



GEO Jobe

Brand Guide

Updated 5.27.26

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Company Overview

About the Brand

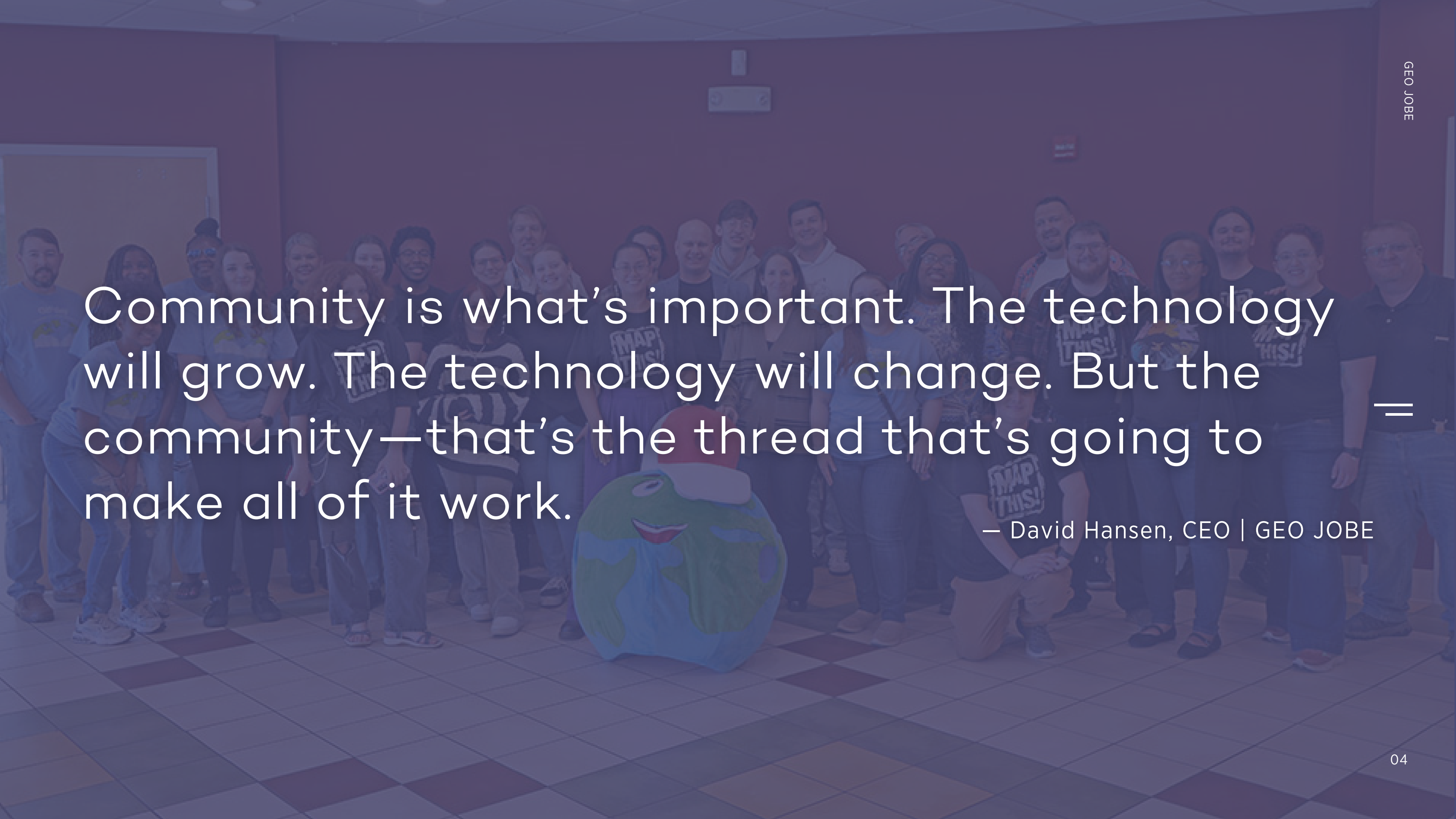
As a valued GEO Jobe partner, you are an important part of the GEO Jobe brand experience. That's why we're excited to share our brand guide with you. Together, we can provide ArcGIS Solutions to increase efficiency and fuel better business decisions.

