

JPMorganChase

BRAND ARCHITECTURE

JPMorganChase is the parent brand of Chase and J.P. Morgan. It is the unifying identity that connects all JPMC employees, and shapes our shared mission and values.

JPMorganChase

Parent Brand
Shapes firmwide, purpose-driven initiatives both internal and external

J.P.Morgan

CHASE 

Flagship Brands
Customer- and client-facing brands shaping core offerings

BRAND NAME

Embarking on a streamlined direction and shared purpose, the public name should be spelled “JPMorganChase” as a single word in written formats. The legal name “JPMorgan Chase & Co.” is maintained for use in legal written formats only.

PUBLIC NAME

JPMorganChase

For widespread use in written formats such as the Annual Report and website; and for use by partners and media. "JPMorganChase" should not be used as a legal name. These guidelines do not apply to any naming conventions relating to legal entity or disclaimer requirements, please consult your internal legal advisory team for any matters relating to legal entity names and disclaimers.

VOICE ATTRIBUTES: HOW WE SOUND

Breaking down how we want to communicate to our audience.

Timeless

We are:

Straightforward and precise

Authentic and human

Trustworthy

Steady

We aren't:

Too formal or corporate

Too casual

Self-serving

Inconsistent or trendy

So our voice sounds...

Knowledgeable, humble and approachable, without corporate or financial jargon, regional colloquialisms or slang. Our words are simple but meaningful, so our audiences know we're committed to doing the right thing every time, not just specific moments in time.

GENERAL GUIDANCE: HEADLINE TREATMENT, PUNCTUATION, CTAS AND URLS

All headlines and headers should be written in sentence case so they’re easier to read and feel less stiff and formal. Don’t use punctuation in our headlines (Exception: stylized headlines that form multiple short sentences or fragments.)

URLs should be in sentence case before the backslash, and camel case (each word capitalized) after the backslash.

Capitalization in headlines

This headline is right

This Headline is Wrong

This Headline Is Wrong

this headline is wrong

Punctuation in headlines

This headline is right

This headline is right. But use it sparingly.

This headline is wrong.

This headline is wrong!

Capitalization in CTAs

Right: Learn more

Wrong: Learn More

Wrong: LEARN MORE

Wrong: learn more

Capitalization in URLs

jpmorganchase.com/RightWay

jpmorganchase.com/WRONGWAY

jpmorganchase.com/Wrongway

jpmorganchase.com/wrongway

JPMorganChase.com/WrongWay

2 Core Brand Identity

CORE BRAND IDENTITY: OVERVIEW

The core brand assets are the purest expression of the JPMorganChase brand, featuring the logo, core typography, color palette and photography.

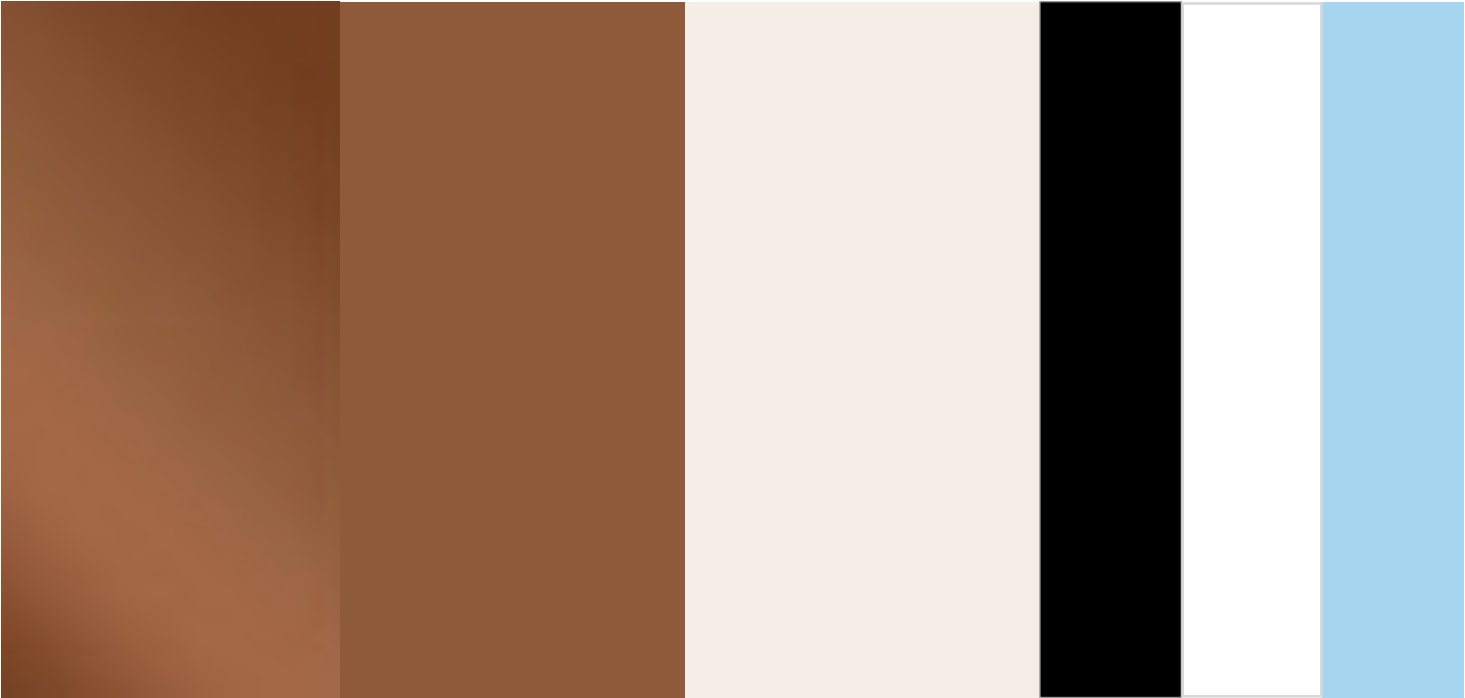
Logotype



Elegant Typography



Color Palette



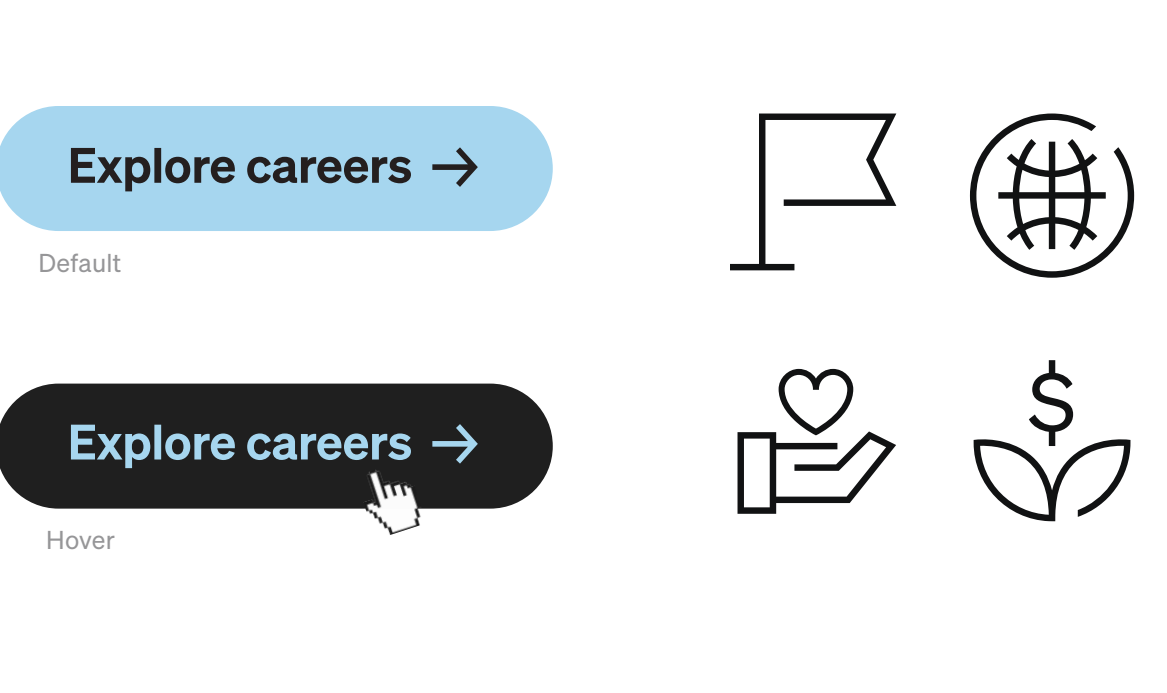
Flexible Layouts



Vibrant Photography



Graphic Elements



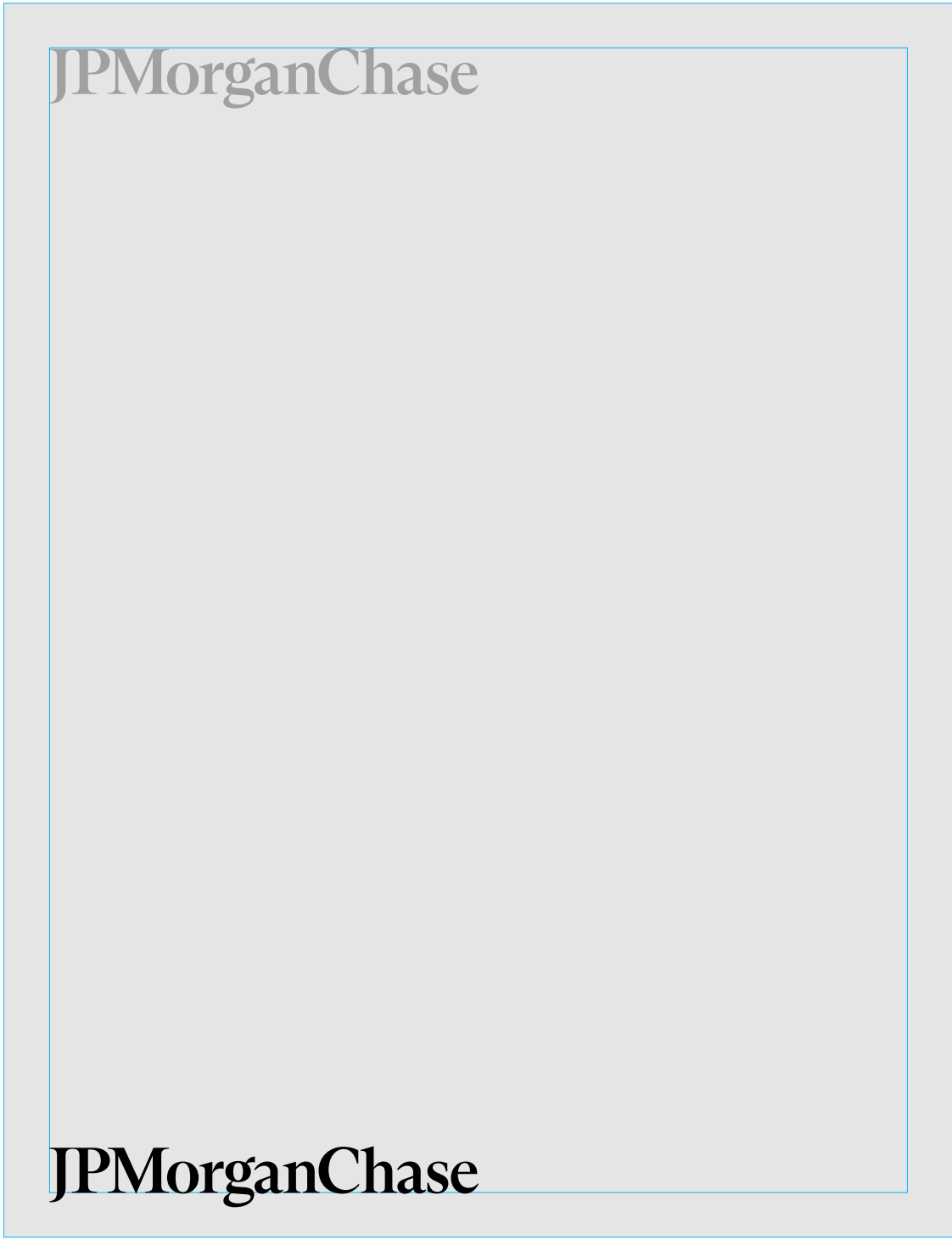
LOGOTYPE: CLEARSPACE

To ensure visibility, a minimum clearspace should be observed where the logotype is free of other elements such as type or graphics. This clearspace is equal to one base unit (M), which is equal to the width of the “M” within the logotype.



LOGOTYPE USAGE: PLACEMENT AND ALIGNMENT

For brand recognition, the logotype should be placed consistently across all communications.



Header or Footer
The logotype may be used in the top- or bottom-left. Bottom-left alignment is the default.



Centered
In applications without any additional information, such as the logotype animation or a multi-panel campaign, the logotype may be centered to the margins.

LOGOTYPE: INCORRECT USAGE

The logotype is final artwork, and should never be modified or altered in any way. Examples of incorrect use are outlined below.



Do not rotate the logotype



Do not apply a drop shadow or any other similar effects



Do not compress, stretch or distort the logotype in any way



Do not break, rearrange or alter the logotype in any way



Do not change the opacity of the logotype



Do not crop the logotype or place without proper clearspace

LOGOTYPE: COLOR

The logotype is used only in black or white, and must adhere to the following rules in order to maintain maximum consistency and accessibility compliance across applications.

Black logo on white
White logo on black

Black
PMS Black 4 C
C0 M0 Y0 K100
HEX #000000

White
C0 M0 Y0 K0
HEX #FFFFFF



Black logo on travertine

Travertine
PMS 4247 C (60% Tint)
C3 M4 Y7 K0
HEX #F4EFE7



White logo on bronze

Bronze
PMS 4262 C
C33 M64 Y82 K23
HEX #8F5A39



White logo on bronze

Bronze gradient
PMS 10369C
Gradient based on bronze RGB
JPMC_Bronze_Gradient.psd



PARTNERSHIP LOCKUP: HORIZONTAL

When locking up the logo with a partner’s logo, our branding must always come first. The logos are situated side by side with a divider line.



PARTNERSHIP LOCKUP: HORIZONTAL CLEARSPACE

This clearspace is equal to one base unit (M), which is equal to the width of the “M” within the logotype. The height of the divider line is 2M. The divider line thickness can be created using 1/2 of the thin width of the letter “M.”

For lockups with more than one brand partner, the same clearspace and divider line rules apply.



PARTNERSHIP LOCKUP: VERTICAL

When horizontal space is extremely limited, vertical logos are utilized. The JPMorganChase logo should always be positioned at the top of the logo lockup. The divider line thickness can be created using 1/2 of the thin width of the letter “M.”

Stacked partnership lockups are secondary brand marks best used for layouts with limited horizontal space.

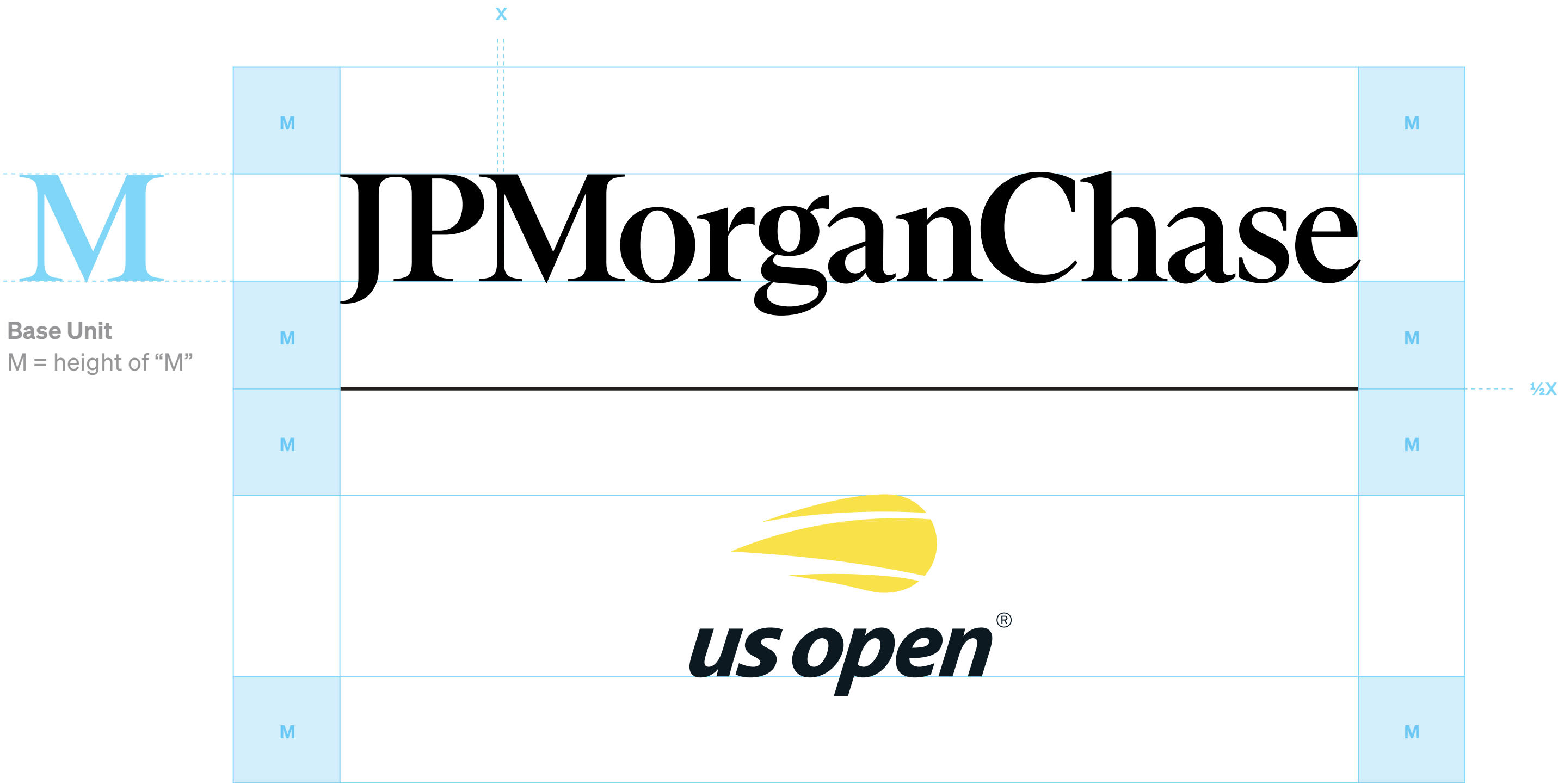
JPMorganChase



PARTNERSHIP LOCKUP: VERTICAL CLEARSPACE

This clearspace is equal to one base unit (M), which is equal to the width of the “M” within the logotype. The width of the divider line is equal to the logo width.

