

J THOMAS FINANCIAL - BRAND KIT

This bundle contains approved logo and brand mark assets.
Use this file with the online Brand Guide page:
[/brand](#)

Core rules:

- Do not distort, skew, or stretch logos.
- Maintain clear space around the logo.
- Do not apply drop shadows, bevels, or decorative effects.
- Do not alter logo colors outside approved palette.
- Navy should dominate; gold is an accent color.

Primary brand colors:

- Navy: #0B2238
- Gold: #C7A24D
- Slate / Charcoal: #2A3B4C
- Warm Off-White: #EDEBE7

Typography:

- Headings: Montserrat (Semibold/Bold)
- Body: Inter

Included assets:

- jtf-logo.svg / .png / .pdf
- jtf-logo-mono.svg / .png / .pdf
- jtf-logo-reversed.svg / .pdf
- jtf-logo-vert.svg / .png / .pdf
- jtf-logo-vert-mono.svg / .png / .pdf
- jtf-logo-vert-rev.svg / .pdf
- jtf-brand-mark.svg / .pdf
- jtf-brand-mark-mono.svg / .png / .pdf
- jtf-brand-mark-rev.svg / .png / .pdf