GEO Jobe was founded in 1999 by Neill Jobe, and has been an Esri business partner since 2002. We are hyper-focused on the ArcGIS® System. We were an early adopter of Esri's Web GIS technology and have been a recognized ArcGIS innovator with some of the world's most popular software solutions, serving over 12,000 customers globally.

GEO Jobe is headquartered on the Mississippi Gulf Coast in Gulfport, MS, with employees working remotely across the U.S. and Canada. GEO Jobe is committed to improving our community by offering better high-paying jobs, engaging with local schools and educators, and providing opportunities for people interested in pursuing careers in science and technology.

While most Esri business partners focus on a specific industry, GEO Jobe focuses on Esri's Web GIS System and ArcGIS Enterprise technology. We build tools and create processes that fill in 24/7 U.S.-Based Support gaps in this existing ecosystem. These tools include Admin Tools for ArcGIS®, Backup My Org, Clean My Org, Manage My Attachments, and Symphony for ArcGIS®. Additionally, GEO Jobe provides professional services such as custom software development, GIS services, and support services to several industries, including, but not limited to, government agencies, utilities, education, and transportation.



A large group of people, including a mascot character, standing in a hallway. The mascot is a green and blue globe with a red Santa hat and a smiling mouth. The people are wearing various shirts, some with "MAP THIS!" printed on them. The background is a hallway with a checkered floor and a door on the left.





Community is what's important. The technology will grow. The technology will change. But the community—that's the thread that's going to make all of it work.

— David Hansen, CEO | GEO JOBE



Proper Use

Branding Dos & Don'ts

-  Partners may apply “The Power of GIS, Simplified” and “MapThis!” only when referencing GEO Jobe.
-  GEO Jobe should never be hyphenated. The “GEO” should always be uppercase.
-  The “J” in Jobe should always be capitalized, as it is the last name of the Founder of the company, Neill Jobe.
-  GEO Jobe’s company logo and product logos should never be manipulated, changed or altered in anyway.

Color Palette

Bright Gold	Dark Gold	Bright Purple	Dark Purple	Charcoal	White
HEX CODE #DBB527	HEX CODE #C69D29	HEX CODE #6C6EAC	HEX CODE #4A4B78	HEX CODE #2C2B2A	HEX CODE #FFFFFF
CMYK: 16, 26, 100, 0	CMYK: 20, 34, 100, 5	CMYK: 65, 60, 5, 0	CMYK: 82, 78, 30, 10	CMYK: 70, 65, 65, 65	CMYK: 0 0 0 0
RGB: 219, 181, 39	RGB: 198, 157, 41	RGB: 108, 110, 172	RGB: 74, 75, 120	RGB: 44, 43, 42	RGB: 255 255 255



Fonts

Celias Medium

Celias Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Narrow Book

Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Campton Regular

Campton Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Fonts

Examples of Standard Font Use*

Title: Celas Bold, 42 font size

Subtitle: Celas Medium, 36 font size

Heading: Gotham Narrow Bold, 32 font size

Subheading: Gotham Narrow Book, 24 font size

Section Header: Campton Bold, 20 font size

Body: Open Sans Regular, 16 font size

Quote: Campton Regular, 16 font size

Caption: Gotham Narrow Book, 14 font size

**Note: This is a recommended format based on GEO Jobe's Canva Brand Kit. Please use font sizes at your discretion, depending on the project for which you are applying them.*

Company Logo

GEO Jobe's company logo reflects how the company's name should be referenced in text: "GEO" in all caps_space_capital "J" with lowercase "obe." The previous logo features lowercase lettering and is considered outdated.



Old GEO Jobe Logo

Current GEO Jobe Logo

Primary & Secondary Logos

GEO Jobe has primary and secondary logos to be used based on the background in which they are placed.

Logos to use on a light background



Logos to use on a dark background



Logo Variations



HORIZONTAL

This is our primary logo. Use this one first if possible. For use on all marketing materials, collateral, graphics, web, etc.



