



MICROPHONES

Just Audio Gear



Inhoud

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Introduction & Brand Base

JAG Microphones stands for quality, precision, and understated elegance. Our headset microphones are designed to stay in the background — allowing performers to shine on stage. Built to last, easy to maintain, and delivering sound quality that far exceeds expectations, our products are made to perform under pressure.

JAG stands for **Just Audio Gear** — and that's exactly what we do. We focus exclusively on microphones, and that specialization is reflected in every detail. Each product is designed with precision, durability, and discretion in mind.

Whether it's for stage productions, rental setups, or demanding vocal performances, **JAG Microphones** delivers reliable performance without drawing attention. Microphones that work so well, you'll almost forget you're wearing one.

Our visual identity reflects this mindset: clean, balanced, and distraction-free. Every design choice — from typography to color — supports our promise: sound you never have to think about.

JAG Microphones is an Australia-based brand entirely dedicated to headset microphones. This sharp focus allows us to design every component with professional users in mind — from theaters and rentals to high-end productions.

Our microphones are discreet, rugged, and serviceable. Their fully adjustable design ensures comfort and fit, while the sound quality rivals microphones at three times the price.

JAG Microphones is built for professionals who need gear they can rely on — tools that don't get in the way, but deliver exceptional sound, every time.



Logo

Logo overview

The **JAG Microphones** logo consists of:

- **The wordmark** MICROPHONES in uppercase
- **The slogan** Just Audio Gear
- **The symbol** a creative combination of the letters J, A, and G

There are two versions of the logo:

- **Primary logo** symbol to the left of the wordmark
- **Secondary logo** symbol above the wordmark

The logo may be used:

- **As a standalone symbol**
- **With or without the slogan**

The symbol may only be placed above or to the left of the wordmark, and the logo may only be used in the defined brand colors or in white on a suitable background.



Logo guidelines

Placement

The logo must always be scaled proportionally and never distorted. It must be aligned straight and correctly within any layout. It should not be rotated, tilted, or positioned in a way that disrupts visual balance.

Clear space

The minimum clear space around the logo equals the distance between the wordmark "Microphones" and the slogan "Just Audio Gear". For the secondary logo, the clear space equals the distance between the symbol and the wordmark. This ensures optimal readability and prevents interference from surrounding elements.

Minimum size

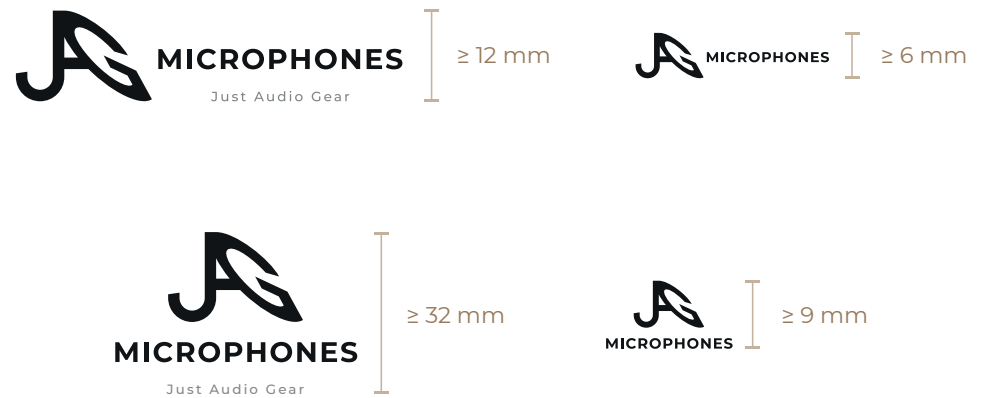
To ensure legibility, the logo must meet the following minimum height requirements:

- **Primary logo** With slogan: 12 mm
 Without slogan: 6 mm
- **Secondary logo** With slogan: 32 mm
 Without slogan: 9 mm

Clear Space



Minimum height requirements



Logo Formats

EPS (Print)

EPS files are designed for print and can be scaled infinitely without losing quality.

PNG (Web, Transparent)

PNG files have a transparent background and are ideal for digital use.

JPG (Web, Fixed Background)

JPG files have a fixed background (white or black) and are suitable for online use.