For lockups with more than one brand partner, the same clearspace and divider line rules apply.



SPONSORSHIP LOCKUP

Never use the JPMorganChase logo in a sentence or phrase. Instead, always spell the name in plain text. The only exception is for sponsorships, as illustrated below.

Supported by

JPMorganChase

SPONSORSHIP LOCKUP: CLEARSPACE

For sponsorship lockups, clearspace is equal to ½ the height of the “M” in JPMorganChase to separate the logotype from “Supported by.” Sponsorship text is always set to Sons Medium.



TYPOGRAPHY: PRIMARY TYPEFACE

JPMC Tiempos is the primary typeface for headlines and large copy. It is a unique and proprietary typeface for exclusive use by JPMorganChase.

JPMC Tiempos is only available in one weight and italic. **Do not** use JPMC Tiempos bolded or underlined.

Never license or use any version of Tiempos Fine for JPMorganChase communications. Please reach out to your Brand Manager for the file.

JPMC Tiempos: Custom Features

To the right are the customized features unique to JPMC Tiempos. This includes custom ligatures, letters and the addition of old-style figures.

JPMC Tiempos: For Headlines and Large Copy

JPMC Tiempos
JPMC Tiempos Italic

Proportional Lining Numerals, Old-Style Numerals

H0123456789 —→ H○123456789

Small Cap Symbols

\$56k €20b 85% —→ \$56k €2○b 85%

Alternate Old-Style zero

1998–2023 —→ 1998–2○23

Contextual Alternate Roman Q

Quarterly —→ Quarterly

Fractions

1 ½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝

TYPOGRAPHY: SECONDARY TYPEFACE

Tiempos Text is the typeface used for editorial body copy and, in certain cases, small functional copy as a substitute for JPMC Tiempos.

Please reach out to your Brand Manager for the font package.

Tiempos Text: For Editorial Body Copy

Tiempos Text Regular
Tiempos Text Regular Italic

Tiempos Text Medium
Tiempos Text Medium Italic

TYPOGRAPHY: BASIC HIERARCHY

Adhere to basic typesetting rules to maintain consistency across applications. Typography is left-aligned and unjustified, in sentence case, by default.

Headlines

Headlines are brief, clear and evocative, whenever possible

This is a headline

Body Copy, Subheads, CTA

Instructions to a reader for further engagement or to initiate a response

Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Start now →

Captions, Small Copy

Footnotes, legal copy or other supplementary details in copy

Duis aute irure dolor in reprehenderit et dolore magna aliqua.²

Editorial, Body Copy

Delivers detailed copy

Sed do eiusmod do at tempor incididunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspemdisse luctus ac odio sit amet faucibus. Etiam pretium ante vitae eleifemd sodales. Sed pellemtesque, meque quis bibemdum ultricies, turpis mibh molestie lorem, vel aliquet ante arcu ac.

TYPOGRAPHY: PULL QUOTE HIERARCHY

Pull quotes are formatted in the same style as the primary typography system.

Eyebrow
High-level description of content

HEAR FROM OUR EMPLOYEES

Quote
Similar to headlines, pull quotes are brief, clear and evocative

“The firm supports our personal and professional growth and development. I think that is really important.”

Speaker Name
Name and title of speaker

Rosario
Site Lead, International Consumer Business

TYPOGRAPHY: FLEXIBLE TYPESETTING SIZE

Headline sizes are flexible to allow for larger scale.
Subheads have a fixed relationship to the header and must scale with them.

Headlines
JPMC Tiempos
Sentence Case
Tracking: -5
Kerning: Metrics
Size: Flexible
Leading: 100% of point size
Figures: Old Style
Size: 2.5x the logo

Headlines
summarize
the story

Body Copy, Subheads, CTAs
Sons Semibold, Regular
Sentence Case
Tracking: -5
Kerning: Metrics
Size: 25% of Headline point size
Leading: 110% of point size

Subheads support the story
and invite people to find out more.

25% of Headline
point size

Learn more →

Captions, Small Copy
Sons Regular
Sentence Case
Tracking: 0
Kerning: Metrics
Size: 60% of body copy size,
8 point minimum
Leading: 125% of point size

Duis aute irure dolor in
reprehenderit et dolore
magna aliqua.²

TYPOGRAPHY: SYSTEM FONTS

For communications that require cross-platform sharing in applications such as PowerPoint or Google Slides, Times New Roman and Arial should be used to replace our brand fonts.

Brand Fonts

JPMC Tiempos

Tiempos Text Regular

Tiempos Text Medium

Sons Regular

Sons Semibold

System Fonts

Times New Roman Regular

Times New Roman Regular

Times New Roman Bold

Arial Regular

Arial Bold

TYPOGRAPHY: CTA BUTTONS

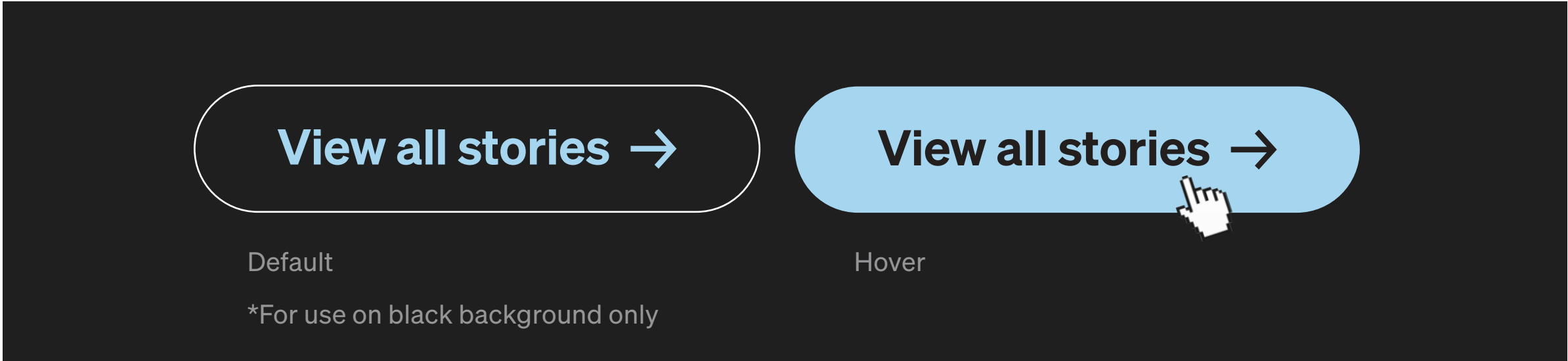
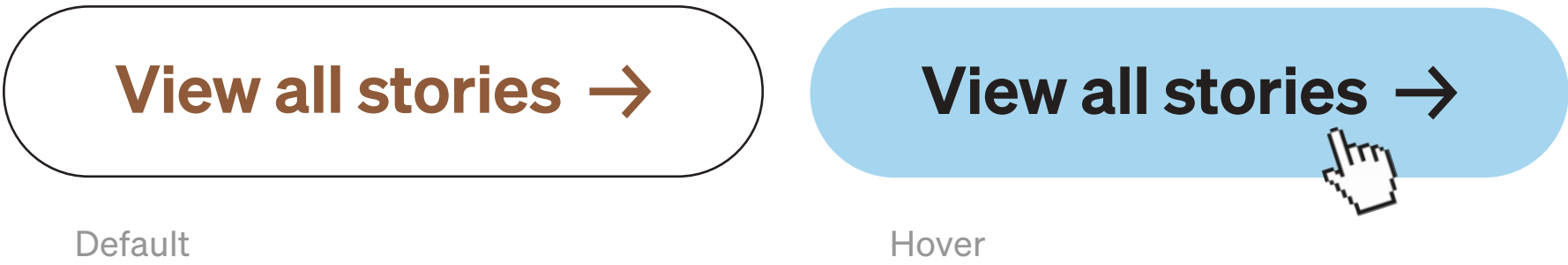
Call to action (CTA) buttons are primarily used for digital pages. Copy should be 1-6 words max, no more than 120 characters.

- Button Copy
- Sons Semibold
- Sentence Case
- Tracking: 0
- Kerning: Metrics
- Leading: 85% of point size
- Figures: Old Style
- Arrow: Sons glyph

PRIMARY BUTTONS



SECONDARY BUTTONS



TYPOGRAPHY: ACTIVE TEXT LINKS

Active text links are primarily used for digital assets such as web banners. Copy should be 1-6 words max, no more than 120 characters.

Link Copy
Sons Semibold
Sentence Case
Tracking: 0
Kerning: Metrics
Leading: 85% of point size
Figures: Old Style
Arrow: Sons glyph, adjust baseline height to center within link copy

PRIMARY LINKS

Small business impact

We're growing minority-owned businesses through one-on-one coaching, events, banking and more.

Apply to a program →

SECONDARY LINKS

Small business impact

We're growing minority-owned businesses through one-on-one coaching, events, banking and more.

Apply to a program →

TYPOGRAPHY: APPLICATION

Across these applications, the type hierarchy is strong and consistent, using the correct font and weights for each element.

This leader rose to the challenge

Lorem ipsum dolor sit amet posa posam quodi dis vendam hicius resedigent re, tempore precurat.

Read Stephanie's story at [jpmorganchase.com/stories](#)

JPMorganChase

This leader rose to the challenge

Read Aimee's story at [jpmorganchase.com/stories](#)

JPMorganChase



Define your own success

We promote economic growth by breaking down barriers and creating opportunities in communities across the globe.

[Our culture](#) [Benefits](#) [Business areas](#) [Tech careers](#) [Students & graduates](#) [Global locations](#)

Putting our values to work

We foster a sense of belonging for our employees, create opportunities for advancement and serve the communities where we operate.

[Learn more about working with us →](#)



Watch more

EPISODE 3 – 15:08

Clean Slate legislation can increase individual earnings by 20% >

EPISODE 3 – 15:08

Past convictions shouldn't prevent people from having a future. >

EPISODE 3 – 15:08

3 Ways an E-Commerce Company Accelerated Success >

Achieving more together

10

states have passed Clean Slate laws; 10 more have active campaigns

20%

potential earnings rise on average for people when they start with a clean slate

\$87B

to the economy by not including people with criminal records in the workforce

82%

of managers report that the value second chance employees contribute is as high as, or higher than, that of workers without records

46+

companies in the Second Chance Business Coalition supporting reentry to the workforce

4,600+

people with criminal backgrounds hired in the U.S. by JPMorgan Chase in 2022

TYPOGRAPHY: SUMMARY

Key takeaways:

- Type is a foundational pillar of our brand
- JPMC Tiempos is our official typeface
- Use Sons and Tiempos Text for body copy and smaller, functional copy
- Stick to sentence case for all headlines
- Aim for contrast and consistency with text hierarchy
- Only use system fonts if brand fonts are unavailable
- Use CTAs to signal an action we want users to take

Primary/Headline Typeface: JPMC Tiempos

JPMC Tiempos
JPMC Tiempos Italic

Secondary Typeface

Sons Regular
Sons Regular Italic
Sons Semibold
Sons Semibold Italic

Tiempos Text Regular
Tiempos Text Regular Italic
Tiempos Text Medium
Tiempos Text Medium Italic

Hierarchy

This leader rose to the challenge

Lorem ipsum dolor sit amet posa posam quodi dis vendam hicius resedigent re, tempore precurat.

Read Stephanie’s story at [jpmorganchase.com/stories](#)

JPMorganChase

CTAs

Read our latest ESG report

Learn more about our commitments to helping underserved communities and fostering economic growth.

[Learn more →](#)

Small business impact

We’re growing minority-owned businesses through one-on-one coaching, events, banking and more.

[Apply to a program →](#)

COLOR PALETTE: CORE BRAND

The primary palette for JPMorganChase is a flexible palette of bronze, travertine, black and white. The palette is derived from the architecture of 270 Park Ave and the surrounding New York City skyline. Sky Blue is a secondary color, to be used as an accent where needed.

