc. These letters will overhang the left margin.

PUNCTUATION RULE
Headlines for Jaguar print assets do not finish with a full-stop. Except if the headline has punctuation.

Templates of all standard print formats have been created and should be used at all times.

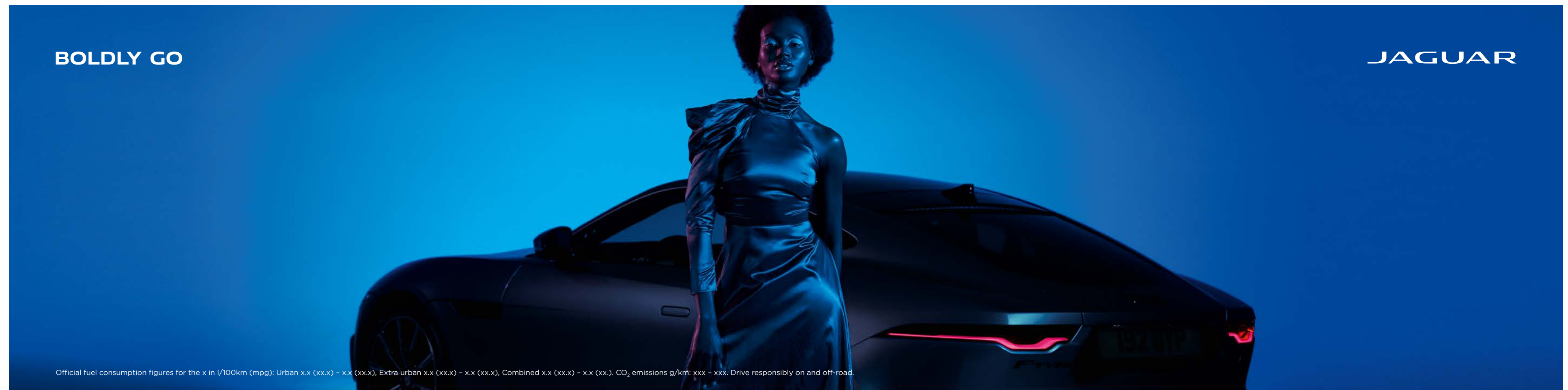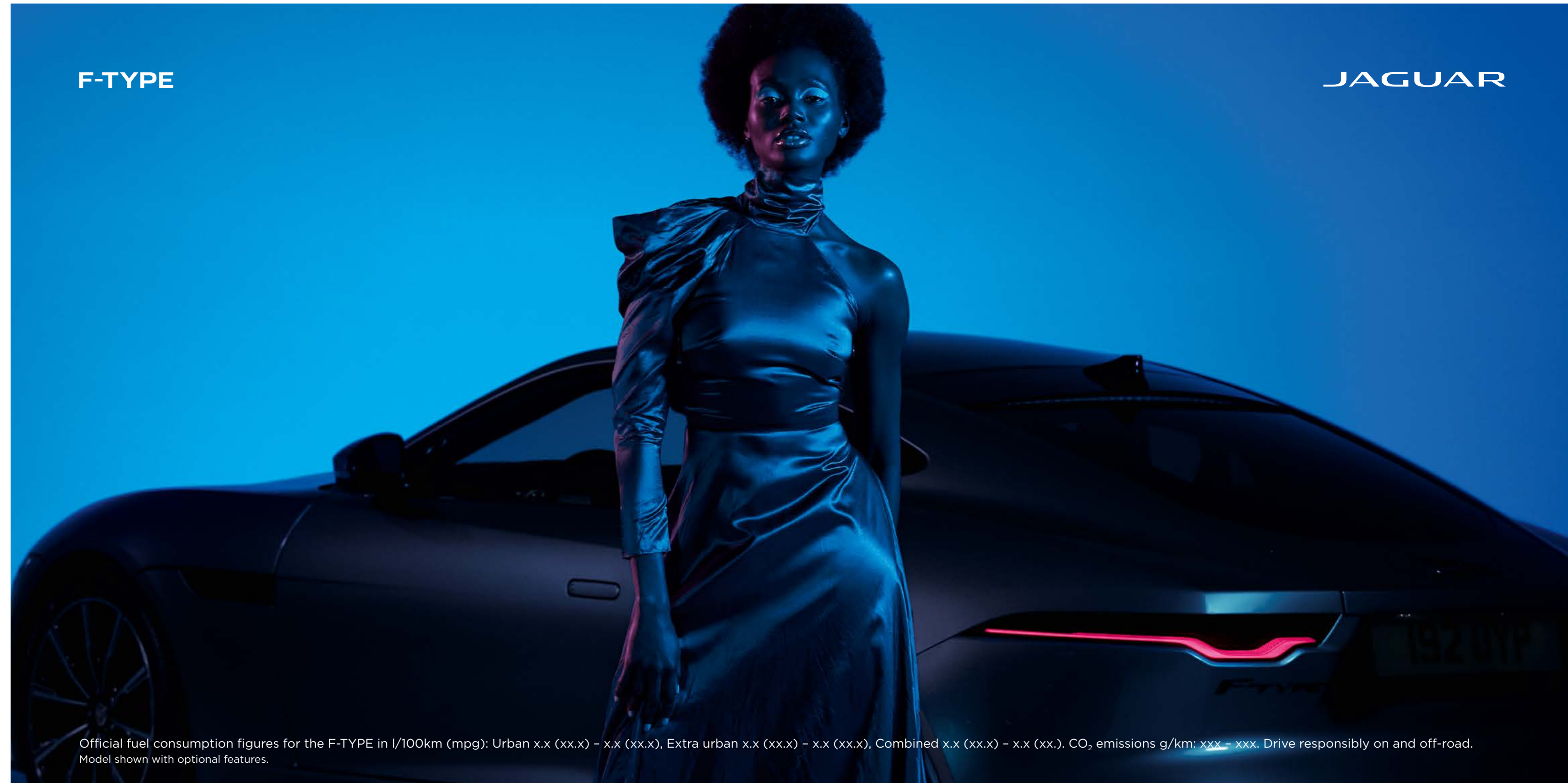Official fuel consumption figures for the F-TYPE in l/100km (mpg): Urban x.x (xx.x) – x.x (xx.x), Extra urban x.x (xx.x) – x.x (xx.x), Combined x.x (xx.x) – x.x (xx.). CO₂ emissions g/km: xxx – xxx. Drive responsibly on and off-road. Model shown with optional features.

