Jersey
Guidelines

Jersey

October 2022

Welcome to our Brand Guidelines

This is Jersey…

We love our island. And we love our brand story. Both are dynamic, engaging, and uniquely 'us'. By following these guidelines, you'll be able to express our brand visually and verbally.

Take time to understand what we stand for, the personality of our brand, and what our brand means to us and our visitors. Then, use your ideas, originality, and creativity to bring our Jersey brand to life.

Together, we can provide our travellers with inspiring and engaging experiences that build trust and forge sustainable relationships with our brand, and our island.

Contents

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.

Brand strategy

Our brand narrative

Our narrative expresses the 'emotion' of Jersey: the power our island has to help travellers refresh, revitalise, reconnect, and rediscover their true self. It is not marketing copy. It is an introduction to Jersey's unique positioning: an inspirational and emotionally engaging territory that our island can claim as its own.

Jersey is an island shaped by the sea, where things are revealed – when you're ready to look.

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

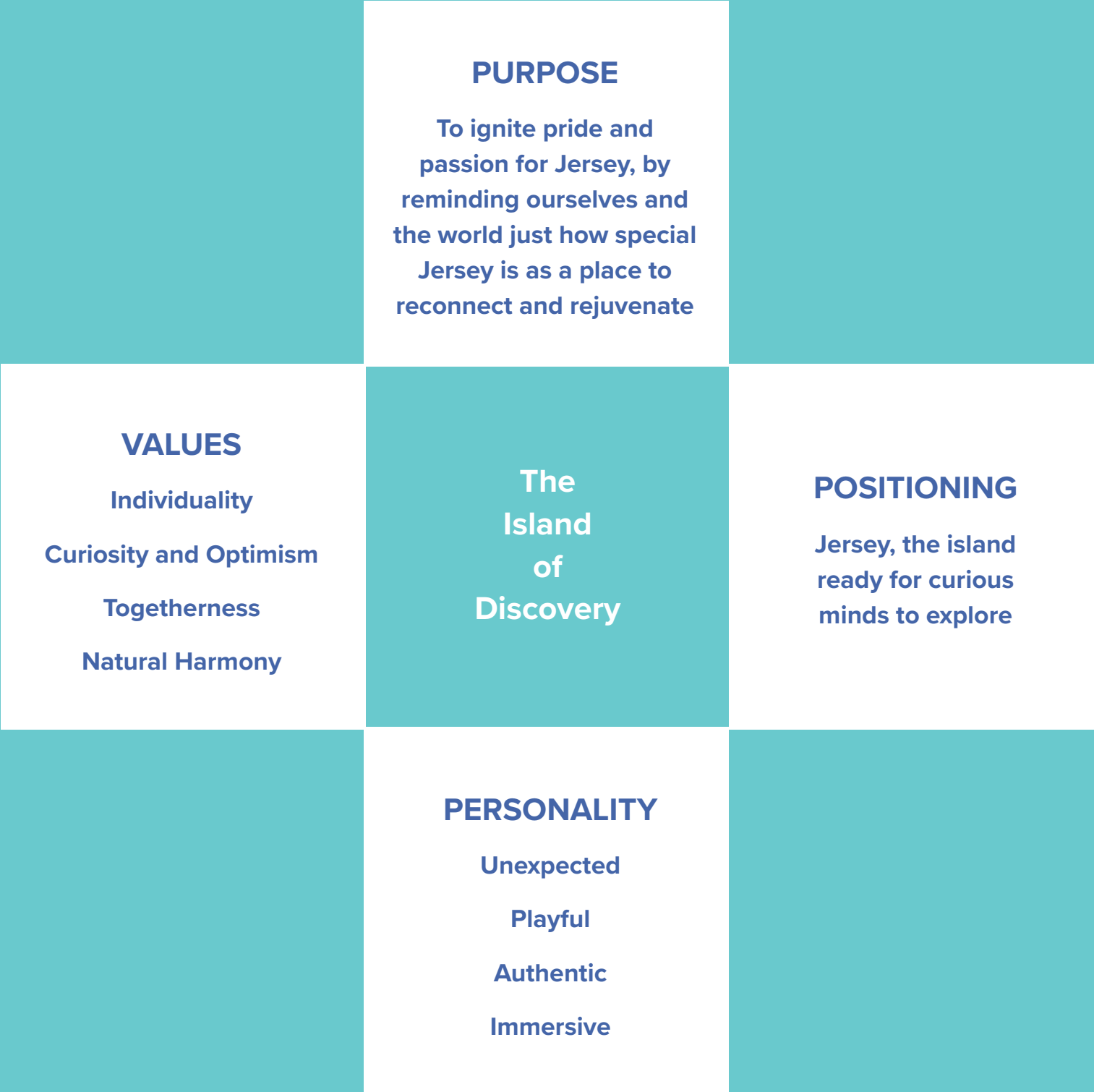A liberating, joyful experience, where you're free to reconnect and revitalise. Free to be together. Free to do so much. (Or so little.)

