

Jersey Co-branding Guidelines



Welcome to the Jersey co-branding guidelines

This co-branding guidelines document is intended for use by organisations that are working in partnership with the Jersey brand.

It will help Jersey and its partners to communicate their relationship with each other, and make it easy for all involved organisations to include brand assets in communications and receive credit for the experience they are delivering.

This document will outline the following types of co-branding:

Please liaise with Visit Jersey to determine which co-branding scenario should be used within your brand communications.

PARTNER LED

Where the communications are being driven by a partner organisation outside of the Jersey brand itself. The partner brand will be the dominant presence.

Endorsement

Where a piece of communications, typically focused around a single subject or event, is endorsed via a visual association with the Jersey brand.

Co-operative

Where the Jersey brand appears in co-operative support of a piece of communications, with varying degrees of visibility that depend on the nature of the relationship and desired impact.

Explicit

For communications where an overt relationship between the partner brand and Jersey is to be visually demonstrated.

Implicit

For communications where there is not the need for an explicit relationship between the partner brand and Jersey.

JERSEY LED

Where the communications are being driven by Jersey. The Jersey brand will be the dominant presence.

Endorsement

In Jersey-led applications, partner brands should appear as endorsing presences only.

Partner-led (Endorsement)

Endorsement

Typically, the request for use of the Jersey brand as an endorsing device will come from an association/event who wants to benefit from being associated with Jersey. Typical usage of an endorsement in these situations would be on web sites, marketing literature and advertising.

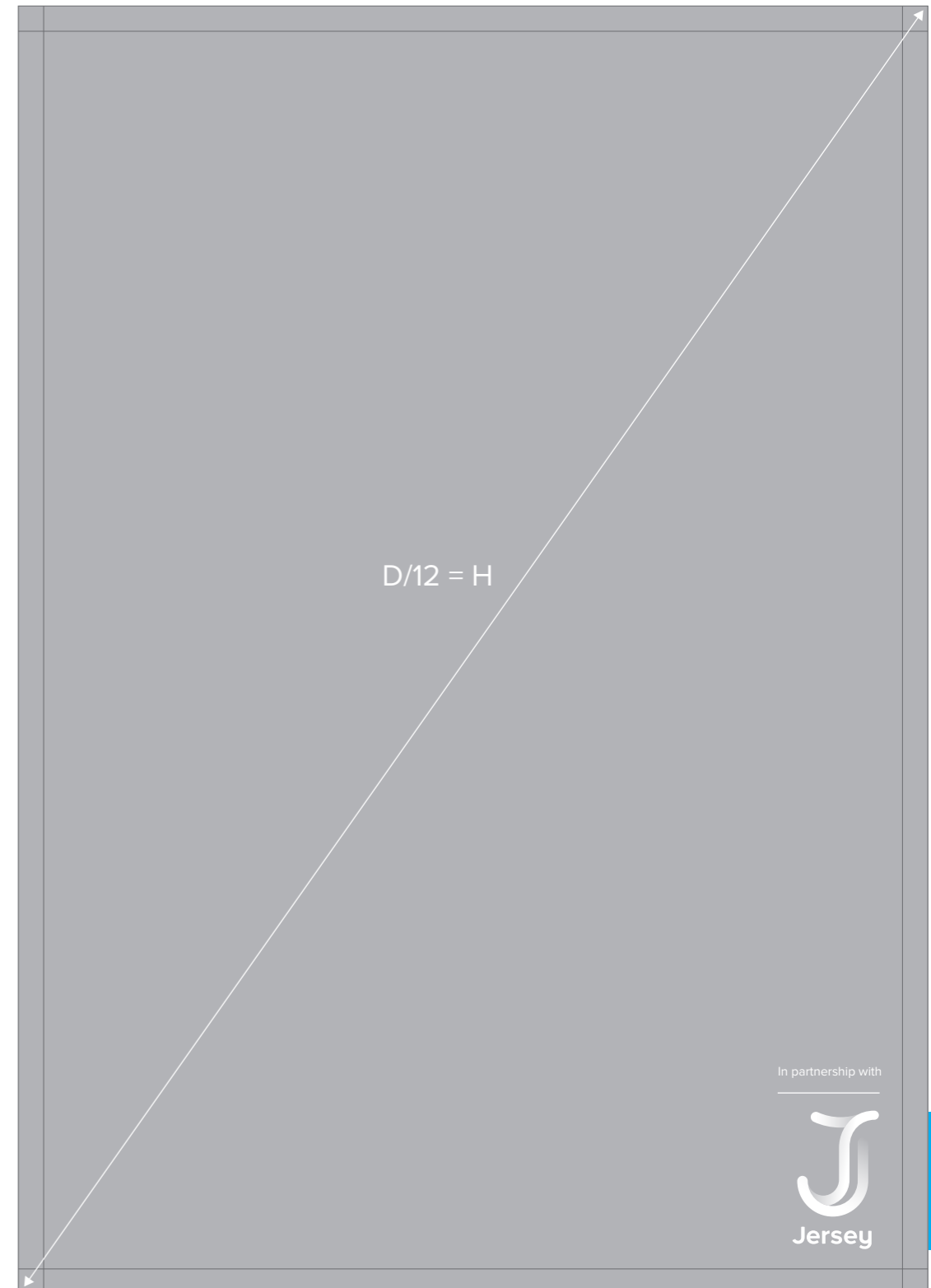
The endorsing device consists of a short statement explaining the relationship between the two associations and the Jersey logo. The statement and the logo are separated by a ruled line.



Endorsement - size

At A4 the Primary Jersey logo is used at 30mm height. These proportions should be maintained for larger sizes. We achieve this by measuring the diagonal of the application and dividing by 12.

To avoid inconsistency in sizing across applications, round to the nearest 5mm. E.g. A4 diagonally measures 363/12=30.25 – rounds to 30mm high.



Endorsement

Examples using the endorsement mark:

"The war is over; we herewith hand back the islands to you."
Baron Von Aulsess

"Our dear Channel Islands are also to be freed today."
Winston Churchill
8 May 1945
15:00 GMT

**CELEBRATING
70 YEARS
OF FREEDOM
1945 - 2015**

**JERSEY
WAR
TUNNELS**

In partnership with
J
Jersey

LIBERATION INTERNATIONAL MUSIC FESTIVAL

The 8th Liberation International Music Festival runs from 3rd – 15th May 2016 and explores artistic freedom and the power of music to liberate the spirit in venues across the island.

Enjoy stirring performances from the Band of HM The Royal Marines and a Ballet Gala featuring principals from the Royal Ballet including Lauren Cuthbertson.

On Liberation Day join us for a Musical Walk with a difference in the stunning setting of St Ouen's Manor. Or come to an "Evening of Musical Velocity" featuring world-class musicians "ZRI" at The Mansell Collection with astounding gypsy music meeting the might of formula one in Nigel Mansell's trophy room.

Listen to a wonderful evening of music inspired by France with the Jersey Chamber Orchestra conducted by young rising star Daniel Cohen including Beethoven's Eroica Symphony and Saint-Saëns' Violin Concerto No 3. Alternatively picnic in the glorious grounds of heritage site Hamptonne and enjoy an afternoon of Jazz with our headline act - award winning pianist, singer & songwriter Joe Stilgoe with his band - for a great family day out.

