

Edward Jones Graphics Website Vendor Instructions - U.S.

Welcome

Welcome to the Edward Jones Graphics Website. This website was designed in order that vendors, newspapers and printers can download logos, selected photos and marketing literature when working with Edward Jones Branch Offices. A link to the websites that sell the typefaces we use are also provided.

Our Identity

Edward Jones has a powerful opportunity to effectively build name recognition and strengthen our position in the marketplace every day by consistently representing ourselves visually -- we accomplish consistency by having very specific graphic standards for *everything* that's created on behalf of Edward Jones. This site provides you with the necessary tools to achieve the same consistency.

<https://www.edwardjones.com/graphics/index.html>

Logos: <https://www.edwardjones.com/graphics/logos/index.html>

The Edward Jones logotype is the most important element of the identification program. The logo may be printed in black or white (reversed out of a color -- do not put in a box). For premium items, you may also use gray, gold, copper or silver. For Advertising Signage applications, use black.

Logo application varies depending upon the medium. Please use the appropriate logo for your application.

- Charitable and Community
- Digital
- Advertising Signage
- Premium Items
- Print Material
- Television

Photo Gallery: https://www.edwardjones.com/graphics/photo_gallery/index.html

There is no charge to download these photos. You may download as many as you need.

- Financial Advisors
- Branch Office Administrators
- Family
- Education
- Buildings
- History (Historical Photos)

Online Banners: <https://www.edwardjones.com/graphics/banners/index.html>

Follow the guidelines on the website to ensure all banner ads support our branding standards. Instructions are also available on the website on how to download and create customizable banners and download financial advisor photos.

Seminars: <https://www.edwardjones.com/graphics/seminars/index.html>

Seminars serve as a valuable tool for enhancing and increasing the visibility of Edward Jones' products and services. Review the instructions on the website for downloading, viewing and presenting seminars.

Advertising Signage: <https://www.edwardjones.com/graphics/billboard/index.html>

Community Event Materials: https://www.edwardjones.com/graphics/community_events/index.html

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Fonts: <https://www.edwardjones.com/graphics/fonts/index.html>

To assist in building recognition of the Edward Jones name, brand and visual style and to provide continuity among our visual communications, fonts have been selected for use on all materials. If you do not own this font, you may purchase it using the link to the website or use appropriate substitutes listed below.

Help/FAQs (frequently asked questions): <https://www.edwardjones.com/graphics/faq/index.html>

I can't use the download feature anywhere on this website.

The minimum browser requirement for this website is Microsoft Internet Explorer v5.0. Visit the Microsoft website to download a free browser upgrade. If you have JavaScript turned off, you must turn it back on in order to use the download feature. If your browser meets the minimum requirements, and JavaScript is turned "ON", but you are still unable to download files, please send an e-mail.

What is the Pantone Matching System number for your signature color yellow?

The color we use is Pantone Matching System number 116C yellow (PMS 116C).

When and how can the PMS 5535C Green color be used?

Business Cards ONLY.

Can I download financial advisor photos from this site?

No. Please contact the Edward Jones branch office you are working with to obtain necessary photos or photo files.

I don't have your brand fonts. Is there a substitute?

If you are a newspaper or local typesetter producing something for an individual financial advisor, you may substitute Arial for Gotham. If you are a designer creating something for firmwide use, you must purchase the font.

What fonts do you use for the logo?

The logo and tagline is a combination of fonts as well as added strokes to make it unique. Do not try to recreate the logo. You may download a logo from this site.

How can I download a PDF file?

Click on the link and save the document within Adobe Acrobat Reader.

What is a ZIP file?

A ZIP file is a single compressed file that may contain one or more files of various file formats. Files are compressed to decrease download time and eliminate the need to download multiple files.

How do I open a ZIP file?

To decompress (unZIP) a ZIP file, you need a ZIP utility. Recommended utilities are PKZip or WinZip (for Windows) and StuffIt (for Macintosh). If you have one of these utilities already installed on your computer, you can simply open the ZIP file. The ZIP utility will decompress the ZIP file and allow you to extract the contents.

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How do I get a ZIP utility program?

If you do not have a ZIP utility installed on your computer, you can download a ZIP utility from the internet.

How can I open the logo I downloaded on my Macintosh?

To open the logo, you must have either Adobe Illustrator or Adobe Photoshop on your Macintosh. Launch either application first, then open the logo using that application.

What changes can I make to the materials available through this site?

See "Allowable Exceptions" on the Graphics website for details about what changes can be made to the materials on this site.