Where you love the past, live in the present and look forward to 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: purpose, positioning, personality and values. Together, these key brand elements play a fundamental role in defining who we are, and strategically positioning the Jersey brand.

PURPOSE

To ignite pride and passion for Jersey, by reminding ourselves and the world just how special Jersey is as a place to reconnect and rejuvenate

VALUES

Individuality

Curiosity and Optimism

Togetherness

Natural Harmony

The
Island
of
Discovery

POSITIONING

Jersey, the island ready for curious minds to explore

PERSONALITY

Unexpected

Playful

Authentic

Immersive

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.

Our four target segments share all our values, but their priorities are different. So, it's essential we say the right thing, to the right person, at the right time.

Our values

Because we value Individuality
Be authentic. Be fearless. Be you

Because we value Natural Harmony
Connect with nature, with all your senses

Because we value Togetherness
Share dreams, moments, and memories

Because we value Curiosity and Optimism
Love yesterday. Live for today. Look to tomorrow

Our personality

We are Unexpected
We do things our way. We're curiously Brit…(ish), a little bit French, a little bit exotic and uniquely Jersey.

We are Immersive
Hearing the roar of astonishing tides, smelling the food that feeds your soul and listening to the silence of the sweeping sand dunes…all waiting for you to experience.

We are Authentic
We love our island and we are proudly Jersey. We know how to connect and discover what our island has to offer, together.

We are Playful
We're freewheeling, fun-seeking, outdoor loving locals who can't help but give away the secrets of Jersey's beauty.

Tone of voice

Whenever we speak, whatever we're saying, we speak in one voice. Our tone reflects the character of Jersey and keeps our verbal and written messages unique, relevant, and engaging.

OUR BRAND PERSONALITY

Unexpected

Immersive

Authentic

Playful

OUR TONE OF VOICE PRINCIPLES

We are **witty** and **intriguing**

We like to remind travellers we're not the Britain you know. We do it with both surprising content and writing style, deftly dotted with witty wordplay, unexpected sentence structures, and stop-you-in-your track twists that build curiosity.

We are **sensory storytellers**

We draw travellers in with rich stories packed with sense-stirring language that build connections — instantly. We make sure our guests are the 'hero' and promises are backed up with 'proof'.

We are **real people** and **natural conversationalists**

We're the friends you chat to about your holidays: warm, casual, unpretentious. We write how we natter, with everyday words and pace. We may use few words, but we use them brilliantly.

We are **fun** and **holiday-focused**

It's all about the holiday for us. We love our island and we're proud to share it. Even our writing style is fun, with cheeky humour and a sea-breezy tone.

How we sound

Need inspiration? Or a little extra guidance? We've whipped together a few examples
of how our voice sounds — and how it doesn't.

NOT US:

"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:

"From our beach food culture to our luxury restaurants, our little island packs a rich and colourful larder into its nine by five miles."

"Want the insider's guide to what makes Jersey special? Or the low down on where the locals go? Map out your holiday with our tips and tricks, and check out the events that are happening to make sure you don't waste a minute."

"To discover and share island tips, stories, events and photos about our curiously Brit...(ish) island check out our website, and social channels."

"If you're looking for an action packed break, a long relaxing stay or a luxury retreat, Jersey is the place for everyone to feel truly on holiday."

Target segments

Capturing the curiosity of our four target segments, Authentic Adventurers, Culture Chasers, Easy Explorers, and Moment Makers, is key to our growth, representing a total market size of 18 million UK travellers.

But not all Jersey visitors want the same thing. Our research shows what each segment needs and desires.

	Authentic Adventurers	Culture Chasers	Easy Explorers	Moment Makers
Who are they	Working 46+ year olds Mainly holiday with partner	Working 45-65 year olds Mainly holiday with partner	55-65 year olds Mainly holiday with partner	18-44 year olds Mainly holiday with partner or immediate family
Travel opportunities	Holiday in the summer Book travel and accommodation separately 52% think Jersey is an appealing destination	Holiday in spring and summer Book mid-range hotels 53% think Jersey is an appealing destination	Travel between spring and autumn Prefer guest houses and B&Bs 56% think Jersey is an appealing destination	Holiday in summer Book mid-range hotels 6 million potential market in the UK
Attract me with...	Jersey's adventure, cultural experiences, and history. I want unique experiences that leave me feeling I have explored and learnt something.	Jersey's history, heritage, and local gourmet food.	The great outdoors. I want to experience Jersey's scenery and activities, but at a relaxed pace.	Jersey's luxurious experiences, and activities that are shareable on social media.
Inspire me with...	Local markets, heritage hotspots, coastal jaunts and off-the-beaten-track walking and cycling routes.	Luxury accommodation, local tours, cultural experiences, and chilled vineyards.	The unknown – I want to do what the locals do.	Insights about the beaches, shopping opportunities, and gourmet food spots.
Reassure me with...	Flexible options with opportunities to explore history and experience a new culture.	Lots of authentic experiences, including history, heritage, and performing arts.	Plenty of history and heritage, and opportunities to explore nature.	Social media worthy locations, the best places to eat and drink, and ideas for how I can relax on holiday.