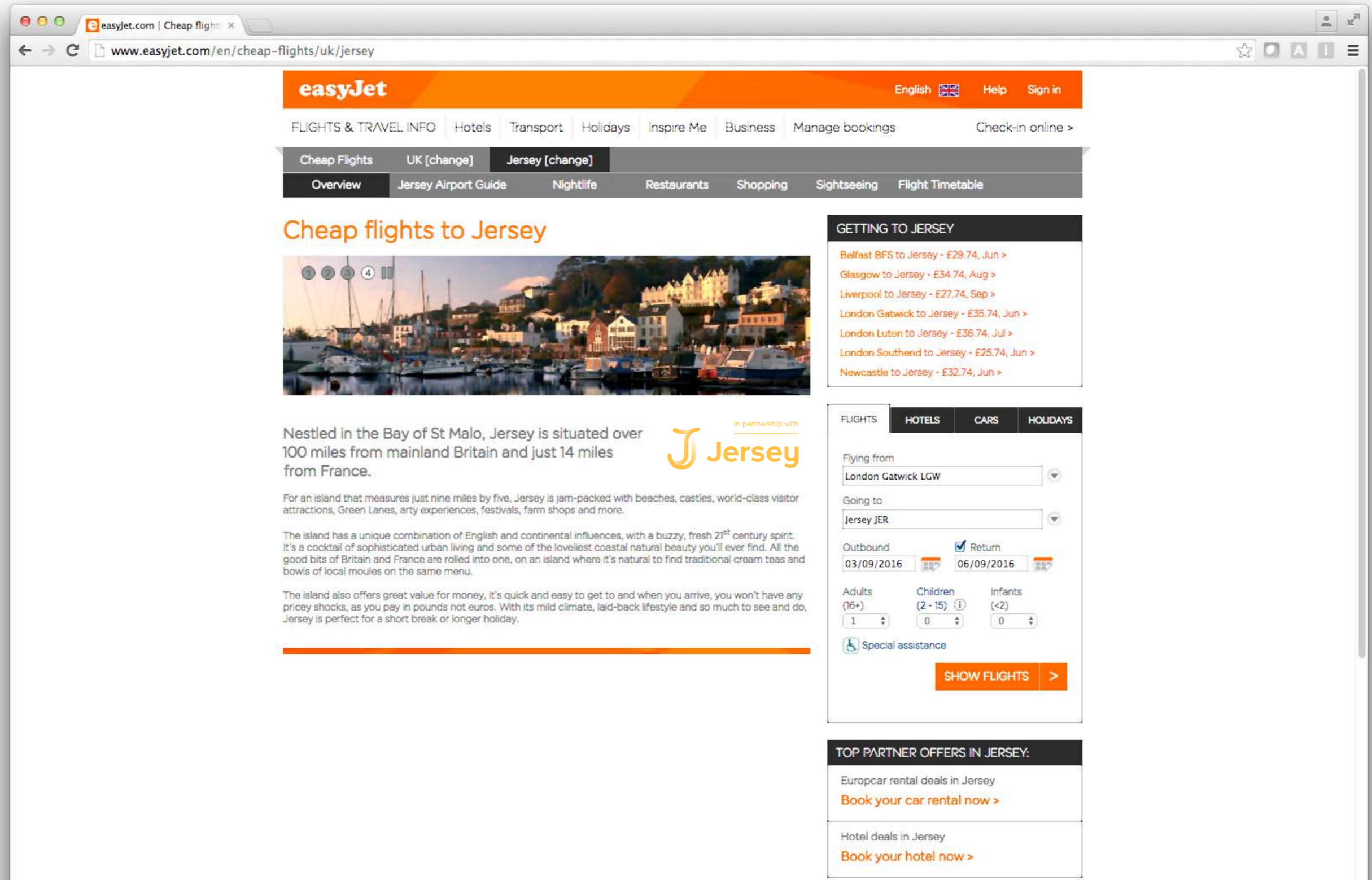
LIBERATION
International Music Festival

In partnership with
J
Jersey

Endorsement

The example below demonstrates when a partner brand is communicating on a white background and the use of one of our full colour logos.

Please note: The horizontal version of the Jersey logo should only be used where space constraints apply. The stacked version of the Jersey logo is the preferred version and should be used wherever possible.



Endorsement - Sponsorship

A sponsorship endorsement occurs when two or more companies come together to jointly sponsor an event. Because in these situations the host brand (in this example a music festival)

will take the lead, it is typically not possible for Jersey or indeed any other sponsor to insist on any more than a quality logo rendition and respect for clear space specifications.



Partner-led (Co-operative)

Co-operative relationship (EXPLICIT)

The principle method of signifying the relationship is to place the logos close to each other in the horizontally aligned relationship illustrated, divided by a simple ruled line. Recognising that logos of partner companies will inevitably vary considerably it is important

to evaluate the equal size relationship based on the 'perceived' same size rather than the 'measured' same size. Please see the core Jersey brand guidelines for more information on the use of Primary and Secondary logo versions.



SECONDARY STACKED LOGO



Co-operative relationship (EXPLICIT)

There will be certain instances where we can't use the primary 'stacked' version of the Jersey logo due to the size relationship with the partner brand logo. In these cases we should use our 'horizontal' version as illustrated below.



Co-operative relationship - preferred placement (EXPLICIT)

