

1. HEEL PAD LABEL

- The only acceptable logo is the primary brand logotype.
File Name: JM_LOGO_HEATSTAMP_1850
- The logo heat stamp is a self emboss with no color fill unless otherwise directed.
- The logo is heat stamped 46mm wide and 31mm tall.

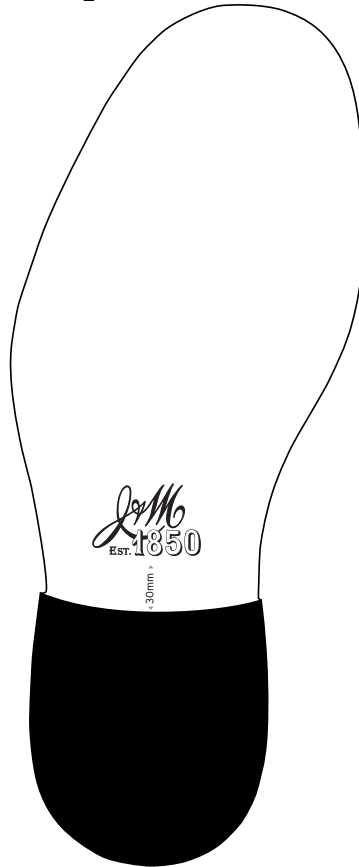
2. HEEL PAD HEAT STAMP PLACEMENT

- The heel pad heat stamp is 40mm from the heel of the shoe and centered side to side.
- The logo should read from heel to toe.

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1. SHANK OUTSOLE STAMP

- The only acceptable logo is the secondary brand logo. File Name: JM_SHANK_1850
- The logo is heat stamped 28mm wide and 19mm tall.

2. SHANK OUTSOLE STAMP PLACEMENT

- The shank outsole stamp is used on all footwear unless otherwise directed.
- The baseline of the shank outsole heat stamp is 30mm above the heel of the shoe and centered side to side.
- Placement of logo may vary by style.