

J.P. Turner & Company Logo Usage Overview

Below is an outline of the fonts and colors associated with the logo to serve as your guide so that our brand remains a consistently high quality. I am available to answer your questions, so feel free to call me at 404-479-8235 or email me at hwheatley@jpturner.com.

Heidi Wheatley
Director of Marketing

Official J.P. Turner Colors & Fonts: J.P. Turner's corporate colors are green (PMS 378) and gold (PMS 456). Accent colors available for use when designing print and online materials are blue (PMS 2965), red (PMS 1817) and purple (PMS 5185).

J.P. Turner's logo uses the Day Roman font. This font should be used for headings and titles within design materials. Secondary fonts that can be used for text both print and online are Warnock Pro and Myriad Pro. Any other forms of written communication (or if you do not have Warnock Pro and Myriad Pro) should use Arial (text) or Arial Bold (headings).

In general, for publications printing in two colors only, photos and text should be printed in black and gold (PMS 456) should be used as the second color.

Logo Spacing: A minimum .167 inches of white space should surround the entire perimeter of the official logo to separate the logo from all other art, copy or graphics.

Example of correct spacing:



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J.P. Turner & Company, LLC, is a full-service investment banking, brokerage and advisory services firm headquartered in Atlanta with some 150 branch offices nationwide. J.P. Turner was founded in 1997 by Bill Mello and Tim McAfee, who assembled a strong leadership team comprised of seasoned financial brokers and advisors, like

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The Phoenix graphic is not the official company logo when displayed without the accompanying logo type. It is, however, sometimes used as a design element.

This logo officially replaces former versions as of June 9, 2008.