John Hancock®

2020 Logo Usage Guidelines

For more information contact Ashley Wheeler:
Ashley_Wheeler@jhancock.com

John Hancock Marathon Non-Profit Program
Logo Usage Guidelines

John Hancock®

The John Hancock brand is one of the strongest in the industry – in fact, one of the most recognizable in the U.S. It is our responsibility to keep our brand image strong, and that starts with the corporate logo.

This document outlines how to maintain the integrity of the John Hancock logo for use by our Non-Profit partners and their chosen runners.

All materials referring in any way to John Hancock and/or your Marathon Team must be reviewed, approved and signed off by Ashley Wheeler (Ashley_Wheeler@jhancock.com 617-572-0315).

Linking to the Program Web Page
All links should be directed to the John Hancock Marathon Non-Profit Program web page:
https://www.johnhancock.com/citizenship/boston-marathon.html

Art Files
Only the approved John Hancock logo is permitted for use. Download art file here
http://www.johnhancock.com/non-profit-program.html

Logo Usage Guidelines

Color

Logo Colors
The John Hancock logo can appear only in JH Blue, Black or White (Reverse).

PMS: PMS 286
CMYK: 100.80.0.0
RGB: 0.0.193
Web: 0000C1

The Reversed Logo
To ensure visibility, the reverse logo must appear on a background with a minimum value of 50% black or its equivalent.

PMS: White
CMYK: 100.80.0.0
RGB: 255.255.255
Web: ffffff

John Hancock Marathon Non-Profit Program
Logo Usage Guidelines

Size

Minimum Size for Print

The minimum width of the John Hancock logo is 2.375." Because original art file must be used, the logo height will scale proportionately.

Minimum Size for Apparel

The minimum width of the John Hancock logo on apparel is 4."

Minimum Print Size:

John Hancock®

2"

Minimum Apparel Size:

John Hancock®

4"

Clear Space

To ensure the logo is visible and to protect the copyright, there is a required clear space area around the mark that must remain free of text, photos, or other design elements.

The minimum clear space is equal to 1.5x

1.5x   1.5x

x   John Hancock®

1.5x   1.5x

John Hancock Marathon Non-Profit Program
Logo Usage Guidelines

Important

- Always use the original logo artwork.

- It is against policy to rebuild, redraw, recreate, or distort the logo.

- It is against policy to put the logo on a pattern.

- It is against policy to use the logo as a design element – rotated, cropped, etc.

- The logo must be placed on backgrounds that offer sufficient contrast to make them clear and legible.

- If the background is dark, use the reverse white logo. If the background is light, use the positive black logo.

- Do not place the logo on busy or textured backgrounds that will diminish legibility.

- It is against policy to insert the logo in headlines or body copy.

- It is against policy to use the logo in a graphic element – within a box, circle, etc.

Incorrect Uses of logo lock-up:

John Hancock Marathon Non-Profit Program
Logo Usage Guidelines

Correct Usage

APPAREL

OPTION 1:
Stacked Logos

Your Non-Profit Logo and the John Hancock Logo are centered and vertically stacked on the front of the apparel. The John Hancock logo should appear no smaller than 50% of the size of the Non Profit logo.

OPTION 2:
Front and Sleeve Logos

Your Non-Profit Logo is placed on the front of the tee. The John Hancock Logo is centered on the lower portion of the left sleeve, 5" wide.

Partner Logo Sizes Relative to the John Hancock Logo

Your Non-Profit Logo should be the most prominent. The John Hancock Logo should be secondary in size (no smaller than 50% of your Logo). All other supporting partner logos should be no larger than 50% in size of the John Hancock Logo, and always appear below the John Hancock Logo.
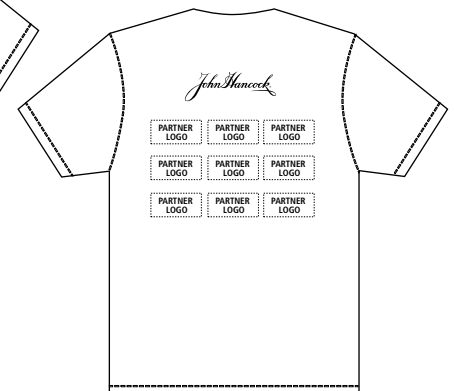
Art templates for singlets and tee shirts have been developed for your convenience. They can be downloaded from **http://www.johnhancock.com/ non-profit-program.html**
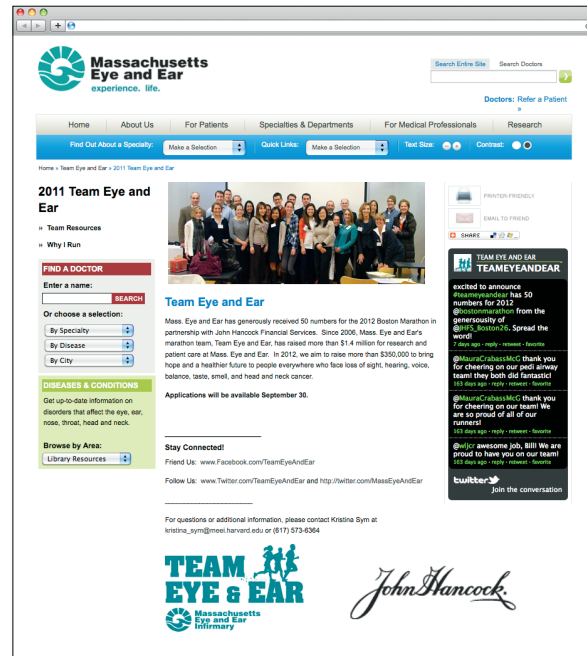
Option 1

Option 2

John Hancock Marathon Non-Profit Program
Logo Usage Guidelines

Correct Usage
WEB

The John Hancock Logo must be visible on your Marathon-related website. The logo should be large enough to be clearly legible, and the minimum clear space rules should be observed.

Correct Usage
PROMOTIONAL ITEMS

Your Non-Profit Logo and the John Hancock Logo should appear at a clear distance from one another. In the instance that a logo is used on a baseball cap one logo can appear on the front and the other on the back or on the side of the cap as shown.