Primary

BRONZE GRADIENT
PMS 10369C
Gradient based on Bronze RGB
JPMC_Bronze_Gradient.psd

BRONZE
PMS 4262 C
C33 M64 Y82 K23
HEX #8F5A39

TRAVERTINE
PMS 9226 C
C3 M4 Y7 K0
HEX #F4EFE7

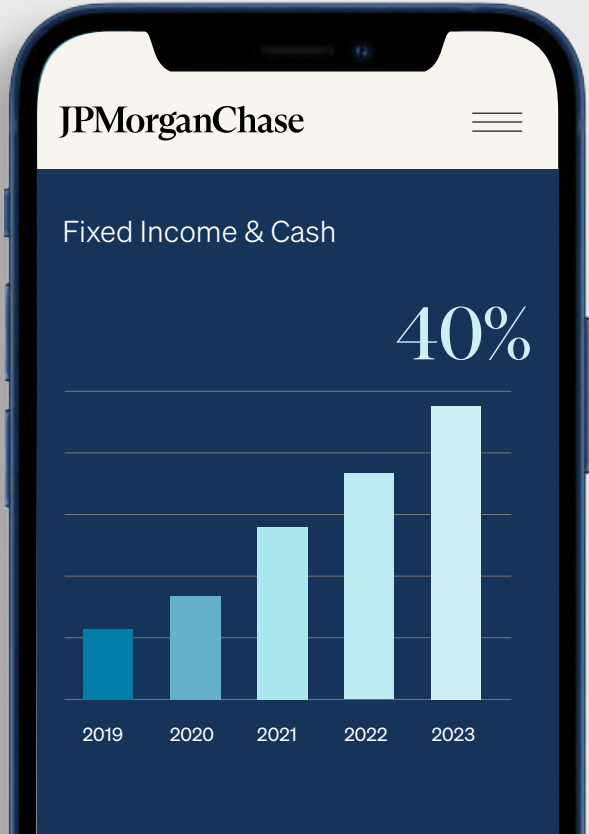
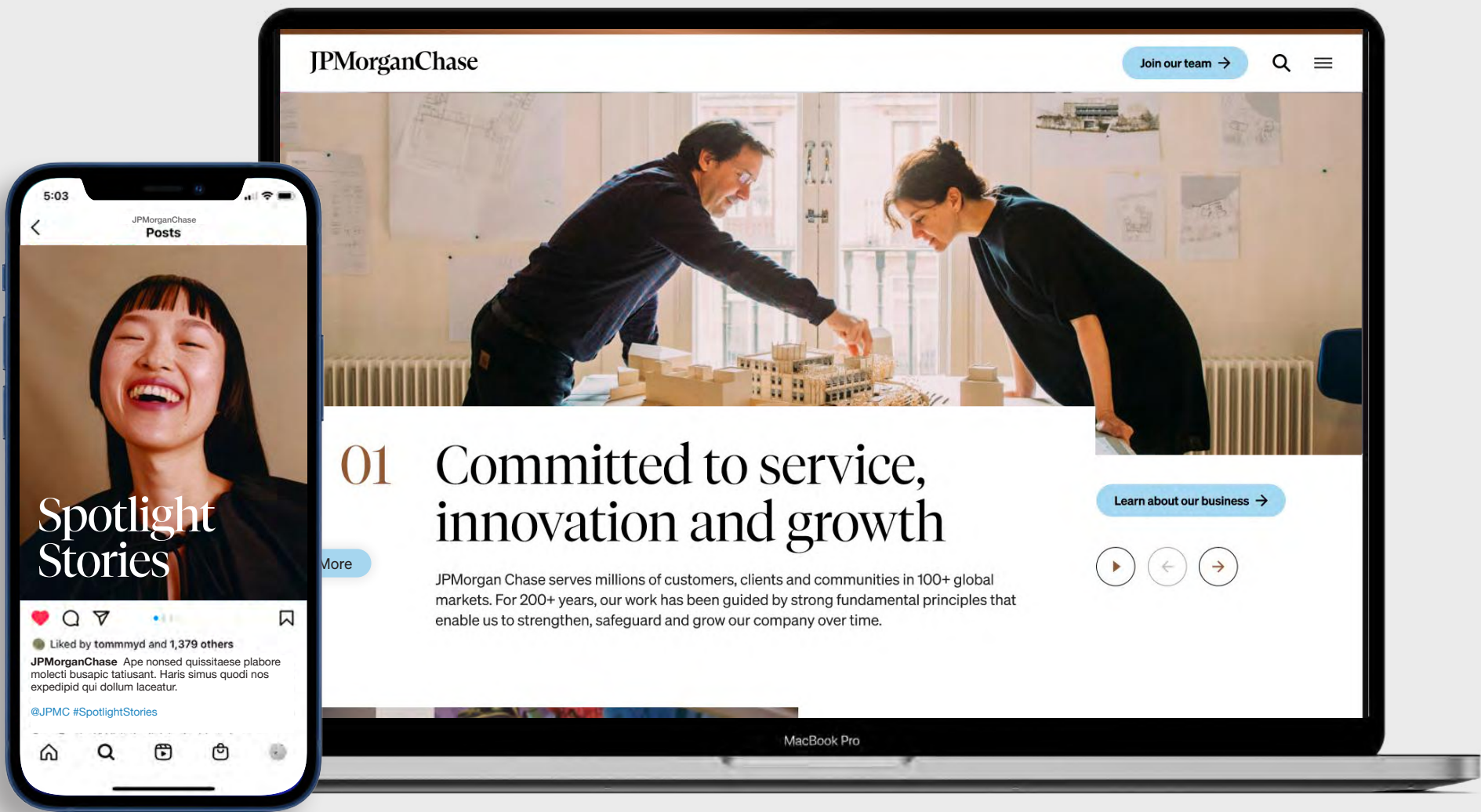
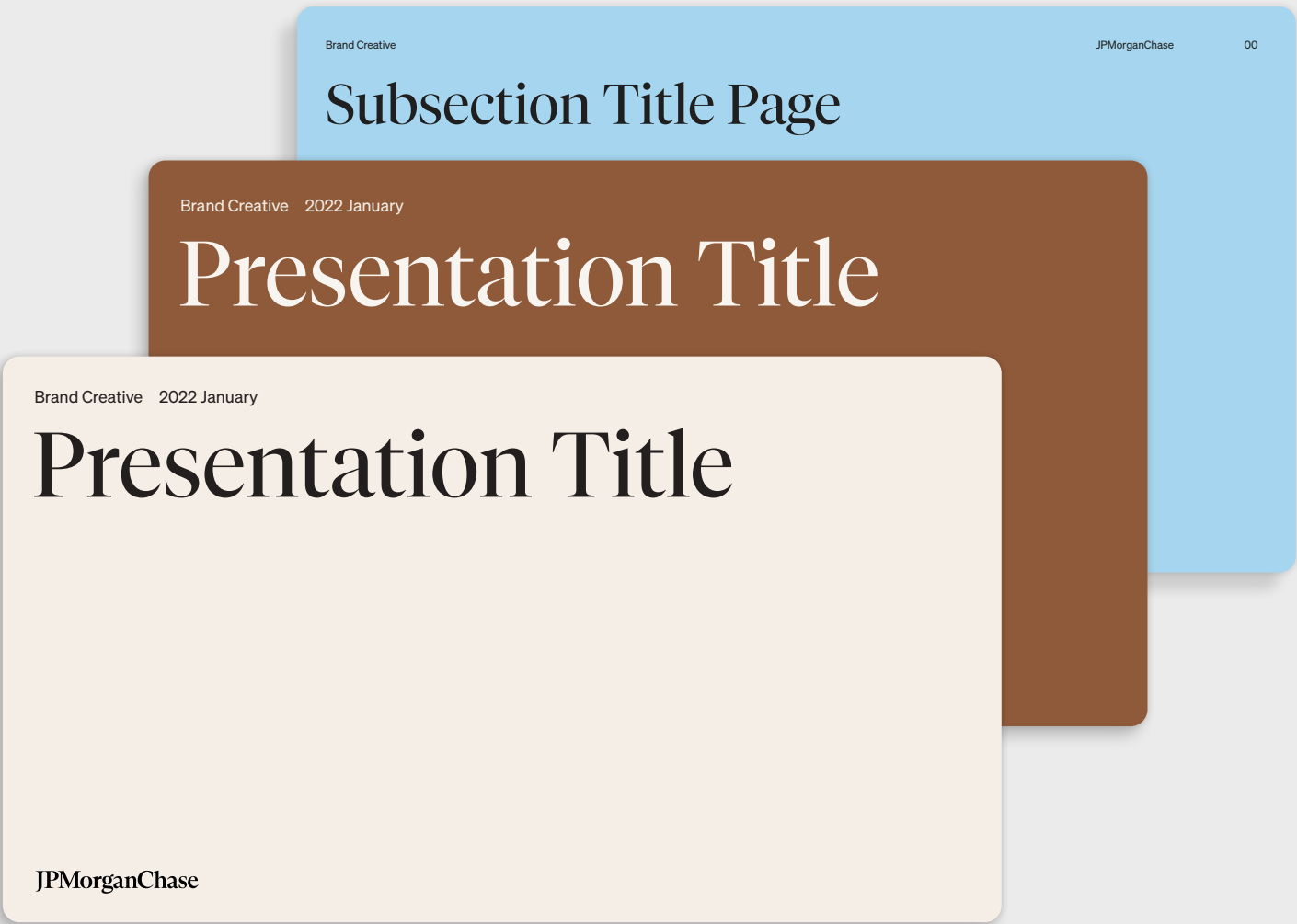
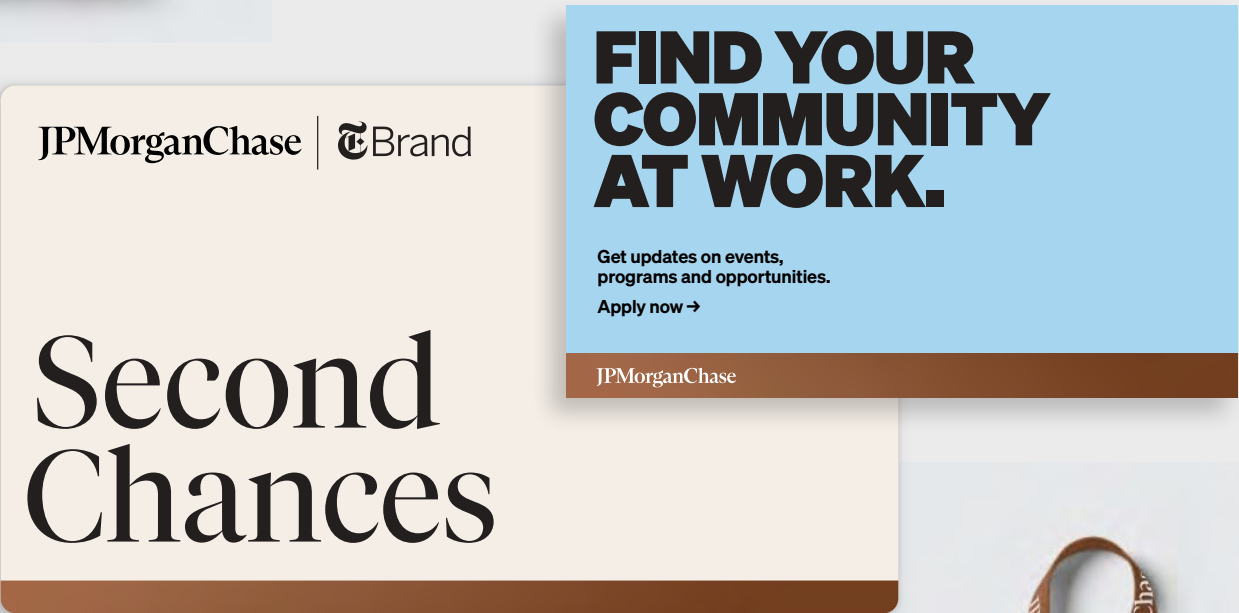
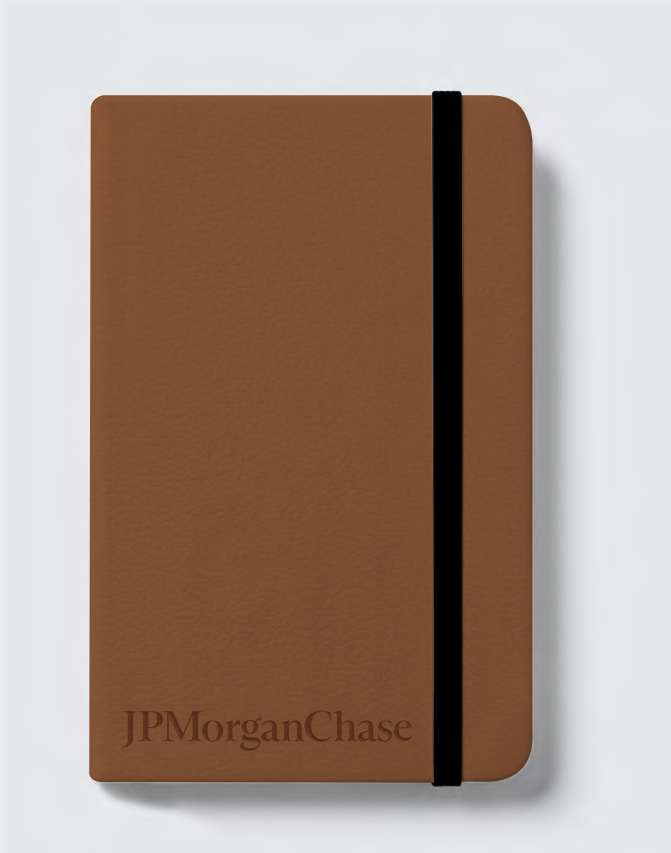
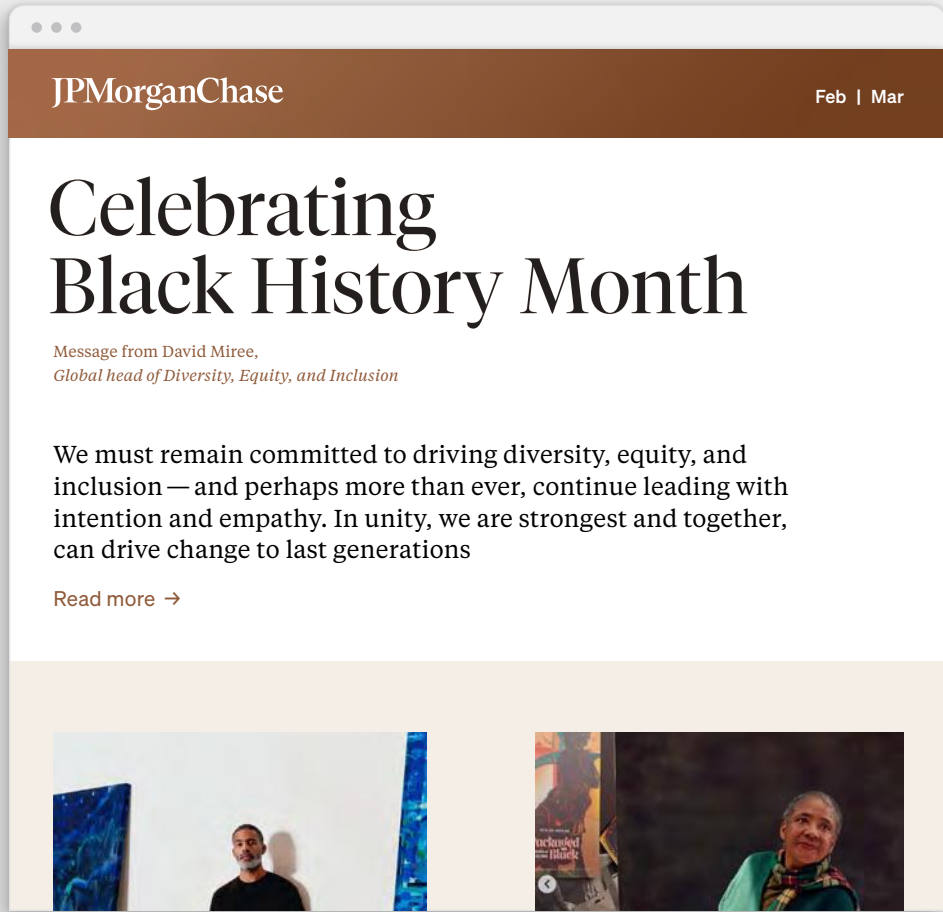
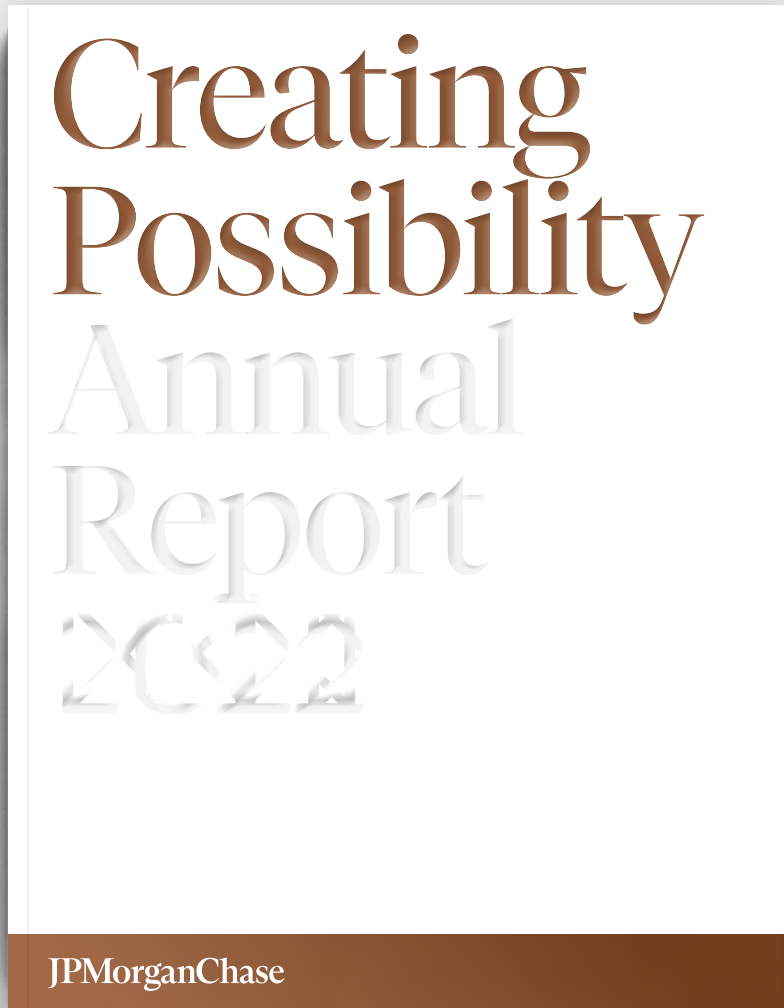
BLACK
PMS BLACK 4 C
C0 M0 Y0 K100
HEX #000000

WHITE
C0 M0 Y0 K0
HEX #FFFFFF

Secondary

SKY BLUE
PMS 291 C
C32 M3 Y1 K0
HEX #A6D7F0

COLOR PALETTE: CORE BRAND



COLOR PALETTE: DATA VISUALIZATION

An extended color palette is used exclusively for data visualization. **More details coming soon.**

These colors are selected to represent a broad cut of the color spectrum with vibrant hues, while maintaining differentiation and ADA compliance.

See page 75 for ADA compliance.

Background colors for data visualization.