Target segments
Authentic Adventurers

I value Individuality most, then Curiosity and Optimism. Natural Harmony also plays an important role.
I am less focused on Togetherness.

Talk to me about

Connecting with Jersey's authentic and cultural experiences, and moments that take me off-the-beaten-track, with opportunities to experience history and heritage.

What's important to me?

Local hotspots
Attractive scenery
Lots to see and do
Time with family and friends
Fun and laughter
A different way of life
Somewhere new
Culture and history
Nature and the outdoors
Flexibility
Good value for money

I want to hear

"Can an island be steeped with authentic excitement everyday?"

Although we're a small island, our adventures are epic. It's moments like tasting the sea air (and a fair dose of sand) as you steer over St. Ouen's Bay in a 'blokart' (think part go-kart, part sail boat).

Or paddling beside silver-skinned seals in Archirondel Bay, as you happily fritter away hours on an SUP.

So if you're after a holiday where no two days are the same, this is the place for you. The hard bit is choosing what to do first.

Proof points

Landscapes
Wildlife/zoo
Local markets
Beach activities
Coastal and cliff walks
Castles
Museums

Target segments
Culture Chasers

I value Togetherness most, then Curiosity and Optimism.
I am less focused on Natural Harmony and Individuality.

Talk to me about

Creating memories with loved ones, through shared experiences like enjoying culture and good food and wine.

What's important to me?

Culture: performing arts
History and heritage
Luxury accommodation
Time for 'me'
Time with family and friends
Fun and laughter
An escape
Lots to see and do
Time to relax
Attractive scenery
Relaxing evenings
Good local food & drink

I want to hear

"Our history deserves the hype."

Sure, most travel hotspots promise history, but when you've got tunnels that transport you to the Second World War, an Ice Age trail that takes you through Palaeolithic hunting grounds, and Medieval castles that seem to be tumbling into the sea, you're allowed to believe your own hype."

Proof points

Local markets
Restaurants
Vineyards
Museums
Castles
Live entertainment
Theatre
Luxury hotels
Spas
Beaches

Target segments
Easy Explorers

I value Natural Harmony most, then Curiosity and Optimism. Individuality also plays an important role.
I am less focused on Togetherness.

Talk to me about

Connecting with Jersey's nature and with local experiences; and leave me feeling uplifted and relaxed.

What's important to me?

Attractive scenery
Lots to see and do
Feeling like a local
The familiar
History and heritage
Time to relax
An escape
Peace and quiet
Relaxing evenings
Wellbeing
Nature

I want to hear

"Time to explore and unwind"

Dreaming of a laid back leisurely break?

Our island's gorse-lined cliff hikes, wildflower-fringed country paths, and sand-swept seaside strolls are just some of the wonders waiting for you to discover.

Combine this with the unique heritage of visiting the war tunnels and one of our imposing castles steeped in the island's history. None of this is going anywhere, so you can explore it all in your own good time. The only trouble is you may never want to leave.

Proof points

Landscapes
Wildlife
Countryside
Museums
Castles
Farms
Manor houses
Forts
Memorial sites
National Trust

Target segments
Moment Makers

I value Togetherness most, then Curiosity and Optimism.
I am less focused on Individuality and Natural Harmony.

Talk to me about

The top 10 places to be in Jersey. I want a luxury experience with good food and drink.

What's important to me?

Shopping
Food & drink
Entertainment
Social media
Celebrity hot spots
Influencers
Luxury
Feeling spoilt
Short breaks away
Good value for money
Feeling relaxed
Having fun
Feeling safe
Somewhere new
Time with family and friends

I want to hear

"A taste of Jersey to feed your soul".

All rules go out the window when you're on holiday - and thank goodness they do with so much local produce to try.

From sipping wine amongst the vineyards, smelling the sea air as you're eating fresh crab or enjoying an ice cream at Corbière Lighthouse, with milk from our famous Jersey cows. Flavours that make our island so unique. But tasting these in front of a stunning sunset means you can mark it down as Insta-worthy 'sightseeing'. Phew!"