BOLDLY GO

Official fuel consumption figures for the x in l/100km (mpg): Urban x.x (xx.x) – x.x (xx.x), Extra urban x.x (xx.x) – x.x (xx.x), Combined x.x (xx.x) – x.x (xx.). CO₂ emissions g/km: xxx – xxx. Drive responsibly on and off-road.

OOH
48 SHEET

F-TYPE

JAGUAR

Official fuel consumption figures for the F-TYPE in l/100km (mpg): Urban x.x (xx.x) – x.x (xx.x), Extra urban x.x (xx.x) – x.x (xx.x), Combined x.x (xx.x) – x.x (xx.). CO_2 emissions g/km: xxx – xxx. Drive responsibly on and off-road. Model shown with optional features.

NAMEPLATE

Dimensions shown are for use on artwork set up at 10% size.

OOH
48 SHEET
HEADLINES
PRIMARY

The primary header is used
on all communication.

26.25 mm

70mm

XX XXXX XX

XX XXXX XX

JAGUAR

A two line headline on a standard 48 Sheet with 700mm logo,
the primary headline will be 233pt with 251.5pt leading.
Headline: 700 x 57mm Logo x **(57mm x 105%)** = 233pt.
Leading: 233pt Headline x **108%** = 251.5pt.

PRINT
DPS

F-TYPE

JAGUAR

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX - XX (XX - XX). NEDCeq CO₂ Emissions XX - Real world figures may differ. CO₂ and fuel economy figures may vary according to factors such as driving styles, environmental conditions, Model shown with optional features.

XX. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. load and accessories.

