

LOGO

The Jack's logotype should always be contained within a red circle. A solid drop shadow version is available when extra separation is needed from the background.



LOGO & TAGLINE

This logo and tagline lock-up should be used when Jack's tagline, "All About the South," is presented with the logo.



CUSTOMER FACING BRAND COLORS

Red and white are Jack's primary colors. Black should be used to provide structure and to support red and white elements. Gold is a tertiary brand color and should be used sparingly and when emphasis or additional attention is required.

When choosing background colors for layouts, use of all red backgrounds should be limited.

JACK'S RED PRIMARY

PMS	485
CMYK	10 100 100 2
RGB	213 32 39
HEX	D52027

JACK'S BLACK SECONDARY

PMS	BLACK
CMYK	40 30 30 100
RGB	0 0 0
HEX	000000

JACK'S GOLD TERTIARY

CMYK	0 19 93 0
RGB	255 205 39
HEX	FFCD27

TIMELESS & MODERN

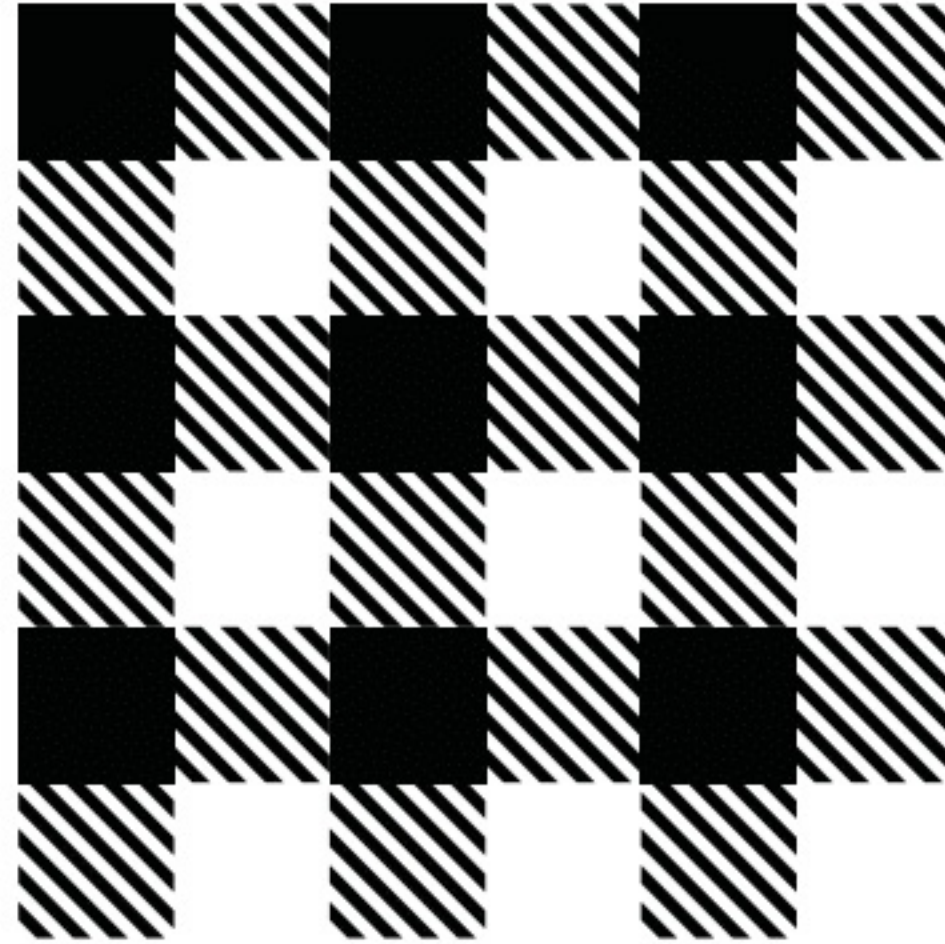
The Jack's brand has a long and rich history, so our marketing creative should reflect that by incorporating the bold expressive energy of signage from Jack's founding era into our retro-contemporary Southern brand.



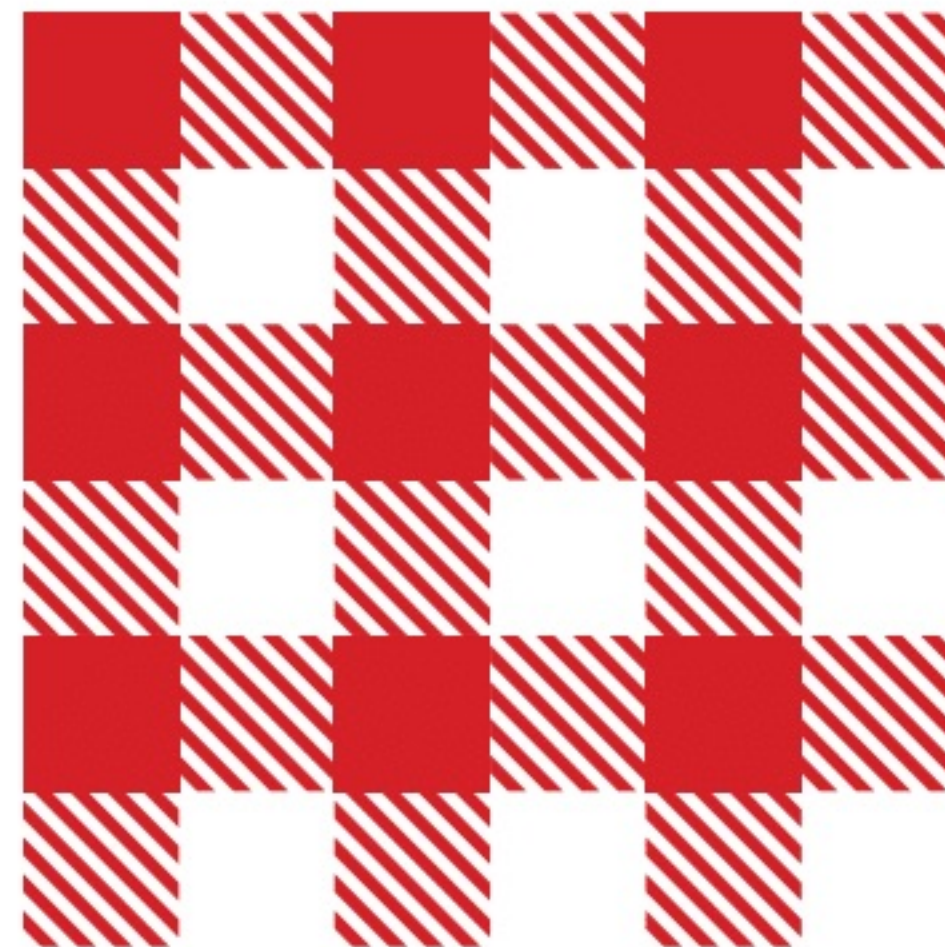
GINGHAM

Gingham has been a part of the Jack's brand since the early days. Its a graphical shorthand for representing our heritage and casual, inviting atmosphere. Two color combinations are available for flexibility.

BLACK & WHITE



RED & WHITE



STORYTELLING

Jack's story is a Southern story. And every good Southern story centers around food. But not just any food. Classic, hand-made, wholesome dishes worth talking about. How we talk about it, well, that's simple — with honesty, sincerity, a good sense of humor and a deep appreciation of doing things the right way. Just like a Southerner would.