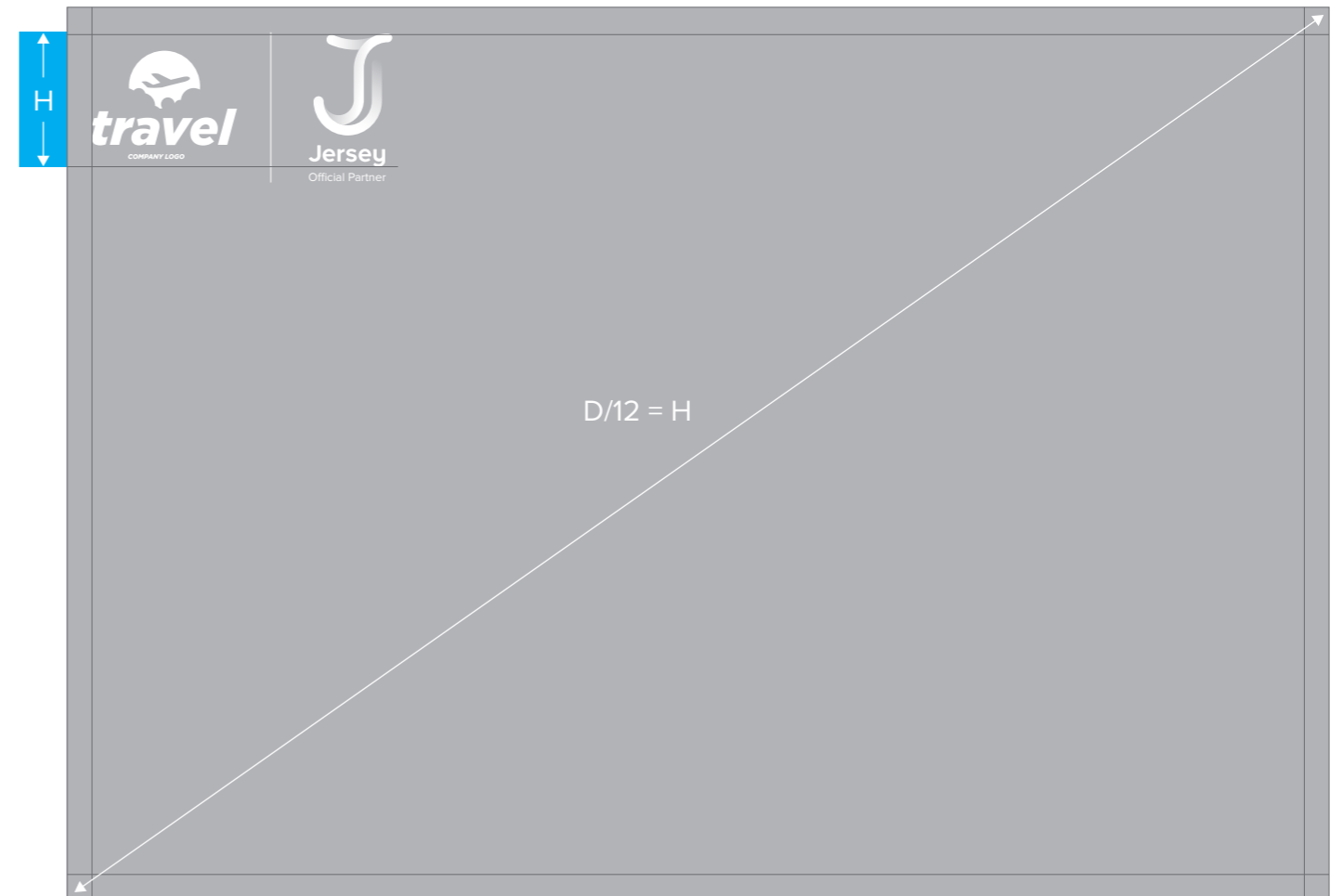
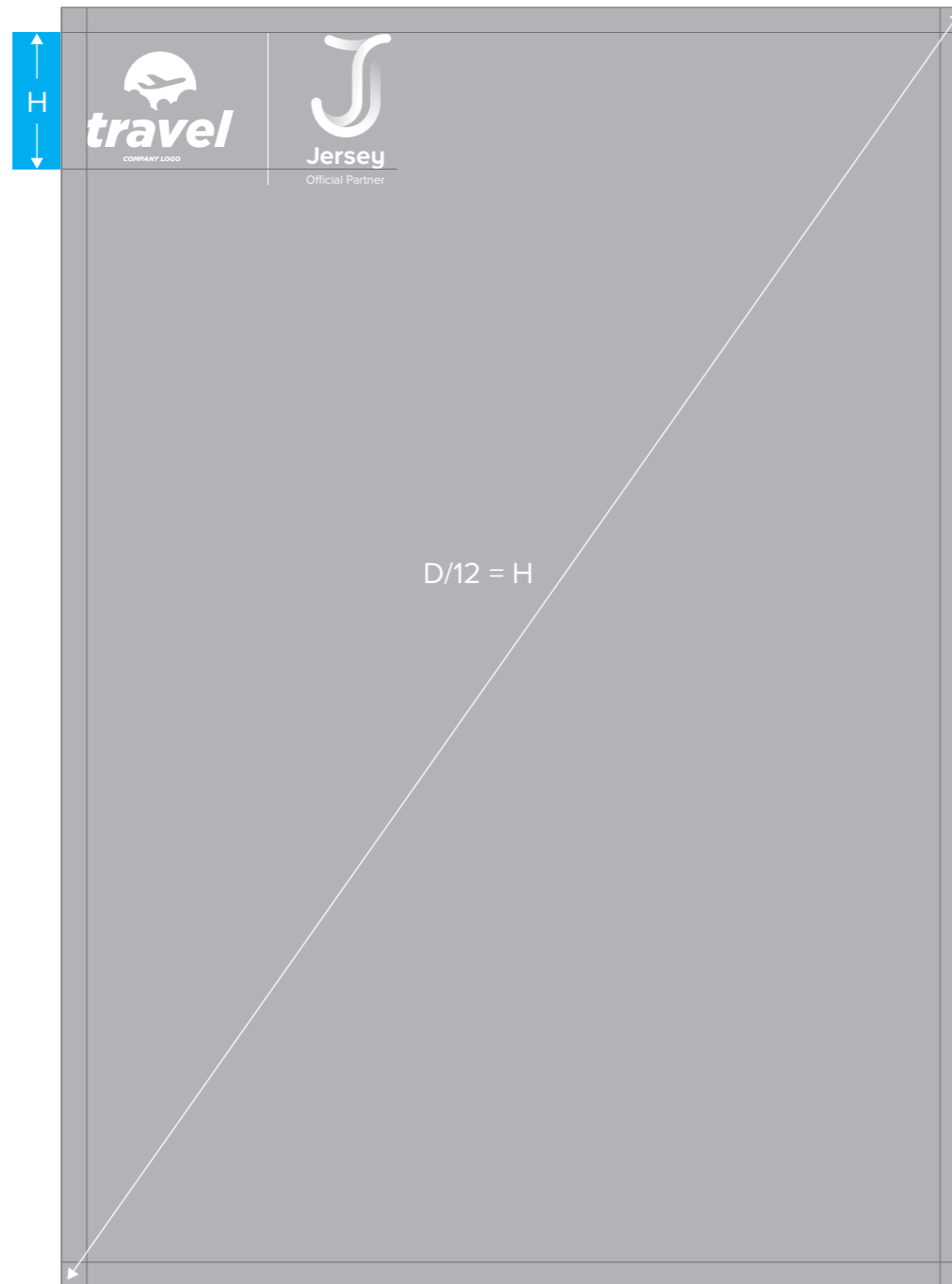
In partner-led applications the Jersey branding should be placed to the top left of applications, locked up with the partner logo. If the partner brand logo doesn't sit top left then the Jersey logo should be locked up with the partner logo in the partner's preferred placement.



Co-operative relationship - size (EXPLICIT)

At A4 the Primary Jersey logo is used at 30mm height. These proportions should be maintained for larger sizes. We achieve this by measuring the diagonal of our application and dividing by 12.

To avoid inconsistency in sizing across applications, round to the nearest 5mm. E.g. A4 diagonally measures $363/12=30.25$ – rounds to 30mm high.

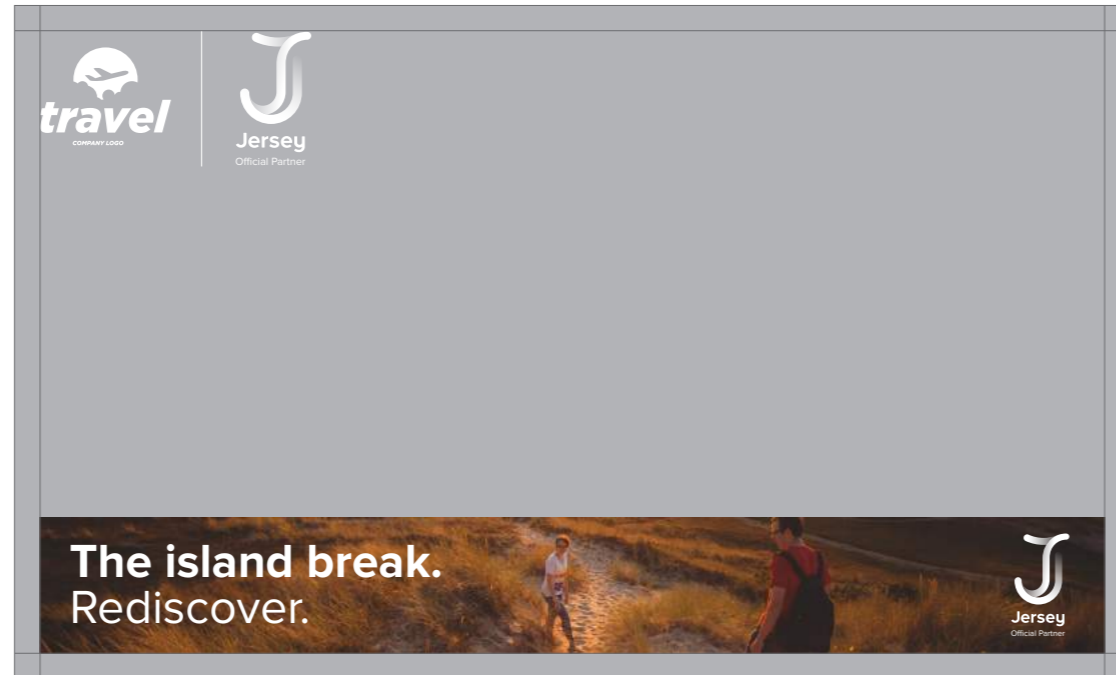


Co-operative

There are 2 levels of co-operative co-branding, explicit and implicit, depending on the terms of the relationship and the degrees of visibility required. More detail on where these approaches should be used can be found on pages 15 - 20.