VERTICAL / STACKED

For secondary use whenever space does not accommodate the horizontal logo.



ICON

For selective use, typically for thumbnails, social media profiles, or favicons.



Company Slogan

GEO Jobe's official slogan typically appears below the primary logo. This slogan should only be used in conjunction with the GEO Jobe brand and its associated products and services.

Centered Alignment



Left Alignment

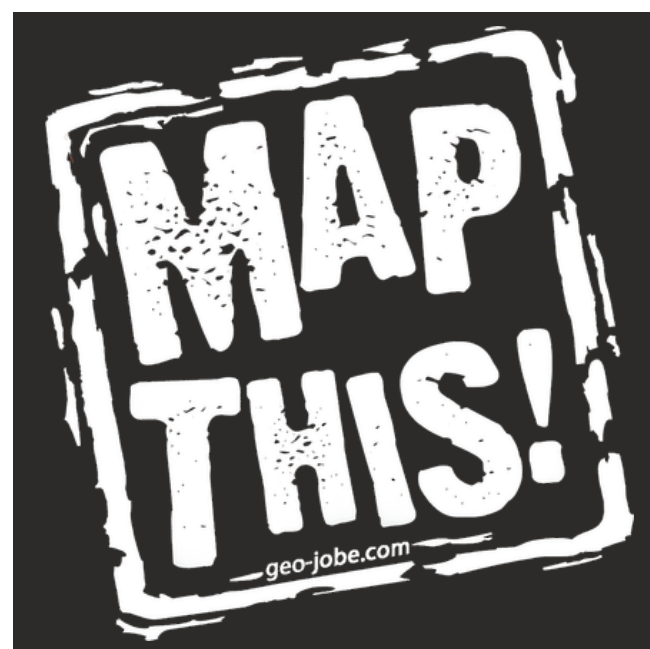


Map This!

Map This! is a trademarked tagline representing our community education initiative, [blog](#), and [online store](#), and should not be used without reference to GEO Jobe.



Use on light background



Use on dark background

Map This! has two logo styles that should be used based on the background where they are being placed.

Products

The ABCs of GIS



The ABCs of GIS is GEO Jobe's collection of software solutions designed to empower the average ArcGIS user. These products include Admin Tools for ArcGIS, Backup My Org, Clean My Org, Symphony for ArcGIS, and Manage My Attachments (a dependant application within Symphony).

Products

ADMIN TOOLS FOR ARCGIS

- Admin Tools for ArcGIS should always be written out in its entirety in any document before referencing the product as solely "Admin Tools."
- Admin Tools for ArcGIS has two logo styles that should be used based on the background where they are being placed.

Use on light background



Use on dark background



Products

BACKUP MY ORG

Backup My Org has two logos that should be used based on the background where they are being placed.



CLEAN MY ORG

Clean My Org has two logos that should be used based on the background where they are being placed.



Products

SYMPHONY FOR ARCGIS

- Symphony for ArcGIS should always be written out in it's entirety in any document before referencing the product as solely "Symphony."
- Symphony for ArcGIS has two logos that should be used based on the background where they are being placed.
- Symphony was previously known as Scheduler for ArcGIS; however, Scheduler is now a dependent application within Symphony.