NAMEPLATE

PRINT
DPS
HEADLINES
PRIMARY

The primary header is used
on all communication.

16.875mm

45mm

XXXXXXXX
XXXXXXXX

JAGUAR

A two line headline on a standard DPS with 45mm logo,
the primary headline will be 15.045pt with 16.248pt leading.
Headline: 45 x 3.674mm Logo x **(3.674 x 105%)** = 15.045pt.
Leading: 15.045pt Headline x **108%** = 16.248pt.

PRINT
SINGLE PAGE

BOLDLY GO

JAGUAR

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX - XX (XX - XX). NEDCeq CO_2 Emissions XX - XX. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO_2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories. Model shown with optional features.

HEADLINE

F-TYPE

JAGUAR

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX - XX (XX - XX). NEDCeq CO_2 Emissions XX - XX. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO_2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories. Model shown with optional features.

NAMEPLATE

PRINT
SINGLE PAGE
HEADLINES
PRIMARY

The primary header is used
on all communication.

15mm

40mm

XXXXXXXX
XXXXXXXX

JAGUAR

A two line headline on a standard A4 with 40mm logo,
the primary headline will be 13.389pt with 14.460pt leading.
Headline: 40 x 3.266mm Logo x **(3.266 x 105%)** = 13.389pt.
Leading: 13.389pt Headline x **108%** = 14.460pt.

PRINT
SINGLE PAGE
BODY COPY

Body copy should only be used to support a headline if absolutely necessary; no copy is recommended for nameplate-only headlines or in DPS.

Positioning of body copy is dependent on image and should only be one or two lines in length. The recommended placement is at the bottom of the advert however if the image does not allow for this, please consult Brand Support.

BOLDLY GO

JAGUAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX - XX (XX - XX). NEDCeq CO_2 Emissions XX - XX. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO_2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories. Model shown with optional features.

PRINT
SINGLE PAGE
BODY COPY

Under the new Modern Luxury direction of being reductive, the preference is to feature just the wordmark only. If you believe there is an absolutely necessary reason to use body copy, this should be discussed with Global first.

POSITIONING
– 1.5X margin from top of page
– 1.5X margin from left of page
– 1.5X margin to the right of logo

Always use the vertical character to position the headline to the left margin. i.e. B, D, E, F, H etc.
– never an A, C, J, V, Y, etc. These letters will overhang the left margin.

BODY COPY
– The body copy always aligns left to the margin
– Body copy widths should extend to at least 10X but can increase up to the width of the page from margin to margin providing no additional items are placed top right of the footer, e.g. warranty marks, partner logos.
– If a warranty mark or partner logo is present always ensure there is 2.5X clearspace between the body copy and additional items on the right.
– Pricing should not be featured on above the line advertising, finance tables should not be used.
– Retailer marketing is subject to ongoing work, to be reviewed by Retailer Marketing Services.

If you have Tier 3 requirements, please contact Brand Support and your Regional Brand lead for guidance.

½
½
½

½ ✕

½ ✕

BOLDLY GO

JAGUAR
✕ ✕ ✕ ✕

½

F-TYPE

JAGUAR

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX – XX (XX – XX). NEDCeq CO_2 Emissions XX – XX.
The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO_2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories.
Model shown with optional features.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.
½

Official WLTP Fuel Consumption figures for the F-TYPE range in mpg (l/100km): Combined XX – XX (XX – XX). NEDCeq CO_2 Emissions XX – XX.
The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO_2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories.
Model shown with optional features.

10x

Margins

INTERIM GUIDANCE
ON ADAPTING
EXISTING ASSETS

Whilst the new direction gets rolled out, we appreciate you will need to adapt existing assets. The same templates can be used, using just the wordmark, new headline and body copy size.

CRM
EDM IN NORMAL AND DARK MODE

Buttons have been updated from Red to Light Grey 3A3A3A (needs to be a mono black derivative colour to avoid recolouring in dark mode)

Although Apple devices can control Dark Mode, Windows Dark Mode automatically triggers an adjustment to the button, however this is minimal as the reverse grey is almost identical to the original grey.

