

Jersey Guidelines

June 2016



Welcome to the Jersey Brand Guidelines

We are excited to introduce the new, dynamic and engaging brand identity for our island.

These guidelines explain what we stand for as a brand, and how we express our brand visually and verbally.

Take the time to understand the personality of our brand and what it means to us and our visitors.

It is your ideas and creativity that will bring the Jersey brand to life. We want to provide our audiences with an inspiring and engaging experience that helps to build trust and forges sustainable relationships with our brand.

Always find what you need

This guideline document is clearly split into sections to ensure that you can get a good understanding for the brand, its core assets and how these should be applied to your applications.

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Brand strategy

Our brand narrative

This narrative seeks to express the emotion of Jersey; the power the island has to refresh and revitalise, reconnect and rediscover. It is not marketing copy, instead acting as an introduction to the inspirational and emotionally engaging positioning territory that Jersey can establish as its own.

Jersey is an island shaped by the sea, where things are revealed – to any who choose to look.

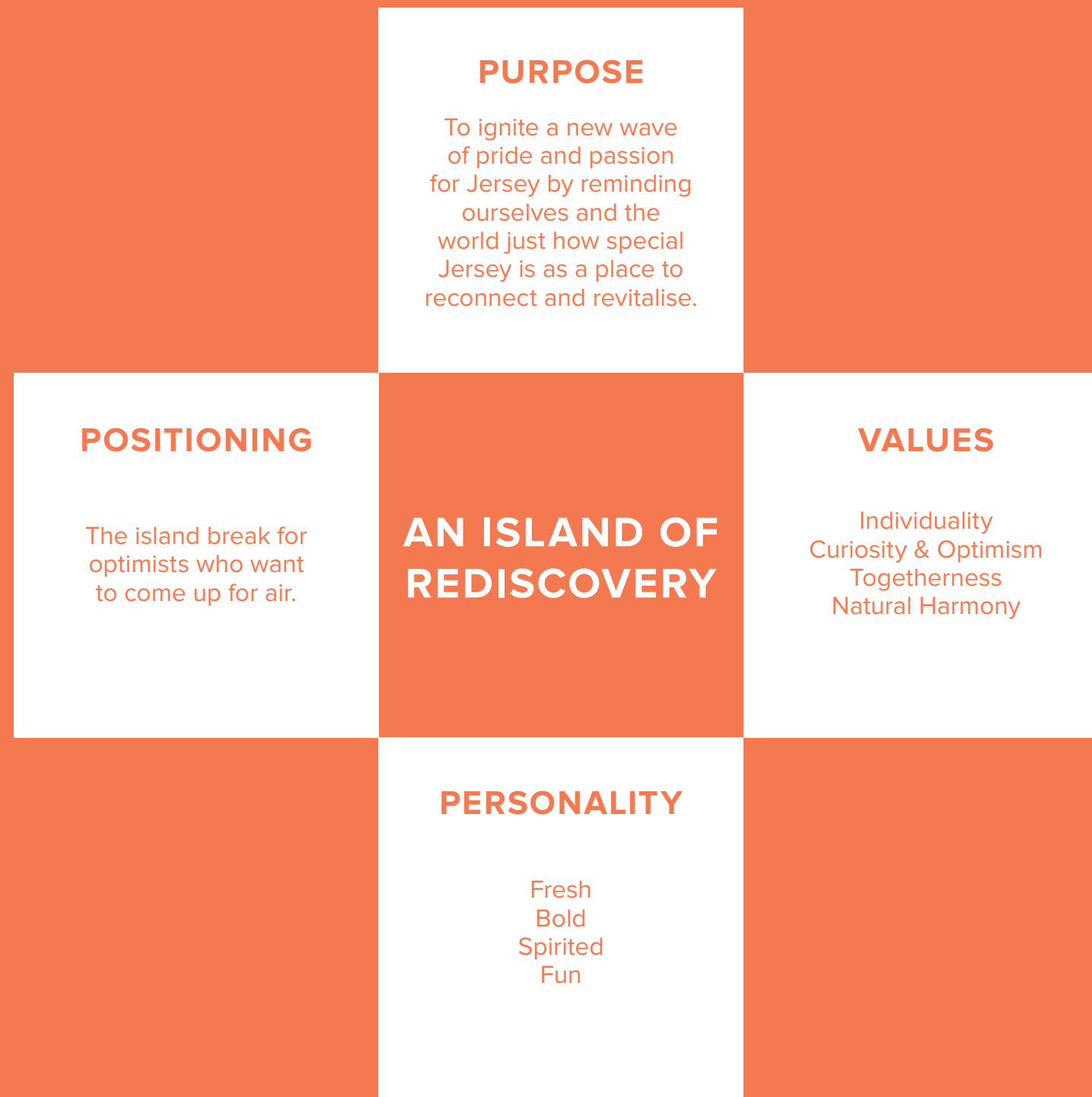
Like our submerged coastal landscapes that are exposed to the fresh Jersey atmosphere each day, it's a place for you, too, to come up for air.

A liberating, joyful experience where you're free to reconnect and revitalise. Free to be together. Free to do so much! (or so little).

Where you explore the past, love the present and can't wait for the future. Where friendships are nourished and bonds are strengthened. And when the time comes for the tide to rise again, you're ready to dive back in. With a smile on your face and a freshness in your heart.

Our brand plus

The Jersey brand plus is made up of four components: positioning, purpose, value and personality. Together, these key brand elements play a fundamental role in defining who we are, and strategically positioning the Jersey brand.



Brand strategy

Our values and personality

Brand values are the guiding beliefs that drive our decisions and behaviours. They reflect our attitudes to the world and help anyone associated with Jersey assess whether a given activity is right for the brand.

The personality is a definitive set of traits that should be present in any expression of the brand. They describe Jersey's distinctive character and help to amplify the brand in a way that reflects the best of who we are, in a way that will be attractive to our audiences.

Values

Individuality

Whoever you are, be yourselves

Curiosity & Optimism

Explore yesterday, love today, look forward to tomorrow

Togetherness

Life is better when we're together

Natural harmony

Treat nature with the love, respect, joy and awe it deserves

Personality

Fresh

Uplifting and revitalising

Bold

Bright, confident, not afraid to be different

Spirited

Vital and invigorating

Fun

Because otherwise what's the point?

Here are the key components which make up our visual brand.
The following pages explain how they should be used.

LOGO



COLOUR PALETTE



TYPOGRAPHY

Proxima Nova

Proxima Nova Bold

AaBbCcdefghijklmnopqrstuvwxyz

0123456789&?%fi€£#@()°/'"+.

Proxima Nova SemiBold

AaBbCcdefghijklmnopqrstuvwxyz

0123456789&?%fi€£#@()°/'"+.

Proxima Nova Regular

AaBbCcdefghijklmnopqrstuvwxyz

0123456789&?%fi€£#@()°/'"+.

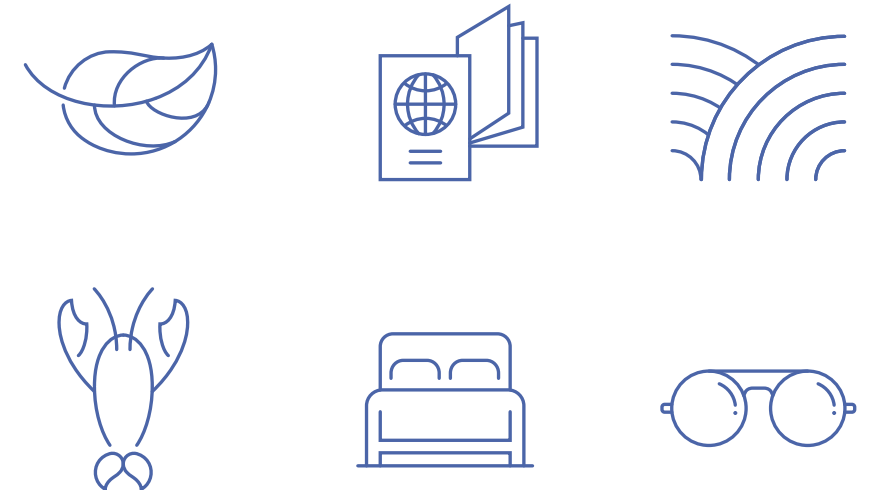
GRAPHIC SYSTEM



PHOTOGRAPHY



ICONOGRAPHY



Logo

Primary logos

Our primary logo is a white out version and should be used in the majority of brand communications. The stacked version of our logo should be used wherever possible and the horizontal version should only be used where space constraints apply.

Our logo suite consists of CMYK (Print) and RGB (Screen / Digital) versions. There are two core versions of the primary logo: stacked and horizontal.

PRIMARY STACKED LOCK-UP



MINIMUM SIZE



The 'J' marque in all logo versions should never be reduced more than 20mm in height.

PRIMARY HORIZONTAL LOCK-UP



CLEARSPACE

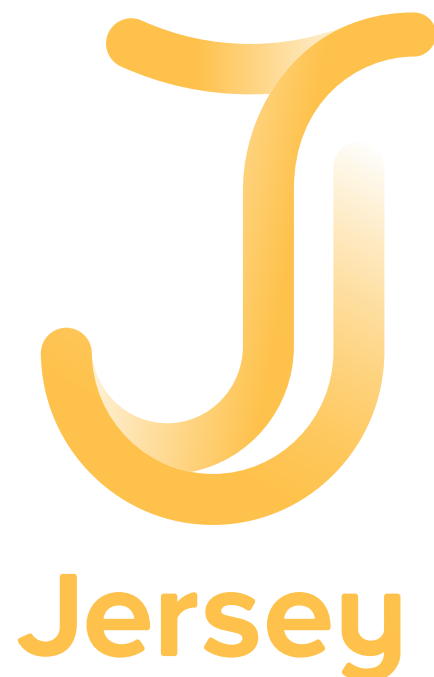


The Logo

Secondary logos

The secondary, colour versions of the logos should be used when imagery is not being used and the logos are appearing on light backgrounds. The colour versions have been created to reflect the seasonality of the island as well as the vibrancy and energy of the island.

SECONDARY STACKED LOCK-UP



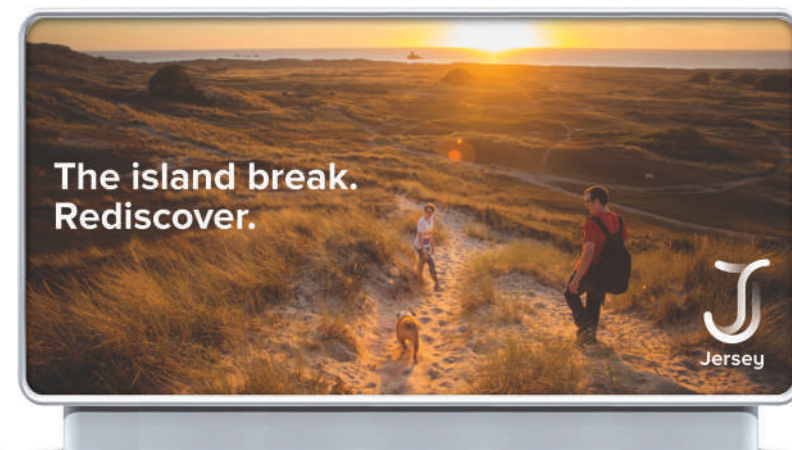
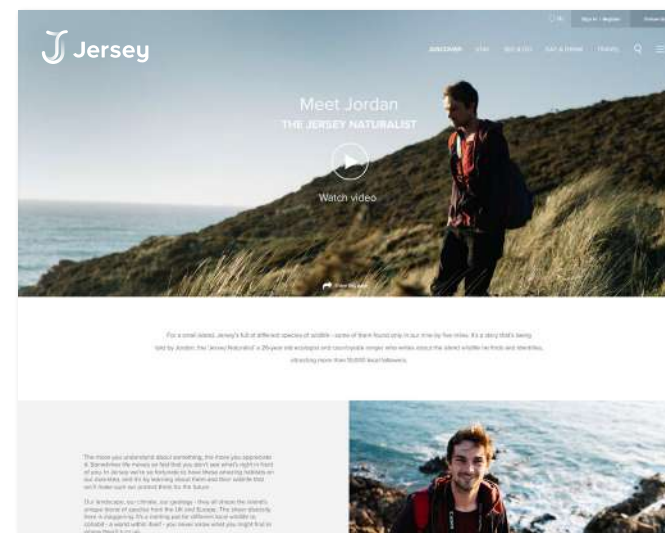
SECONDARY HORIZONTAL LOCK-UP



Logo usage

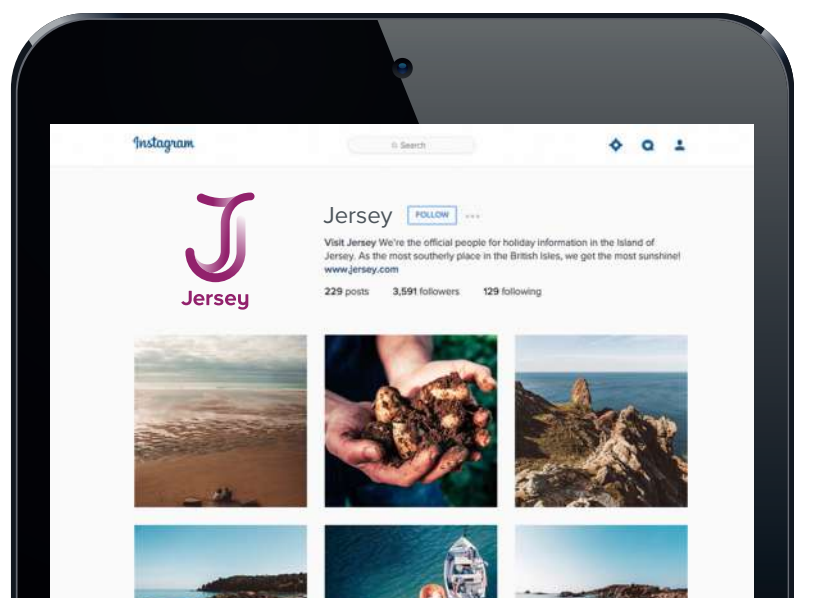
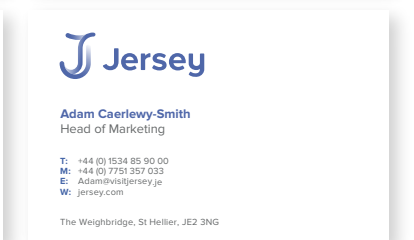
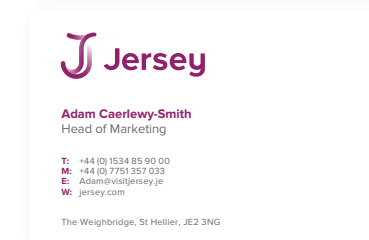
PRIMARY LOGO

Our primary logo is the white out version. It should be used, wherever possible, in all brand communications.



SECONDARY LOGO

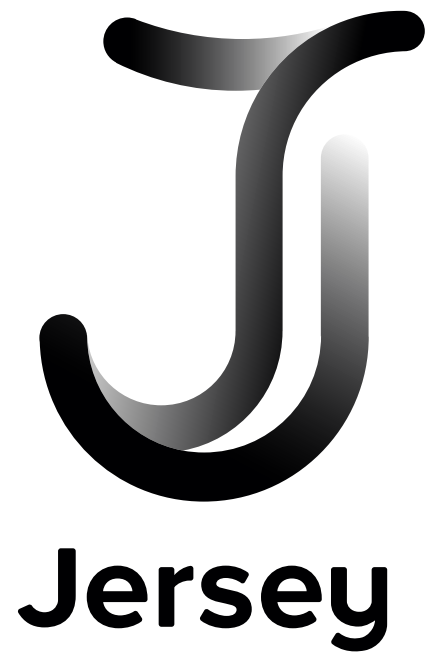
Our secondary (full colour) logos should be used when imagery is not being used and the logos are appearing on light backgrounds.