EXPLICIT relationship

Pages 15-17 detail guidance around explicit relationships and the rules that should be applied.



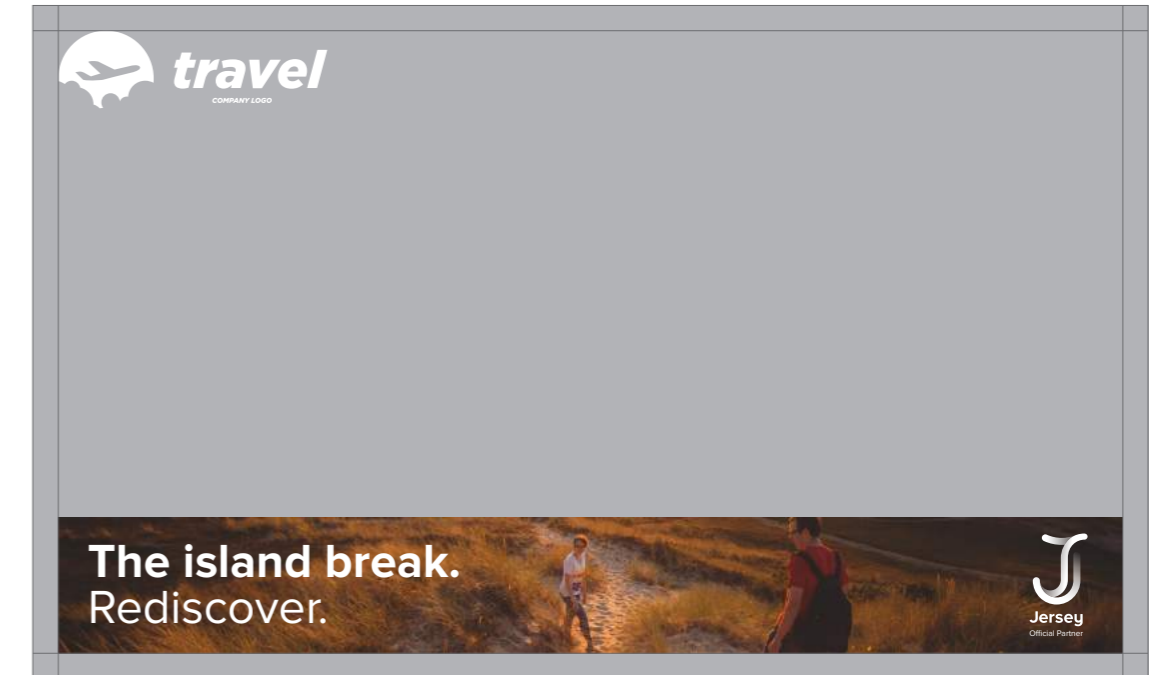
OPTION 1 - CO-OPERATIVE LOCK-UP AND BRAND BANNER



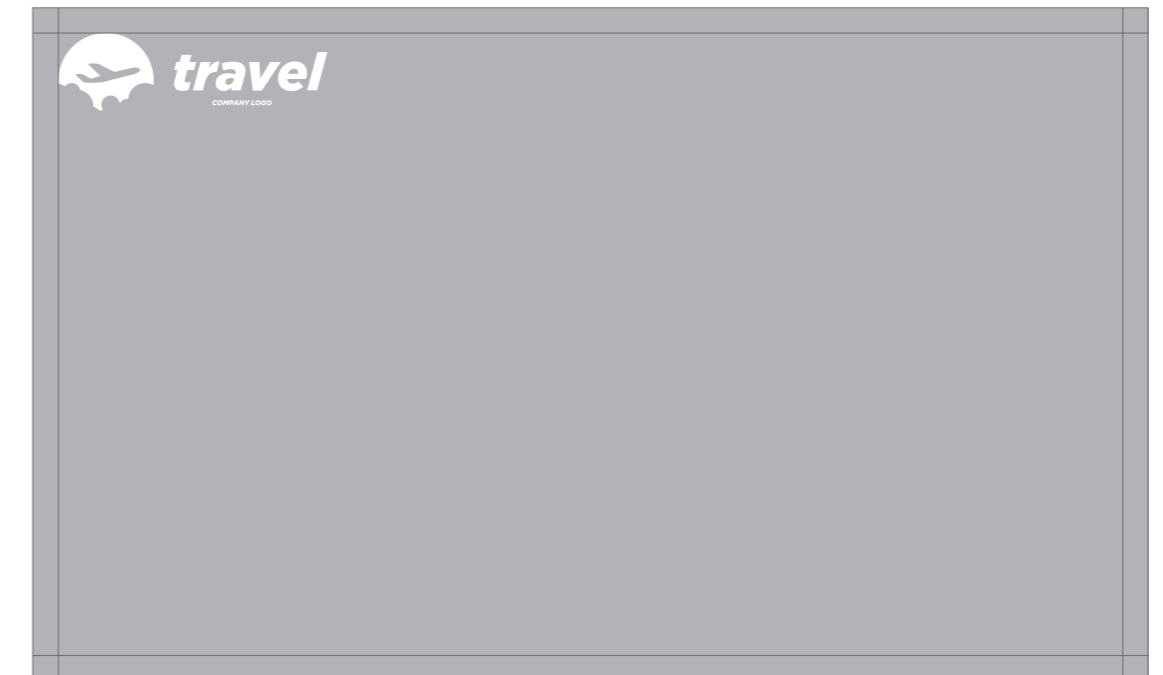
OPTION 2 - CO-OPERATIVE LOCK-UP ONLY

IMPLICIT relationship

Pages 18-19 detail guidance around implicit relationships and the rules that should be applied.



OPTION 1 - BRAND BANNER ONLY



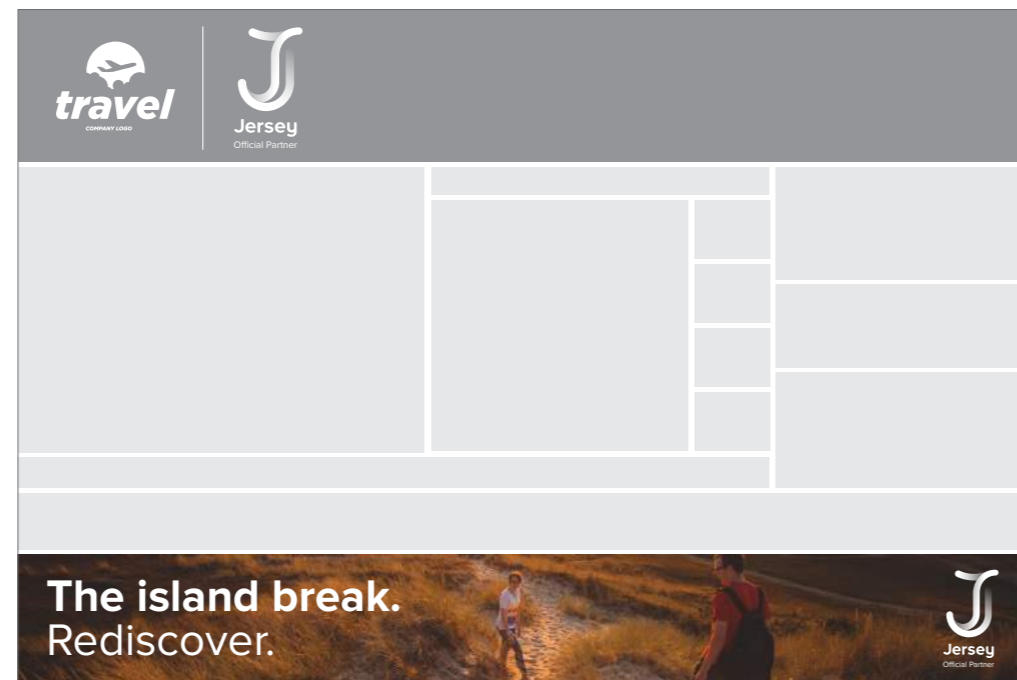
OPTION 2 - NO VISIBLE JERSEY BRANDING

Co-operative relationship - Primary use (EXPLICIT)

When working with partners and in order to strengthen the relationship between the partner and Jersey, use the co-operative lock up as illustrated below. The addition of a Jersey branded banner can be used in conjunction with the co-operative lock up to further enhance the relationship.