White

PMS XX
HEX #FFFFFF

Travertine

PMS 9226 C
HEX #F4EFE7

Light gray

PMS TBD
HEX TBD

Deep Blue

PMS XX
HEX #173359

Dark Gray

PMS TBD
HEX TBD

Off Black

PMS XX
HEX #202020

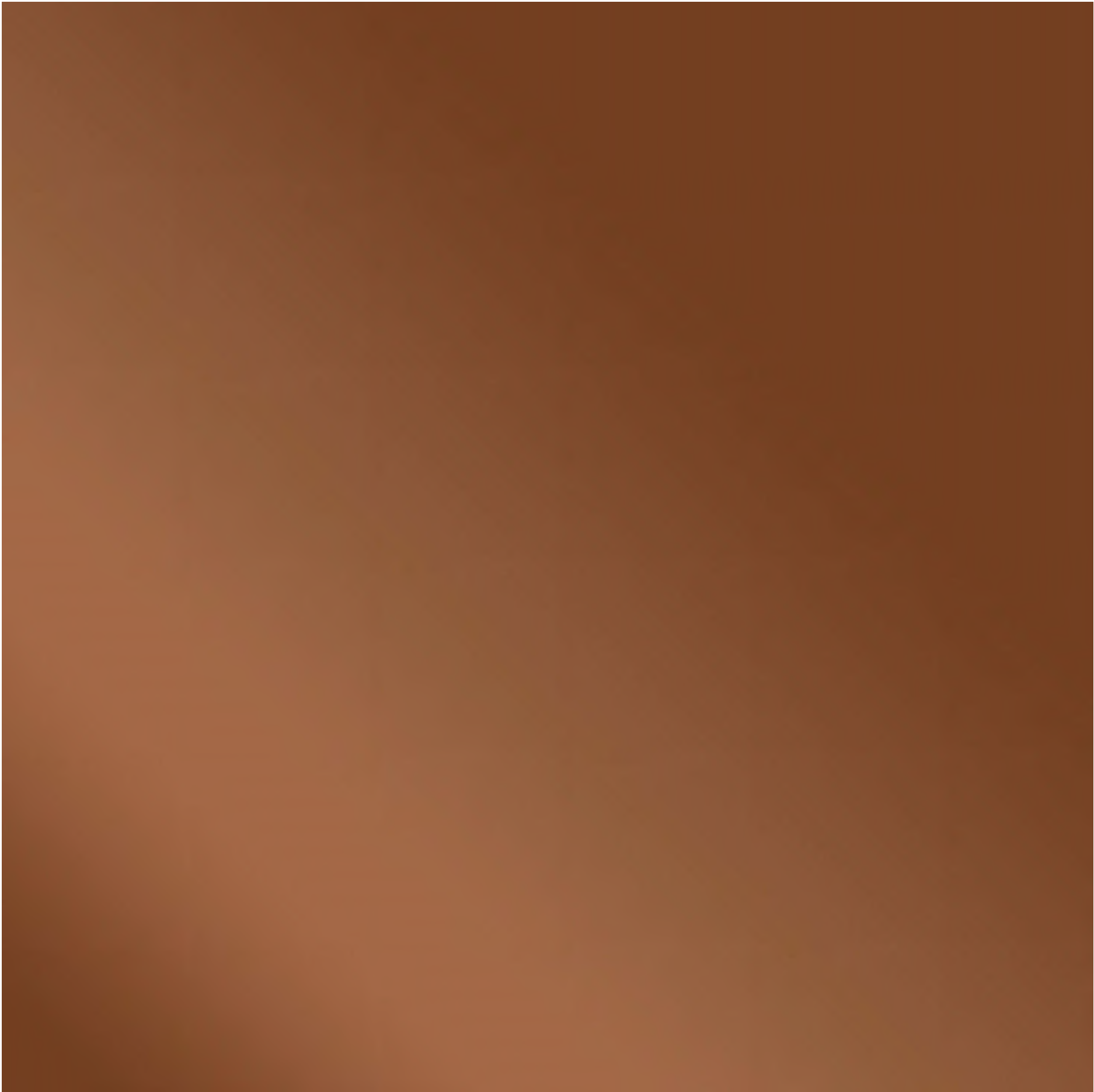
DEEP SUN	DEEP AMBER	DEEP CHERRY	DEEP ROSE	DEEP ORCHID	DEEP VIOLET	MIDNIGHT	SAPPHIRE BLUE	DEEP TURQUOISE	DEEP JADE	DEEP FOREST	DEEP OLIVE	DEEP GREY	DEEP COOL GREY	DEEP BRONZE
PMS 7553C HEX #614609	PMS 174C HEX #823400	PMS 7427C HEX #870101	PMS 235C HEX #7F004D	PMS 2623C HEX #520055	PMS 2685C HEX #370074	PMS 282 C HEX #041E42	PMS 295 C HEX #002855	PMS 7708C HEX #003D63	PMS 3308C HEX #00331C	PMS 7484C HEX #034200	PMS 5747C HEX #394500	PMS 4287C HEX #202020	PMS 4287C HEX #25252D	PMS 4262 C HEX #543722
PMS XX HEX #785C1A	PMS XX HEX #94450A	PMS XX HEX #991A17	PMS XX HEX #912166	PMS XX HEX #691F6E	PMS XX HEX #4A1C87	PMS XX HEX #173359	PMS XX HEX #002855	PMS XX HEX #1A5478	PMS XX HEX #1A4F38	PMS XX HEX #1C5917	PMS XX HEX #4D5C0D	PMS XX HEX #383838	PMS XX HEX #3B3B42	PMS XX HEX #694029
PMS XX HEX #7E6825	PMS XX HEX #A65414	PMS XX HEX #A8332B	PMS XX HEX #A3407D	PMS XX HEX #7D3D87	PMS XX HEX #5E3699	PMS XX HEX #294770	HEX #2B5780	PMS XX HEX #306E8C	PMS XX HEX #336B54	PMS XX HEX #36732B	PMS XX HEX #61731C	PMS XX HEX #4F4F4D	PMS XX HEX #4F4F57	PMS 4262 C HEX #8F5A39
PMS XX HEX #A38A38	PMS XX HEX #B8661F	PMS XX HEX #BA4D42	PMS XX HEX #B56196	PMS XX HEX #94599E	PMS XX HEX #734FAB	PMS XX HEX #3D5C87	PMS XX HEX #427094	PMS XX HEX #4A879E	PMS XX HEX #4A876E	PMS XX HEX #4F8C40	PMS XX HEX #738C2B	PMS XX HEX #666663	PMS XX HEX #63636B	PMS XX HEX #A17052
PMS XX HEX #BA9E4A	PMS XX HEX #C97529	PMS XX HEX #CC6659	PMS XX HEX #C782B0	PMS XX HEX #A878B5	PMS XX HEX #876BBA	PMS XX HEX #4F739C	PMS XX HEX #427094	PMS XX HEX #639EB5	PMS XX HEX #66A38A	PMS XX HEX #69A357	PMS XX HEX #87A338	PMS XX HEX #7D7A7A	PMS XX HEX #787880	PMS XX HEX #B0876B
PMS XX HEX #D1B559	PMS XX HEX #DB8733	PMS XX HEX #DE8370	PMS XX HEX #D9A3C9	PMS XX HEX #BF94CF	PMS XX HEX #9C85CC	PMS XX HEX #658AB3	PMS XX HEX #71A1C1	PMS XX HEX #7DB5C7	PMS XX HEX #7DBFA3	PMS XX HEX #82BA6E	PMS XX HEX #9CBA47	PMS XX HEX #94918F	PMS XX HEX #8C8C94	PMS XX HEX #C29C85
PMS XX HEX #E5CC69	PMS XX HEX #ED963D	PMS XX HEX #ED9982	PMS XX HEX #EDC4E0	PMS XX HEX #D6B2E8	PMS XX HEX #B09EDE	PMS XX HEX #739EC9	PMS XX HEX #85B5D4	PMS XX HEX #94CFDB	PMS XX HEX #96D9BF	PMS XX HEX #9CD482	PMS XX HEX #B0D157	PMS XX HEX #ABA8A6	PMS XX HEX #A1A1A8	PMS XX HEX #D4B29E
LIGHT SUN	LIGHT AMBER	LIGHT CHERRY	LIGHT ROSE	LIGHT ORCHID	LIGHT VIOLET	LIGHT BLUE	SAPPHIRE BLUE	LIGHT TURQUOISE	LIGHT JADE	LIGHT FOREST	LIGHT OLIVE	LIGHT GREY	LIGHT COOL GREY	LIGHT BRONZE
PMS 127C HEX #FCE279	PMS 149C HEX #FFA848	PMS 2022C HEX #FFB199	PMS 517C HEX #FFE5FA	PMS 2635 HEX #EBD1FF	PMS 2705C HEX #C3BAF1	PMS 282 C HEX #87B2E0	PMS 295 C HEX #9ACDE8	PMS 629C HEX #ADE7F0	PMS 565 HEX #B0F5DB	PMS 7486C HEX #B4EC98	PMS 2284C HEX #C3E864	PMS 422C HEX #C2BFCB	PMS 4287C HEX #B6B6BE	PMS XX HEX #E5C7B5

COLOR PALETTE: DIGITAL-ONLY GRADIENT

The bronze gradient is another core element of the JPMorganChase identity and should be used consistently on all official communications. **It is final artwork, and should never be modified or recreated in other applications.**

It is only used in digital applications. For more information on bronze gradient usage in layouts, see Section 2.9. Please reach out to your brand manager to receive the bronze gradient .psd file.

For all printing, metallic ink must be used in place of the gradient file or bronze PMS 10369C.



For digital use only.
JPMC_Bronze_Gradient.psd

COLOR PALETTE: COMPLIANCE

All digital creative must adhere to and pass Web Content Accessibility Guidelines (WCAG) 2.1 Level A and AA compliance. Please test the point size and color of the text against the background color to ensure proper contrast levels are being used.

Free contrast tools are available here: <https://webaim.org/resources/contrastchecker/>

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa Aa Aa



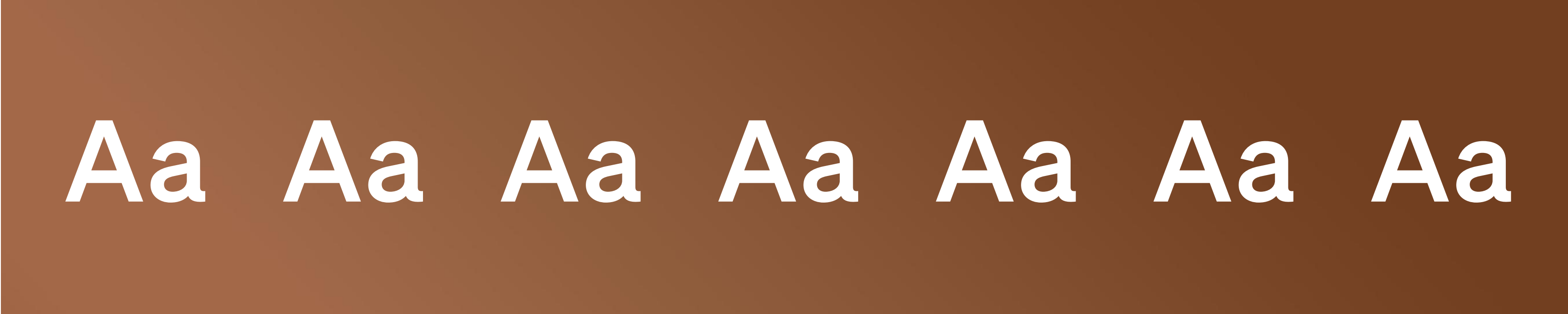
COLOR PALETTE: GRADIENT COMPLIANCE

All values of the bronze gradient are accessible with white text only. The bronze gradient should never be used with black text. This is not a gradient build and should not be used to recreate the gradient.

BRONZE



BRONZE GRADIENT



COLOR PALETTE: TYPOGRAPHY

To ensure accessibility in all circumstances, typography is only used in black, white or bronze.



Use black typography over a travertine background



Use white typography over a bronze gradient field



Use white typography over a black background



Use bronze typography over a travertine background



Use white typography over a bronze background



Use black typography over a white background

COLOR PALETTE: TYPOGRAPHY INCORRECT USAGE

The below examples outline incorrect color usage on typography.



Do not use a bronze gradient in text



Do not use travertine on white background



Do not use black on bronze gradient



Do not use bronze on black background



Do not use sky blue on white or travertine background



Do not use extended palette colors

COLOR PALETTE: EDITORIAL HIGHLIGHTS

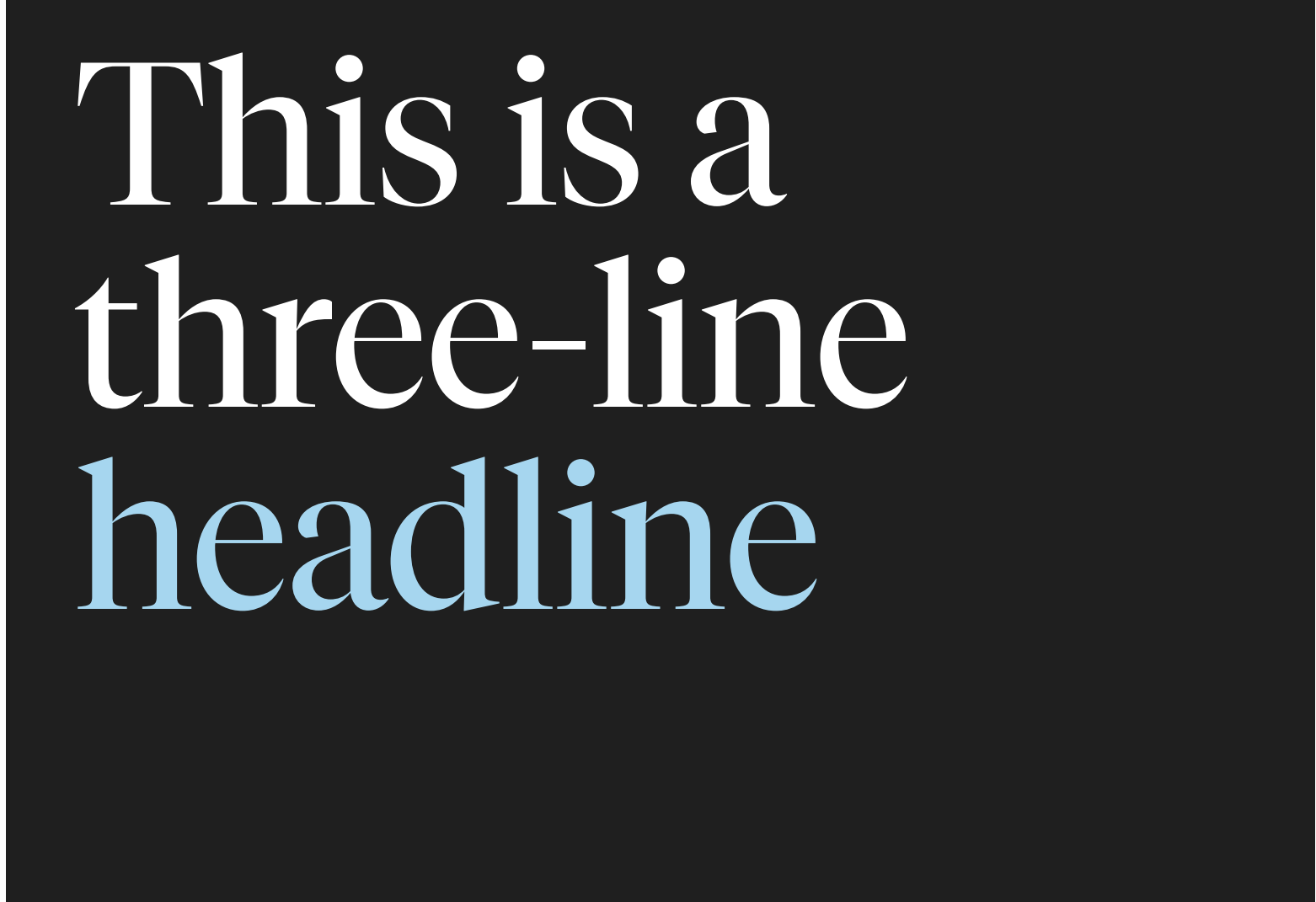
Long editorial headlines may use color in typography to highlight or emphasize copy. Editorial headlines that use a highlight should be three words in length or more.



Use black typography and bronze highlights over a white background



Use black typography and bronze highlights over a travertine background



Use white typography and blue highlights over a black background

COLOR PALETTE: EDITORIAL HIGHLIGHTS INCORRECT USAGE

Long editorial headlines may use color in typography to highlight or emphasize copy. Editorial headlines that use a highlight should be three words in length or more.



Do not use two-word titles with highlights over any background



Do not use two-word titles with highlights over any background



Do not use two-word titles with highlights over any background

COLOR PALETTE: IMAGERY AND TYPOGRAPHY

Typography may be paired with imagery in special cases, such as on the website. To ensure accessibility in all circumstances, follow this guidance when using typography and imagery together.



Use headlines with strong contrast against a naturally dark image



Use headlines against an image with a tinted background that provides proper color contrast



Use color highlights in headlines over imagery with strong contrast and whitespace



Do not use headlines over imagery that hinders legibility



Do not use color highlights in headlines when placing over imagery



Do not place headlines over subjects' faces or over objects that hinder legibility

COLOR PALETTE: IMAGE TINT

For legibility, a dark tint may have to be applied to lighter images. Please adhere to the guide below to ensure level A and AA compliance.



Step 1: Place image.



Step 2: Apply tint on top of the image. The tint should appear from the outer edges of the composition and use a multiply blending mode. Depending on the lightness of the image, a gradient between 0-60% should be applied to ensure compliance.



Step 3: Add type on top of image and tint. Adjust the opacity as needed to ensure compliance.

COLOR PALETTE: ACTIVE TEXT LINKS

For maximum adherence to accessibility standards, use the following guidance for color applied to primary and secondary active text links. Copy should be 1-6 words max, no more than 120 characters.

- Link Copy
- Sons Semibold
- Sentence Case
- Tracking: 0
- Kerning: Metrics
- Leading: 85% of point size
- Figures: Old Style
- Arrow: Sons glyph

PRIMARY LINKS

Small business impact

We're growing minority-owned businesses through one-on-one coaching, events, banking and more.

Apply to a program →

SECONDARY LINKS

Small business impact

We're growing minority-owned businesses through one-on-one coaching, events, banking and more.

Apply to a program →

MOTION: OVERVIEW

Motion graphics will be an essential expression of JPMorganChase’s dynamic communications. The following pages outline principles for motion.

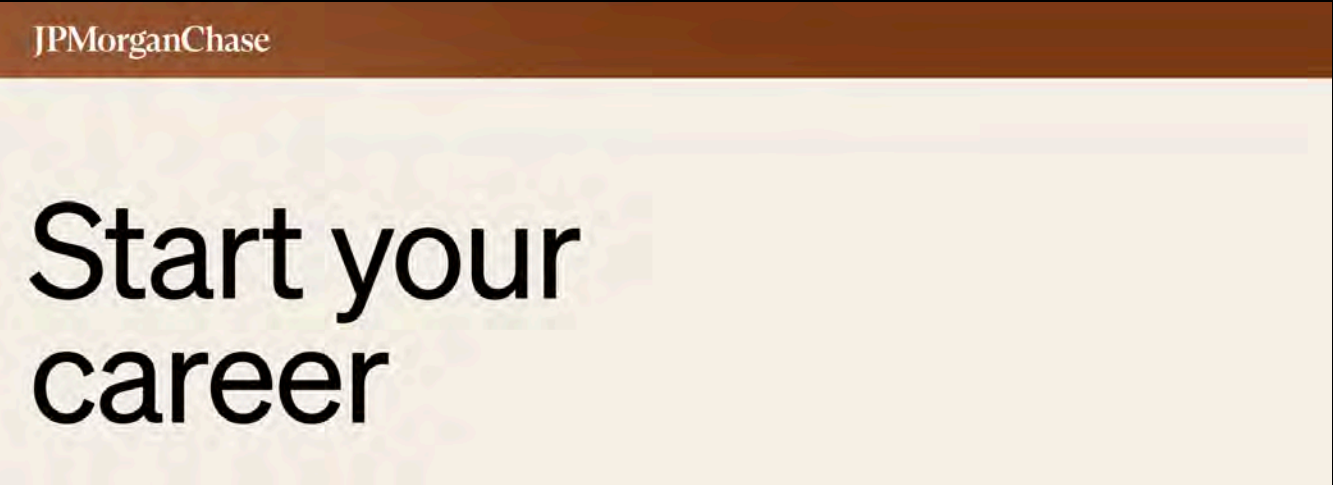
Dynamic Logotype



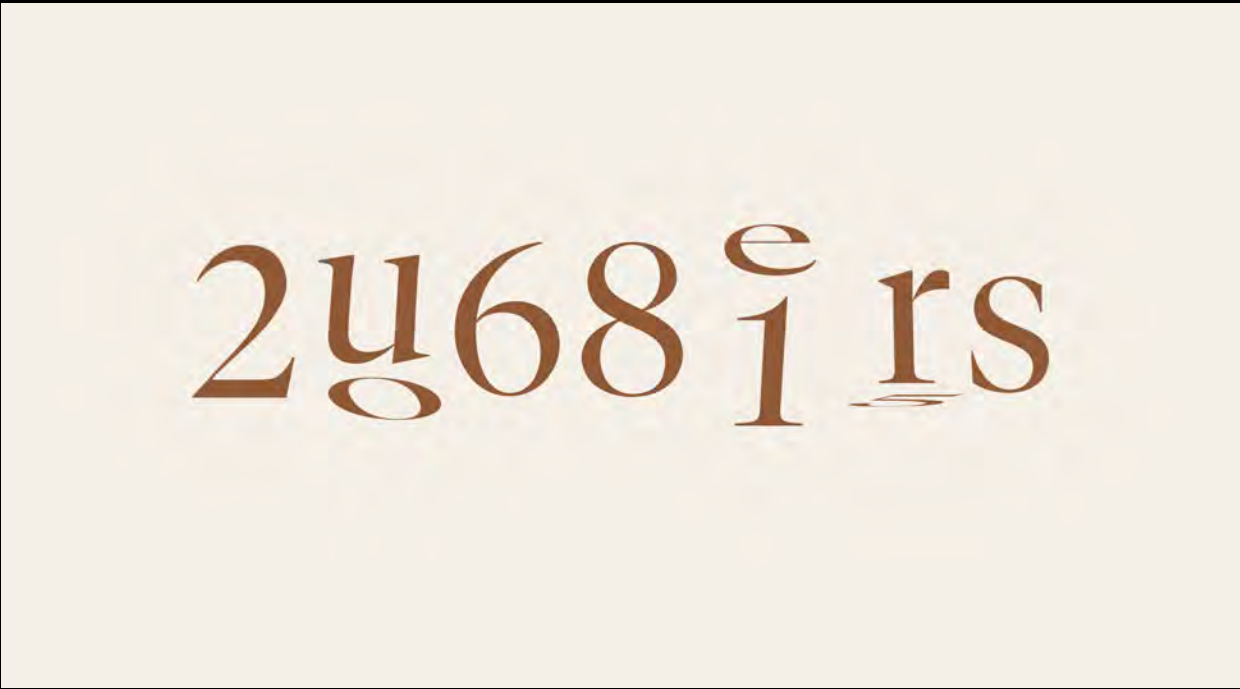
Reflective Bronze



Expanding Layouts



Humanity in Numbers



MOTION: LOGOTYPE-PRIMARY ANIMATION

A sharp diagonal swipes from the left to reveal the logo as it fades in. This is the default animation for introducing the logo.