Additional versions

The additional versions of the core logos should only be used when it is not technically possible to use the primary or secondary versions of the logo. It is acceptable to use the black and mono versions for items such as newspaper adverts or facsimiles.

GREYSCALE STACKED LOCK-UP



MONO BLACK STACKED LOCK-UP



GREYSCALE HORIZONTAL LOCK-UP



MONO BLACK HORIZONTAL LOCK-UP



Size and positioning

We should always make sure our logo is the right size. Never too small, or too big. Just right. This is worked out by dividing the diagonal length of the page by 8, and rounding to the nearest whole number.

The table opposite shows the recommended logo heights for common page formats. Always position the logo bottom right or top right on applications.

Logo sizes

A5 32mm high
or 90 pixels

A4 45mm high
or 127 pixels

A3 65mm high
or 184 pixels

A2 90mm high
or 255 pixels

A1 130mm high
or 368 pixels

Pixel dimensions at 72dpi



The Logo

Don'ts

The Jersey logo must always be reproduced consistently and accurately to maintain the integrity and strength of the brand.

The following examples illustrate how the Jersey logo should not be reproduced.



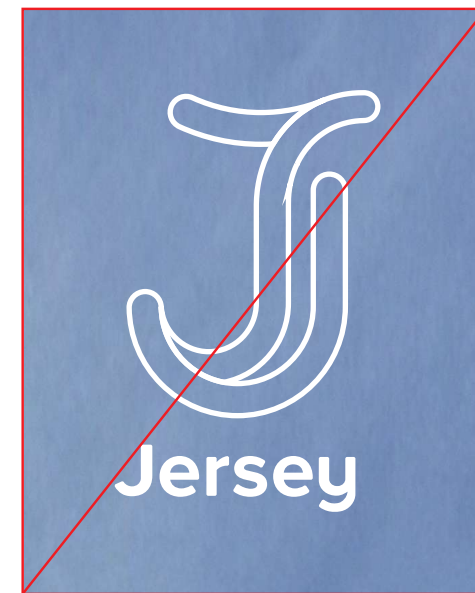
Don't adjust, change or edit the logo artwork in any way.



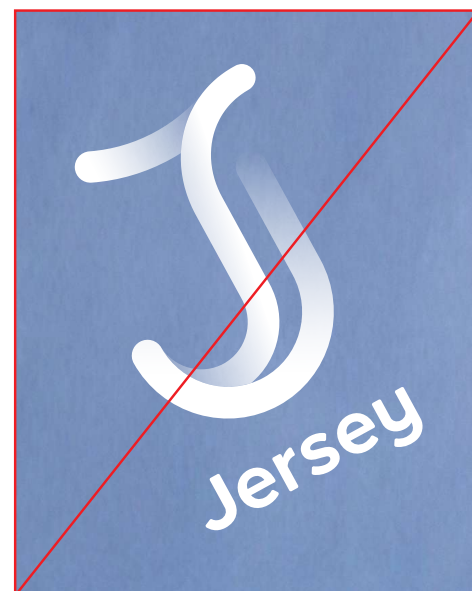
Don't stretch the logo.



Don't change the logotype.



Don't outline the logo.



Don't rotate the logo.



Don't violate the clearspace.



Don't apply over imagery that is too light.



Don't change the colours.

Colour palette

Our colour palette helps to support the abundance of colour and vibrancy that comes through our imagery. It has been created to reflect the seasonality of the island as well as reflect the vibrancy and energy of the island.

Whilst colour plays an important role for the brand, imagery plays the hero role, with colour acting in a supporting role. See following pages for the colour palette in use.



Field Green

Pantone **2289**
C35 M0 Y65 K0

R173 G213 B129
HEX #add581



Dune Yellow

Pantone **141**
C5 M20 Y66 K0

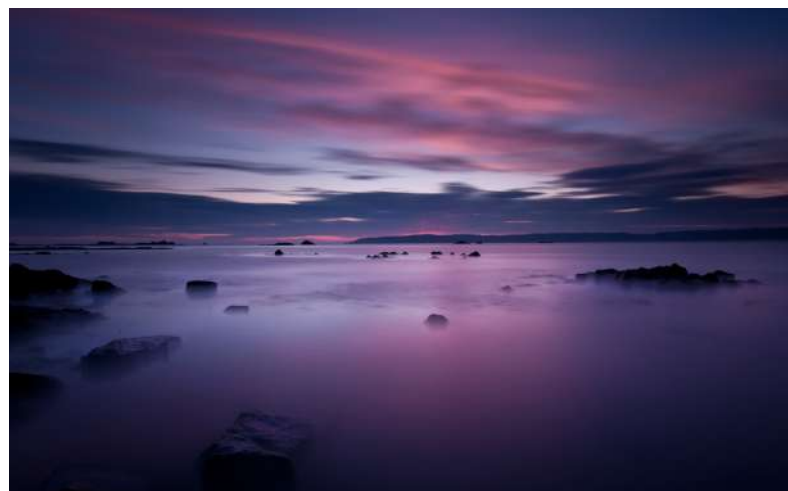
R242 G201 B112
HEX #f2c970



Sunset Orange

Pantone **7578**
C0 M60 Y72 K0

R245 G131 B83
HEX #f58353



Rich Plum

Pantone **7647**
C30 M85 Y18 K0

R182 G75 B135
HEX #b64b87



Surf Teal

Pantone **630**
C55 M0 Y20 K0

R104 G201 B208
HEX #68c9d0



Midnight Blue

Pantone **2117**
C80 M64 Y6 K0

R73 G101 B167
HEX #4965a7

Colour palette in use - Seasons

Our colour palette also helps to support the seasonality of Jersey. Consider using appropriate colours that reflect the seasons on Jersey when not using imagery; from a fresh 'Field green' for spring to a deep 'Midnight Blue' for winter.

SPRING



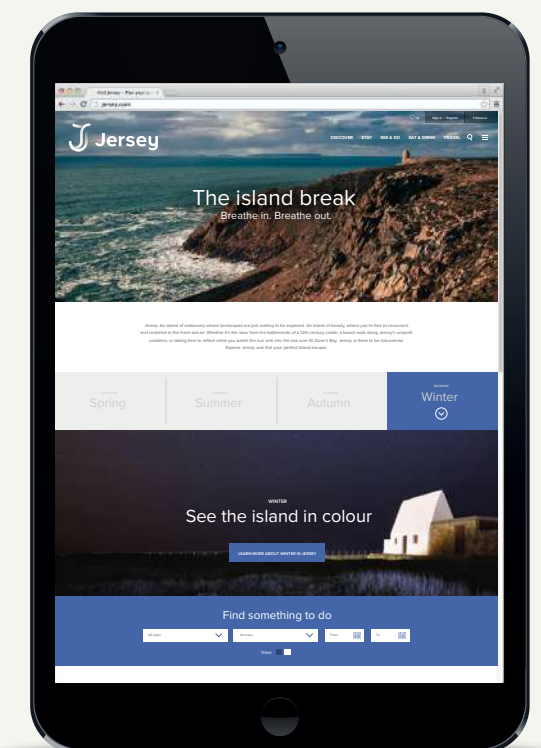
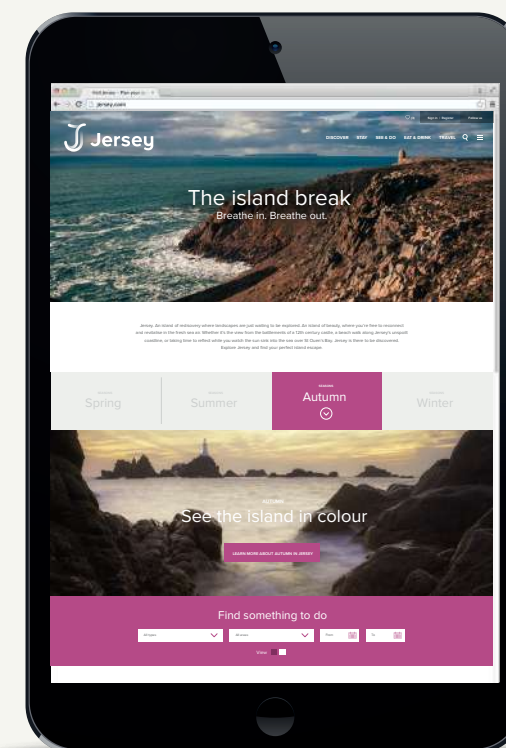
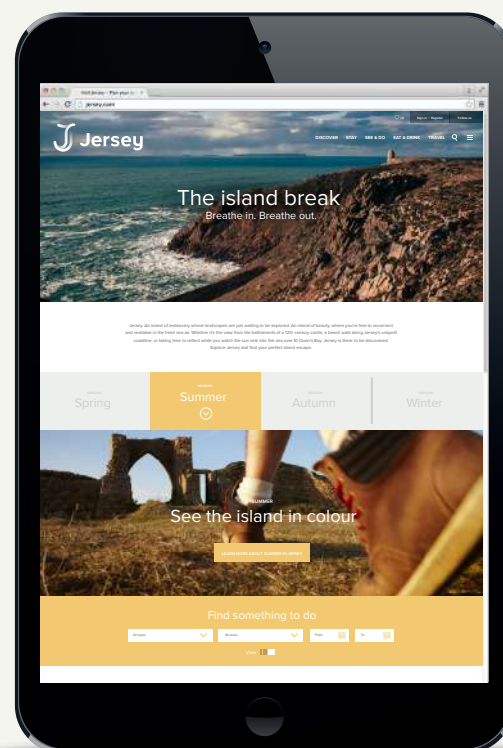
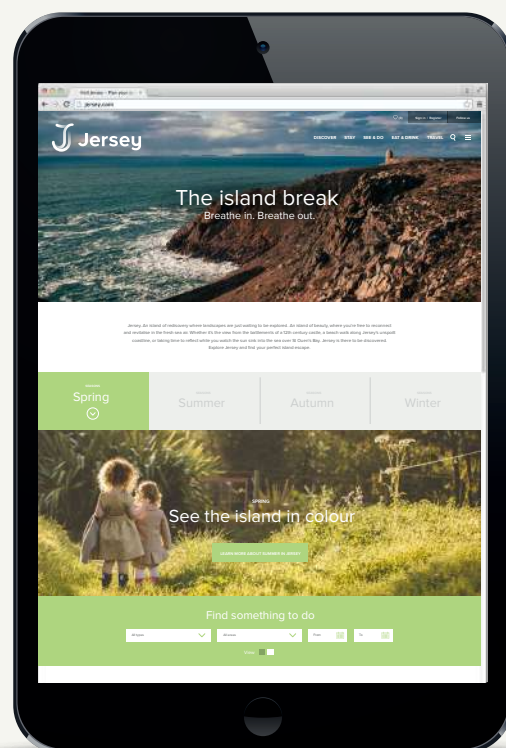
SUMMER