BUTTON TEXT

CTA Button Hex code: 3a3a3a.

NORMAL MODE

DARK MODE

END FRAMES

With its simplified graphic form, the 2D wordmark
sits well over moving footage making it more
effective and versatile in the digital space.
This is the preferred approach.

For end frames, using the 2D Wordmark over moving footage is the preferred option.

END FRAMES WITH
COLOURED WORDMARK

Using either a white or Jaguar Dark Grey wordmark is often the preferred and most effective option for end frames. Although occasionally, a coloured wordmark can be used to add vibrancy.

In the example shown, picking the light blue from the background makes the Jaguar wordmark clearly legible against the dark foreground. To make the image and wordmark feel cohesive, always choose a colour from the image.

Whilst we are in this developmental stage, if you choose to use a coloured wordmark, please contact Brand Support and your Regional Brand lead who will link you with the Global teams for review.

END FRAMES

As mentioned on the previous page, the preferred approach is for the Wordmark to sit over moving footage. Although if this is not possible, the Wordmark can sit on Jaguar 90% black or a white end frame.
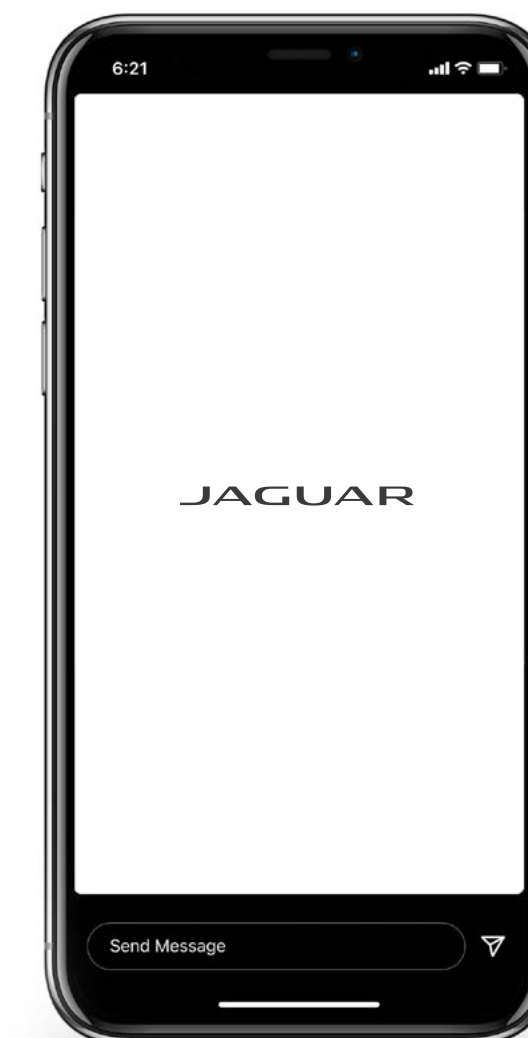
END FRAMES

For a more versatile and flexible approach, we have 2 headline sizes – 1X and 0.75X.

1X is best suited for 16x9 formats and the smaller size works well on narrower screen sizes such as 9x16. The size chosen will all depend on the amount of words needed and the look that's required.

The leading is based on font-size multiplied by 108% rounded to the nearest whole number.

