Press kit

About JSM

Founded in 2020, and backed by more than 20 years of experience, JSM Procurement + Design serves hotel owners, developers, and operators nationwide on renovations, adaptive reuse, and new development. The firm has offices in Dallas–Fort Worth, Greater Chicago, Greater Atlanta, and Upstate New York.

Services include interior design, furniture, fixtures, and equipment (FF&E) procurement, custom sourcing, and project coordination. Clients can engage JSM for an integrated scope or individual services.

The team brings experience across more than 500 unique projects

Media contact

Emily Neubauer, Director of Business Development
Emily@JSMProcurement.com | (469) 902-7227 | JSMProcurement.com

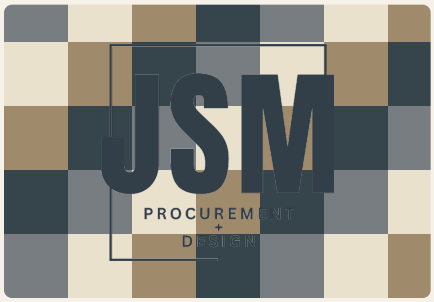
Logo files and usage



Use: Slate on light



Use: White on dark



Avoid: Busy backgrounds

Use the supplied logo as-is. Leave clear space around the full mark. Do not stretch, crop, recolor, add effects, or separate its lettering from the frame. Keep hotel brand and certification marks separate.

For project imagery, portraits, credits, or interview requests, contact Emily. Identify design renderings as renderings, not completed project photography.

Brand use & approvals

PRESS KIT / MEDIA USE

Downloading a file does not grant permission to publish it. These guidelines cover the use of JSM brand assets and promotional references. They do not restrict accurate, independent reporting or other uses permitted by law.

01 | When you need written approval

Get approval before publishing or distributing JSM-supplied logos, photos, renderings, drawings, or video, or using unpublished JSM quotes or project information. Request separate approval for paid or promotional uses of the name or assets, including ads, sponsored posts, partnership announcements, third-party press releases, and client or vendor listings. Accurate plain-text identification in independent reporting does not require approval. Use JSM Procurement + Design on first reference and JSM thereafter.

02 | What to submit before publishing

Email Emily@JSMProcurement.com with the subject JSM Brand Use Request. Include your contact and organization, outlet or platform, proposed URL or placement, publication date, and exact assets. Attach a proof showing the relevant copy, captions, credits, logo placement, nearby marks, and any paid relationship.

03 | What your approval covers

Wait for written approval. Silence or prior approval is not consent. Approval is limited to the files, purpose, placement, and timing specified; resubmit material changes, new channels, or reuse. Do not pass the files to others for separate use. JSM reviews proposed asset use and factual project credits, not unrelated editorial content.

04 | How to use approved assets

Use the supplied mark as-is, at its original proportions, with clear space and contrast. Keep it separate from other marks. Credit JSM's actual project role and label renderings as renderings. Preserve required credits, disclosures, and embargoes. Clear any third-party image, likeness, hotel brand, or partner rights separately.

05 | Uses this kit does not permit

Do not imply an endorsement, affiliation, franchise approval, or sponsorship that does not exist. Do not use the mark in political or advocacy endorsements, merchandise or resale, or domains, handles, or identities that could be mistaken for JSM's. Do not use altered or AI-generated likenesses of the mark, disclose confidential project material, or use the assets deceptively or unlawfully. JSM may request correction or removal of uses outside the scope of approval.

Before you publish

- ☐ Use the approved, unaltered logo file.
- ☐ Check contrast, clear space, and readability.
- ☐ Confirm placement and required credits.
- ☐ Get written approval where required.

Horizontal logo

ALTERNATE LOCKUP / ARTWORK GUIDE

Use the horizontal logo where vertical space is limited, such as a website header, banner, or media placement. The JSM lettering and the Procurement + Design wording share the frame’s horizontal centerline.

Slate on light backgrounds



White on dark backgrounds



Which file to use

Use the outlined SVG for print and other layouts that need to scale. Use the transparent PNG for digital layouts that need a raster file. Choose slate on light backgrounds or white on dark backgrounds. Do not move, redraw, stretch, or restack the elements.

Follow the permissions and “Before you publish” checklist on page 2.