AUTUMN

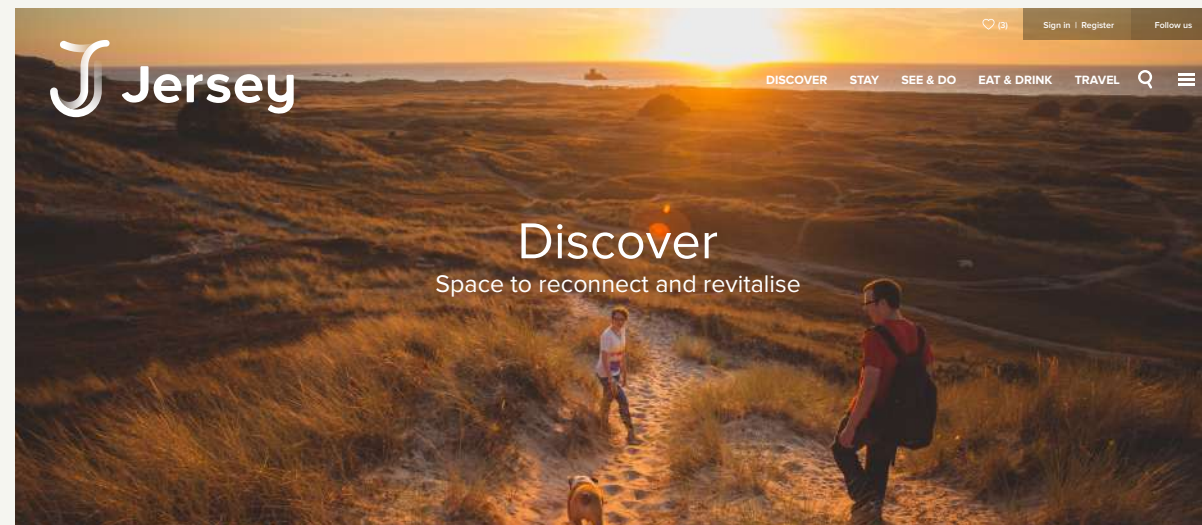


WINTER

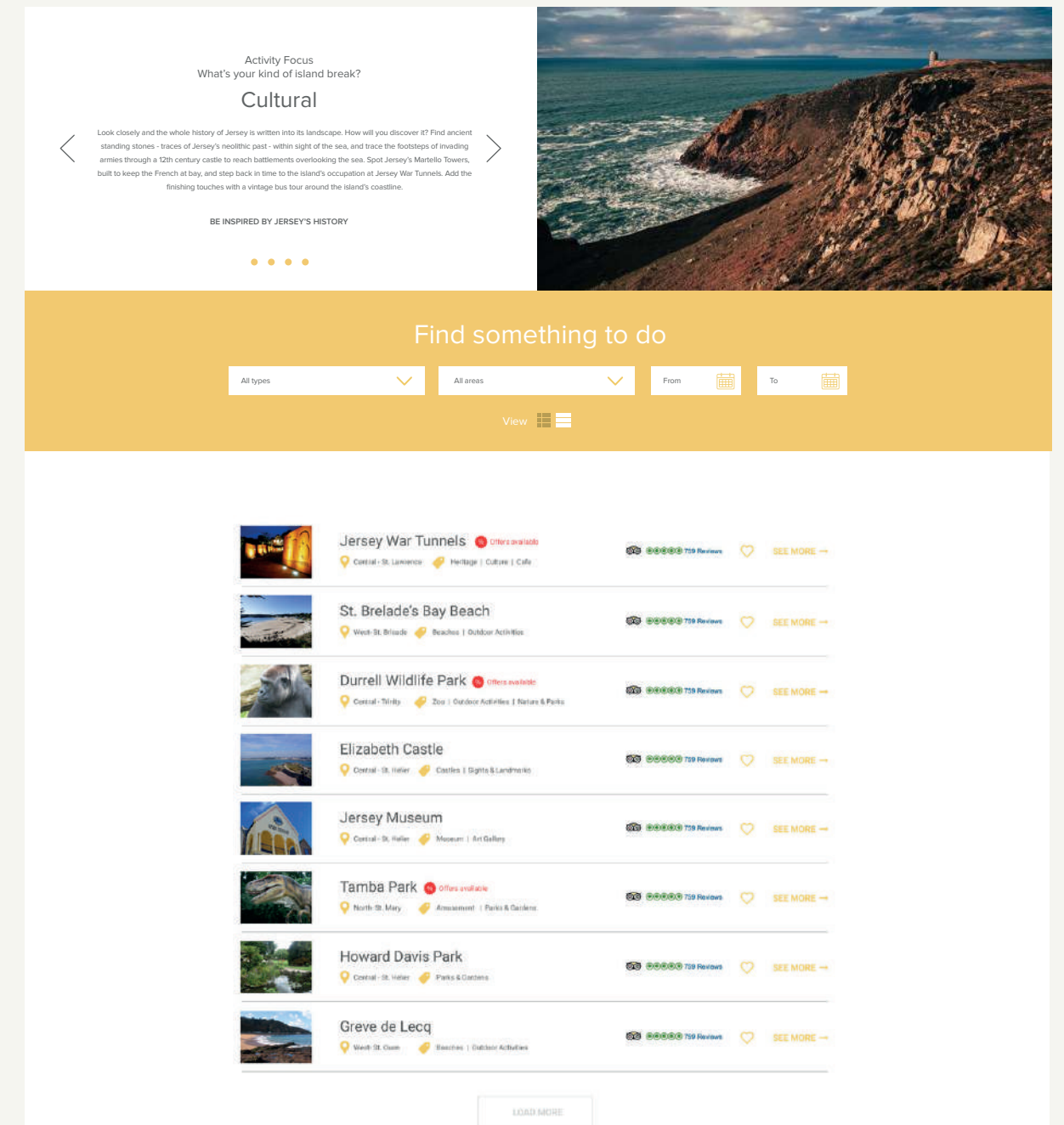
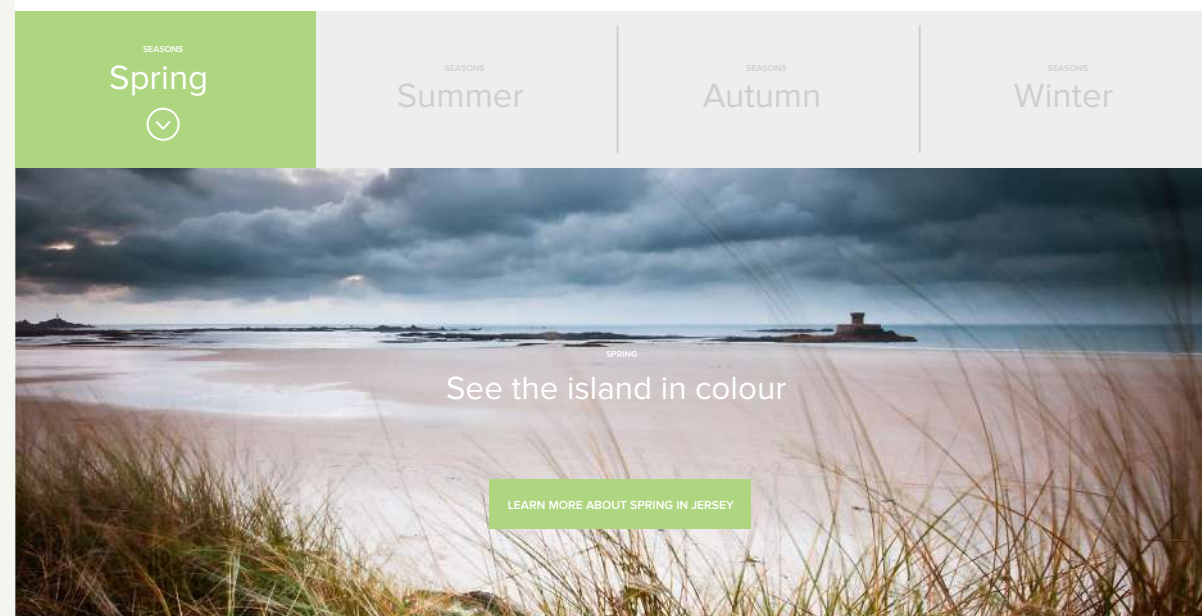


Colour palette in use (Online)

Our colour palette helps to support the abundance of colour and vibrancy that comes through our imagery. They should be used in a subtle way to enhance the impact of the imagery and call out key messages/content within the website.



Jersey. An island of rediscovery where landscapes are just waiting to be explored. An island of beauty, where you're free to reconnect and revitalise in the fresh sea air. Whether it's the view from the battlements of a 12th century castle, a beach walk along Jersey's unspoilt coastline, or taking time to reflect while you watch the sun sink into the sea over St Ouen's Bay. Jersey is there to be discovered. Explore Jersey and find your perfect island escape.



Through imagery

Colour comes through photography; our logo co-existing with imagery and allowing the colour of the image to breathe through the transparent elements of our logo.



Typography

Typography

Core typefaces

Our typeface is modern and confident, clean and legible. There are three different typefaces, all from the same family (Proxima).

To purchase and download these fonts, go to myfonts.com, or any other established online typeface retailer.

Please note: You may need to purchase specific font licences, depending on your font usage (web/print).

HEADLINES, TITLES

Proxima Nova Bold
Proxima Nova Regular
Proxima Nova Light

SUB-TITLES, INTRO PARAGRAPHS

Proxima Nova Semibold

Proxima Nova Semibold intro paragraph lorem ipsum dolor.

BODY COPY

Proxima Nova Regular Body copy paragraphs lorem ipsum dolor sit amet adispicing vitae vehicula augue. Etiam viverra purus ac dolor ultrices eget auctor nibh volutpat.

Integer ut lorem nec urna imperdiet congue quis sit amet leo. Sed consequat, lectus sed volutpat adipiscing, nisl massa cursus urna, convallis egestas massa neque sed enim. Aenean at odio tortor. Mauris neque purus, tincidunt sed tempor id, faucibus et ligula.

1. Headline/Title

Headlines/titles can use both Proxima Bold and Proxima Regular in combination or in isolation. Colour can also be used to add extra emphasis to the messaging.

2. Sub-titles and intro paragraphs

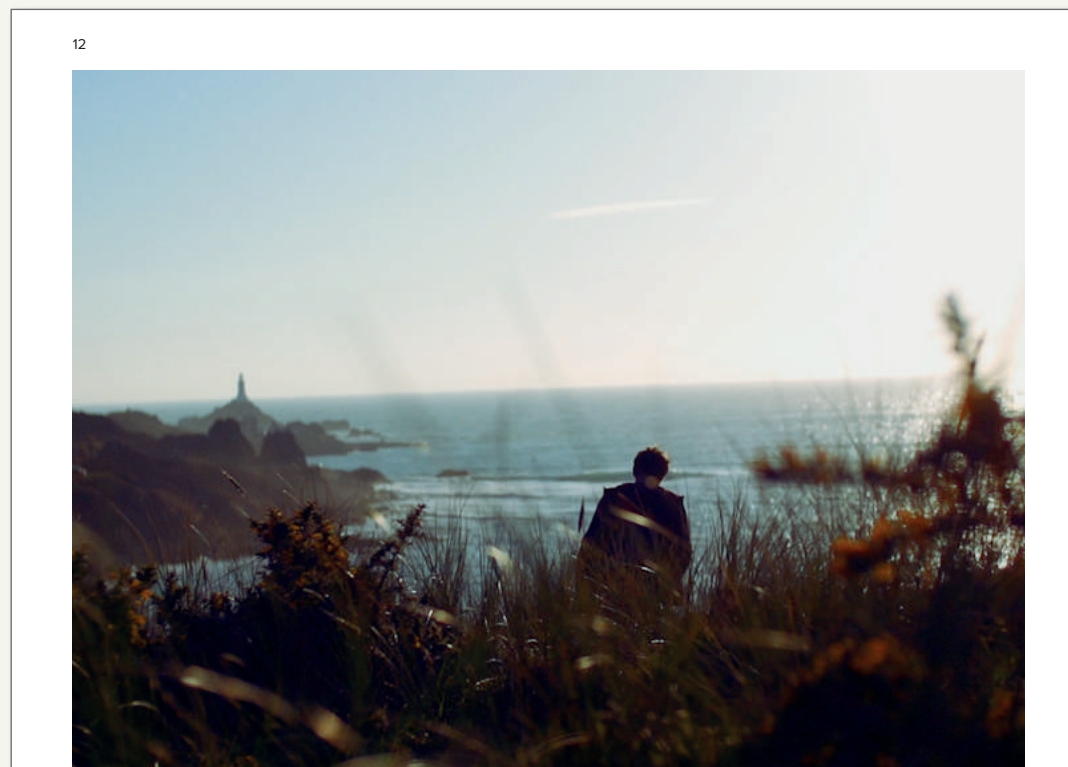
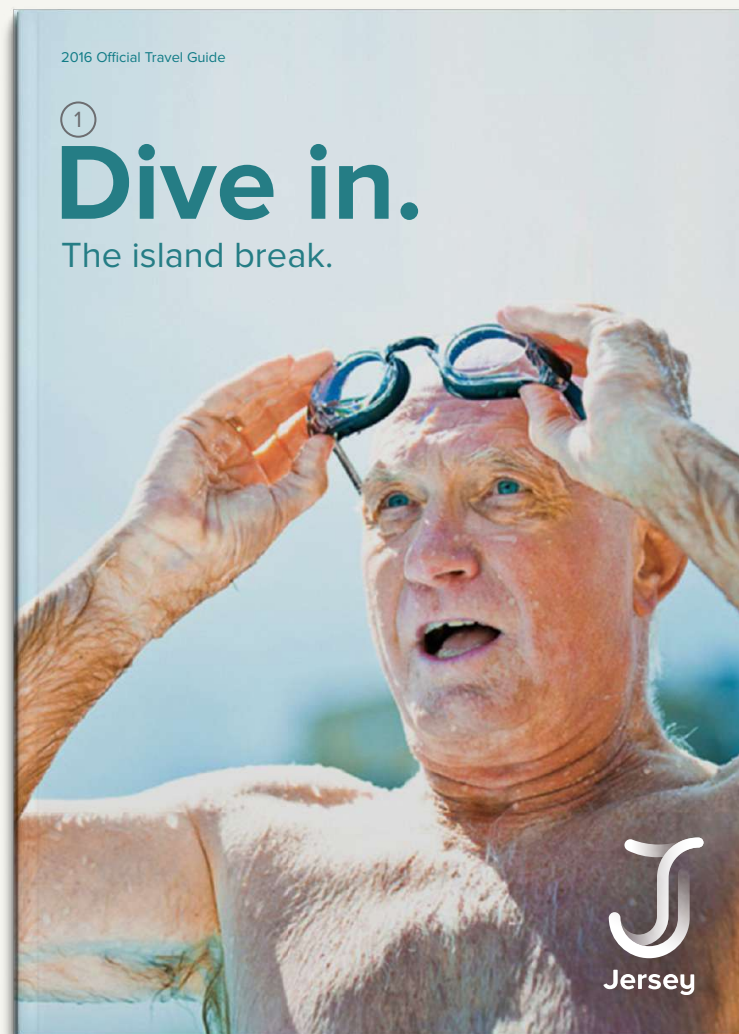
Intro paragraphs can be highlighted by using Proxima Semi-bold.

3. Bodycopy

Bodycopy should use Proxima Regular

4. Quotes/pull-outs

Quotes can be highlighted by using Proxima Semi bold and/or using our accent colour palette to add extra emphasis.



① **A breath of fresh air.**
An island of rediscovery.

Words
Jen Jacobs

Photography
Vinay Mistry

Editor
Sophie Austen

② **Cras sed vestibulum arcu. Vivamus lacinia sem a turpis gravida sollicitudin. Pellentesque lobortis nisi quis elit faucibus, eu condimentum tortor iaculis nunc a element augue.**

③ **Etiam ac turpis nec leo dictum scelerisque sed ut odio. Aenean laoreet felis feugiat nisi congue tempor. Curabitur feugiat gravida porttitor. Aliquam erat volutpat. Mauris porttitor sem quis accumsan lacinia. Suspendisse a enim vitae sem aliquet eleifend.**

Fusce posuere quis nulla a vestibulum. Fusce et dictum mi, quis venenatis leo. Ut dolor tortor, volutpat et lobortis vitae, mollis nec magna. Nunc at lectus mi. Fusce tempor velit eu mattis ullamcorper. Nam ante tellus, consequat pharetra maximus sed, eleifend vel leo. Etiam posuere lorem ut blandit scelerisque. Cras congue malesuada mauris.

Curabitur luctus lacinia lorem et porta. Maecenas a mi quis lectus bibendum sodales. Pellentesque cursus congue arcu, non convallis nisi pharetra ut. Mauris in luctus diam. Nullam vitae magna a purus rutrum suscipit ac molestie odio. Proin sem purus, dapibus et bibendum eget, accumsan eget neque. Mauris porttitor neque lectus.

Nam ante tellus, consequat pharetra maximus sed, eleifend vel leo. Etiam posuere lorem ut blandit scelerisque. Cras congue malesuada.

Vivamus aliquam tortor vitae lobortis dapibus. Sed semper, ipsum sit amet rhoncus consectetur, arcu arcu dictum lorem, eu maximus nisi arcu dignissim quam. Mauris molestie mollis ornare. In condimentum eu ipsum eu tincidunt. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin et nisi ultrices, ullamcorper ex a, feugiat est. Proin in scelerisque magna, eu commodo nisi. Nam et sem vitae augue commodo blandit. Maecenas id ultrices risus, ac commodo lorem.

Vestibulum non tempor libero. Nullam tristique pretium orci, at rutrum ante pharetra a. Etiam mattis ut velit fringilla pellentesque. Aenean ac luctus velit, a aliquam sem. Sed pulvinar sodales eleifend. Quisque scelerisque cursus est ac sodales.

Cras sed vestibulum arcu. Vivamus lacinia sem a turpis gravida sollicitudin. Pellentesque lobortis nisi quis elit faucibus, eu condimentum tortor iaculis. Nunc a elementum augue. Etiam ac turpis nec leo dictum scelerisque sed ut odio. Aenean laoreet felis feugiat nisi congue tempor. Curabitur feugiat gravida porttitor. Aliquam erat volutpat. Mauris porttitor sem quis accumsan lacinia. Suspendisse a enim vitae sem aliquet eleifend.

Fusce posuere quis nulla a vestibulum. Fusce et dictum mi, quis venenatis leo. Ut dolor tortor, volutpat et lobortis vitae, mollis nec magna. Nunc at lectus mi. Fusce tempor velit eu mattis ullamcorper. Nam ante tellus, consequat pharetra maximus sed, eleifend vel leo. Etiam posuere lorem ut blandit scelerisque. Cras congue malesuada mauris.

④ **“An island shaped by the sea, where some of the most astonishing tides in the world circle the coast and feed the land”.**

Curabitur luctus lacinia lorem et porta. Maecenas a mi quis lectus bibendum sodales. Pellentesque cursus congue arcu, non convallis nisi pharetra ut. Mauris in luctus diam. Nullam vitae magna a purus rutrum suscipit ac molestie odio. Proin sem purus, dapibus et bibendum eget, accumsan eget neque. Mauris porttitor neque lectus.

Cras sed vestibulum arcu. Vivamus lacinia sem a turpis gravida sollicitudin. Pellentesque lobortis nisi quis elit faucibus, eu condimentum tortor iaculis. Nunc a elementum augue. Etiam ac turpis nec leo dictum scelerisque sed ut odio. Aenean laoreet felis feugiat nisi congue tempor. Curabitur feugiat gravida porttitor.



■ **Etiam ac turpis nec dictum scelerisque sed ut odio. Aenean laoreet felis feugiat nisi congue.**

■ **Curabitur feugiat gravida porttitor. Aliquam erat volutpat. Mauris porttitor sem quis.**



Aliquam erat volutpat. Mauris porttitor sem quis accumsan lacinia. Suspendisse a enim vitae sem aliquet eleifend.

Aenean ac luctus velit, a aliquam sem. Sed pulvinar sodales eleifend. Quisque scelerisque cursus est ac sodales.