Wherever possible, it is important to use the primary version of the Jersey logo (white) so that the two brands feel like they are working in partnership and are integrated with one another.

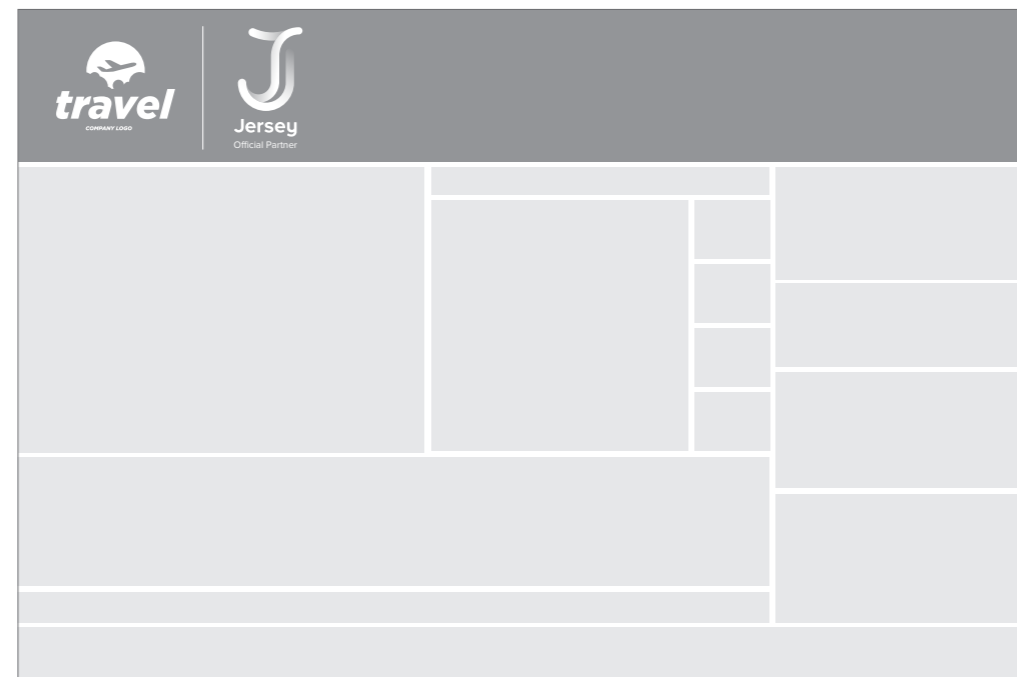
OPTION 1: CO-OPERATIVE LOCK-UP AND BRAND BANNER



OPTION 1: EXAMPLE



OPTION 2: CO-OPERATIVE LOCK-UP ONLY



OPTION 2: EXAMPLE

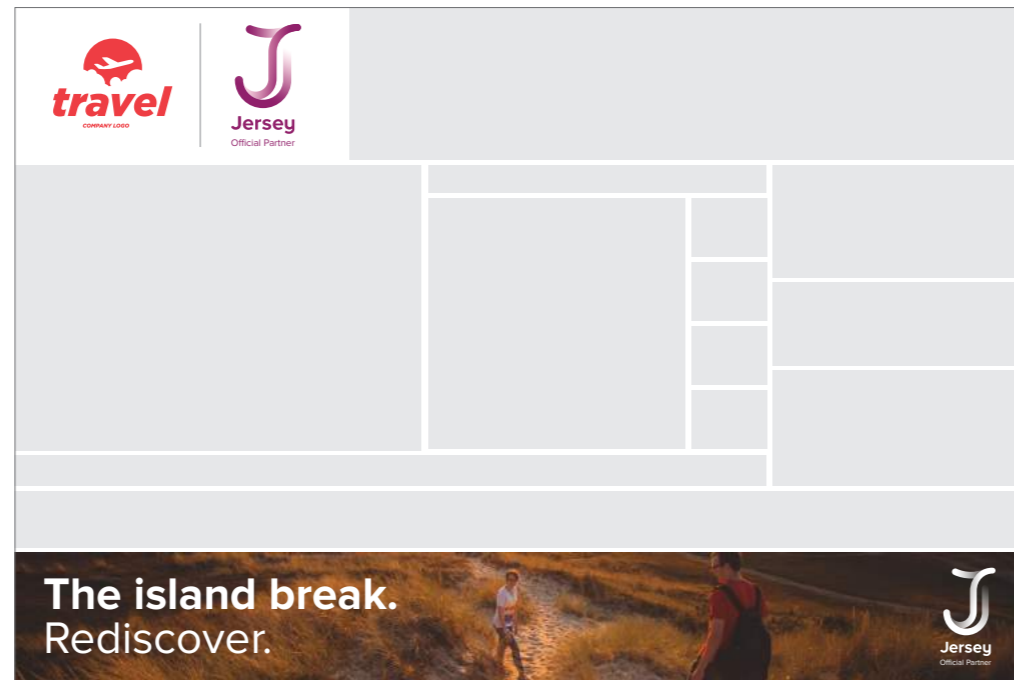


Co-operative relationship - Secondary use (EXPLICIT)

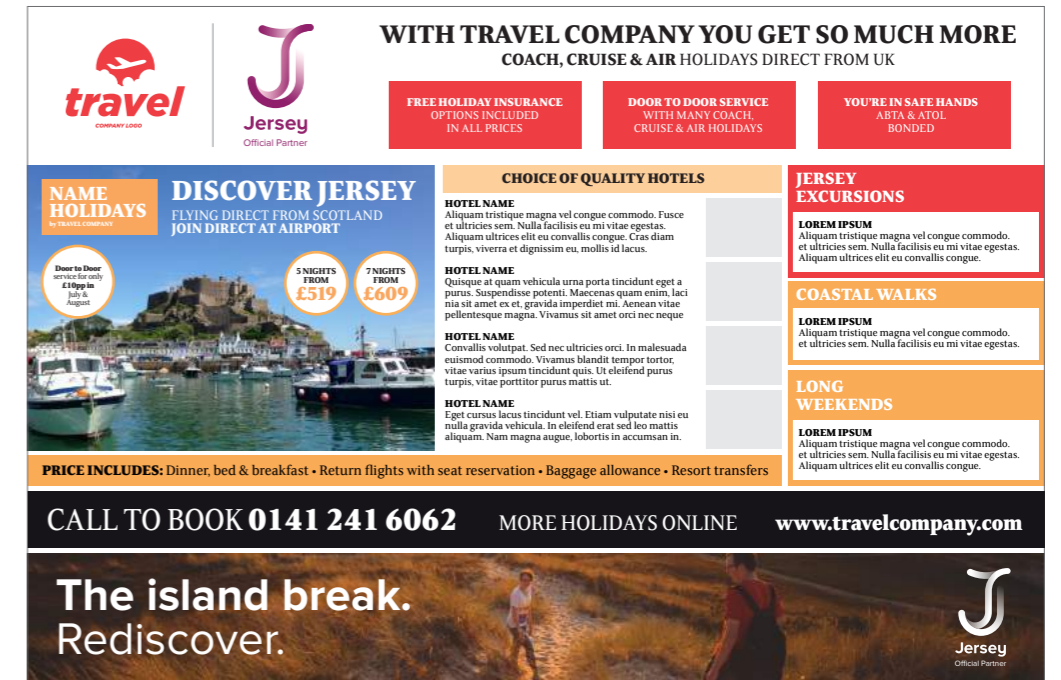
In certain instances it won't be possible to use the primary white Jersey logo due to the partner brand appearing on white. In these cases the background colour should be consistent for the Jersey brand and as such one of the full colour Jersey logos should be used.