Proof points

Beaches
Local markets
Live entertainment
Festivals
Vineyards
Luxury hotels
Spas
Landscape

Brand elements

The logo: primary logo

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

PRIMARY HORIZONTAL LOCK-UP

CLEARSPACE

MINIMUM SIZE

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

The logo: secondary logo

The secondary - blue - version of the logo should be used when imagery is not being used and the logo appears on light backgrounds. The blue version has been created to reflect the sea and sky that surrounds the island, giving it life and energy.

The same clear space and minimum size guides shown on the primary logo also apply to the secondary logo.
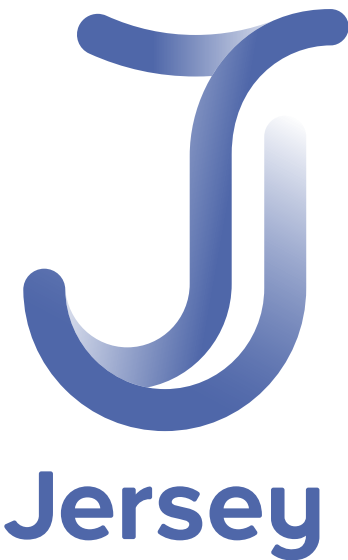
No other colour variations of the logo should be used.

Additional mono 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.
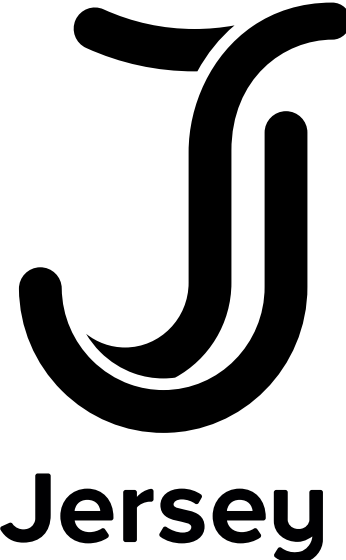
SECONDARY STACKED LOCK-UP

GREYSCALE STACKED LOCK-UP
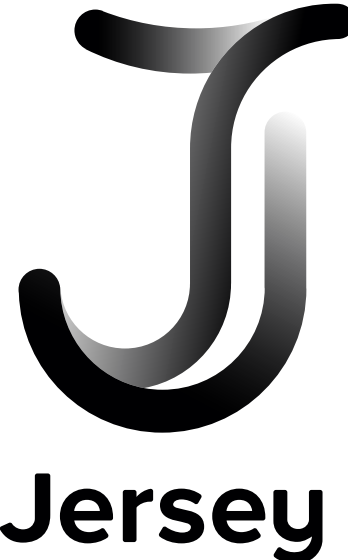
MONO BLACK STACKED LOCK-UP

SECONDARY HORIZONTAL LOCK-UP

GREYSCALE HORIZONTAL LOCK-UP

MONO BLACK HORIZONTAL LOCK-UP

Logo usage: 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 eight, 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.
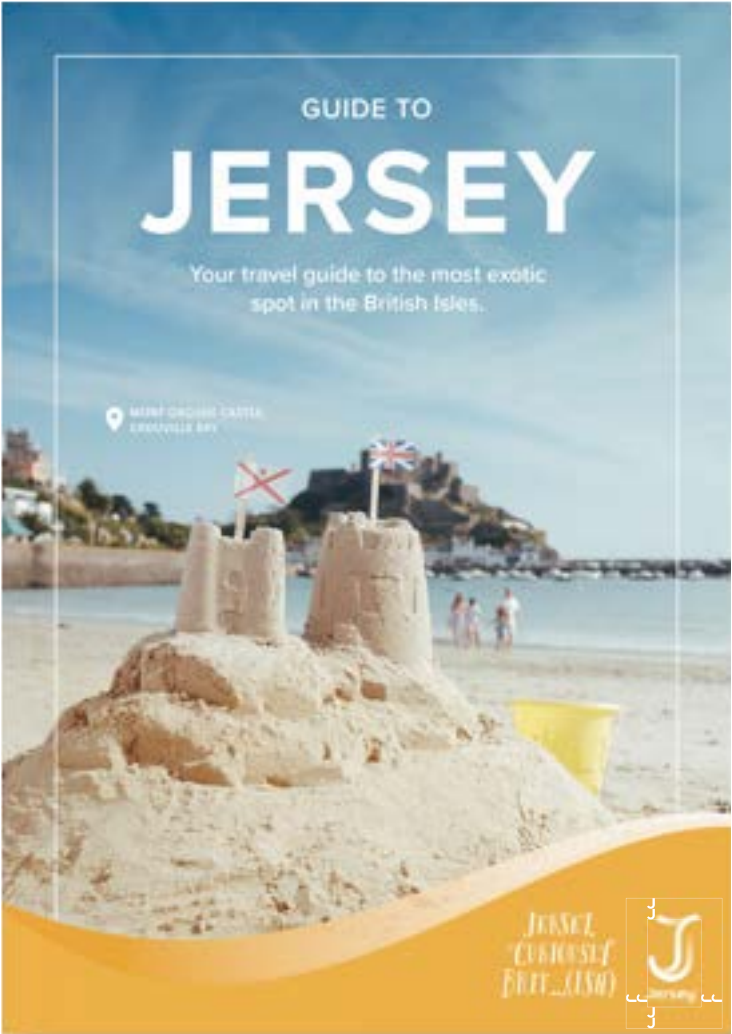
Please note: The only exception to this positioning rule is on stationery where the logo sits top left.