Fusce posuere quis nulla a vestibulum. Fusce et dictum mi, quis venenatis leo. Ut dolor tortor, volutpat et lobortis vitae, mollis nec magna. Nunc at lectus mi. Fusce tempor velit eu mattis ullamcorper. Nam ante tellus, consequat pharetra maximus sed, eleifend vel leo. Etiam posuere lorem ut blandit scelerisque. Cras congue malesuada mauris.

Cras sed vestibulum arcu. Vivamus lacinia sem a turpis gravida sollicitudin. Pellentesque lobortis nisi quis elit faucibus, eu condimentum tortor iaculis.

Curabitur luctus lacinia lorem et porta. Maecenas a mi quis lectus bibendum sodales. Pellentesque cursus congue arcu, non convallis nisi pharetra ut.

Nunc a elementum augue. Etiam ac turpis nec leo dictum scelerisque sed ut odio. Aenean laoreet felis feugiat nisi congue tempor. Curabitur feugiat gravida porttitor. Aliquam erat volutpat. Mauris porttitor sem quis accumsan lacinia. Suspendisse a enim vitae sem aliquet eleifend.

Fusce posuere quis nulla a vestibulum. Fusce et dictum mi, quis venenatis leo. Ut dolor tortor, volutpat et lobortis vitae, mollis nec magna. Nunc at lectus mi. Fusce tempor velit eu mattis ullamcorper. Nam ante tellus, consequat pharetra maximus sed, eleifend vel leo. Etiam posuere lorem ut blandit scelerisque. Cras congue malesuada mauris.

Typography

Digital typefaces

Arial is our chosen digital font. It's ideal when it's not possible to use our core typefaces, such as in Microsoft PowerPoint presentations, email signatures or for when you need to type out letters in Microsoft Word.

HEADLINES, TITLES

Arial Bold

SUB-TITLES, INTRO PARAGRAPHS

Arial Regular

Arial Regular intro para
lorem ipsum dolor sit amet.

BODY COPY

Arial Regular Body copy paragraphs lorem ipsum dolor sit amet adispicing vitae vehicula augue. Etiam viverra purus ac dolor ultrices eget auctor nibh volutpat.

Integer ut lorem nec urna imperdiet congue quis sit amet leo. Sed consequat, lectus sed volutpat adipiscing, nisl massa cursus urna, convallis egestas massa neque sed enim. Aenean at odio tortor. Mauris neque purus, tincidunt sed tempor id, faucibus et ligula.

Pattern

Our graphic system is born out of the flow and movement that's found within our logo. A simple system, with a clear set of principles has been developed to define how this can be used to extend the visual reach of our brand.

Six master artworks have been created which can be used to create dynamic crops in application.

MASTER PATTERN ARTWORKS (x6)



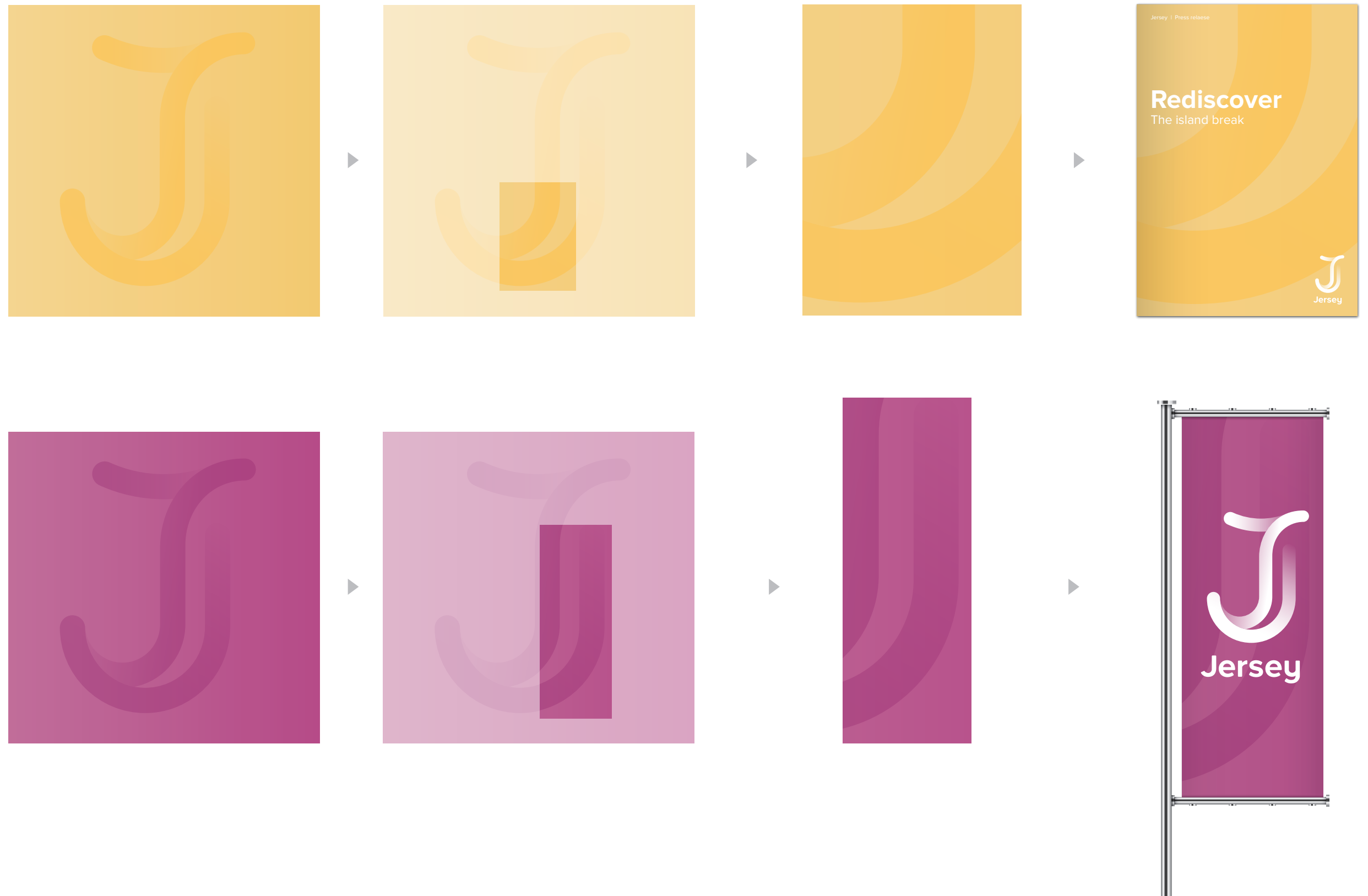
IN APPLICATION



Pattern

Using the master artworks, try to create dynamic crops that focus on the movement and rhythm of our brand.

CROPPING GUIDE



Iconography

Icons

Icons play a supportive role in the Jersey identity. They are essential for navigation within digital media such as online or within iOS or Android applications. In editorial literature, icons can be used as a way to designate sections or topics, e.g. seasons etc.

Drawing inspiration from the fluidity and curved form of our logo, our icons reflect the seasonality of the island as well as the vast array of activities that can be experienced on Jersey.

Stay



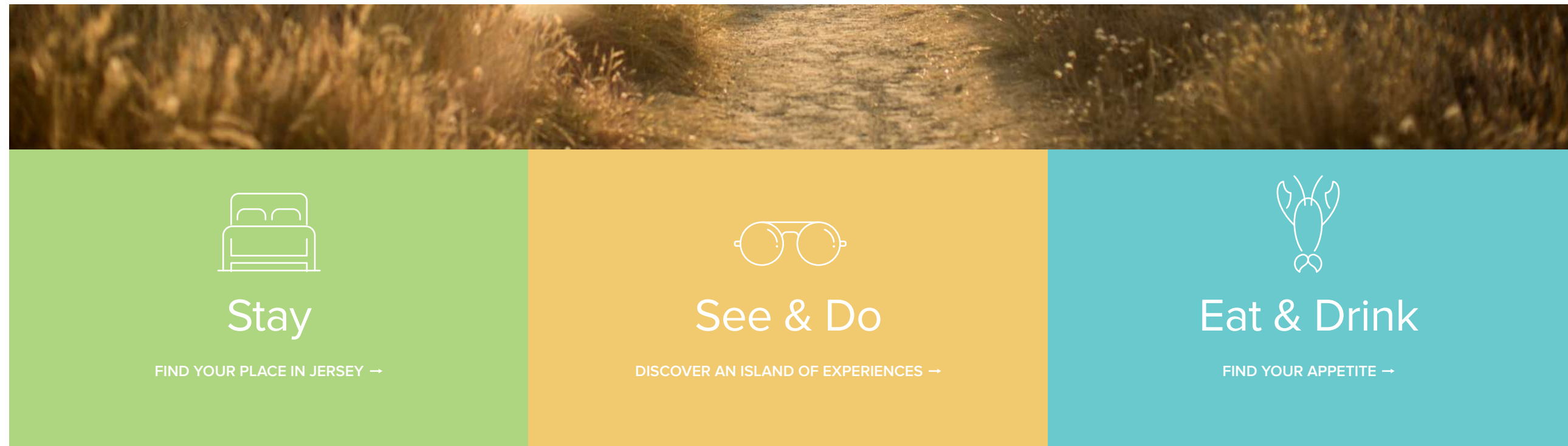
See & Do



Eat & Drink



ICONS IN SITU



Stay

FIND YOUR PLACE IN JERSEY →



See & Do

DISCOVER AN ISLAND OF EXPERIENCES →



Eat & Drink

FIND YOUR APPETITE →

Stay in touch

Jersey's an island that's full of variety. To help us give you the best information for your island break, we'd like to learn more about you.

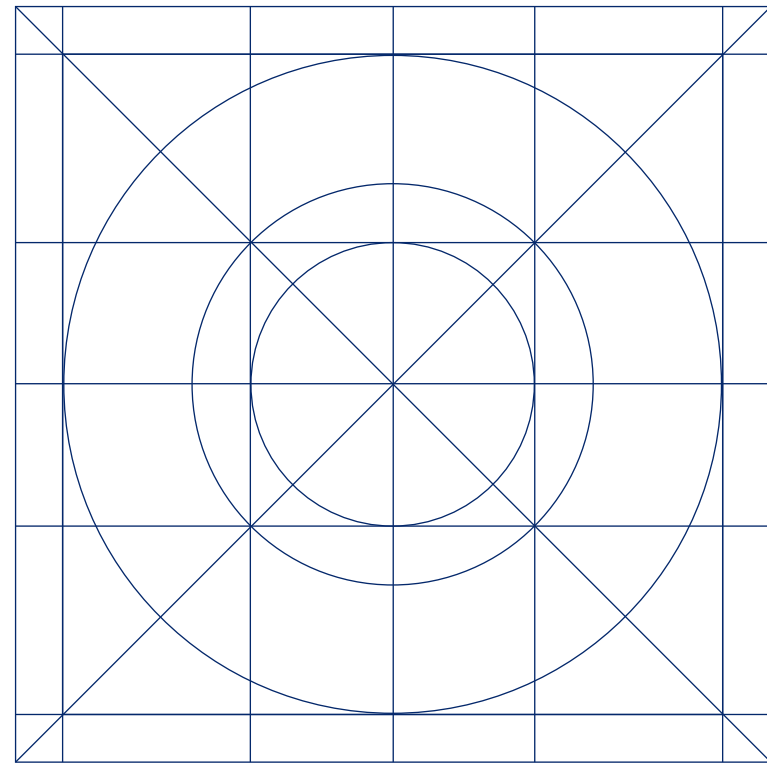
TELL US MORE →



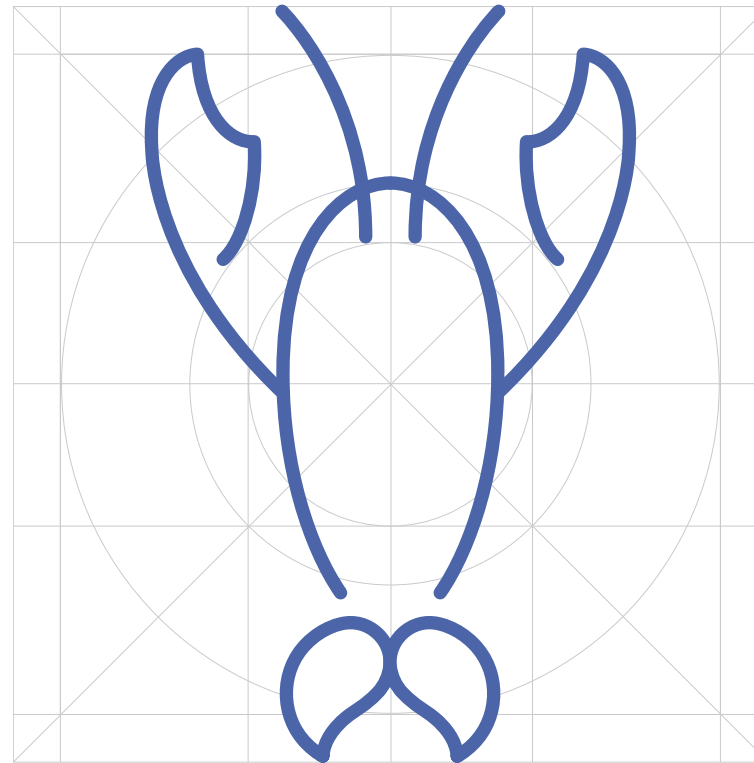
Creating icons

All our icons are based on general design principles with a grid used as a guide to contain and influence the placement of the illustration elements. This maintains a consistent look and feel and flexible design framework.

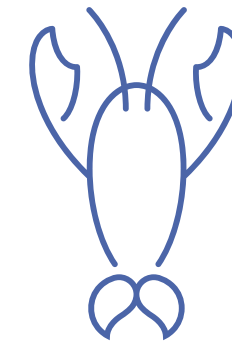
Please note: The icons shown below have been designed to showcase the icon style. Icons will need to be developed according to specific requirements.



Basic icon grid for reference



Icons at 100% size (100mmx100mm) have a keyline weight of 5pt



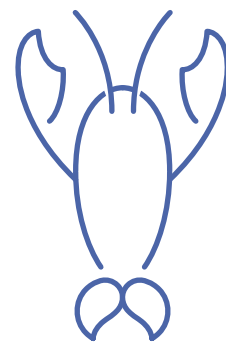
Positive



Negative



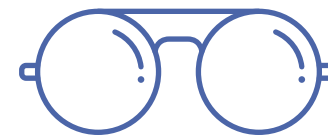
Minimum icon size 10mm
Keyline weight 0.5pt



Eat & drink



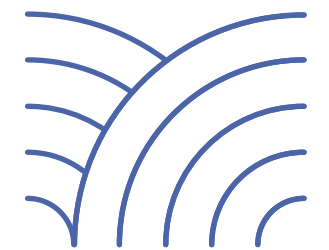
Stay



See & do



Travel



Farmland

Categories

Our photography style falls into five main categories which enable us to tell stories in interesting and different ways, depending on the type of application or content that you need to work with.