JAG-microphones
-secundair-black.eps

MICROPHONES



JAG-microphones
-secundair-black.png

MICROPHONES



JAG-microphones
-secundair-black.jpg

MICROPHONES



JAG-microphones-slogan
-secundair.eps

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair.png

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair.jpg

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair-black.eps

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair-black.png

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair-black.jpg

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair-white.eps

MICROPHONES

Just Audio Gear



JAG-microphones-slogan
-secundair-white.png

MICROPHONES

Just Audio Gear



JAG-microphones-slogan-secundair-
white-on-black.jpg

MICROPHONES

Just Audio Gear



JAG-microphones
-secundair-white.eps

MICROPHONES



JAG-microphones
-secundair-white.png

MICROPHONES



JAG-microphones-secundair-
white-on-black.jpg

MICROPHONES



Colors

Color Usage

Primary Colors

The standard colors of **JAG Microphones** are black and the CMYK version of silver. These are used consistently across all brand elements – including logos, typography, and base designs – to ensure a clean and timeless look.

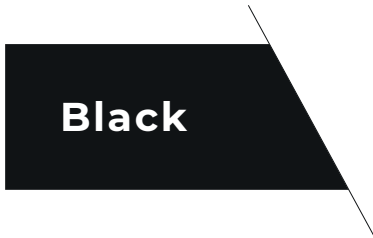
Accent Colors

The metallic shades are used to highlight specific microphones or connectors. These serve as accent colors and may be used on the website or in marketing materials to distinguish premium products.

Note: Metallic colors cannot be accurately reproduced in CMYK, as the metallic effect is lost. CMYK values are only approximations. For optimal print results, it is recommended to use original Pantone metallic inks.

Explanation

Black and silver emphasize the professional, discreet, and high-quality nature of the brand. Gold and bronze add a refined sense of luxury when needed



Black

CMYK:
00 \ 00 \ 00 \ 95

RGB:
46 \ 45 \ 44

HEX:
#1D1E1B



Gold

PANTONE 871 C

CMYK:
00 \ 12 \ 41 \ 43

RGB:
132 \ 117 \ 78

HEX:
#84754E



Silver

PANTONE 877 C

CMYK:
03 \ 01 \ 00 \ 44

RGB:
138 \ 141 \ 143

HEX:
#8A8D8F



Bronze

PANTONE 876 C

CMYK:
00 \ 30 \ 50 \ 45

RGB:
139 \ 99 \ 75

HEX:
#8B634B





Typography

Typography Guidelines

Typography plays a key role in shaping the consistent and professional identity of **JAG Microphones**. The chosen typeface, Montserrat, is clean, contemporary, and highly legible – both online and in print. It supports the brand's clear and understated look.

Headings	Use Montserrat Bold, with letter spacing of 30 and line height of 1.2x the font size.
Subheadings	Use Montserrat Medium, with letter spacing of 15.
Body Text	Use Montserrat Regular, no extra letter spacing, with a line height of 1.6X the font size.

These proportions create a visually balanced and easy-to-read layout across all materials.

Download

Montserrat can be downloaded for free via:
<https://fonts.google.com/specimen/Montserrat>

Montserrat

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z**

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p
q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



Elements

Style Elements

Within the **JAG Microphones** brand identity, various graphic and textual elements are used to strengthen the brand and maintain a consistent visual language. Below, both types of elements are described.

Textual Elements

- The brand name **JAG Microphones** should always be written in BOLD.
- Instead of the usual forward slash (/), the \ is used as a stylistic element.

Graphic Elements

A special frame is used to highlight titles, headings, website buttons, and product types on packaging. This frame consists of a rectangular shape with straight edges, where the right side features a diagonal cut (\). This stylistic detail can be applied in various ways to visually emphasize key content.

Contact us!



Packaging

Packaging Overview

JAG Microphones packaging is designed with care: functional, durable, and refined. It protects the product, presents it clearly, and subtly reinforces the brand identity.

Boxes and wraps

Black boxes with soft-touch lamination and a subtle sound wave in metallic foil (gold, silver, or bronze). The color reflects the product type. Round sealing stickers with the brand mark — also in metallic — are used to close wraps or boxes.

Stickers for transparent packaging

Rectangular stickers with rounded corners, produced in metallic colors. These display the logo and clearly indicate the product type.