Try to use a colour version of the Jersey logo that is sympathetic to the partner brand. i.e if the partner brand is red use the purple version of the logo and if the partner brand is blue then use the blue version of the Jersey logo.

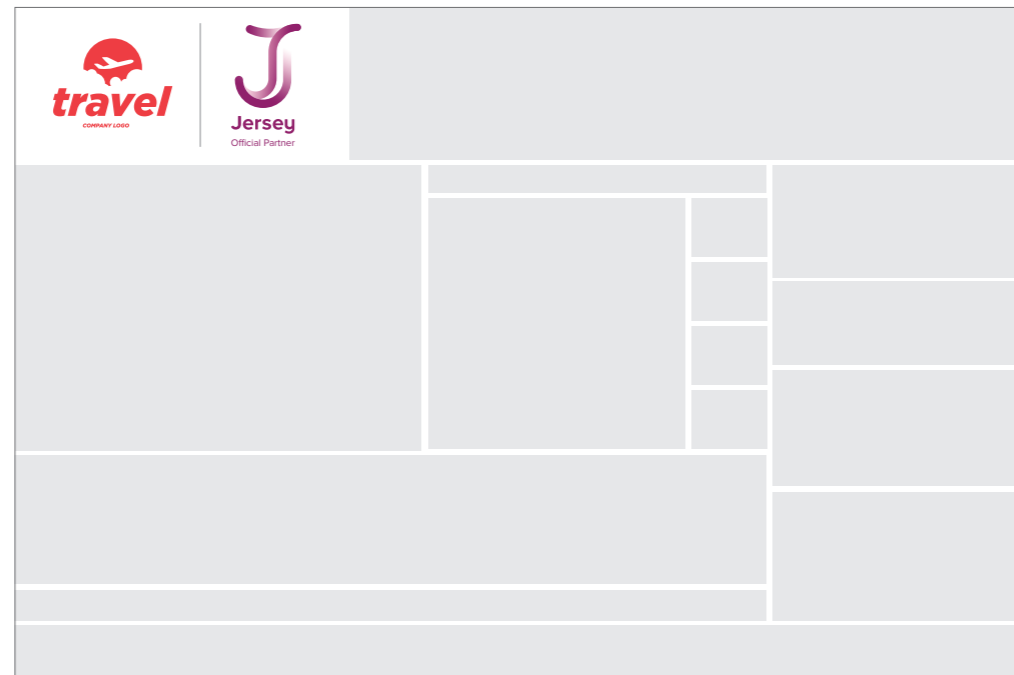
OPTION 1: CO-OPERATIVE LOCK-UP AND BRAND BANNER



OPTION 1: EXAMPLE



OPTION 2: CO-OPERATIVE LOCK-UP ONLY



OPTION 2: EXAMPLE



Co-operative relationship (EXPLICIT)

Further examples of explicit branding in vertical formats.

PRIMARY



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COMPANY LOGO



Jersey
Official Partner

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**5 NIGHTS
FROM
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**7 NIGHTS
FROM
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FLY DIRECT FROM LONDON CITY OR LIVERPOOL
SAT 25 Jun Sa2, 2, 9, 15, 23, 30 Jul SAT 25 Jun Sa2, 2, 9, 15, 23, 30 Jul
7 NIGHTS/8 DAYS 7 NIGHTS/8 DAYS

PLEASE CALL FOR MORE AVAILABILITY

CHOICE OF QUALITY HOTELS

JERSEY EXCURSIONS

HOTEL NAME
Aliquam tristique magna vel congue commodo. Fusce et ultricies sem. Nulla facilisis eu mi vitae egestas. Aliquam ultrices elit eu convallis congue. Cras diam turpis, viverra et dignissim eu, mollis id lacus.

HOTEL NAME
Quisque at quam vehicula urna porta tincidunt eget a purus. Suspendisse potenti. Maecenas quam enim, laci nia sit amet ex et, gravida imperdiet mi. Aenean vitae pellentesque magna. Vivamus sit amet orci nec neque

HOTEL NAME
Convallis volutpat. Sed nec ultricies orci. In malesuada euismod commodo. Vivamus blandit tempor tortor, vitae varius ipsum tincidunt quis. Ut eleifend purus turpis, vitae porttitor purus mattis ut.

HOTEL NAME
Eget cursus lacus tincidunt vel. Etiam vulputate nisi eu nulla gravida vehicula. In eleifend erat sed leo mattis aliquam. Nam magna augue, lobortis in accumsan in.

HOTEL NAME
Aliquam tristique magna vel congue commodo. Fusce et ultricies sem. Nulla facilisis eu mi vitae egestas. Aliquam ultrices elit eu convallis congue. Cras diam

HOTEL NAME
Quisque at quam vehicula urna porta tincidunt eget a purus. Suspendisse potenti. Maecenas quam enim, laci nia sit amet ex et, gravida imperdiet mi. Aenean vitae pellentesque magna. Vivamus sit amet orci nec neque

HOTEL NAME
Convallis volutpat. Sed nec ultricies orci. In malesuada euismod commodo. Vivamus blandit tempor tortor, vitae varius ipsum tincidunt quis. Ut eleifend purus turpis, vitae porttitor purus mattis ut.

LONG WEEKENDS

LOREM IPSUM
Aliquam tristique magna vel congue commodo. et ultricies sem. Nulla facilisis eu mi vitae egestas. Aliquam ultrices elit eu convallis congue.

Laoreet libero. Vestibulum sodales sodales odio, eget cursus lacus tincidunt vel. Etiam vulputate nisi eu nulla gravida vehicula. In eleifend erat sed leo mattis aliquam. Nam magna augue, lobortis in accumsan in, finibus a enim.

In turpis risus, accumsan eu blandit non, viverra porta orci. Nulla porta eleifend sem, et feugiat.

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7 NIGHTS/8 DAYS 7 NIGHTS/8 DAYS

PLEASE CALL FOR MORE AVAILABILITY

CHOICE OF QUALITY HOTELS

JERSEY EXCURSIONS

HOTEL NAME
Aliquam tristique magna vel congue commodo. Fusce et ultricies sem. Nulla facilisis eu mi vitae egestas. Aliquam ultrices elit eu convallis congue. Cras diam turpis, viverra et dignissim eu, mollis id lacus.

HOTEL NAME
Quisque at quam vehicula urna porta tincidunt eget a purus. Suspendisse potenti. Maecenas quam enim, laci nia sit amet ex et, gravida imperdiet mi. Aenean vitae pellentesque magna. Vivamus sit amet orci nec neque

HOTEL NAME
Convallis volutpat. Sed nec ultricies orci. In malesuada euismod commodo. Vivamus blandit tempor tortor, vitae varius ipsum tincidunt quis. Ut eleifend purus turpis, vitae porttitor purus mattis ut.

HOTEL NAME
Eget cursus lacus tincidunt vel. Etiam vulputate nisi eu nulla gravida vehicula. In eleifend erat sed leo mattis aliquam. Nam magna augue, lobortis in accumsan in.