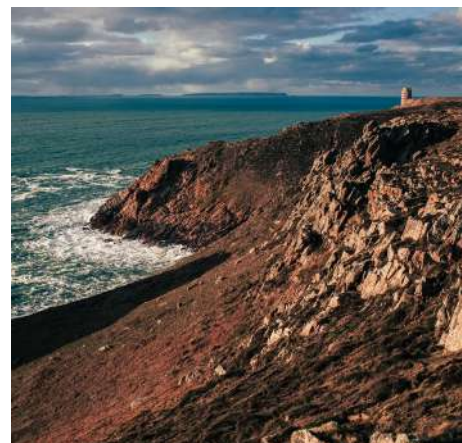
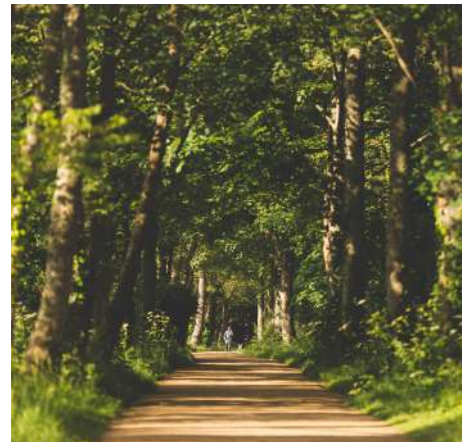
When adding to the library, always ensure that you reference these examples and follow the photography principles opposite:

- Natural, not forced or posed
- Positive, cheerful and aspirational
- Dynamic cropping
- Overall colours should be bright and fresh

PEOPLE



LAND/SEA



FOOD



CULTURE/HERITAGE



ACTIVITIES



Photographing people

People photography should always aim to include a good mixture of all types of people that experience Jersey i.e Jersey islanders, consumers and the general community. When adding to the library, always ensure that you reference these examples and follow the photography principles:

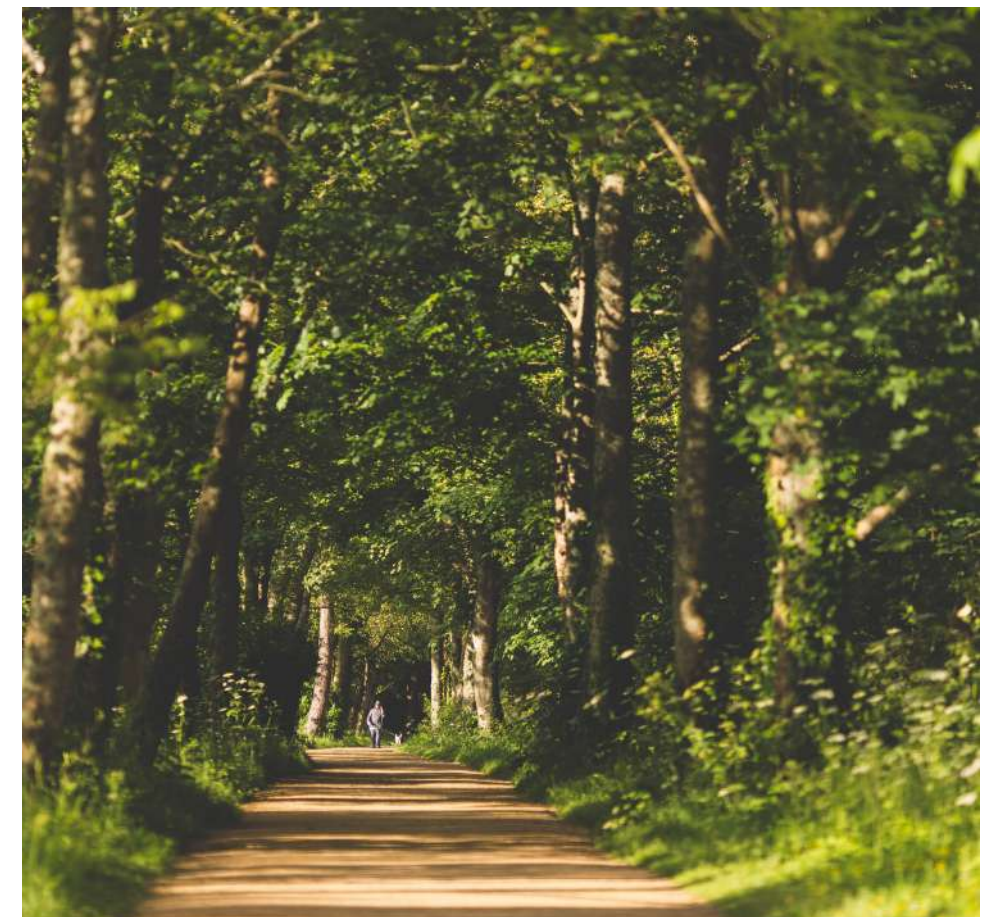
- Natural, not forced or posed
- Positive, cheerful and aspirational
- Dynamic cropping
- Overall colours should be bright and fresh



Photographing land and sea

Land and sea photography should capture the individuality and beauty of Jersey, whether it be images of the sea/coast or the inland landscapes. When adding to the library, always ensure that you reference these examples and follow the photography principles:

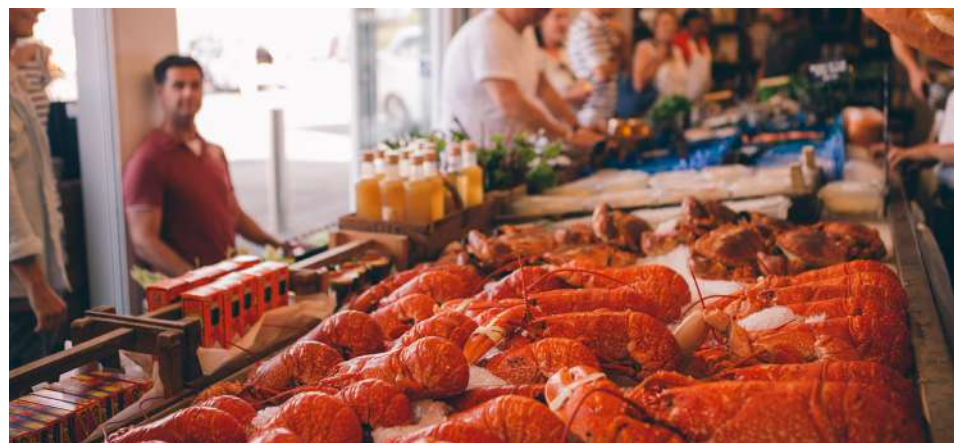
- Natural, not forced or posed
- Positive, cheerful and aspirational
- Dynamic cropping
- Overall colours should be bright and fresh



Photographing food

Food photography should celebrate all the great produce that Jersey offers. The famous Jersey Royal, the sumptuous seafood and the delicious dairy products that make Jersey truly unique. When adding to the library, always ensure that you reference these examples and follow the photography principles:

- Natural, not forced or posed
- Positive, cheerful and aspirational
- Dynamic cropping
- Overall colours should be bright and fresh



Photographing activities

There is so much to do on Jersey, from watersports to great coastal walks. When adding to the library, always ensure that you reference these examples and follow the photography principles:

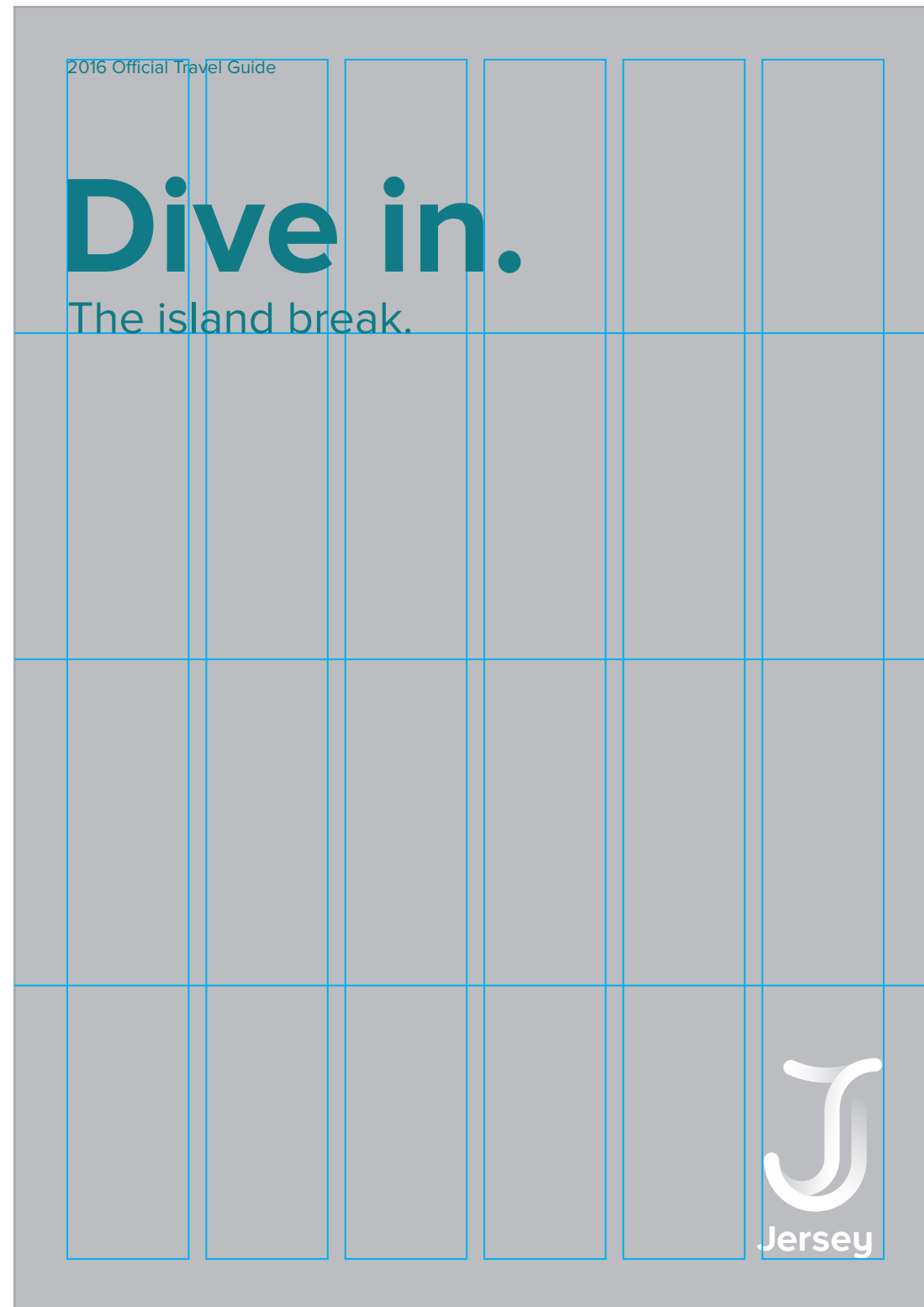
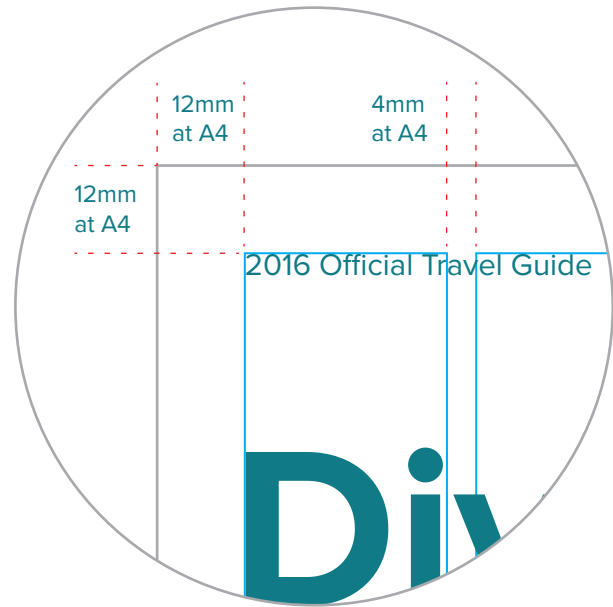
- Natural, not forced or posed
- Positive, cheerful and aspirational
- Dynamic cropping
- Overall colours should be bright and fresh



Grids

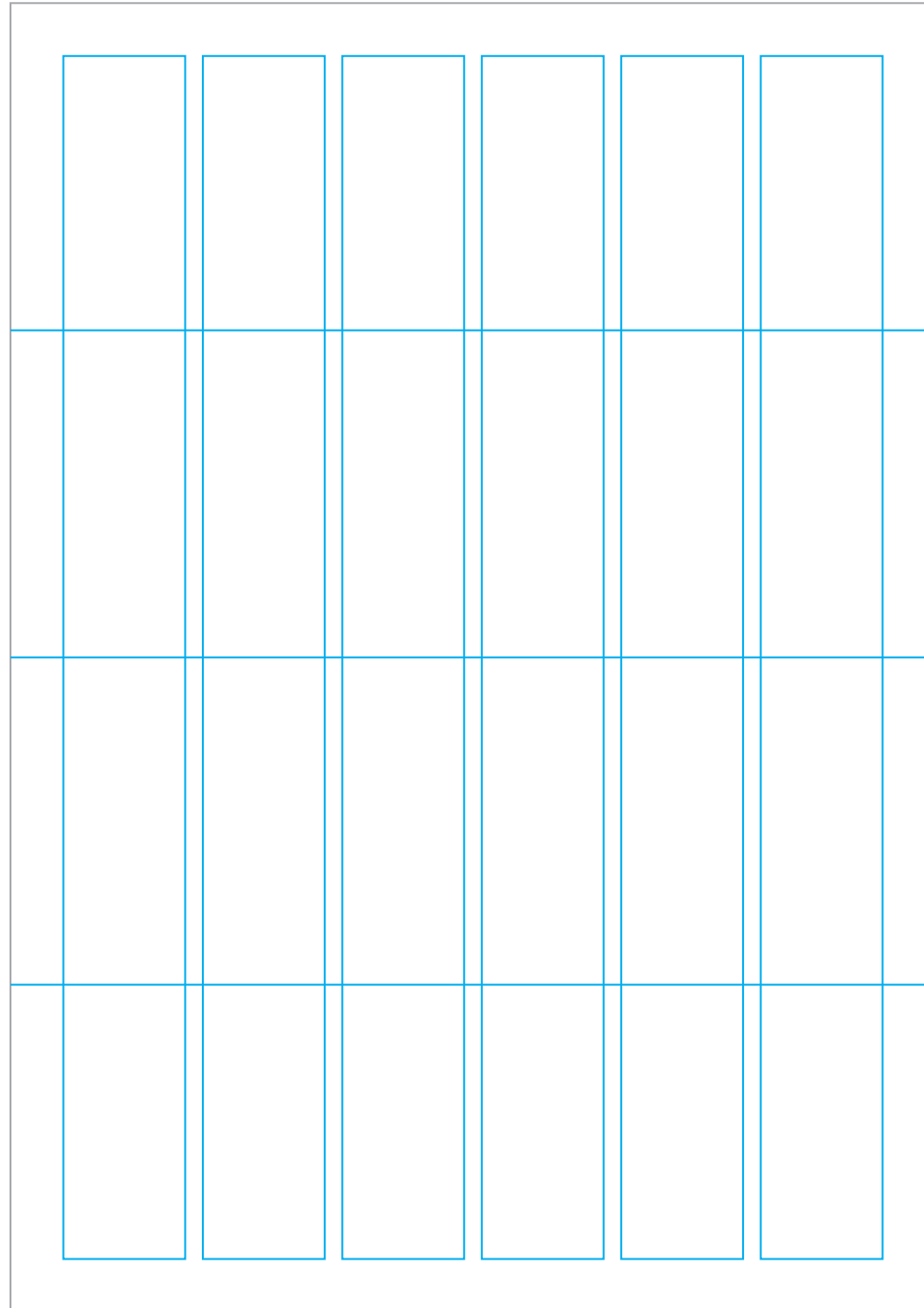
Print

Our grid provides an underlying structure that helps all our literature appear clear, ordered and considered. The grid is made up of a series of building 'blocks', as shown below. Always the same size, the blocks provide versatility in positioning and sizing text and images.

