



**Joe Johnson  
Equipment**

Subsidiary of Federal Signal Corporation

# PRESS & MEDIA KIT

# 400

**NEW AND EXPERTLY  
MAINTAINED UNITS IN  
JJE'S RENTAL FLEET**

# 28 PLUS

**YEARS OF EXPERIENCE**

**SERVING OUR  
CUSTOMERS**

# 24/7

**ROADSIDE SERVICE  
OPERATES 24 HOURS  
A DAY, 7 DAYS A WEEK**

Joe Johnson Equipment (JJE) is Canada's largest and one of North America's leading infrastructure-maintenance equipment suppliers. JJE proudly serves municipalities, contractors, haulers and industrial companies in Canada and the U.S. JJE has a long-standing reputation for distributing industry-leading products through its national branch network with a keen focus on customer support.

## Overview

JJE specializes in serving municipalities, municipal contractors and industrial contractors with high-quality products, parts and service. These products include street sweepers, sewer cleaners, vacuum trucks, snow removal equipment, electric ice resurfacers, and refuse collection equipment. JJE represents leading brands that include Federal Signal's Elgin, Vactor, Guzzler and Jetstream lines, as well as Labrie, Trackless, EnviroSight, Epoke, and Engo.

## Locations

JJE's sales and product-support network is vast, with locations across Canada and the U.S. Canadian branches span nationwide, providing sales & service from Halifax, Montreal, Ottawa, Toronto, Barrie, Winnipeg, Calgary, and Edmonton. JJE's US office is located in Rochester, NY. As part of a large dealer network, JJE is proud to be partnered with FS Solutions in their US locations.

## Committed Solutions Provider

JJE is focused on providing solutions for all customer needs. In addition to its sales and product-support sectors, JJE has robust used equipment, consulting, rental, and finance divisions.

## CONTACT

For all media inquiries please contact our Marketing Department at [marketing@jjei.com](mailto:marketing@jjei.com). Photo available upon request. View [www.jjei.com/news](http://www.jjei.com/news) for up to date JJE News.

## SOCIAL

[www.facebook.com/JoeJohnsonEquip](http://www.facebook.com/JoeJohnsonEquip)  
[www.linkedin.com/company/joe-johnson-equipment-inc](http://www.linkedin.com/company/joe-johnson-equipment-inc)  
[www.twitter.com/JoeJohnsonEquip](http://www.twitter.com/JoeJohnsonEquip)  
[www.youtube.com/user/JoeJohnsonEquipment](http://www.youtube.com/user/JoeJohnsonEquipment)



**Joe Johnson  
Equipment**

Subsidiary of Federal Signal Corporation

# BRAND GUIDELINES

## LOGOS

**Primary Logo**



**Joe Johnson  
Equipment**

Subsidiary Of Federal Signal Corporation

**Rentals**



**RENTALS**

Subsidiary of Federal Signal Corporation

**JJE Used**



**USED EQUIPMENT**

Subsidiary of Federal Signal Corporation



**Joe Johnson  
Equipment**

Subsidiary of Federal Signal Corporation



**RENTALS**

Subsidiary of Federal Signal Corporation



**USED EQUIPMENT**

Subsidiary of Federal Signal Corporation

## COLOURS

**Standard JJE Blue**

CMYK 100 95 0 16  
RGB 0 26 114  
HEX 001A72  
PANTONE 2747 C

**Complementary Orange**

CMYK 0 43 0 0  
R 240 88 46  
HEX F0582E  
PANTONE 172 XGC

**Complementary Grey**

CMYK 20 14 12 40  
RGB 151 153 155  
HEX 97999B  
PANTONE Cool Gray 7 C