Frame 1
Swipe, Fade in



Frame 2
Swipe, Fade in



Frame 3

Technical Specifications

Fade In: 0.00, 0.00, 0.00, 0.00
Fade In Duration: 1667 ms

Diagonal, Left to Right

JPMC_LogoAnimation_01.ae

Swipe: 0.50, 0.00, 0.00, 1.00
Swipe Duration: 1667 ms

PHOTOGRAPHY: OVERVIEW

Three categories for photo art direction provide simple organization for the breadth of JPMC’s humanistic imagery.

DISCLAIMER
Images shown are for reference only. For licensing permission, please contact your Brand Manager.

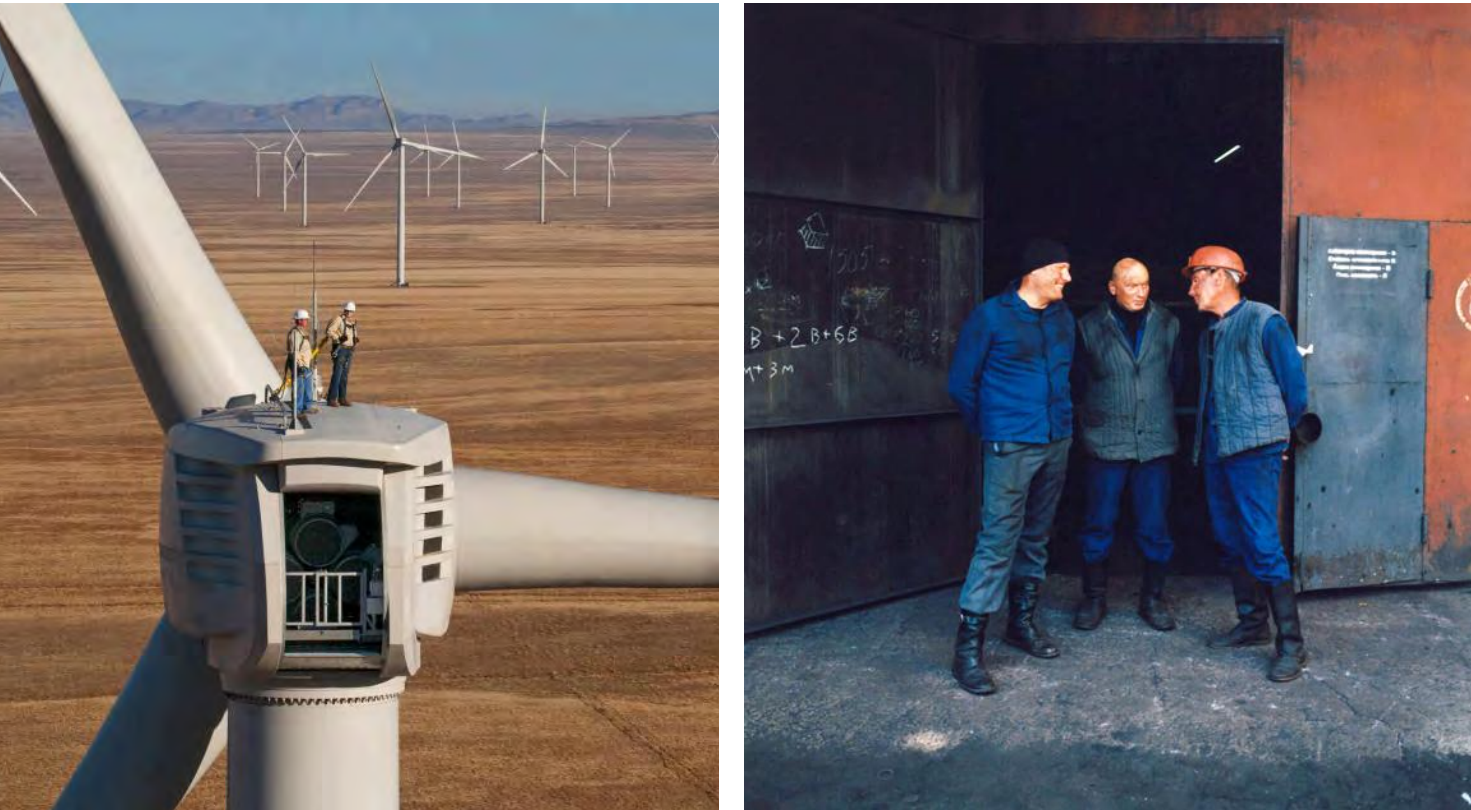
Portrait



Community



Industry



CATEGORY: PORTRAIT

Portrait photography is precise, warm and refined. Capture people at ease, photographed against a brightly colored backdrop. To keep portraiture consistent, set studio backdrops to a core color.

Style individuals in simple, sophisticated outfits that are true and authentic to themselves. Individuals should either face the camera directly or look off to the side.

DISCLAIMER
Images shown are for reference only. For licensing permission, please contact your Brand Manager.



Images are for reference only.

CATEGORY: PORTRAIT/IN SITU

In-situ portrait photography is set to an environment that is unique to each individual's work.

Wherever possible, photograph people in bright, natural light. Individuals can be seated or standing in a natural posture. Individuals should either face the camera directly or look off to the side.

DISCLAIMER
Images shown are for reference only. For licensing permission, please contact your Brand Manager.



Images are for reference only.

CATEGORY: COMMUNITY

Community photography captures authentic moments of connection and collaboration.

Dynamic angles and cropping provide detail on specific activities. These images may be indoors in an office setting, private space or out in the world. Wherever possible, photograph people in bright, natural light.

DISCLAIMER
Images shown are for reference only. For licensing permission, please contact your Brand Manager.



Images are for reference only.

CATEGORY: INDUSTRY

Industry photography highlights JPMC’s broad impact through action shots of individuals at work across diverse industries.

These images are shot in situ, whether the place of work be indoors or outside. Individuals should not pose or look into the camera. Wherever possible, photograph people in bright, natural light.

DISCLAIMER
Images shown are for reference only. For licensing permission, please contact your Brand Manager.



Images are for reference only.

ICONOGRAPHY: OVERVIEW

Icons are used in printed and digital applications such as annual reports, e-newsletters and on the website. They may be used as standalone visual elements in user interfaces or as supportive graphics alongside functional copy or captions.

Lighter line weight and stylistic details define the brand’s iconography palette.

SIZE AND LINE WEIGHT

Size and line weight is consistent across the library. The icon grid size is 120 × 120 px. The line weight is 4.5pt

TERMINALS

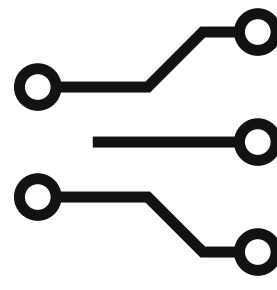
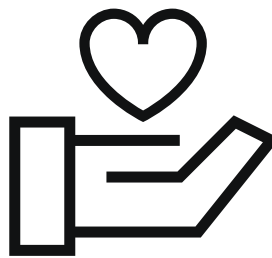
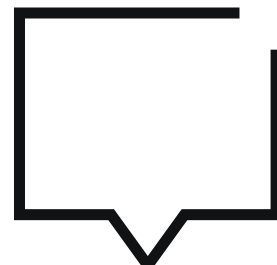
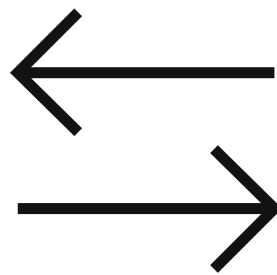
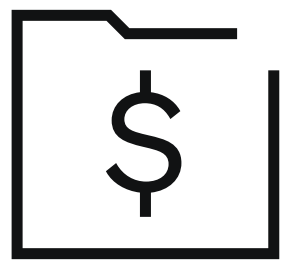
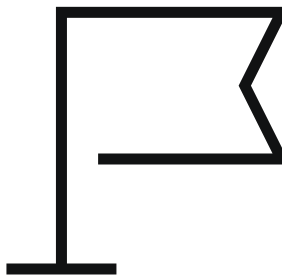
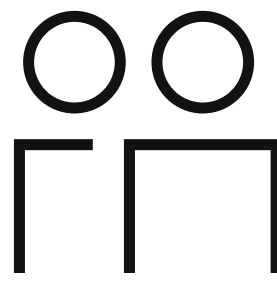
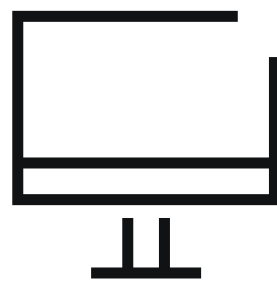
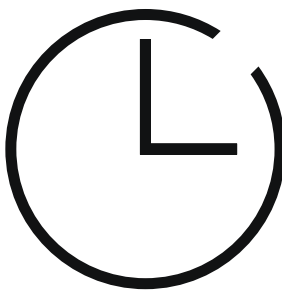
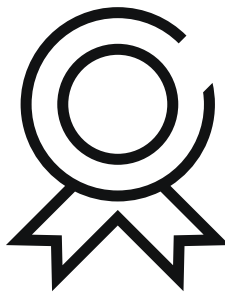
In most cases the terminals, or ends of a line in the drawing, are always at 0°, 45°, or 90°

LINE BREAK

Iconography linework should have a break for negative space whenever possible.

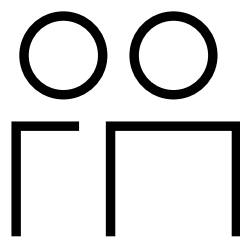
MARGINS

Margins are consistent throughout the library, offering visual breaks between overlapping components

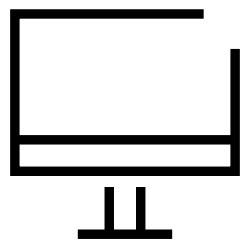


ICONOGRAPHY: LIBRARY

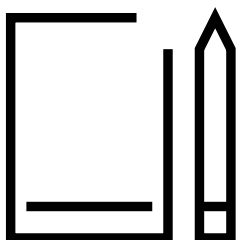
A library of icons is enclosed with these guidelines.