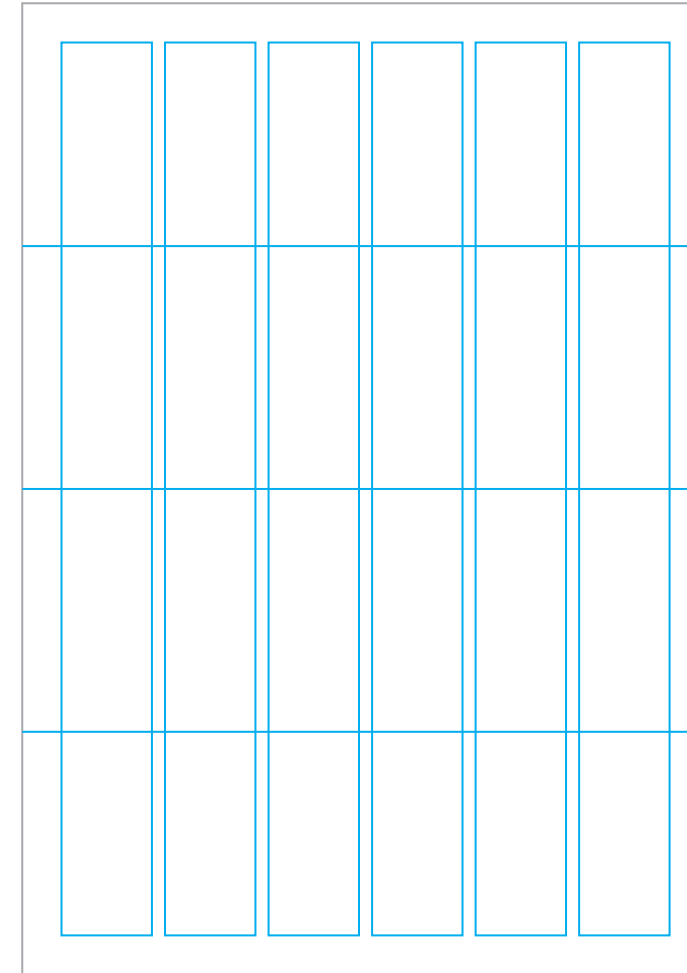


Sizes

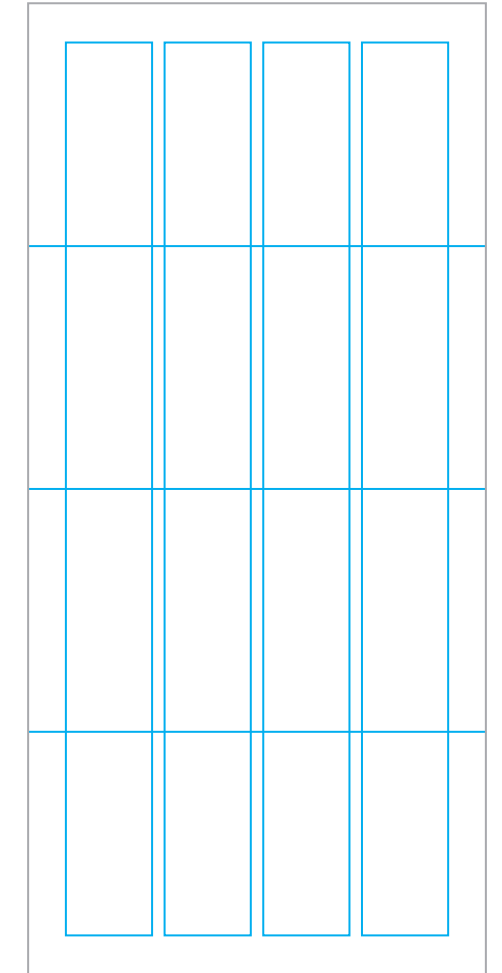
All our grids are based on the same building block principle: the blocks remain the same size on all formats. Only the number of blocks changes from one layout/size to another. This has the advantage of ensuring that defined type sizes are positioned consistently on all formats, covers and text pages.



A4 (6 column grid)



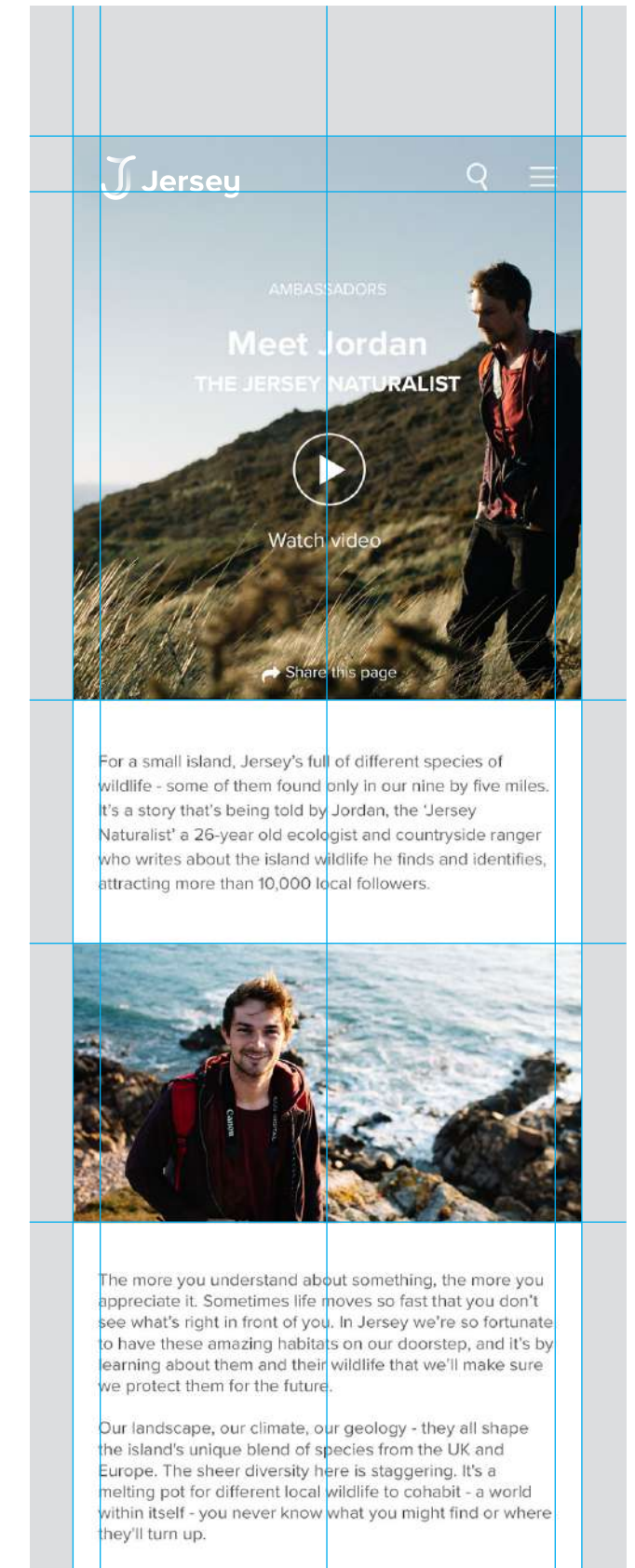
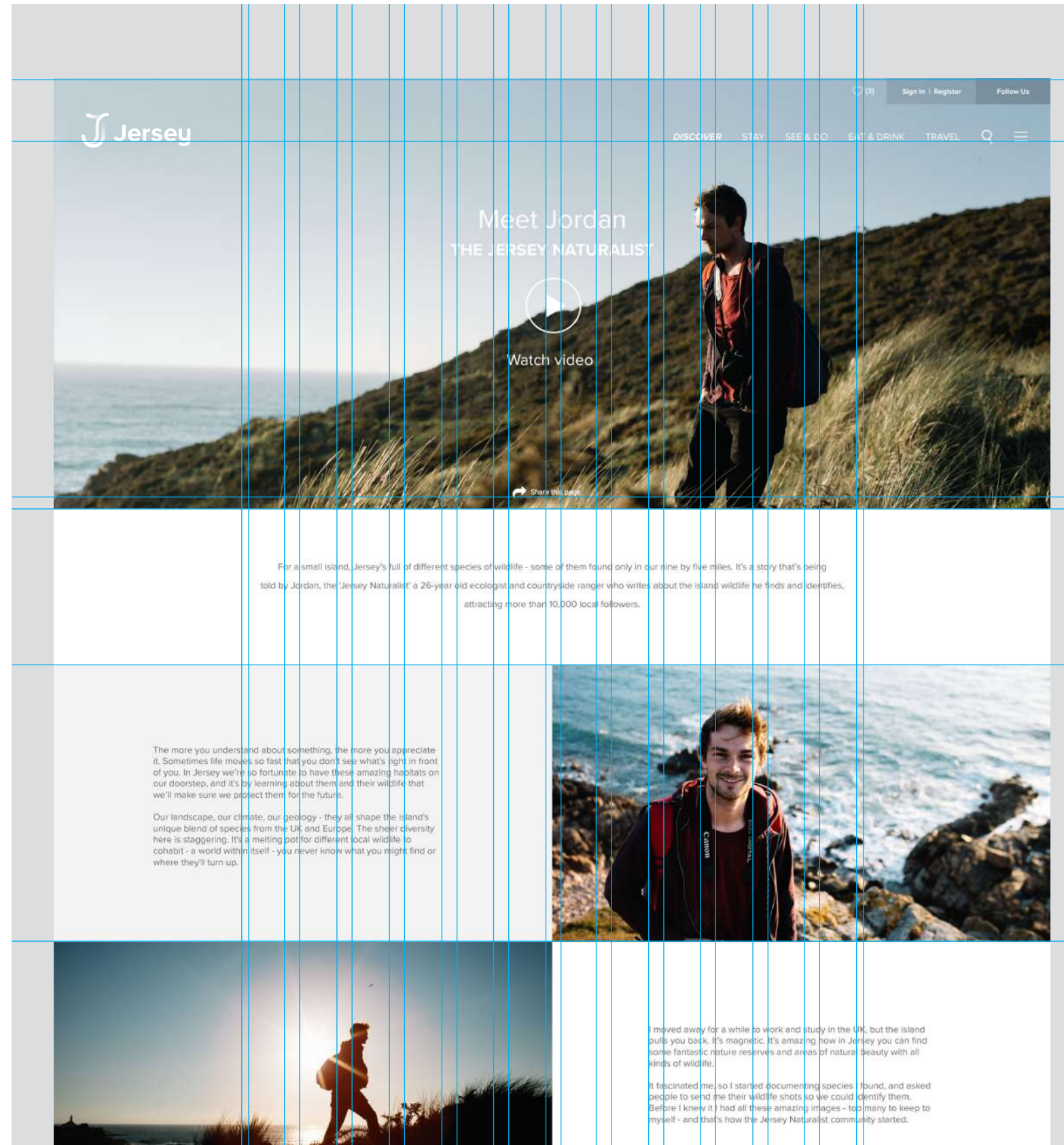
A5 (6 column grid)



DL (4 column grid)

Digital

Our grid also provides an underlying structure that helps our digital applications appear clear, ordered and considered. The grid for desktop is made up of 12 columns and forms the basis on which our website is built. For mobile devices content is at 90% of viewport.



Tone of voice

Tone of voice

Tone of voice

Tone of voice helps to bring our brand's personality to life in how we speak and write. It keeps our verbal and written communications distinctive, relevant and emotionally engaging

OUR BRAND PERSONALITY

Fresh

Bold

Spirited

Fun

OUR TONE OF VOICE PRINCIPLES

We are **upbeat** and **natural**

Our spoken words are refreshingly bright and breezy. We use relaxed everyday language, just like when we're speaking to someone in person.

We are **confident** and **concise**

We are self assured but not arrogant. We get to the point quickly and clearly, using few words brilliantly.

We are **passionate** and **enthusiastic**

There's an intense emotional honesty to our language that expresses our belief in what Jersey has to offer.

We are **lighthearted** and **witty**

Jersey is a fun place and this is captured in the friendly, inviting, joyful and sometimes witty way we speak.

Examples

Here are examples of how our tone of voice can come to life within our messaging.

FROM:

“Jersey’s good living and fine food enjoys a glowing reputation the world over. The Island boasts a huge range of places to eat”.

“Discover Jersey’s beaches, browse maps and keep up to date with all the latest news from around the Island. You can even Meet the Locals!”

“Social Hub. Experience Jersey and share your favourite moments”.

“Short breaks. Longer holidays. Where to stay. What to do”.

TO:

“Good living and fantastic food have put Jersey on the world map. Take time to explore the Island’s diverse and delicious eateries”.

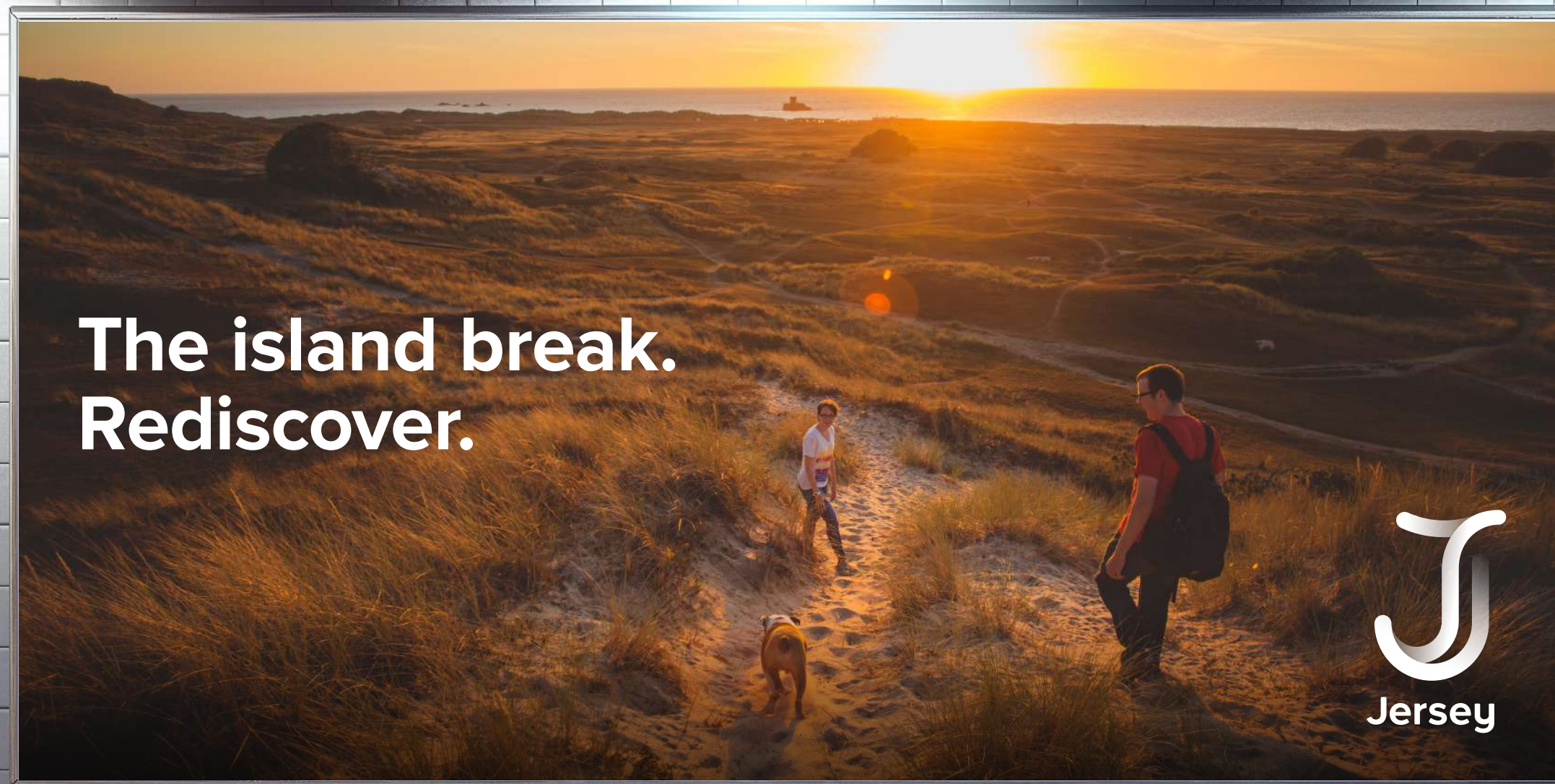
“Explore breathtaking beaches, plan your trip, catch up on Island news and get to know our friendly people!”