Logo sizes

A5	32mm high or 90 pixels	A2	90mm high or 255 pixels
A4	45mm high or 127 pixels	A1	130mm high or 368 pixels
A3	65mm high or 184 pixels	Pixel dimensions at 72dpi	

$h = x \div 8$

Diagonal length = x

Don'ts

The Jersey logo must always be reproduced consistently and accurately to maintain the integrity and strength of the brand.
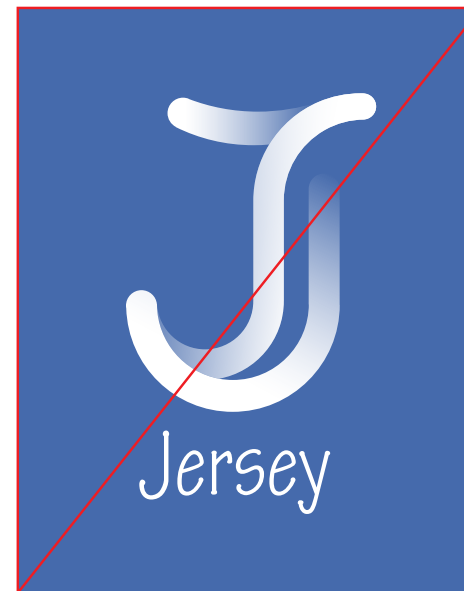
The following examples illustrate how the Jersey logo should not be reproduced.

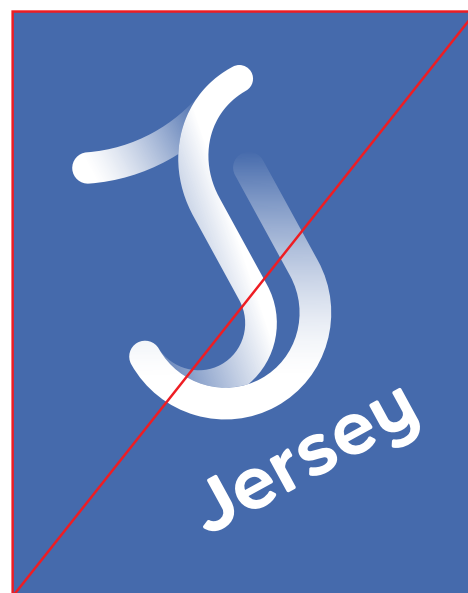**Don't** adjust, change or edit the logo artwork in any way.

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

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.

BRAND COLOURS

Field Green
Pantone **2289**
C35 **M**0 **Y**65 **K**0
R173 **G**213 **B**129
HEX #add581

Dune Yellow
Pantone **141**
C5 **M**20 **Y**66 **K**0
R242 **G**201 **B**112
HEX #f2c970

Sunset Orange
Pantone **7578**
C0 **M**60 **Y**72 **K**0
R245 **G**131 **B**83
HEX #f58353

Terracotta Skies
Pantone **1665**
C6 **M**82 **Y**96 **K**1
R252 **G**45 **B**10
HEX #de481b

Rich Plum
Pantone **7647**
C30 **M**85 **Y**18 **K**0
R182 **G**75 **B**135
HEX #b64b87

Sky Blue
Pantone **630**
C55 **M**0 **Y**20 **K**0
R104 **G**201 **B**208
HEX #68c9d0

Surf Teal
Pantone **7712**
C99 **M**21 **Y**35 **K**10
R0 **G**127 **B**149
HEX #007f95

Midnight Blue
Pantone **2117**
C80 **M**64 **Y**6 **K**0
R73 **G**101 **B**167
HEX #4965a7

Through imagery

Colour comes through photography; our logo co-exists with imagery, allowing the colour of the image to breathe through the transparent elements of our logo. Examples below show the colour palette in use through images.

Colour

Colour accessibility

Colour contrast between text and background is important to consider, especially on web pages as a low colour contrast will affect some people's ability to perceive the information visually.

The legibility and accessibility of colours is vital and all communications should be clear and easy to read.

Using the Web Content Accessibility Guidelines (WCAG) the colours below show the contrast ratios between colours.

