JBC Brand Standards
Joanna Briggs Collaboration
Introduction
Welcome to JBC Brand Standards. This document is designed to help ensure that JBC members:
- are familiar with JBI’s brand
- understand their role and responsibility to maintain JBI’s brand standards
- actively contribute to and protect JBI’s brand.

Why are brand standards important?

Our brand is our reputation
Our brand is how people think about us, how we are perceived. Our brand is our reputation. Our reputation is built on what we say and do, how we communicate and how we treat people. But it is also so much more. It represents who we are as a group of people across the world: Our brand is our visual identity, our corporate personality and our vision, mission and values.

What does it have to do with me?
JBI’s brand - our reputation - is symbolized visually by our name, our logo and our tagline. It is our visual identity. In any business environment a reputation will usually precede us wherever we go - at home, abroad, on paper or across the vast range of electronic media. Getting our brand right therefore is a crucial part of our working responsibilities. Our role as JBC members, is to be consistent and unified in the way we represent JBI. We do this by adopting the brand standards provided in this document. By upholding JBI’s brand standards, we contribute to and reinforce our reputation. This helps strengthen our position for strategic collaboration and partnerships; funding through grants and sponsorships; and enrolments into our short courses and higher degree programs, all of which contribute to our long-term success and sustainability globally.

Our Vision
A world in which the best available evidence is used to inform decision making at the point of care to improve health outcomes in communities globally.

Our Mission
To synthesise, transfer and facilitate the implementation of the best available evidence related to the feasibility, appropriateness, meaningfulness and effectiveness of health policy and practice.

Our Values
In undertaking this mission, the Institute is guided by core values that include mutual respect between nations, professions and cultures; professionalism and ethical conduct; and a robust and transparent approach to the production of high quality, accurate information for health professionals and citizens internationally.
The pebble of knowledge

Simone Lee (nee Burghardt) was employed at the Institute’s inception as the first Communications Officer. As part of her role, she was given the task of designing the logo. She recalls how the logo evolved:

“The logo went through several metamorphoses. Essentially it was meant to reflect the evidence-based movement and its relationship with clinical practice. We brainstormed and I worked up a few different options. We finally agreed that a pebble dropping into the water and the rippling effect to follow was a most appropriate metaphor for the process of knowledge sharing and practice change.”

The design needed to be familiar enough to be recognisable and unusual enough to be memorable. It also needed to reflect the ideas and activities it was meant to represent.

The final logo distinguished itself from the others with its simple but effective message of how a single act or piece of knowledge can be a powerful catalyst for continuous change.

Today, the Joanna Briggs Institute red ‘pebble of knowledge’ and surrounding blue ripples are recognised all over the world as the Institute’s trademark. The logo is used on all of the Institute’s publications, products and promotional material and symbolises the significant effect that dropping a single pebble can have.

As the Poet Laureate of North Dakota (1930-39), James W Foley once wrote:

*Drop a pebble in the water: just a splash, and it is gone;*
*But there’s half-a-hundred ripples circling on and on and on,*
*Spreading, spreading from the centre,*
*flowing on out to the sea.*
*And there is no way of telling where the end is going to be.*

Pg. 14 ‘A short history of a big idea’
Joanna Briggs Institute Logo

The following information provides guidance for the correct use of the Joanna Briggs Institute’s (JBI) logo.

1. JBI Logotype - ‘Centered’

The centered JBI logo without the tagline is our general purpose logo, suitable for most applications. The logotype text in our name uses the Optima nova LT Pro typeface.

For most applications the minimum size in reproduction of the JBI logo without the tagline is:
- **Print** - 30mm wide OR
- **Screen** - 115 pixels wide

It is preferable, if possible, that the size of the logo is greater than the minimum size.

2. Centered logo with strapline

The centred JBI logo with the tagline ‘Better evidence. Better outcomes’ should only be used sparingly - when first introducing JBI to an audience such as a front cover of a report, brochure, Powerpoint or landing page of a website. The tagline should never be used if it is being reproduced smaller than the size recommended below.