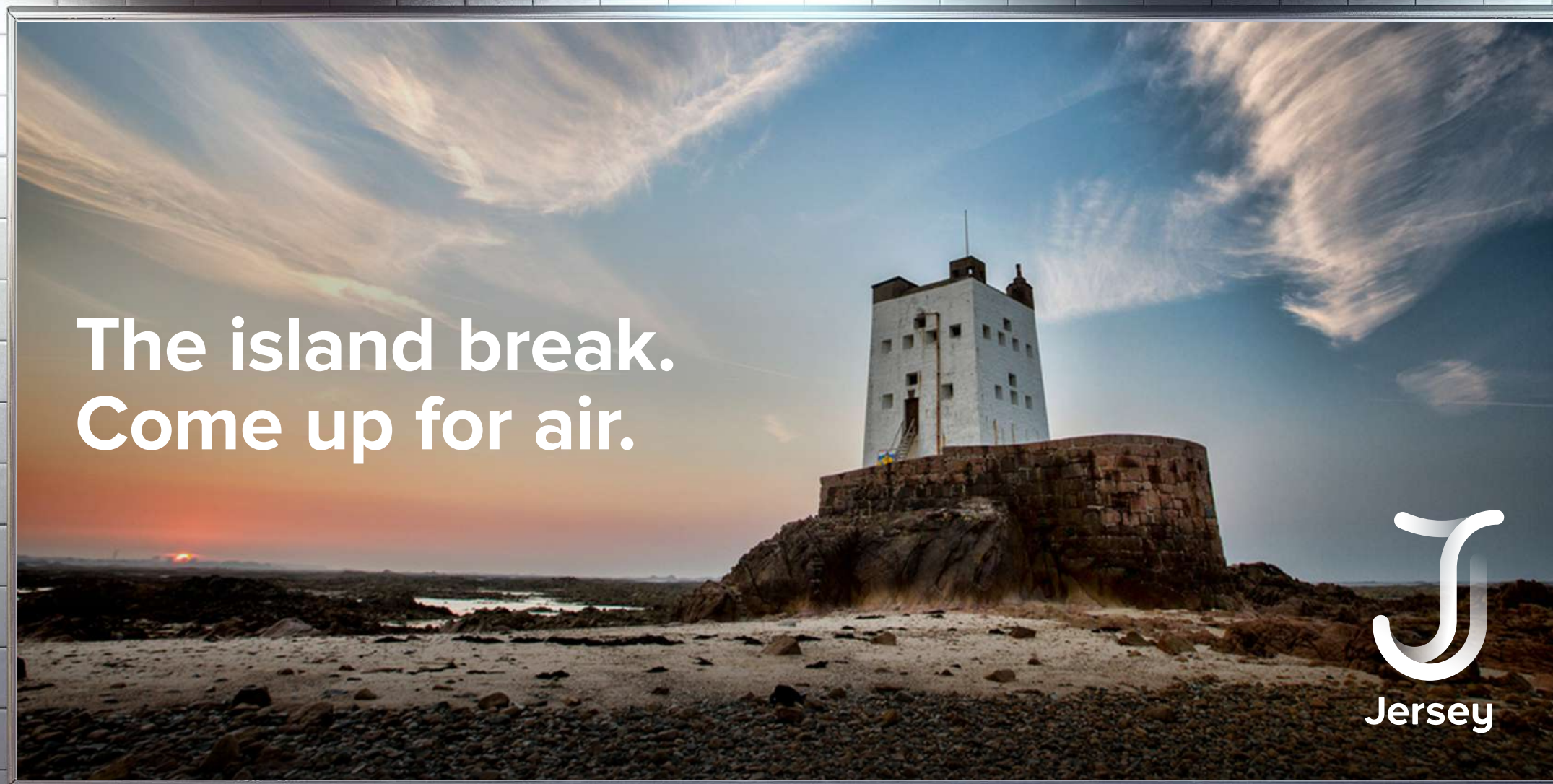
“Love Jersey: Check out our online social hub, a place to learn and share tips on Jersey”

Island escapes. Long lazy holidays. Places to stay. Fun stuff to do.

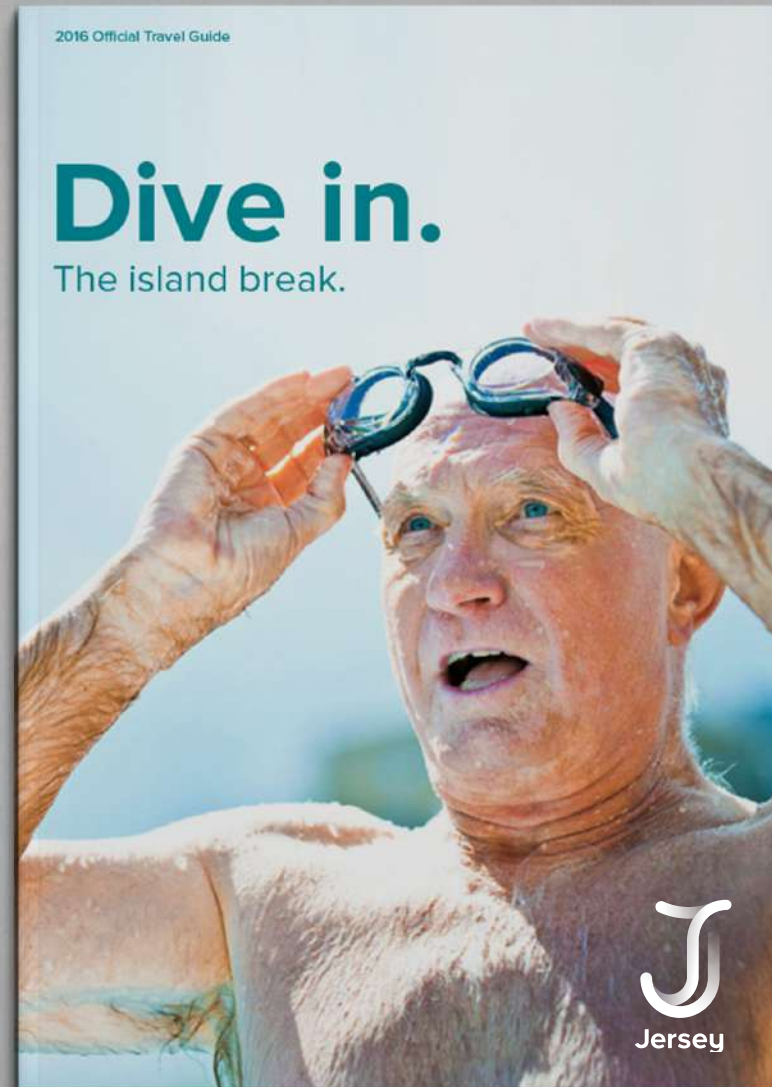
Using the identity

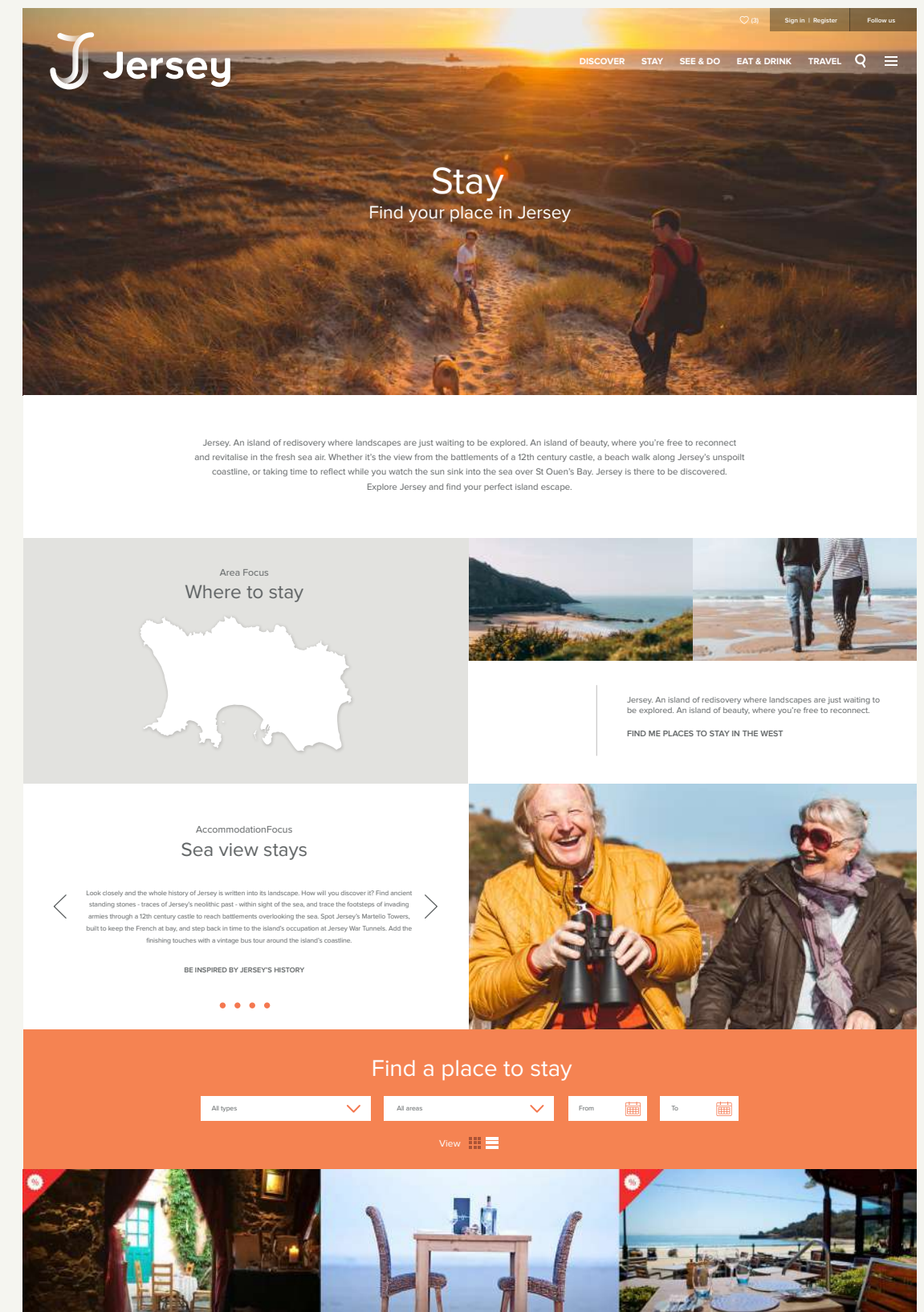
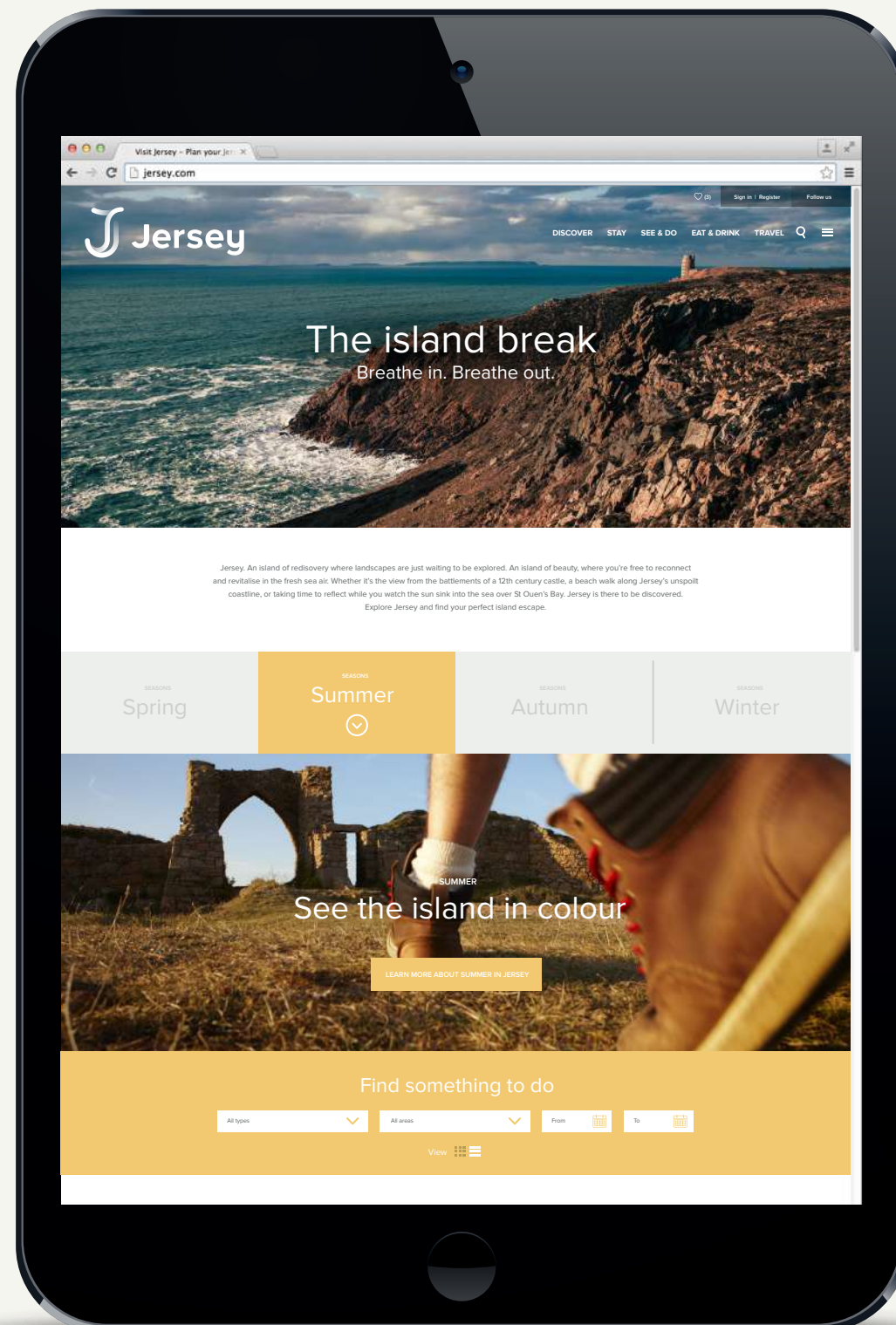
Our brand identity has been designed to provide flexibility and consistency across a broad range of applications.