We recommend checking any colour usage prior to publication online, for example: www.color.adobe.com, to ensure that colours reach the AAA standard with white text at 18pt and above, or 14pt bold and above.

BRAND COLOURS

Field Green
HEX #add581

Contrast with black	**Contrast with white**
Contrast ratio **12.61:1**	Contrast ratio **1.67:1**
WCAG 2.1 LEVEL **AAA**	WCAG 2.1 LEVEL **FAIL**

Dune Yellow
HEX #f2c970

Contrast with black	**Contrast with white**
Contrast ratio **13.36:1**	Contrast ratio **1.57:1**
WCAG 2.1 LEVEL **AAA**	WCAG 2.1 LEVEL **FAIL**

Sunset Orange
HEX #f58353

Contrast with black	**Contrast with white**
Contrast ratio **8.25:1**	Contrast ratio **2.54:1**
WCAG 2.1 LEVEL **AAA**	WCAG 2.1 LEVEL **FAIL**

Terracotta Skies
HEX #de481b

Contrast with black	**Contrast with white**
Contrast ratio **5.05:1**	Contrast ratio **4.16:1**
WCAG 2.1 LEVEL **AA**	WCAG 2.1 LEVEL **AA**

Rich Plum
HEX #b64b87

Contrast with black	**Contrast with white**
Contrast ratio **12.61:1**	Contrast ratio **4.83:1**
WCAG 2.1 LEVEL **AA**	WCAG 2.1 LEVEL **AA**

Sky Blue
HEX #68c9d0

Contrast with black	**Contrast with white**
Contrast ratio **10.85:1**	Contrast ratio **1.93:1**
WCAG 2.1 LEVEL **AAA**	WCAG 2.1 LEVEL **FAIL**

Surf Teal
HEX #007f95

Contrast with black	**Contrast with white**
Contrast ratio **4.47:1**	Contrast ratio **4.71:1**
WCAG 2.1 LEVEL **AA**	WCAG 2.1 LEVEL **AA**

Midnight Blue
HEX #4965a7

Contrast with black	**Contrast with white**
Contrast ratio **3.7:1**	Contrast ratio **5.67:1**
WCAG 2.1 LEVEL **AA**	WCAG 2.1 LEVEL **AA**