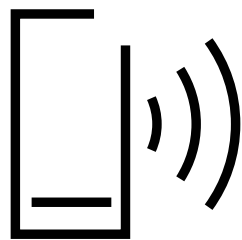
Community



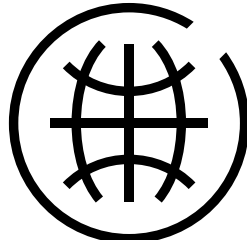
Desktop



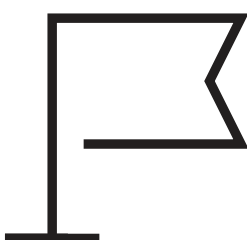
Tablet



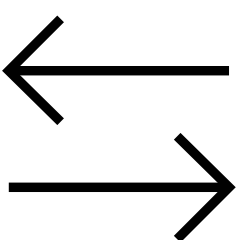
Phone



Global/International



Leadership



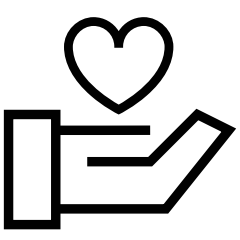
Change



General Investment



Green Investment



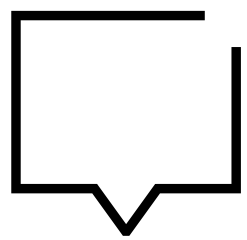
Charitable Giving



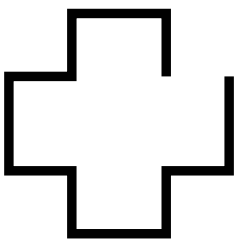
Finance



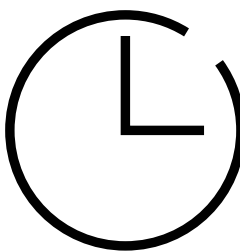
Commerce



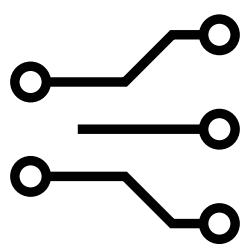
Message / Communications



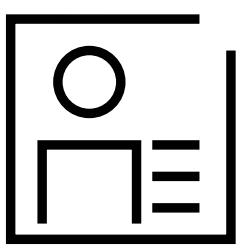
Healthcare



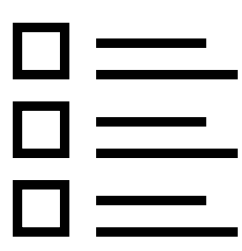
Time/Clock



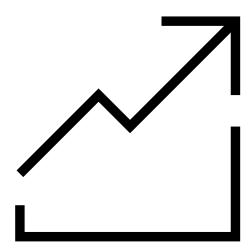
Technology



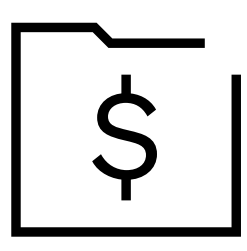
Career / Hiring



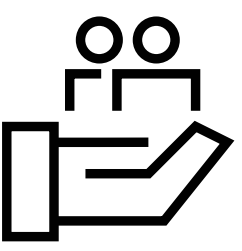
Career and skills



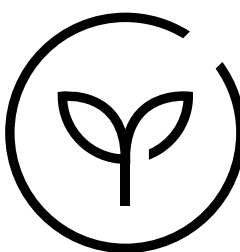
Growth



Financial Health



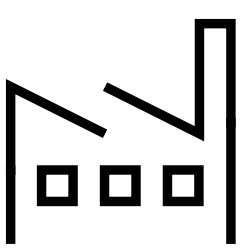
Community Development



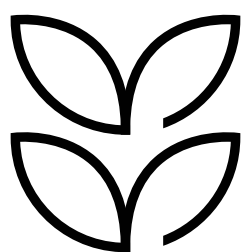
Sustainability



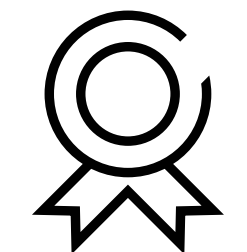
Security



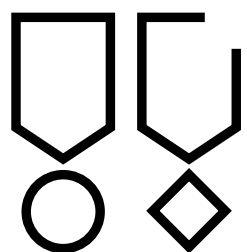
Industries



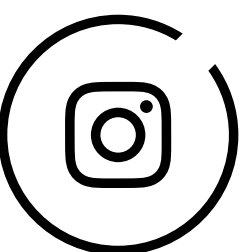
Agriculture



Awards/Recognition



Medals/Valor

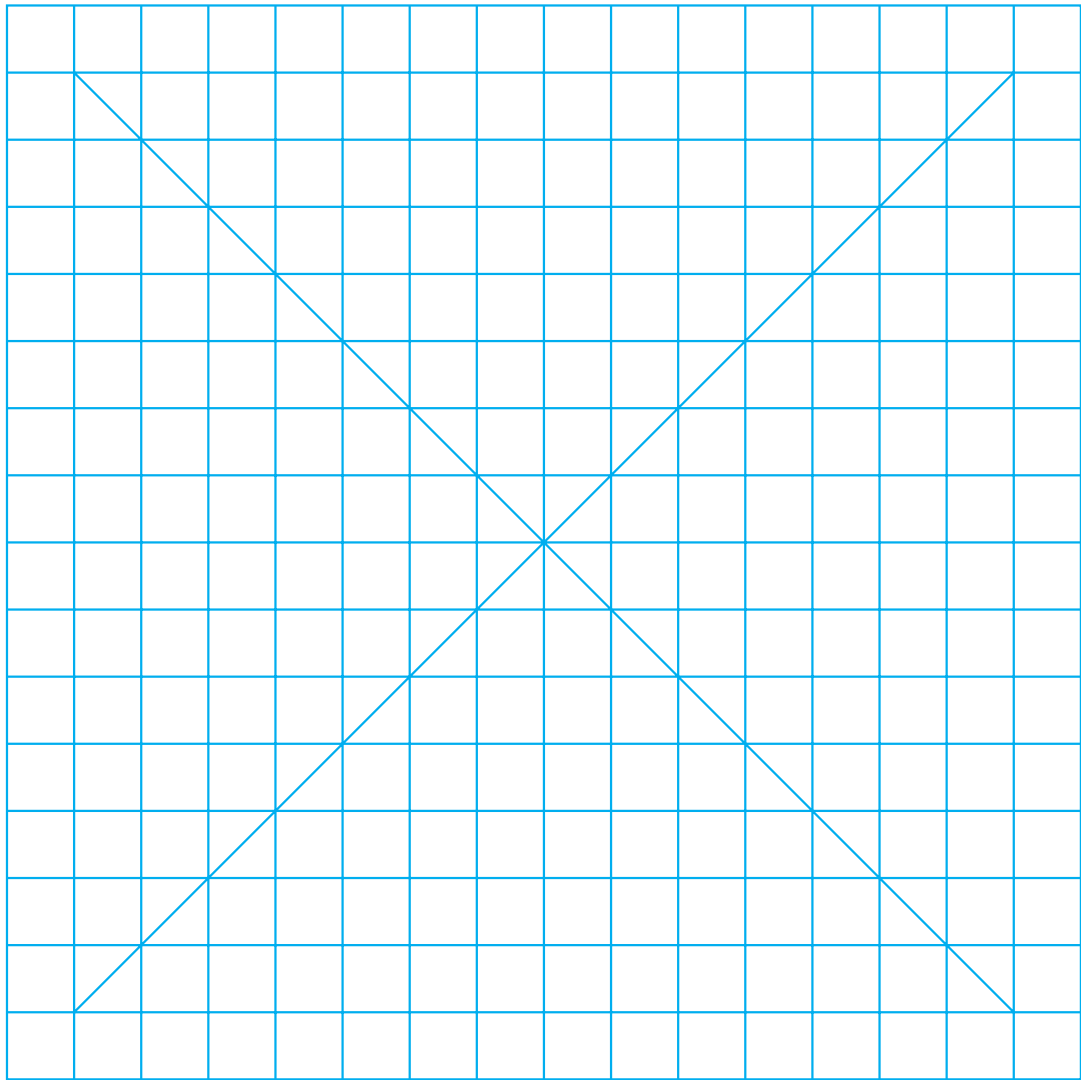


Social

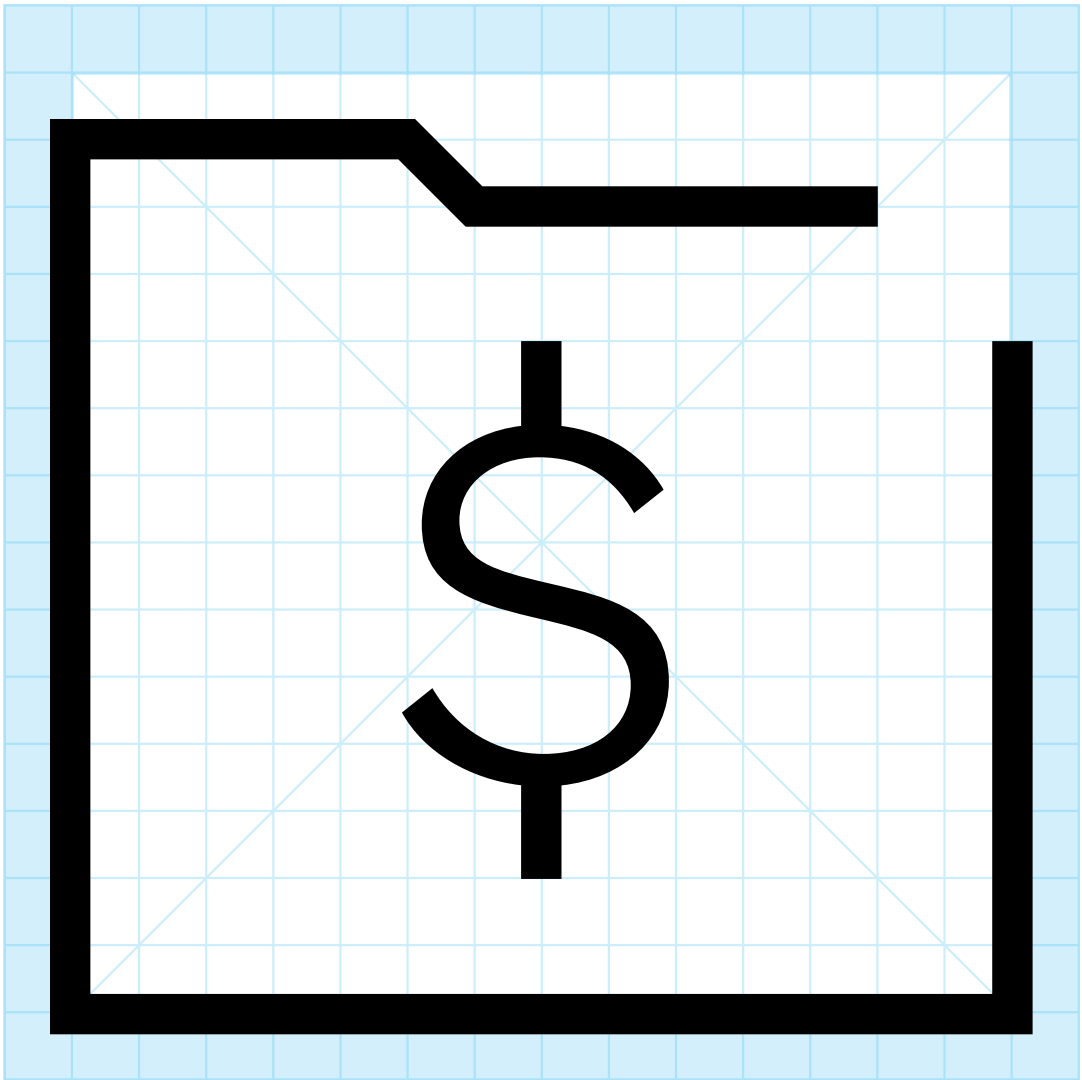
ICONOGRAPHY: TEMPLATE

The following 120 × 120 px square template defines how all icons are constructed.

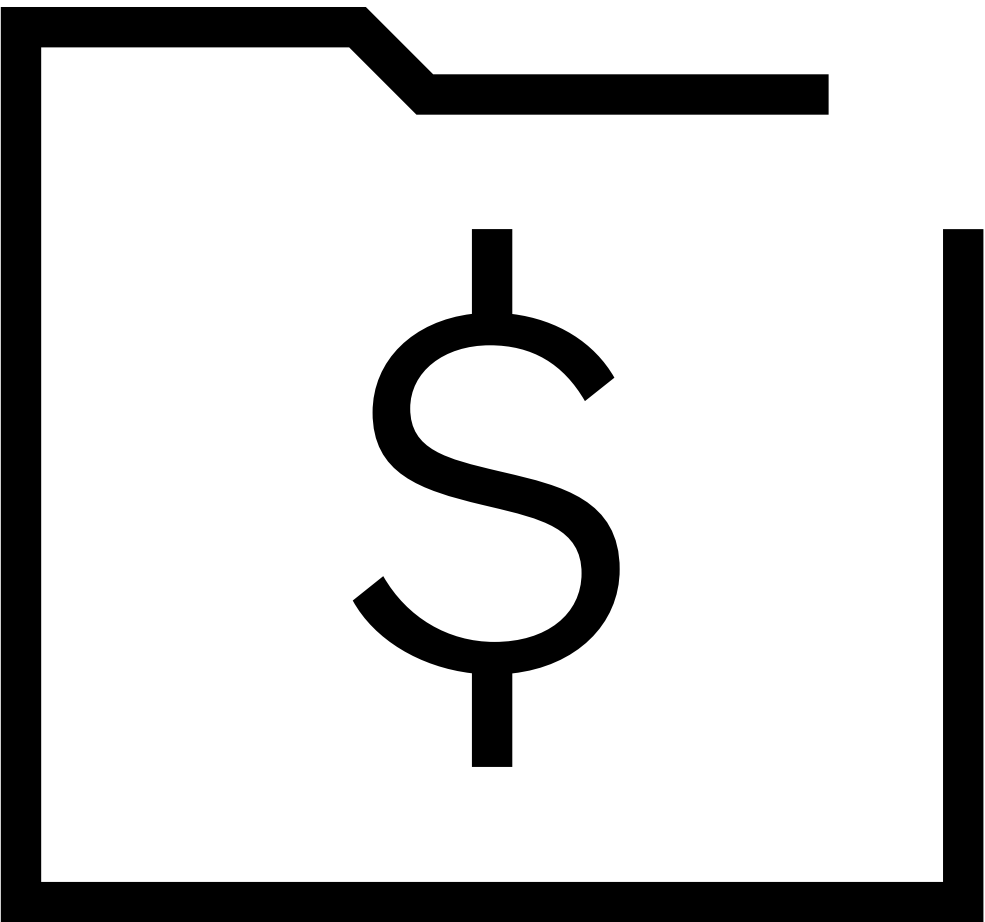
If there is need for an icon that does not exist in the current library, please refer to the FAQ of these guidelines and contact your Brand Manager.



GRID
Icons are built from a 16 × 16 unit grid on a 120 × 120 px square



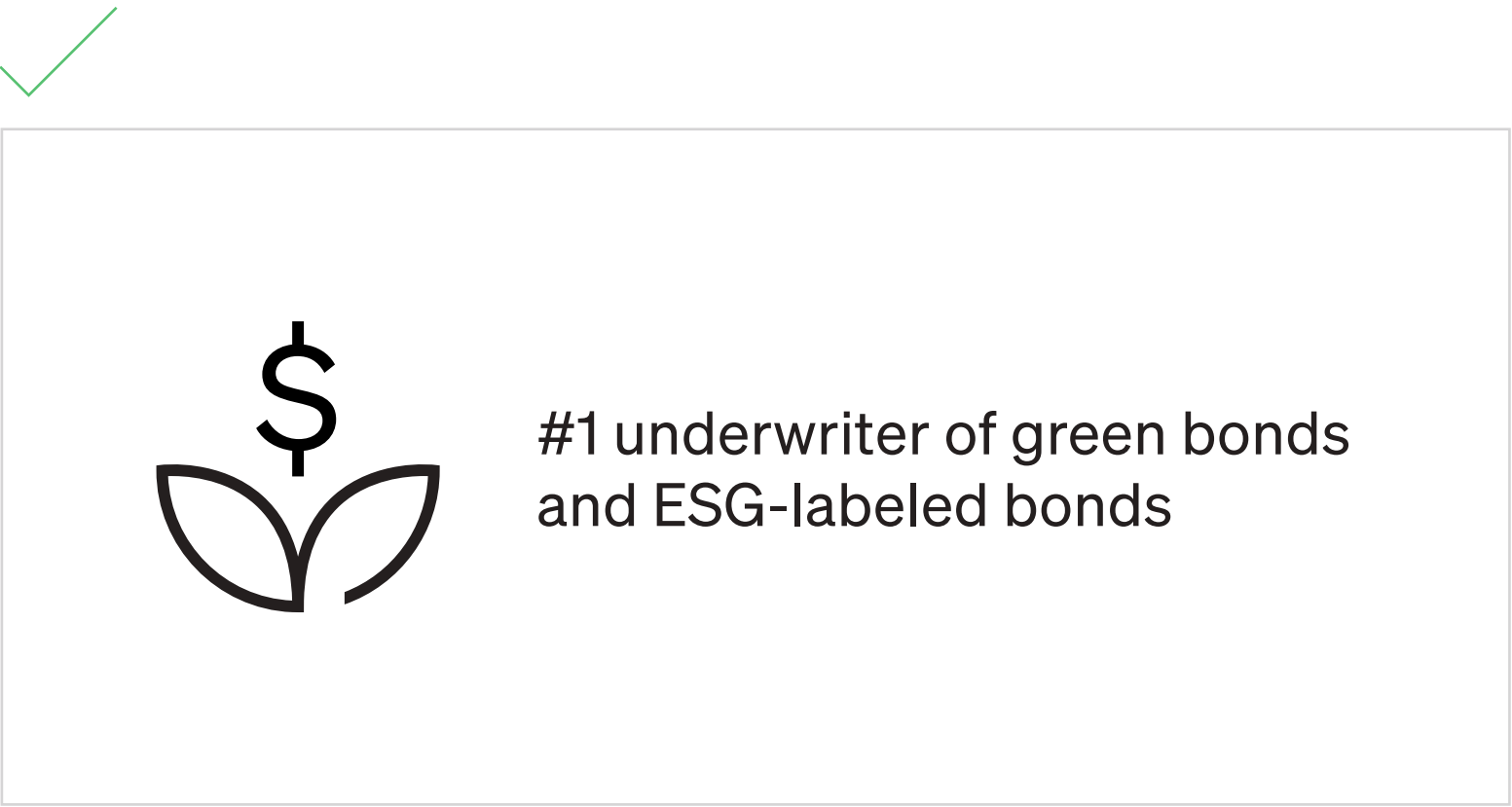
LINES + MARGINS
Lines are drawn with a consistent weight of 4.5pt, aligned to the grid. There is a minimum 1 unit margin around all four sides



ICONOGRAPHY
The resulting icons are consistent in style and tone, with stylistic details and proportions that provide coherence in the set

ICONOGRAPHY: COLOR USAGE

Iconography can be set to black, white or blue depending on background color.



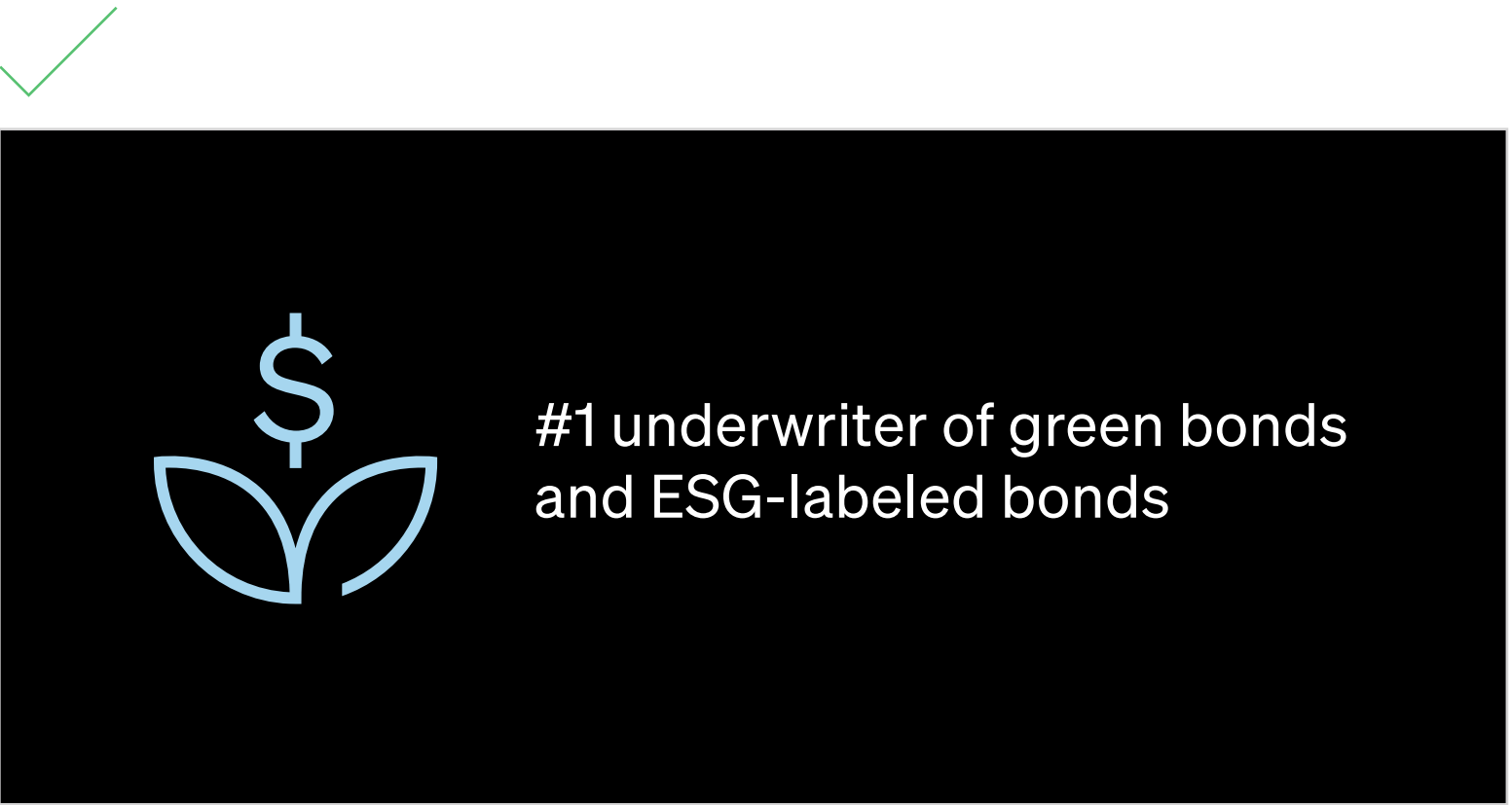
Use black icons and typography over a white background



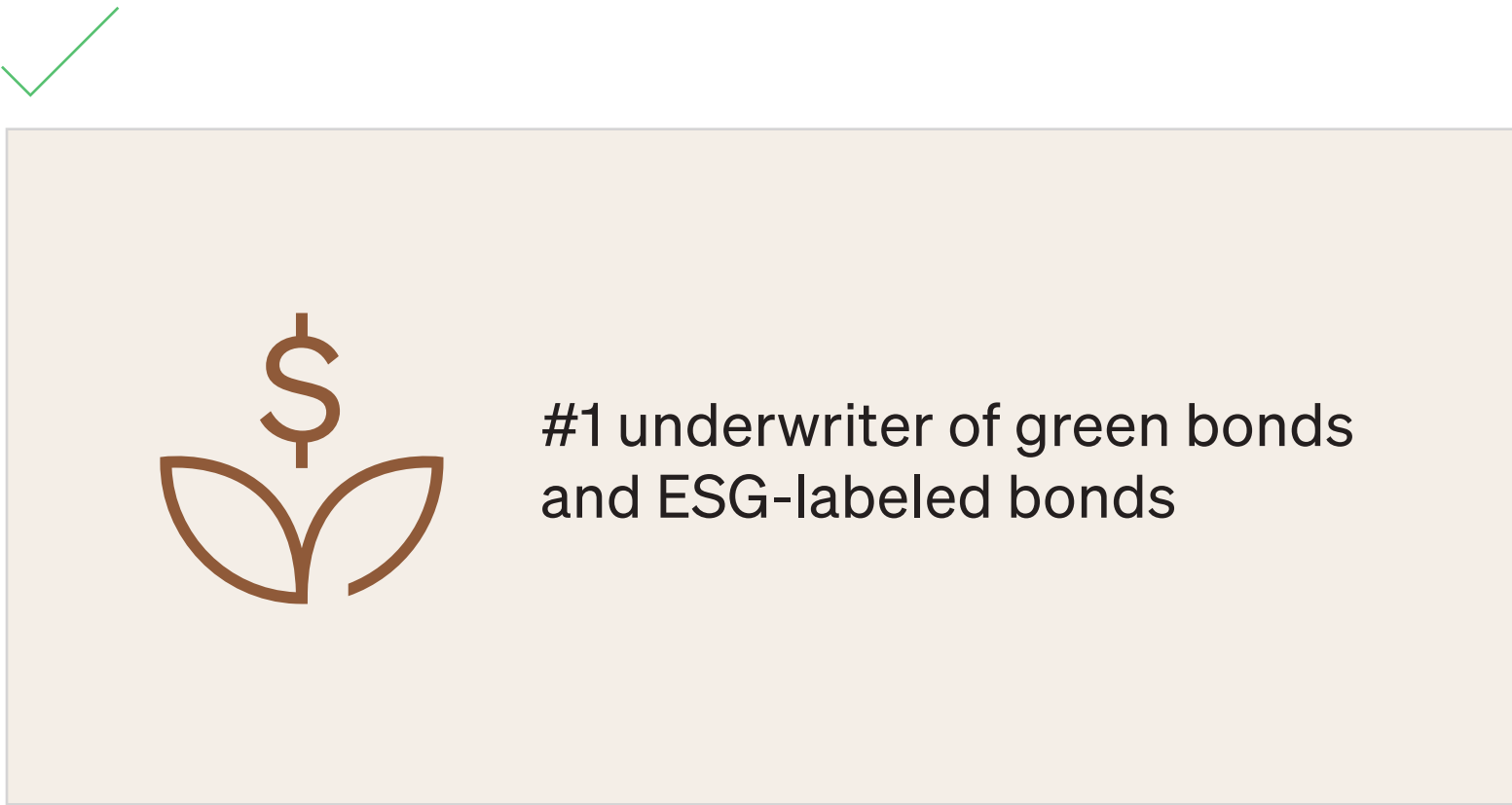
Use black icons and typography over a travertine background