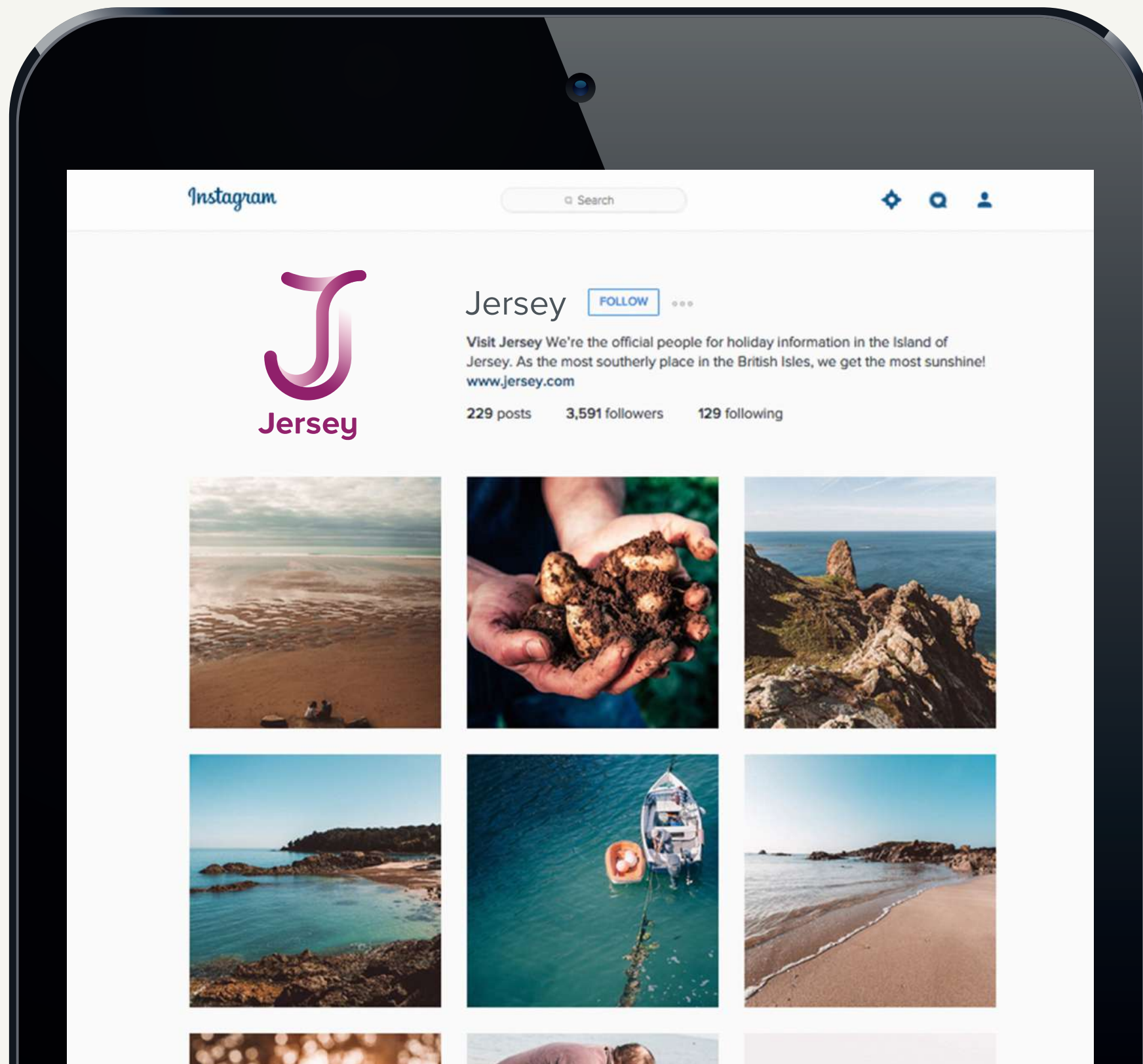


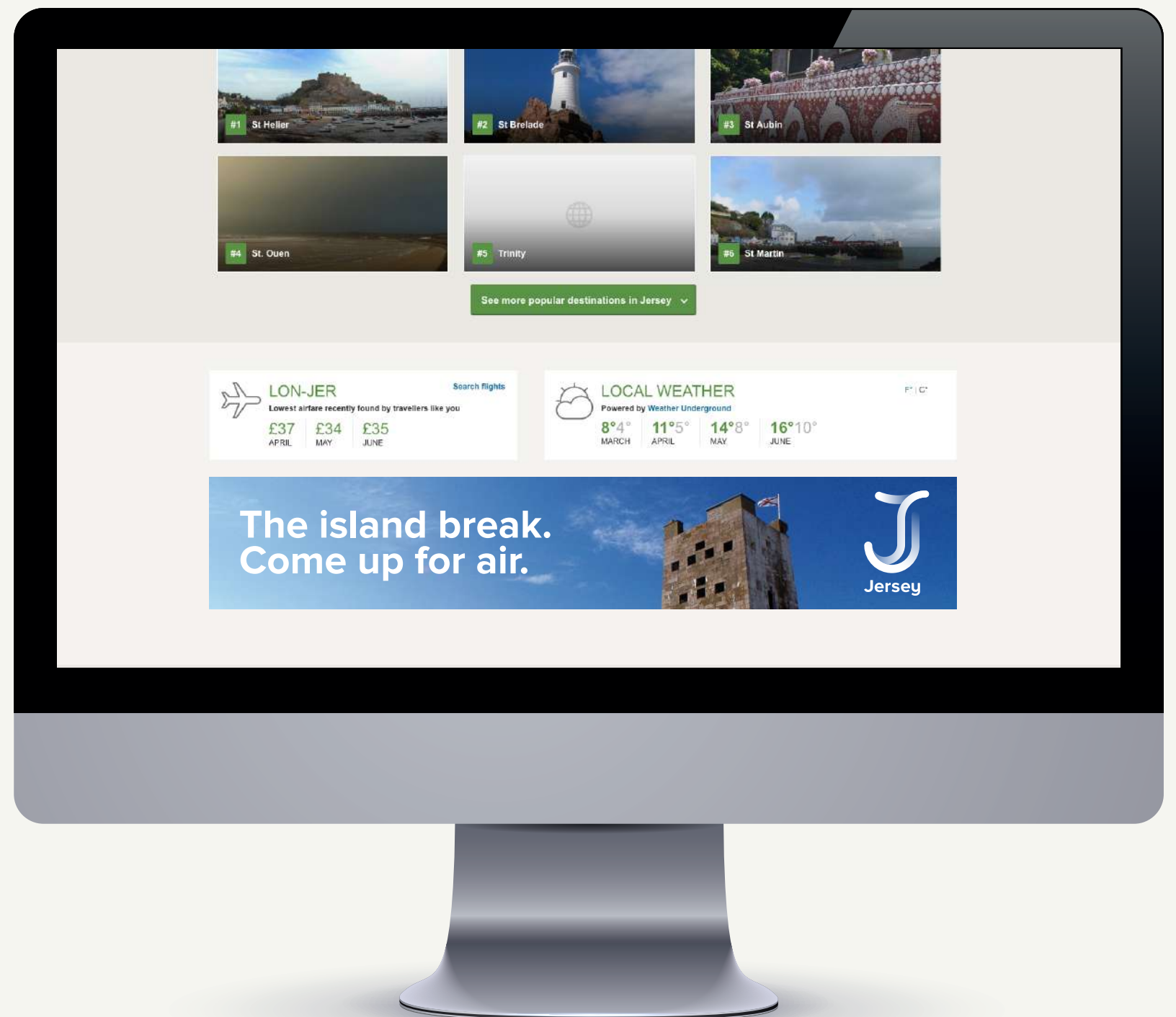
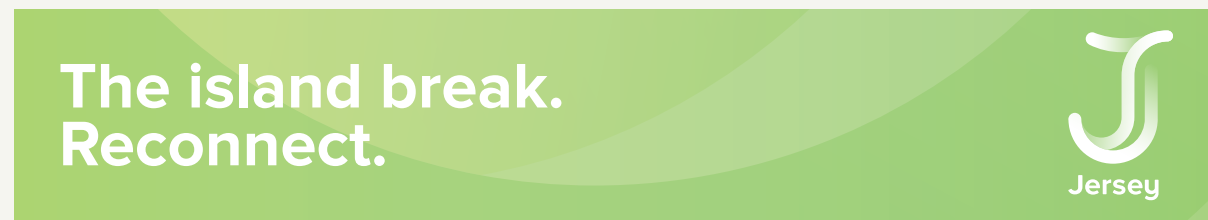
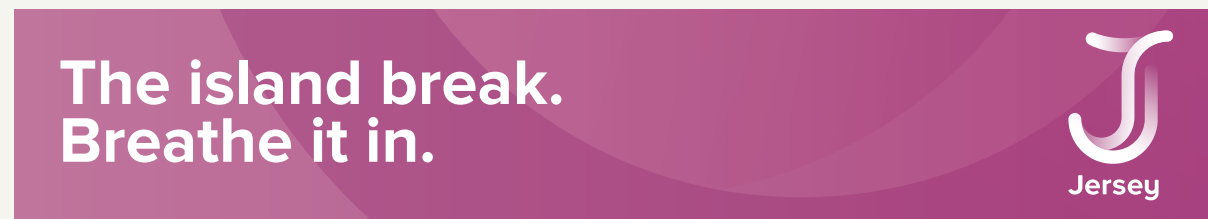
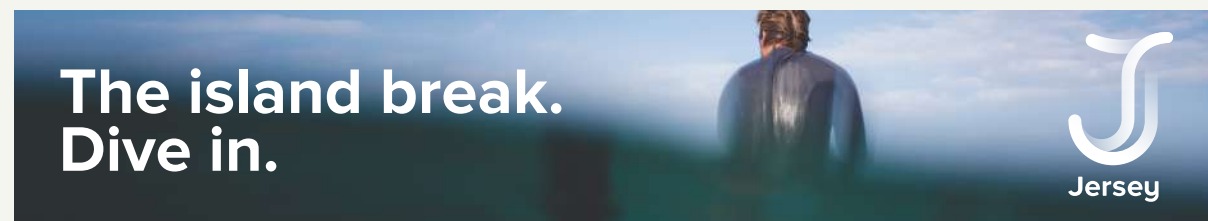




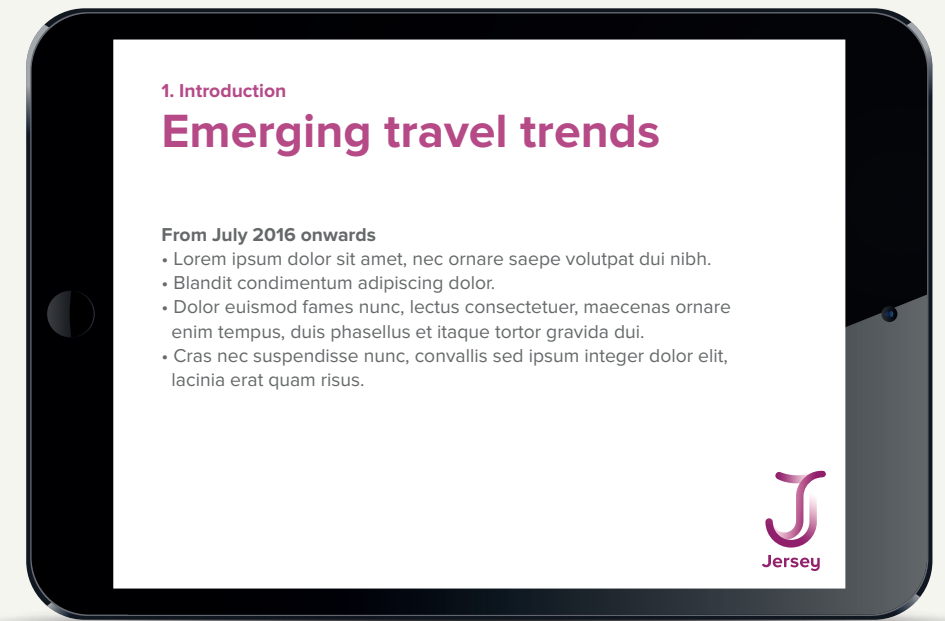
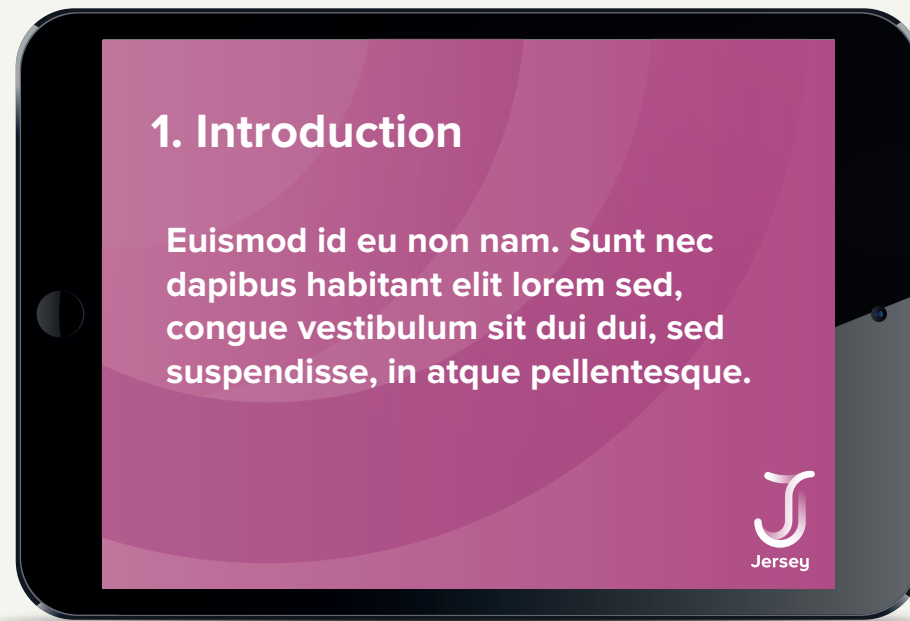




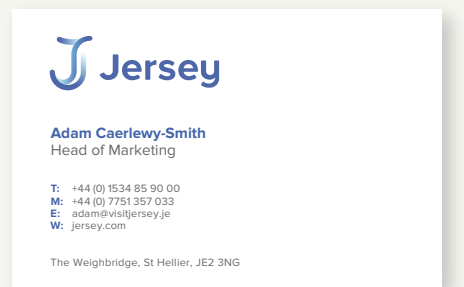
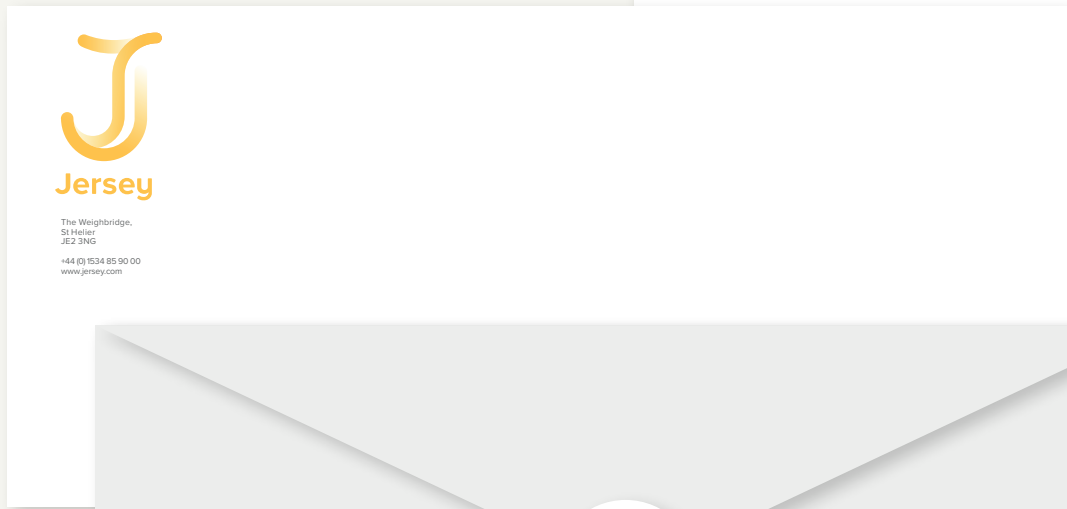












Contacts

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