HOTEL NAME
Aliquam tristique magna vel congue commodo. Fusce et ultricies sem. Nulla facilisis eu mi vitae egestas. Aliquam ultrices elit eu convallis congue. Cras diam

HOTEL NAME
Quisque at quam vehicula urna porta tincidunt eget a purus. Suspendisse potenti. Maecenas quam enim, laci nia sit amet ex et, gravida imperdiet mi. Aenean vitae pellentesque magna. Vivamus sit amet orci nec neque

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LONG WEEKENDS

LOREM IPSUM
Aliquam tristique magna vel congue commodo. et ultricies sem. Nulla facilisis eu mi vitae egestas. Aliquam ultrices elit eu convallis congue.

Laoreet libero. Vestibulum sodales sodales odio, eget cursus lacus tincidunt vel. Etiam vulputate nisi eu nulla gravida vehicula. In eleifend erat sed leo mattis aliquam. Nam magna augue, lobortis in accumsan in, finibus a enim.

In turpis risus, accumsan eu blandit non, viverra porta orci. Nulla porta eleifend sem, et feugiat.

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JERSEY EXCURSIONS

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HOTEL NAME
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LONG WEEKENDS

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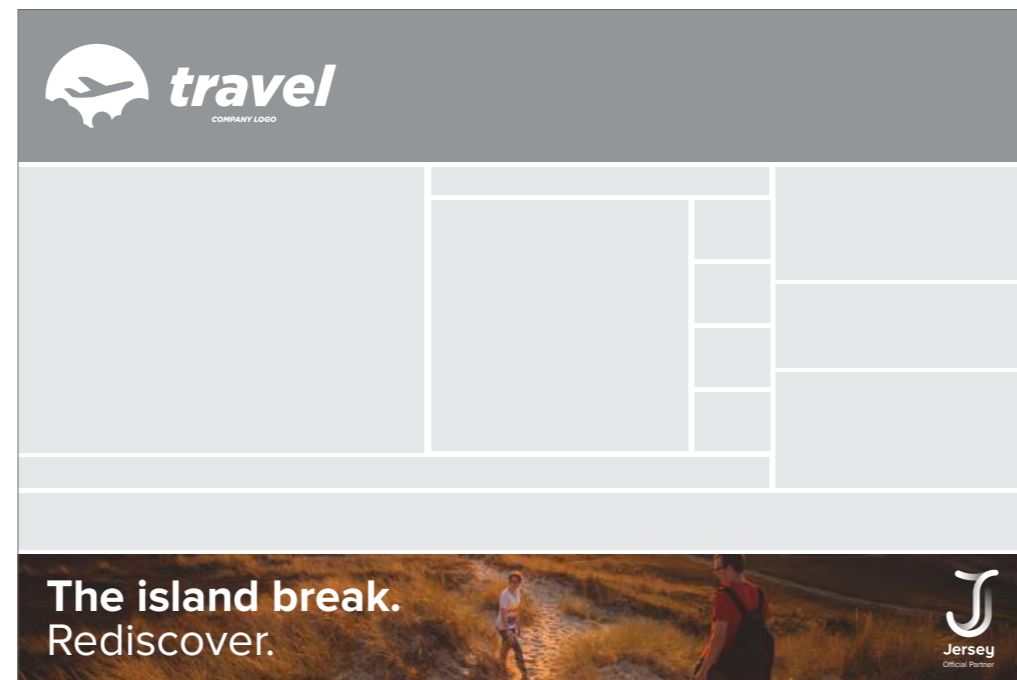
in partnership with

Co-operative relationship (IMPLICIT)

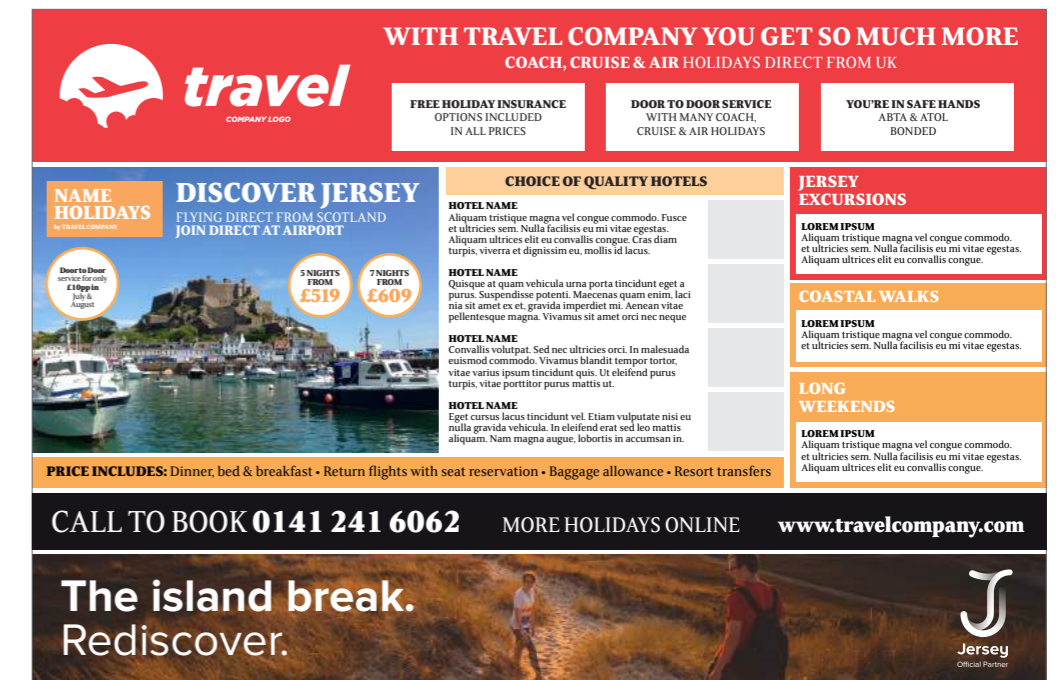
For certain partner led communications there will not be the need for such an overt relationship between the partner brand and Jersey.

In these instances, please follow the examples below whereby a brand banner can be used within the partner-led communication, or in certain cases the Jersey brand will be invisible.

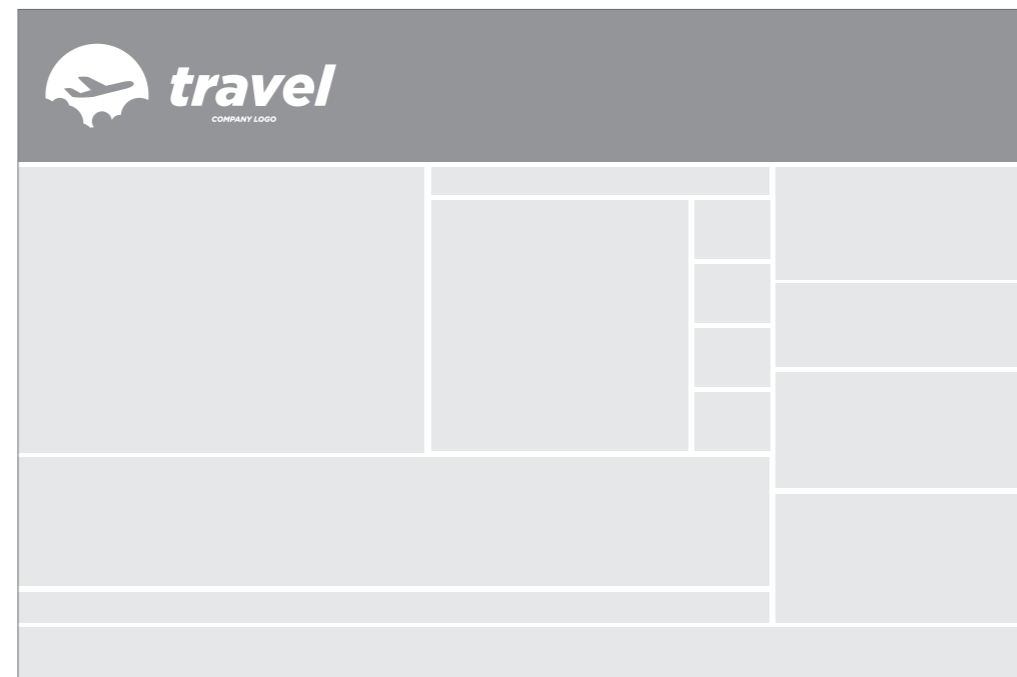
OPTION 1: BRAND BANNER ONLY



OPTION 1: EXAMPLE



OPTION 1: NO VISIBLE JERSEY BRANDING



OPTION 2: EXAMPLE



Don'ts

The examples below demonstrate what not to do when creating co-operative partner branded communications.