Use white icons and typography over a black background



Use blue icons and white typography over a black background



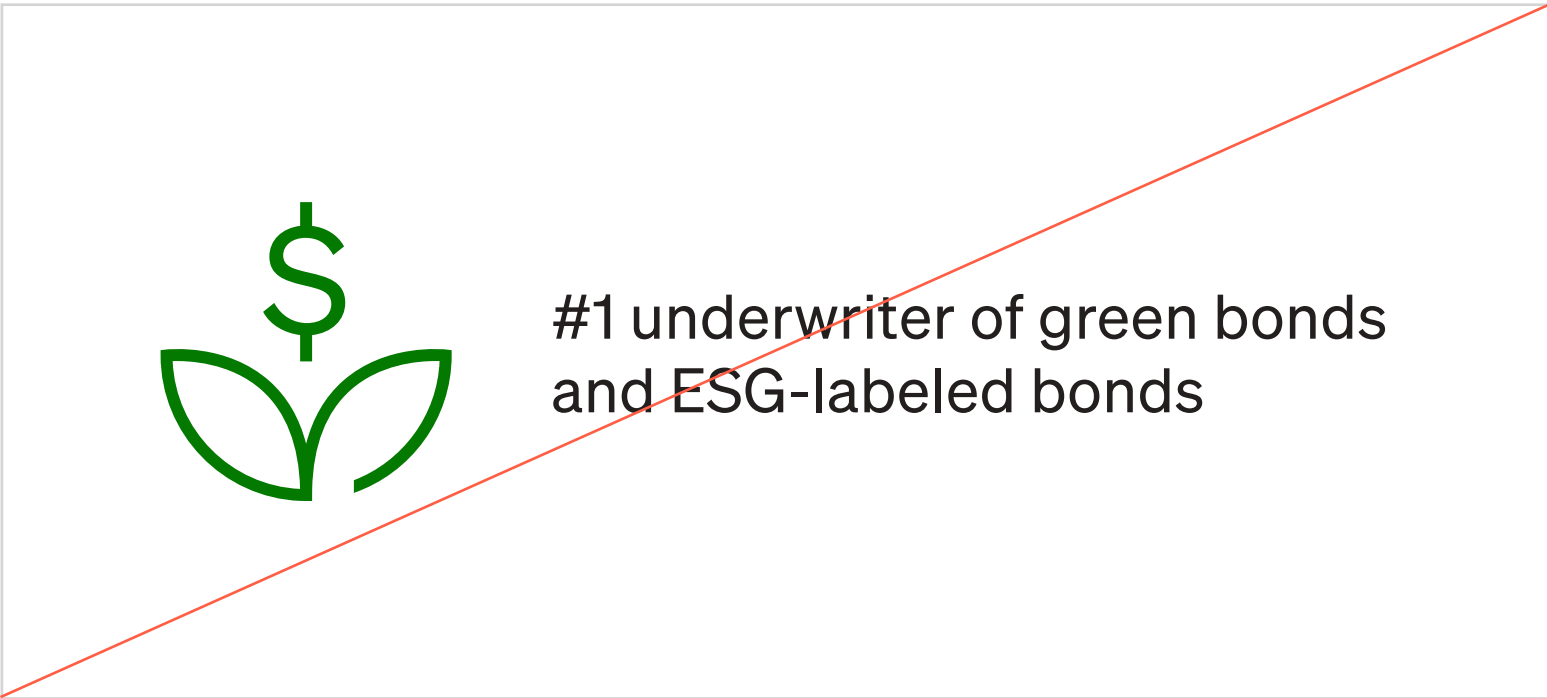
Use bronze icons and black typography over a travertine background



Use white icons and typography over a bronze background

ICONOGRAPHY: INCORRECT COLOR USAGE

The below examples outline incorrect color usage for iconography.



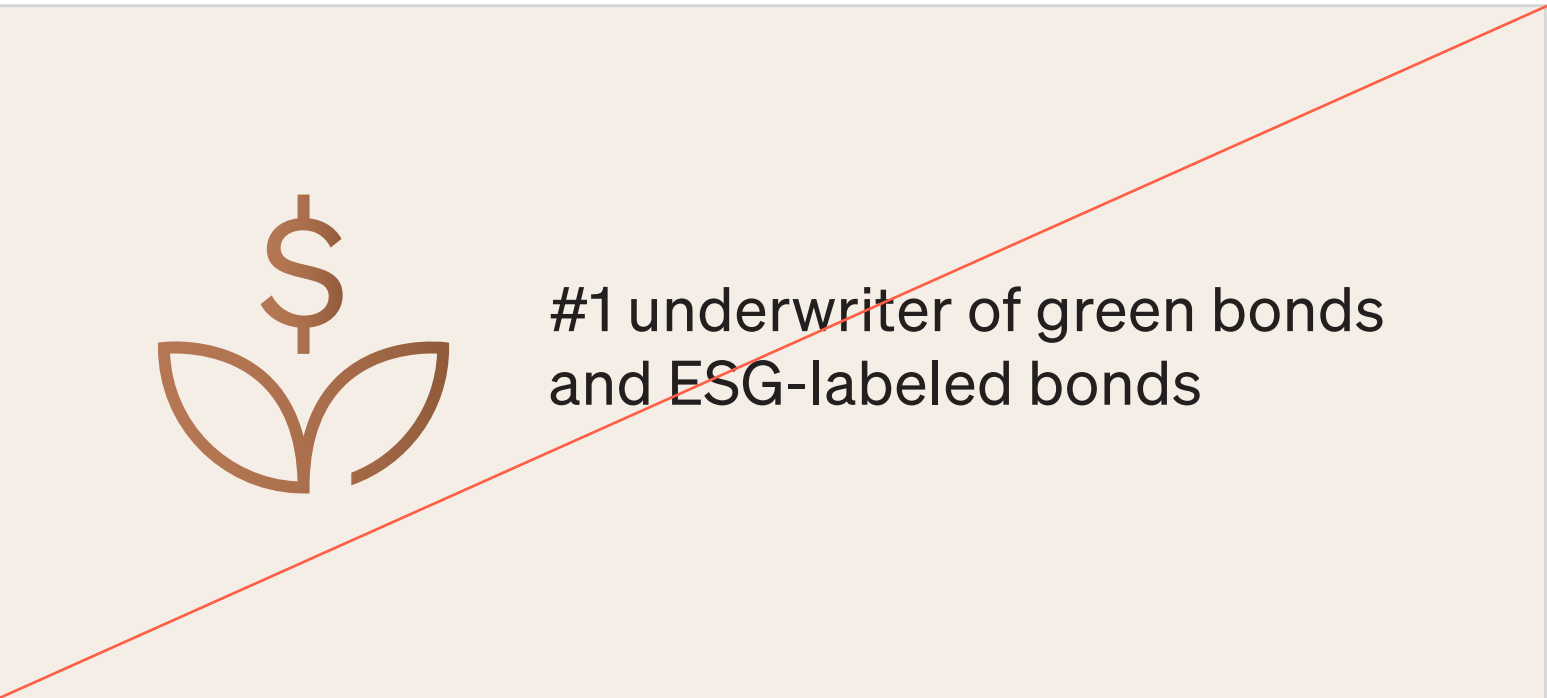
Do not use extended palette colors



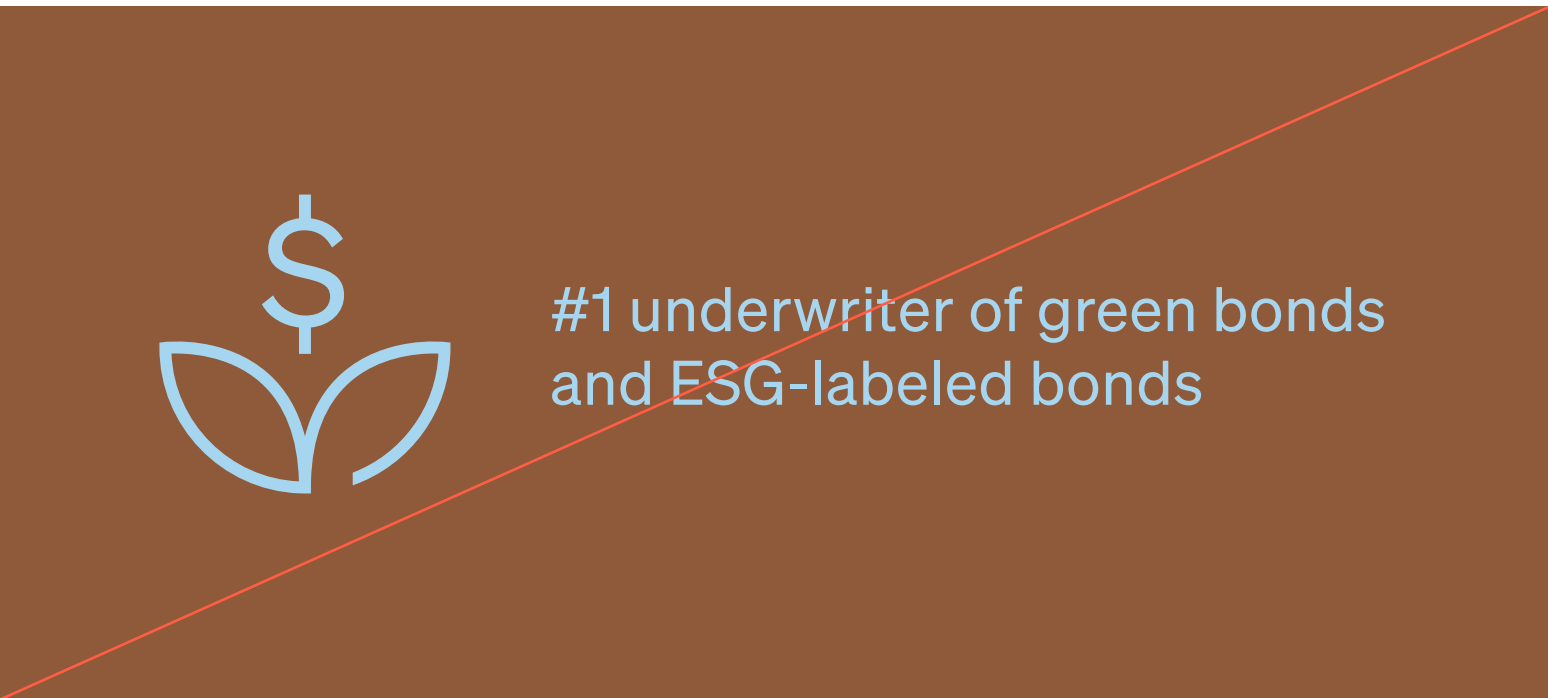
Do not use colors that are not accessible



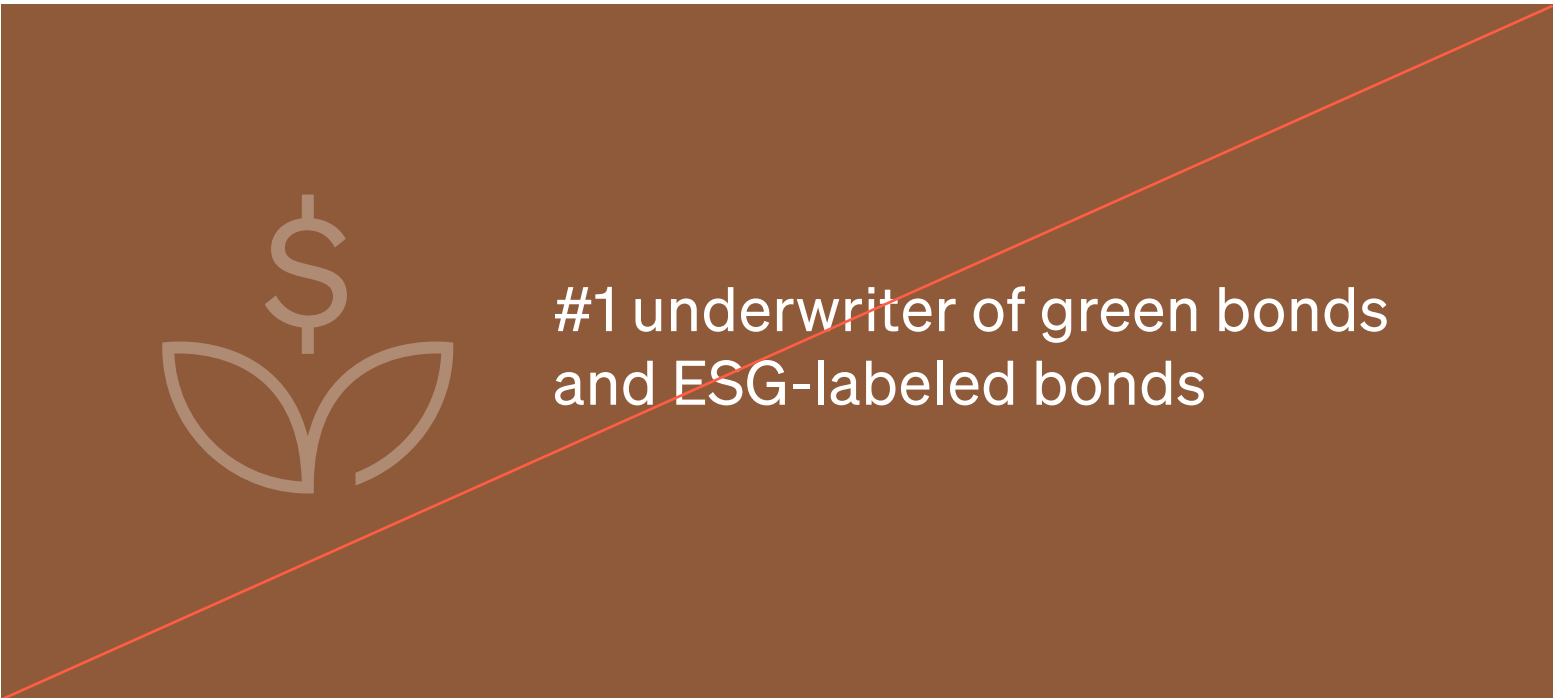
Do not set iconography to two colors



Do not set iconography to a gradient



Do not set iconography to blue over a bronze background



Do not change the opacity of the iconography

ICONOGRAPHY: IN SITU

Icons are used in printed and digital applications such as annual reports or e-newsletters. They may be used as standalone visual elements in user interfaces or as supportive graphics alongside functional copy or captions.

LINE WEIGHT
The line weight and style feels cohesive when paired beside Söhne or JPMC Tiempos

ABSTRACTION
In conveying details about this series of data, icons immediately support the notions within the caption—such as approval, growth, green investment

Financial Highlights

Top 10 \$389b \$30b



Named to *Fortune* magazine’s Most Admired Companies list



\$389 billion in total Asset & Wealth Management client asset inflows



Deployed or committed more than \$18 billion of \$30 billion to advance racial equity

No. 1 No. 1 \$2.5t



#1 U.S. multifamily lender



#1 underwriter of green bonds and ESG-labeled bonds



Targeted \$2.5 trillion for sustainable development activities, including \$1 trillion to advance climate action

LAYOUT: HORIZONTAL VARIATIONS

Headlines are top-aligned by default. The logotype's height (M) can be used to determine the minimum margin from the application's edge.

The clearspace is equal to 2M. The same clearspace applies to either portrait or landscape formats.

Subcopy can be bottom aligned to the margin in irregular formats such as the 600×160. The space between headline and subhead should not exceed the height of the headline.