Paper envelopes

Used for smaller accessories like cables or connectors. Can be sealed with a round metallic sticker in the appropriate color.

Boxes

Metallic sticker on the box
or have the logo printed on the box
(in white or black/gloss varnish)



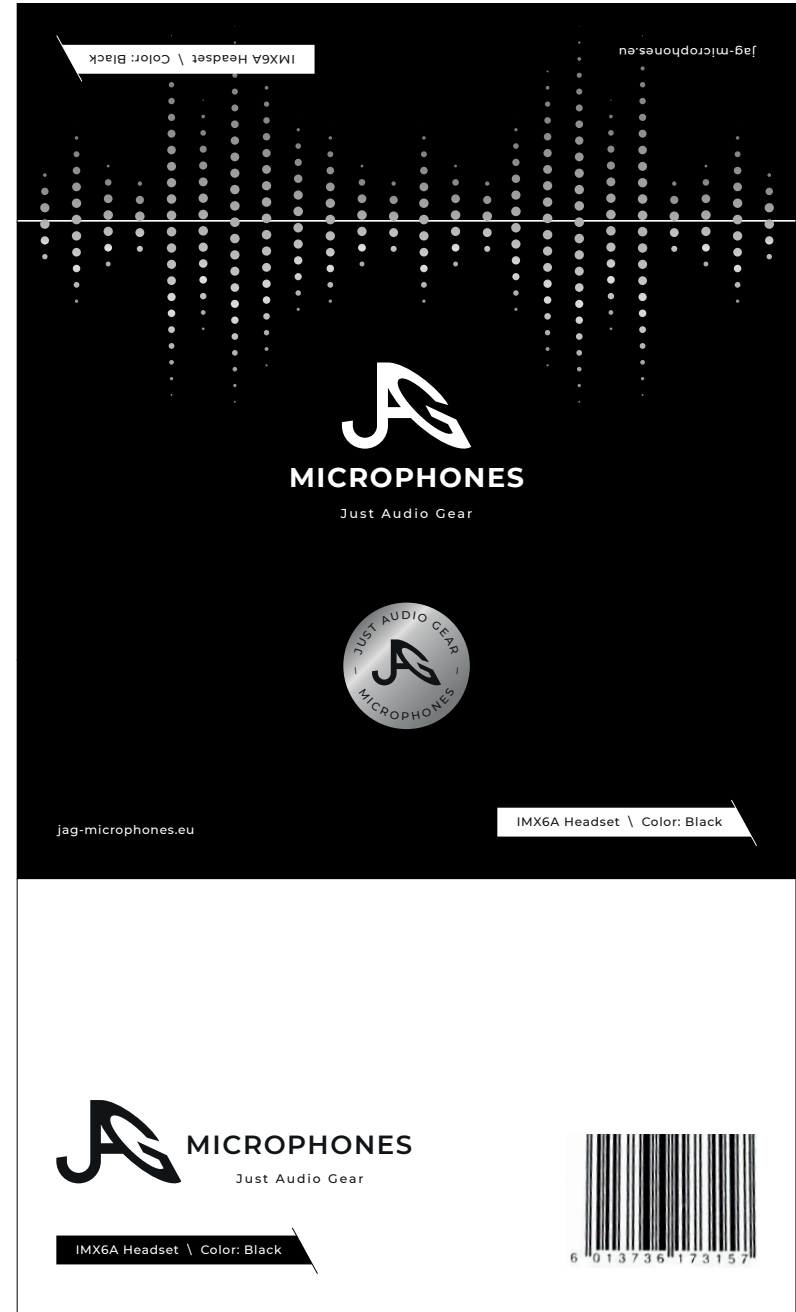
Bottom of the box:
sticker with barcode
and product type

Wraps



Subtle sound wave element
in metallic foil

Round sealing stickers



Paper envelope (small packaging)



Stickers



Round sealing stickers



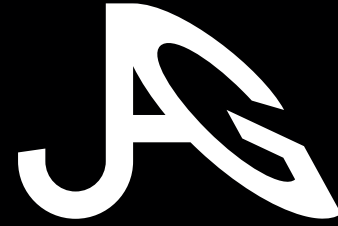
Product display



When extending the display, multiple stands are possible



Space for product information



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24/06/2025