Do not use the white version of our logo if the partner brand logo sits on a white background



Do not use the Jersey brand font within partner led communications unless as part of a Jersey brand banner



Do not place the Jersey brand logo anywhere on a partner-led communication, other than within the approved lock up relationship



Do not change the colour of the Jersey brand logo to match the partner led brand colours



Jersey assets

As a partner, access to the Jersey image bank and logo relationships will be provided, based on the co-branding relationships outlined in this section.

Jersey will have its own branded areas within certain partner communications, that should not be altered. However, partners may want to integrate Jersey imagery into the body of their communications. Please ensure that all images selected are approved by the Jersey brand team before use.

LOGO RELATIONSHIPS



IMAGERY



Jersey-led

Endorsement

The principle method of signifying the relationship is to place the logos close to each other in the horizontally aligned relationship illustrated, divided by a simple ruled line. Recognising that logos of partner companies will inevitably vary considerably it is important

to evaluate the equal size relationship based on the 'perceived' same size rather than the 'measured' same size. Please see the core Jersey brand guidelines for more information on the use of Primary and Secondary logo versions.



Endorsement

There will be certain instances where we can't use the primary 'stacked' version of the Jersey logo due to the size relationship with the partner brand logo. In these cases we should use our 'horizontal' version as illustrated below.



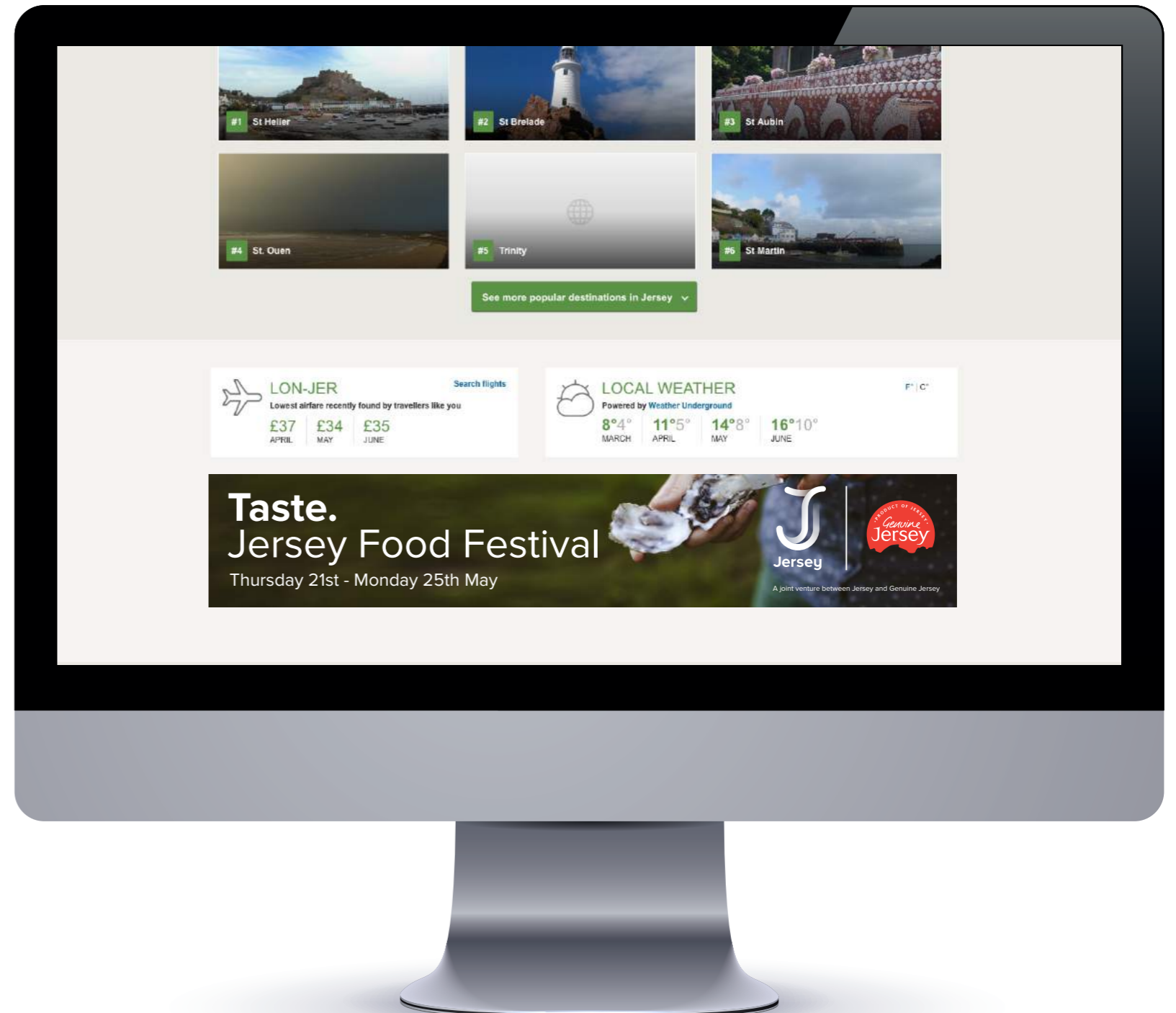
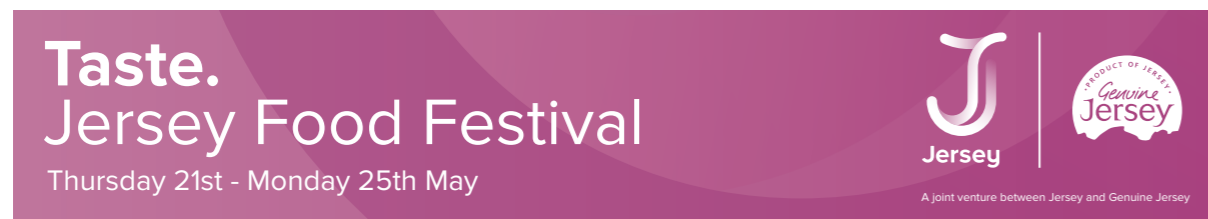
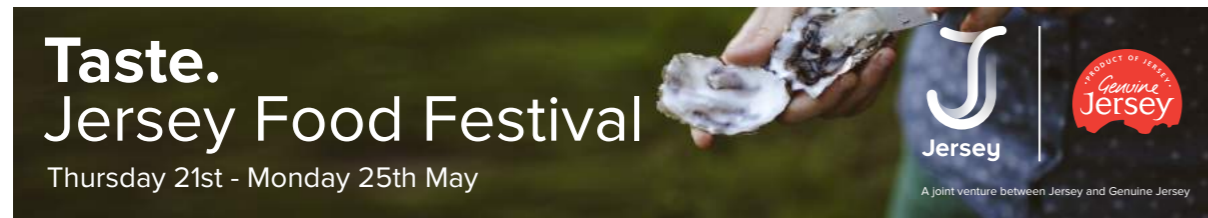
Endorsement

Examples using the endorsement mark:



Endorsement

Web banner examples using the endorsement mark:



Contacts

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