4 : 3



16 : 9



2 : 1

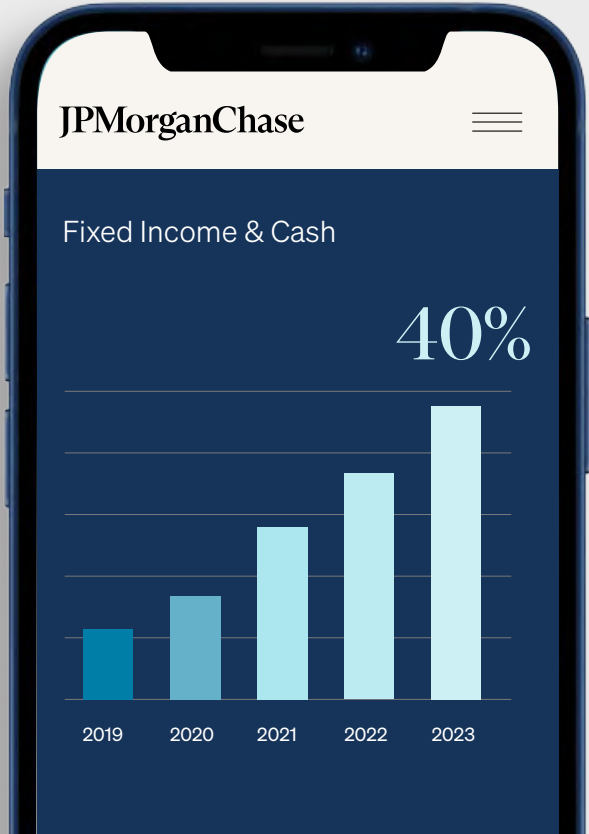
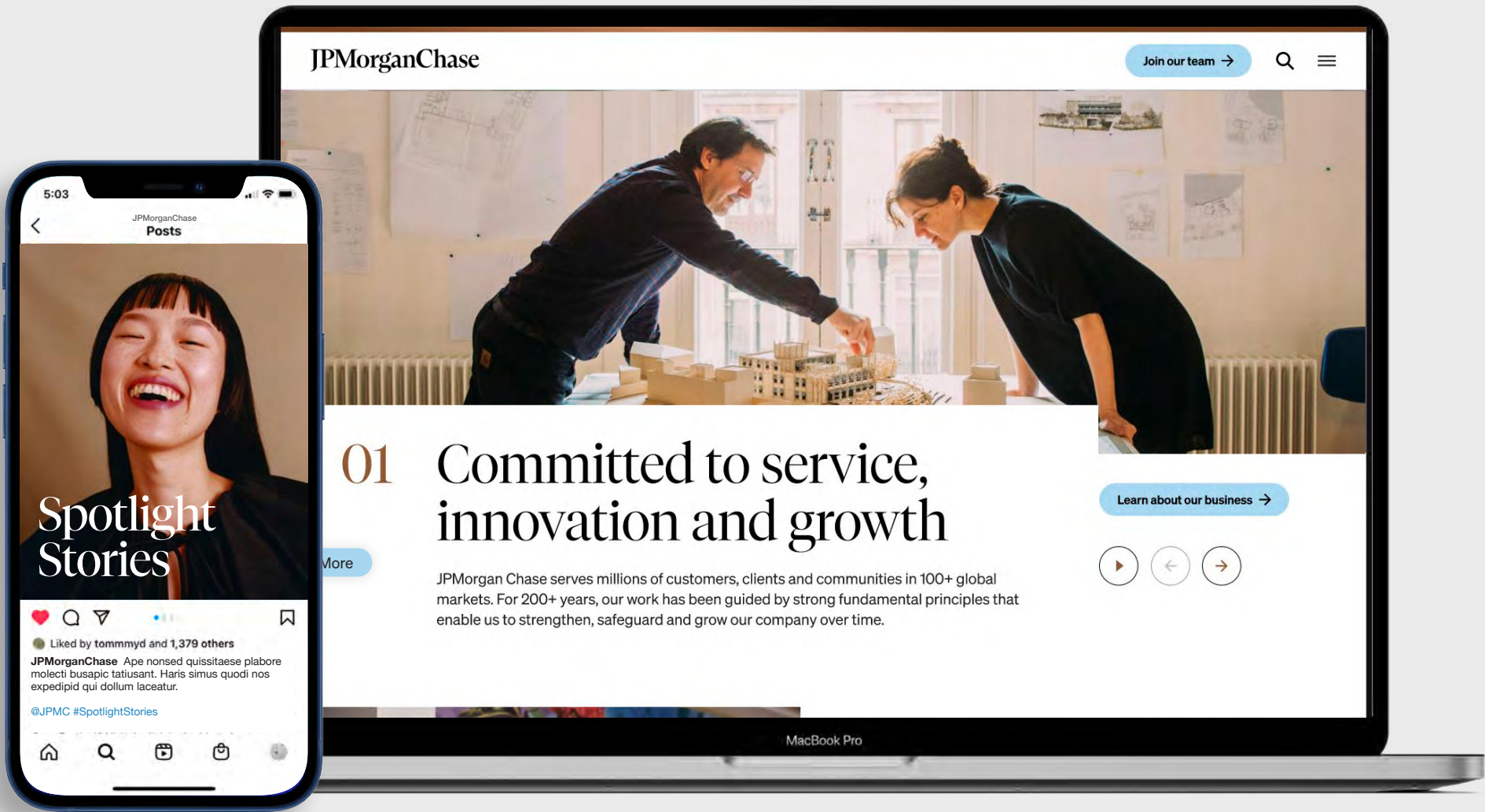
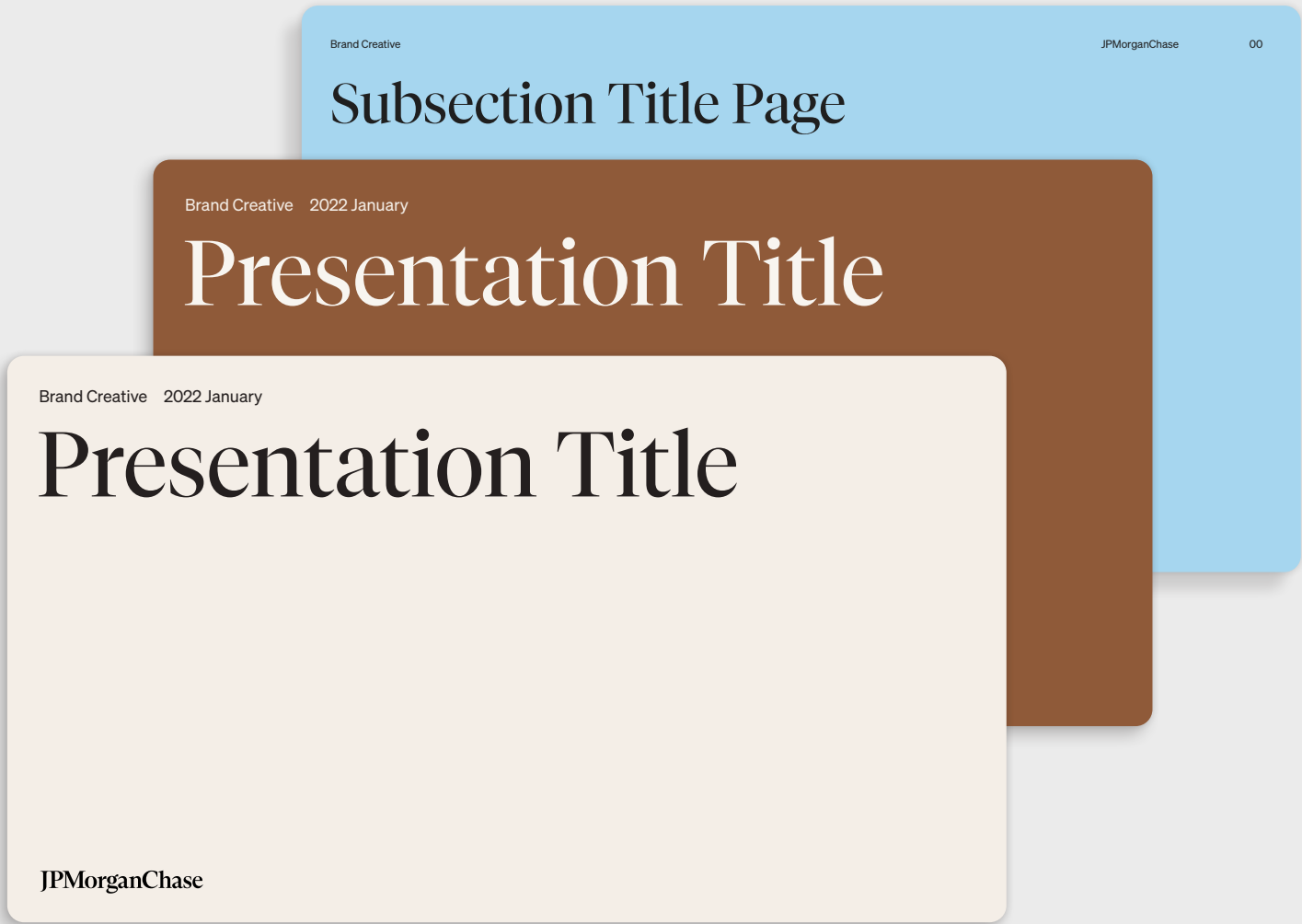
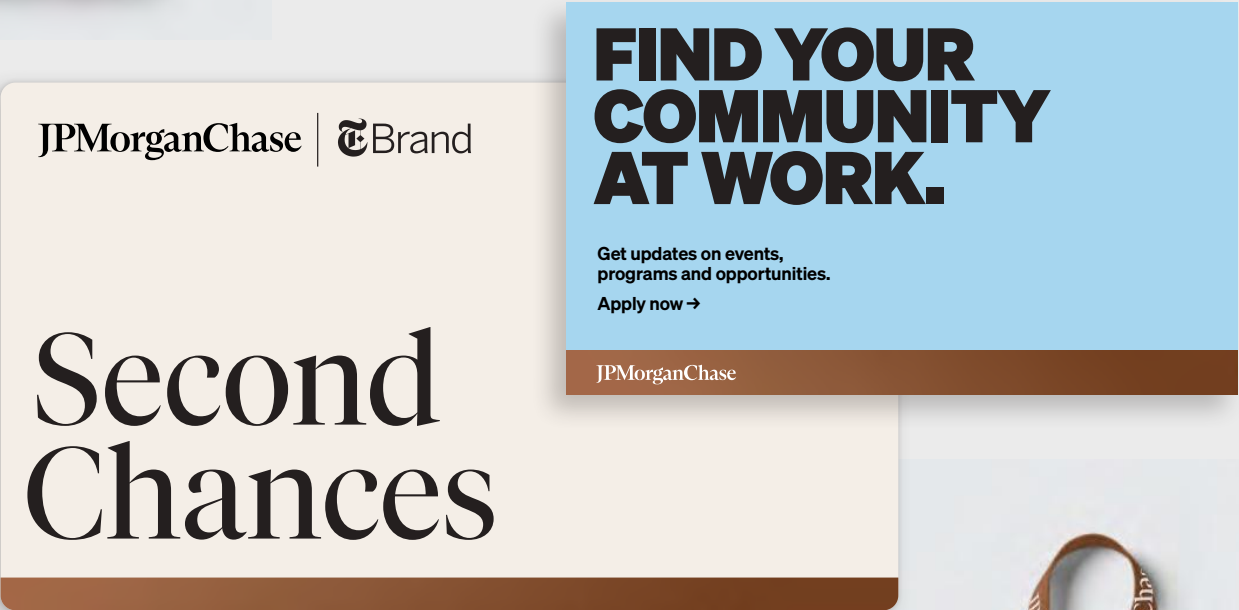
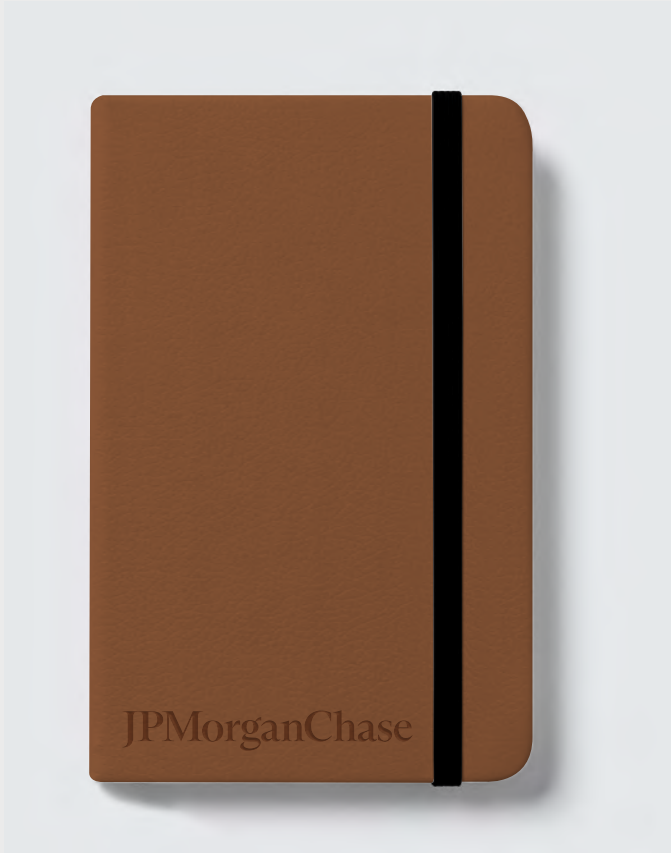
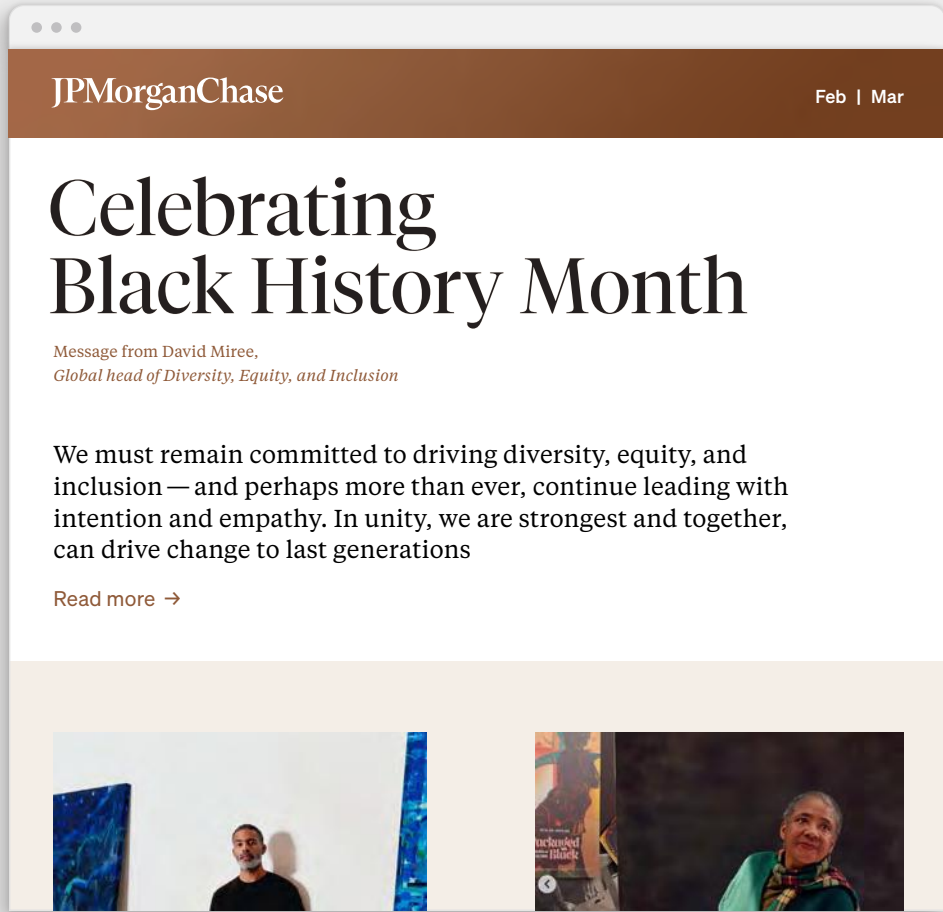
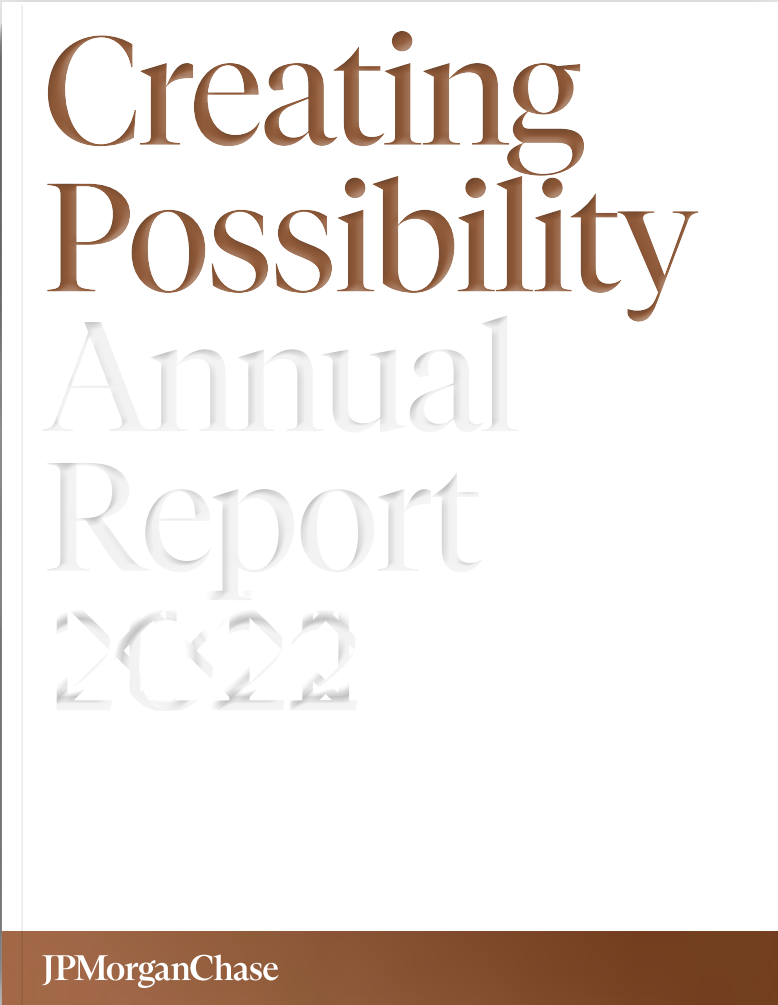


600 × 160 px



320 × 50 px

APPLICATIONS: OVERVIEW



APPLICATIONS: MERCHANDISE

Applications demonstrate look and feel of the brand elements in use.



APPLICATIONS: CAMPAIGNS

This leader
rose to the
challenge.

JPMorganChase



JPMorganChase

This leader
rose to the
challenge.

JPMorganChase



JPMorganChase

PATH

One World Trade Center

South Concourse
Main Level