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 <u>myfonts.com</u>, 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.
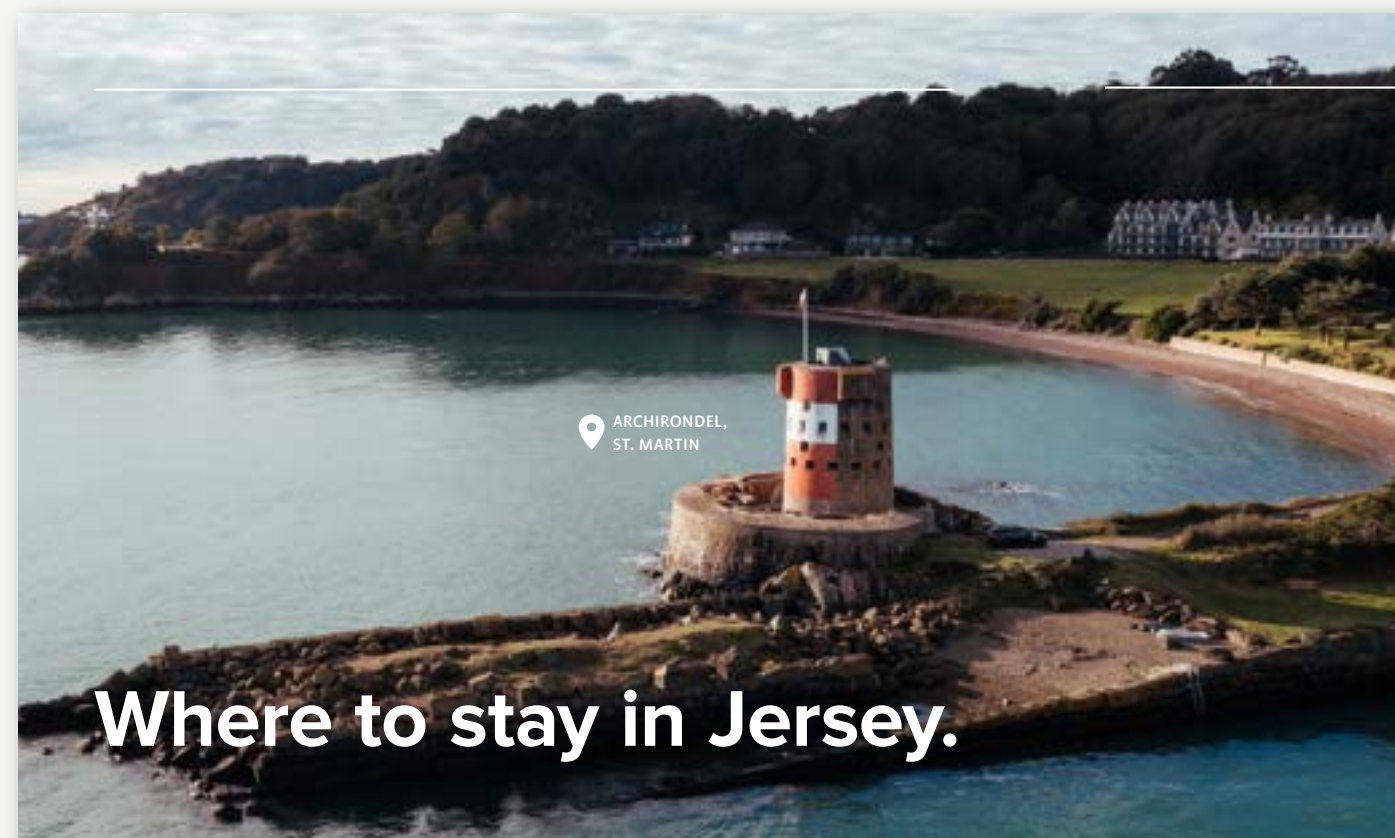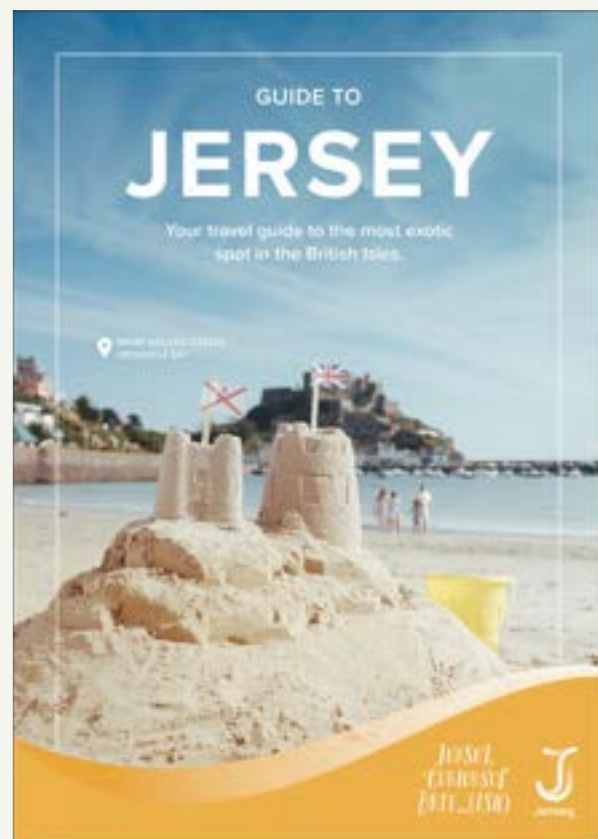
2. Sub-titles and intro paragraphs

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 italics and our accent colour palette to add extra emphasis.

GUIDE TO
JERSEY

Your travel guide to the most exotic
spot in the British Isles.

ARCHIRONDEL,
ST. MARTIN

Where to stay in Jersey.

Jersey's a little island so you don't have to stroll too far to find a family friendly guesthouse or beachside boutique with a warm Jersey welcome. From wild glamping under the stars at Jersey Zoo to five-star luxury spa hotels where inner glow and glam is on the menu, we'll help you find the perfect place to rest your head.

To find out more about places to stay in Jersey please visit **jersey.com/places-to-stay**

Legendary stays.
Make history on your island break with heritage stays that take you back in time to Jersey's ancient past. Will you check into an 18th century castle where 'do not disturb' is taken literally? Or stay the night in a lovingly restored fort on the water's edge?

Family stays.
Little ones will love The Merton Hotel, with waterslide, cabaret shows and family fun galore, just a short walk from the town centre. Or how about your own self-catered cottage at Rozel Harbour, where you can fuel up at the legendary Hungry Man café.

Sleep under the stars.
Try glamping for the night at Jersey Zoo in your own luxury yurt, or book your own private chalet at Bouley Bay, a stone's throw from the sea, or you're welcome to pitch up your own campervan or motorhome on coastal campsites with views to take your breath away.

Luxury and boutique stays.
Escape to the suave surrounds of The Club Hotel & Spa for a few relaxing days of spa treatments and classy cocktails in award-winning Bohemia restaurant. Or treat a special someone to a rustic retreat in Greenhills Country House Hotel.

By the coast.
Jersey has some stunning coastal properties from the glamour of the L'Horizon Beach Hotel & Spa and St. Brelades Bay Hotel to the splendour of the Sommerville Hotel in the twinkling harbourtown of St. Aubin.

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 and corporate reporting.