THE ALL-ELECTRIC
JAGUAR I-PACE

THE ALL-ELECTRIC
JAGUAR I-PACE

THE ALL-ELECTRIC
JAGUAR I-PACE

THE ALL-ELECTRIC
JAGUAR I-PACE

1X HEADLINE SIZE

0.75X HEADLINE SIZE

END FRAMES
SEQUENCE

PRODUCT FRAME
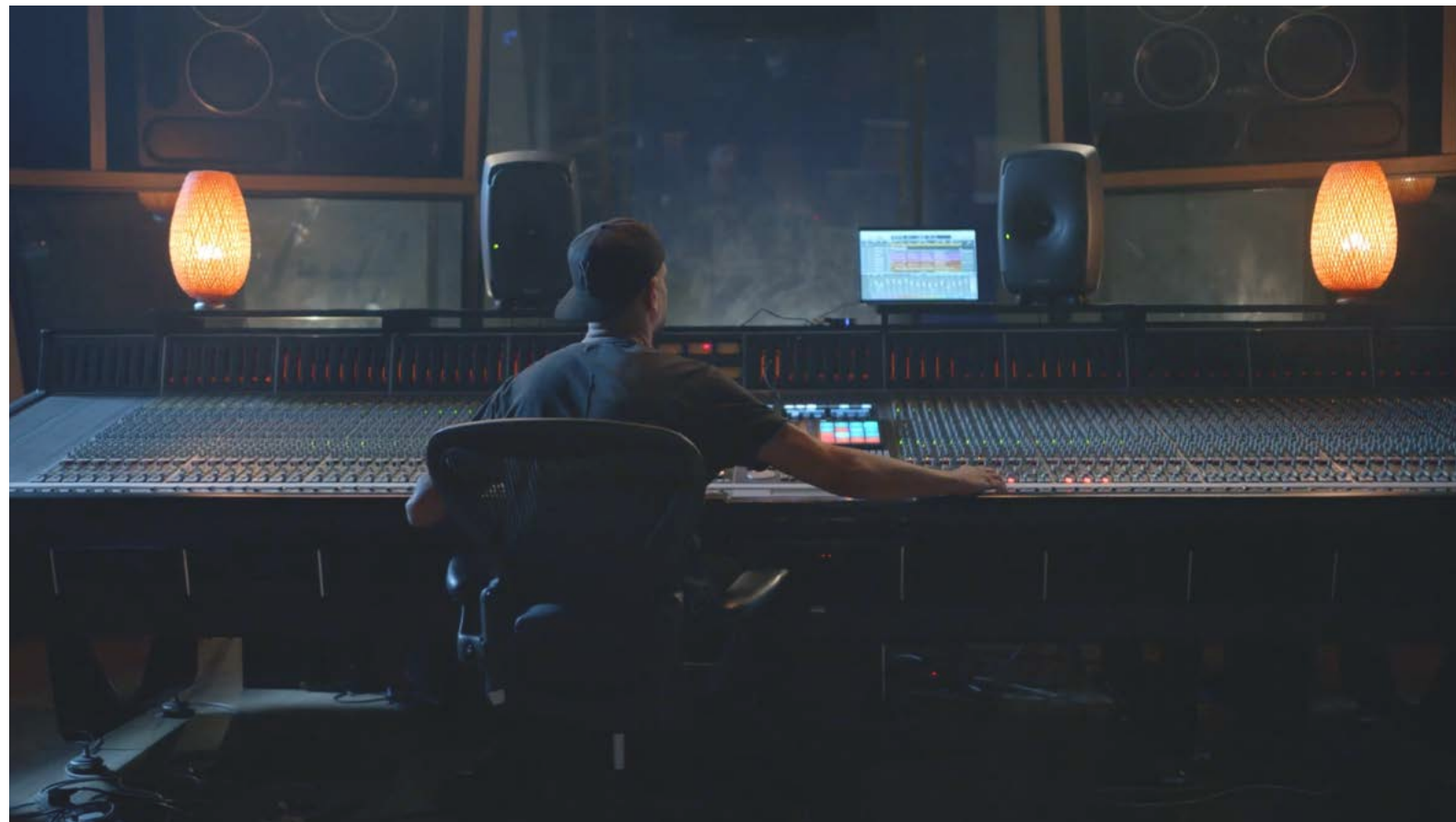– 2 seconds.

END FRAME
– 2 seconds.

TRANSITIONS
– Fade or dissolve.

MUSIC
– Must always conclude before
  the end frame.

01. Final footage and fade to end frame 0.5 seconds.

NEW F-PACE
HARD TO FORGET

02. Headline sits in the centre of the frame. Product frame 2 seconds.

JAGUAR

03. End frame 2 seconds.

**LINKS &
SUPPORT**

Please contact Brand Support for further information or any questions as to the application of the new identity standards: **brandsupport@jaguarlandrover.com**