

# Campaign Creative Guidelines

26 December 2022 - April 2023



JERSEY.  
CURIOUSLY  
BRIT...(ISH)



# Campaign narrative

Welcome to the Curiously Brit...(ish) island of Jersey. A place that's familiar, with a delightfully continental twist. We're inviting our visitors to tuck into woodfired pizzas from a tropical beach shack just steps away from the shoreline then paddle out into the shimmering blue waters. Hear tales of kings in exile, swashbuckling pirates and cannon fire that echoes Elizabeth Castle's 1,500 year history across St. Aubin's bay or walk out to historic Seymour Tower across the seabed at low tide and bag yourself a night in perfect seclusion. Lazy lie ins guaranteed. You'll feel closer to Brittany than Britain. Jersey's not a summer fling, it's a year-long sunshine feeling.

Jersey's not quite British, we're Brit...(ish). A place where you'll feel you're truly on holiday. See you on the Brit...(ish) side of the Channel.





# Graphic elements

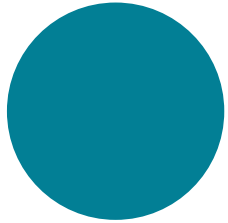


 ELIZABETH CASTLE  
ST. HELIER

  
Jersey

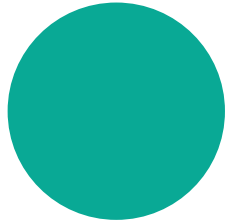
# Colour palette

Surf teal



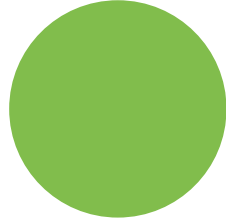
#007f95  
C:99 M:21  
Y:35 K:10

Turquoise



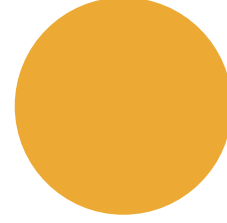
#00a994  
C:82 M:0  
Y:51 K:0

Lime green



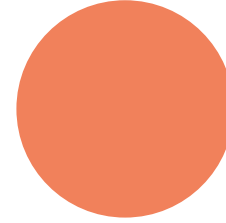
#82bd4c  
C:56 M:0  
Y:85 K:0

Sicilian Lemon



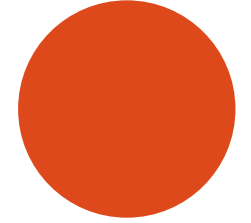
#ecaa36  
C:6 M:37  
Y:85 K:1

Coral pink



#f0815b  
C:99 M:60  
Y:64 K:10

Terracotta skies



#de481b  
C:6 M:82  
Y:96 K:1

Our test audience groups reacted positively to Jersey's unique blend of English and French influence and Mediterranean feel. Our colours represent our visitors' dreams of somewhere continental.



# Typography

## Capriccio

*Use for tagline and headers*

*Purchase font license [here](#)*

## Parisine Office

**Use for sub headers, body copy and location tags**

**Available with Adobe Creative Suite [here](#)**

# Location tag



The location tag is a simple understated device to drive familiarity with Jersey by educating our audience about the featured locations and visitor experiences and inspire them to find out more.



# The wave

LES MINQUIERS,  
9 MILES SOUTH OF JERSEY

The wave is a graphic device that mirrors the curve of our coastlines and Atlantic surf. It provides a playful and rhythmic flow to the framing of our ads to separate images and copy.



Tagline

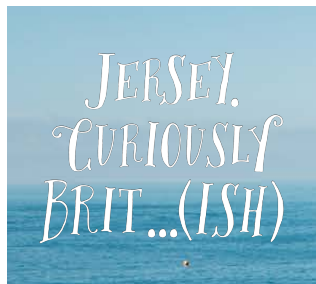
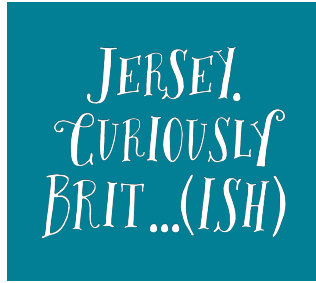
*JERSEY.  
CURIOSLY  
BRIT...(ISH)*

Our tagline captures the essence of our campaign proposition. Jersey delivers something unexpected for British travellers - we are close to home yet refreshingly different. That's enough to make any visitor curious. In the dreaming stage of their booking journey, we aim to inspire curiosity in our visitors to invite them to dig deeper beneath the surface of this curiously continental island that's close to home. Our message will inspire them to think differently about Jersey and leave them with a smile on their face and strong desire to start planning their trip.

 SEYMOUR TOWER, L'AVARISON,  
2KM SOUTH OF JERSEY



# Co-operative use of tagline



You have the option to vertically stack the horizontal lockup or use a horizontal lockup depending on which is more appropriate to the size and design of the advert.

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When using a colour background use the white Jersey. Curiously Brit...(ish) lockup.

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When using a white background use the teal Jersey. Curiously Brit...(ish) lockup.

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When using an image background use the white Jersey. Curiously Brit...(ish) lockup and always place in negative space.

Use of Visit Jersey logo:  
Download our [Co-Branding Guidelines](#) for information on how to use the Visit Jersey logo.

*Do not change the colour of the Jersey. Curiously Brit...(ish) lockup to match the partner brand colours.*

# Print ad layout

Saturday night takeaways...

Headline

With a slice of paradise.

Sub-header

Wave

Body copy

Call to action

PORTELET BAY,  
ST. BRELADES

Location tag

Enjoy a slice of paradise on the soft sands of Portelet Bay where you can order wood-fired pizzas from a tropical beach shack just footsteps away from shimmering blue waters...

