

## Composition Signature (Bleed)

The composition signature is a flexible attribution system that incorporates "by Uber". The standard composition signature is the primary signature type.

The scale of "by Uber" is 1X the height of the JUMP cropped logotype. This is the maximum size of the "by Uber" attribution, however in some circumstances the JUMP logotype could be significantly larger.

The safe margin of the bleed composition is measured by the width of the stroke in the letter "P" of the logotype. Depending on the composition, it's possible to use up to 2X the width of "P" stroke as a margin.

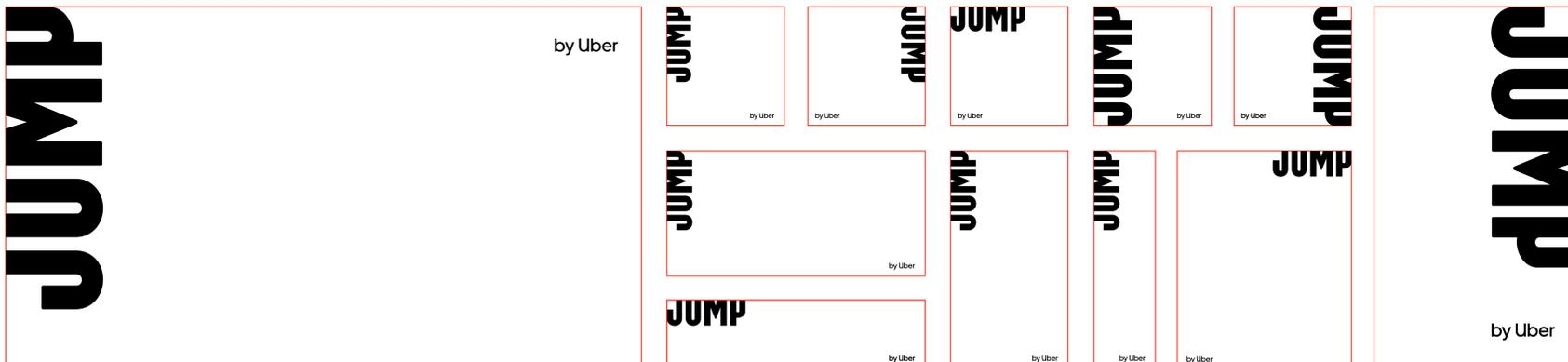
Scale



Pre cropped  
Use this logo. Do not create your own crop.

# JUMP

Clearspace / size



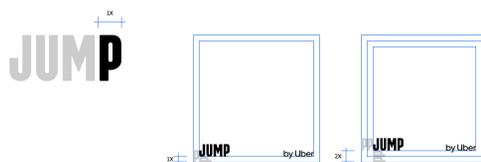
## Composition Signature (Signature)

Inspired by how the JUMP logotype appears on hardware, we developed a bleeding variation of logotype.

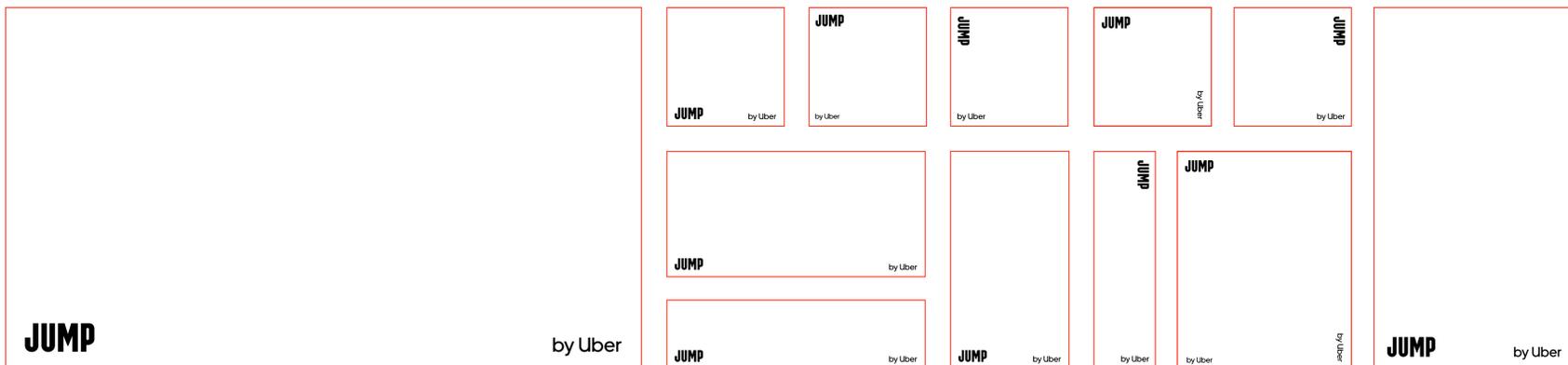
The scale of "by Uber" is 1/2 the height of the JUMP logotype, this is the maximum size of the attribution, however there are circumstances in which the JUMP logotype could be significantly larger.

The safe margin is measured by the width of the letter "P" in the logotype. Depending on the composition, it's possible to use up to two times the width of "P" as a margin. The "by Uber" attribution should keep a minimum distance of 1X length of the JUMP logotype.

Scale



Clearspace / size



## Standalone Logo & Partnerships

The "by Uber" attribution is not required in all areas of a composition. Some compositions you create often have logotype + "by Uber" attribution on multiple areas of the same composition or in the same field of view (E.g. multi page booklets, events, etc) When this is the case you may use the JUMP logo on its own in particular areas of a composition.

Aligning partnership logos should follow clear space rules. Please utilize the template for exact proportions.

Do not use "JUMP by Uber" lockup for partnership lockups. Instead incorporate JUMP by Uber into other touchpoints that contain no partnership lockups or have partner attribution detached from the JUMP logo in other areas of the composition.

Horizontal



Standalone Logo

# JUMP

Stack



Divider line

Line weight equals 1/4th width of gap between any letters within the word mark