Use on light background



Use on dark background



Products

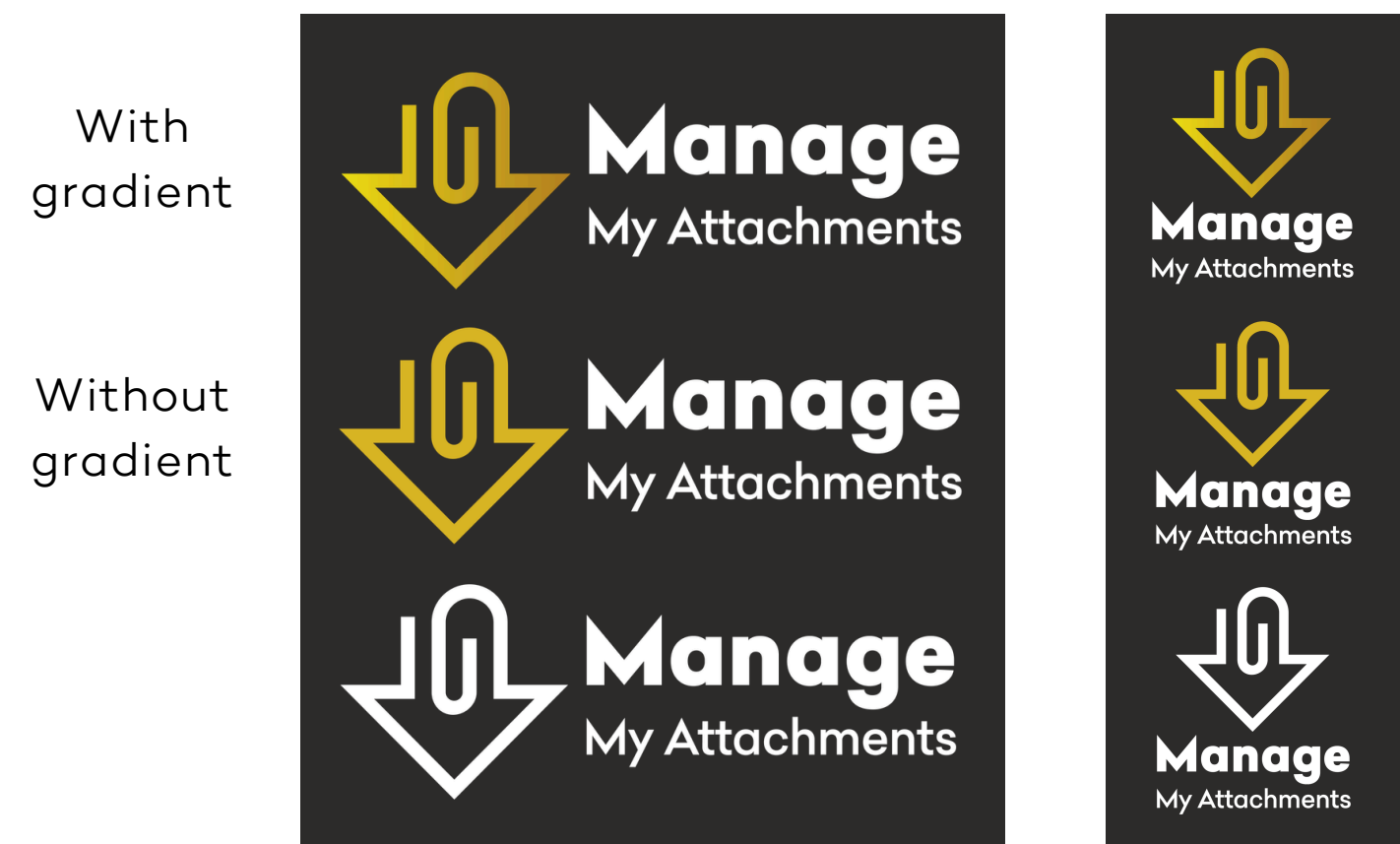
MANAGE MY ATTACHMENTS

Manage My Attachments has two logos that should be used based on the background where they are being placed.

Logos to use on a light background



Logos to use on a dark background



Professional Services

GEO Jobe offers a variety of professional services, including GIS Services, Software Services, and UAV Services

Logos to use on a light background



Logos to use on a dark background



Social Networking

GEO Jobe welcomes social media collaborations with business partners, clients, and industry influencers.



LinkedIn

[linkedin.com/company/geo-jobe](https://www.linkedin.com/company/geo-jobe)



X

[@GEOjobeGIS](https://twitter.com/GEOjobeGIS)



Facebook

[facebook.com/geojobe](https://www.facebook.com/geojobe)



Instagram

[@geojobegis](https://www.instagram.com/geojobegis)



YouTube

[@geojobe](https://www.youtube.com/@geojobe)



Contact Details

Thank you for supporting our brand!

Have questions?

Email

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connect@geo-jobe.com

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Address

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Gulfport, MS 39507

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Download brand resources:

geo-jobe.com