Start planning your trip at [jersey.com](http://jersey.com)

JERSEY.  
CURIOUSLY  
BRIT... (ISH)



Jersey

Logo / tagline lock up



# Print ad layout guide

## Headline

- Capriccio plain
- Always placed in negative space in top 20% of advert, largest font size on the ad
- Kerning 10

## Sub-Header

- Capriccio plain
- Pt size should be approx 1/3 of the headline
- Kerning 80

**Headline & Sub-header should be equidistant from the separating line graphic device.**

## Location tag

- Parisine Regular
- Minimum size 12 pt. Kerning 60
- Pin icon is the same height as 2 lines of the location tag copy

## Logo / Tagline lock up

- Use standard [Jersey logo](#) in white with gradient
- Jersey logo and tagline should be the same height top to bottom

**The base of the logo, tagline and call to action are always level with each other.**

## Body copy

- Parisine Regular
- Minimum size 12 pt. Kerning 40
- Approx 7 lines of copy, depending on size of advert, shouldn't look crowded

## Call to action

- Kerning 10
- Parisine Bold
- Minimum size 12 pt. Kerning 40
- Call to action is always the same pt size as the body copy

## Wave

- Please allow space between the top crest of the wave and the body copy for breathing room

## Copy

- Always give copy room to breath whether it's in negative space or the wave

## Quick tip

- Use Adobe Indesigns 'Free-Transform' tool to scale ads to fit various sized placements.



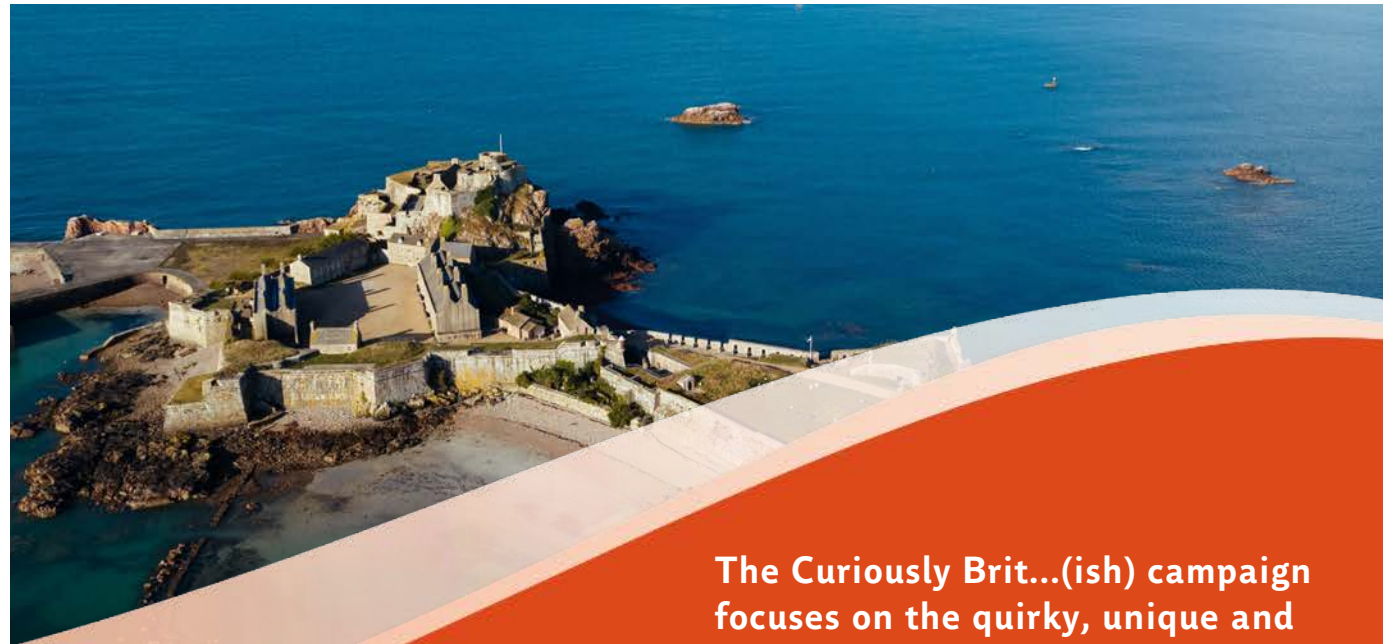
# Imagery



LES BLANCHES BANQUES,  
ST. OUEN







The Curiously Brit...(ish) campaign focuses on the quirky, unique and continental feel that people don't expect but love to see. Register for [Visit Jersey's Media Library](#) to gain access to the campaign assets.



# Ad concepts

## MESSAGING

Enjoy a slice of paradise on the soft sands of Portelet Bay where you can order wood-fired pizzas from a tropical beach shack just footsteps away from shimmering blue waters...





## MESSAGING

Experience a real period drama brought to life on the storied ramparts of Elizabeth Castle and escape from the modern world at high tide as cannon fire echoes its 1,500 year history across St. Aubin's Bay.





## MESSAGING

Walk out to historic Seymour Tower across the seabed at low tide and stay the night in perfect seclusion in the most southerly stay in the British Isles. Lazy lie-ins guaranteed...



## Discover rooms with a sea view

*Where do not disturb is taken literally.*



Walk out to historic Seymour Tower across the seabed at low tide and stay the night in perfect seclusion in the most southerly stay in the British Isles. Lazy lie-ins guaranteed...

Start planning your trip at [jersey.com](http://jersey.com)

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For more information on using the  
Jersey. Curiously Brit...(ish) visual identity  
please contact: [marketing@visitjersey.je](mailto:marketing@visitjersey.je)