The decision to use the strapline logo lies with the Global Engagement Office.

For most applications the minimum size in reproduction of the JBI logo with the tagline is:
- **Print** - 43mm wide OR
- **Screen** - 163 pixels wide

It is preferable, if possible, that the size of the logo is greater than the minimum size.
3. Logotype variations

To maintain brand visibility in all situations there will be occasions when JBI’s centered logo will need to be replaced by other versions. Using these other versions will be avoided if possible.

The decision to use these variants will lie with the Global Engagement Office.

The ‘Stacked’ logo takes up the least amount of width.

The ‘Horizontal’ logo takes up less height.

The ‘One line’ logo takes up the least height.
Joanna Briggs Collaboration Logo

The following information provides guidance for the correct use of the Joanna Briggs Collaboration’s (JBC) logo.

1. JBC Logotype - ‘Centered’

The centered JBC logo without the tagline is our general purpose logo, suitable for most applications. The logotype text in our name uses the Optima nova LT Pro typeface.

For most applications the minimum size in reproduction of the JBC logo without the tagline is:
- **Print** - 20mm wide OR
- **Screen** - 76 pixels wide
It is preferable, if possible, that the size of the logo is greater than the minimum size.

2. Centered logo with strapline

The centered JBC logo with the tagline ‘Better evidence. Better outcomes’ should only be used sparingly - when first introducing JBC to an audience such as a front cover of a report, brochure, PowerPoint or landing page of a website. The tagline should never be used if it is being reproduced smaller than the size recommended below.

The decision to use the strapline logo lies with the Global Engagement Office.

For most applications the minimum size in reproduction of the JBC logo with the tagline is:
- **Print** - 31mm wide OR
- **Screen** - 118 pixels wide
It is preferable, if possible, that the size of the logo is greater than the minimum size.
Logotype - Clear space

To ensure the JBI and JBC logos are clearly reproduced and represented, clear space must surround the logo. No other element, logo, graphics, text or image must encroach past this boundary - defined below.

This absolute minimum clear space is an imaginary boundary, measured by the height of the word ‘INSTITUTE’ or ‘COLLABORATION’ around the edge of the logo. This will enable the ripples and logotype to be clearly seen.

All logos must also use this measure as the minimum distance from the edge of a page.

The same rule of clear space applies to all JBI logos.
JBI as colour

Pantone Colours/ RGB /CMYK/HEX

The following 3 colours make up the JBI and JBC logo. In most mediums reproduction of these 3 colours can be as accurate as possible if using the information below.

This information covers a Pantone colour (an international standard for colour identification), an RGB value for electronic display such as your computer screen and a CMYK value for professionally printing print onto paper. The last number represents a colour value #______ used by web designers on the internet.

If in doubt please seek advice about which colours to use.

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**RED PEBBLE**
PANTONE 186 C
R- 200
G- 16
B- 46
C- 0
M- 92
Y- 77
K- 22
#C8102E

**BLUE RIPPLES**
PANTONE 300 C
R- 0
G- 114
B- 198
C- 100
M- 42
Y- 0
K- 22
# 0072c6

**GREY TEXT**
PANTONE 432 C
R- 68
G- 79
B- 81
C- 16
M- 2
Y- 0
K- 68
# 444f51

Source www.colorhexa.com

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JBC logos can be reproduced in white if required.
JBI imagery

Fresh, professional, believable, human, honest, sensitive, candid.

As we have to use stock imagery at times, please select photos that are spontaneous and realistic. Reflect the JBI culture as an authentic experience for the viewer.

These images reflect a mature brand.
Avoid a condescending tone

There is no need to use patronising images as there are always more authentic photos which will express the idea without talking down to your audience. Childish cartoons or amateurish drawings must never be used.

These images will trivialise your message.