General formatting

To ensure that we are consistent with the way we communicate we have developed material to be used in corporate communcations which follow a set style, outlined below.

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.

FONT
Arial

SIZE
Body copy 12pt
Sub-titles 18pt
Headlines 36pt

TEXT POSITIONING
Justified

SPACING
1.15 line spacing

NUMBERS
One to ten in written format
11 onwards in numerical format

SPELLING
British spelling (not US)

INITIAL CAPITALS
Use upper case for words in titles

HEADLINE COLOUR
Midnight Blue

BODY COPY COLOUR
Black

WAVE GRAPHIC
Using the brand waves, the colour can vary depending on requirements

Digital guidelines

Our identity online

Whilst our identity online should retain the core elements of the brand, some elements have been developed to adapt to digital restrictions.

PRIMARY ONLINE COLOUR
Rich Plum has been identified as the primary online global default colour of the site as this is accessible to AAA standard with white text at for 18pt and above, or 14pt bold and above.

SECONDARY ONLINE COLOUR
Midnight Blue used may also be used as the secondary online brand colour for corporate use.

Use of tints and lighter shades of the brand colours should be avoided online.

CONTENT COLOURS
Each colour within the palette has been associated with a type of content on the site, for example:

Surf Teal
Campaigns

Field Green
Social/UGC

Sunset Orange
Inspirational/consideration content

Dune Yellow
Featured (primarily to amplify featured partner listings as part of the partnership programme requirements of the site)

DIGITAL TYPEFACES
Our core typeface, Proxima Nova should be used for all online material. There are accessibility issues with the Capriccio campaign font so that shouldn't be used online.

IMAGES ONLINE WITH GRADIENT TINT
When using images online, more consideration needs to be given to the legibility of text over the imagery.

A gradient tint can be used over the image to ensure that the writing is legible. The gradient is often used for display ads and applied behind over-laid copy to enhance legibility. It is then faded out to 0% for the website.

There is a gradient overlay applied (a tint of black) to enhance legibility and ensure accessibility where needed, particularly on headers and carousel cards.

For further information regarding digital guidelines please contact marketing@visitjersey.je
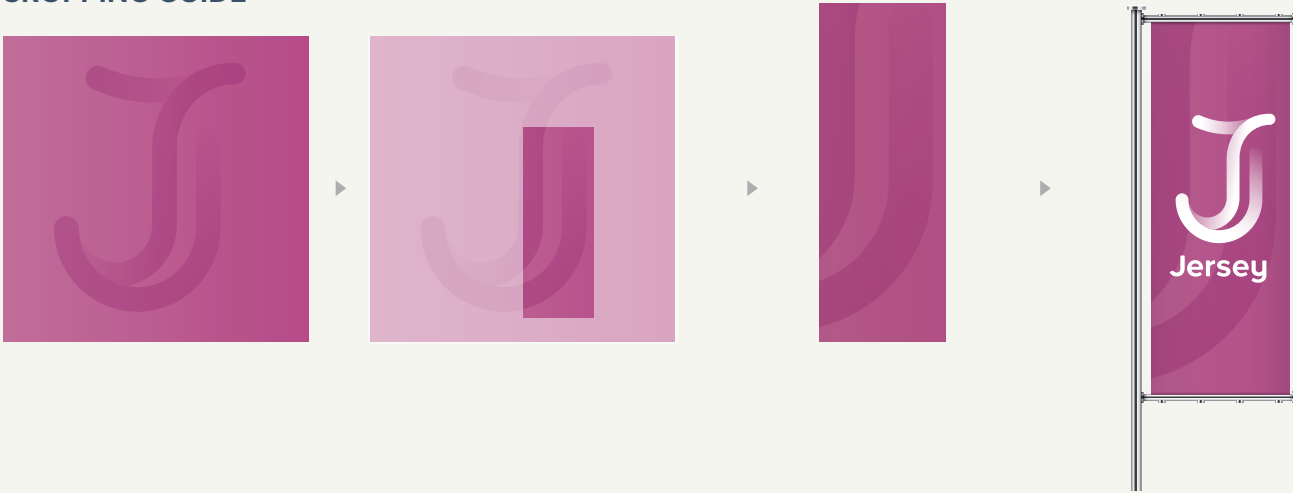
Graphic system

Our graphic system

This is born out of the flow and movement that's found within our logo and graphics have been developed to define how this can be used to extend the visual reach of our brand.

Logo graphic

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

CROPPING GUIDE

Wave graphic

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.

When being used, the wave graphic should always appear at the base of the page and the shape should not be altered. The height of the coloured panel beneath the wave can change depending on the amount of information. Versions of the graphic are available on the asset library in the three styles shown, and in all the brand colours.

Alongside use of the wave as a brand graphic, it is also used in campaigns, as outlined in the campaign section.
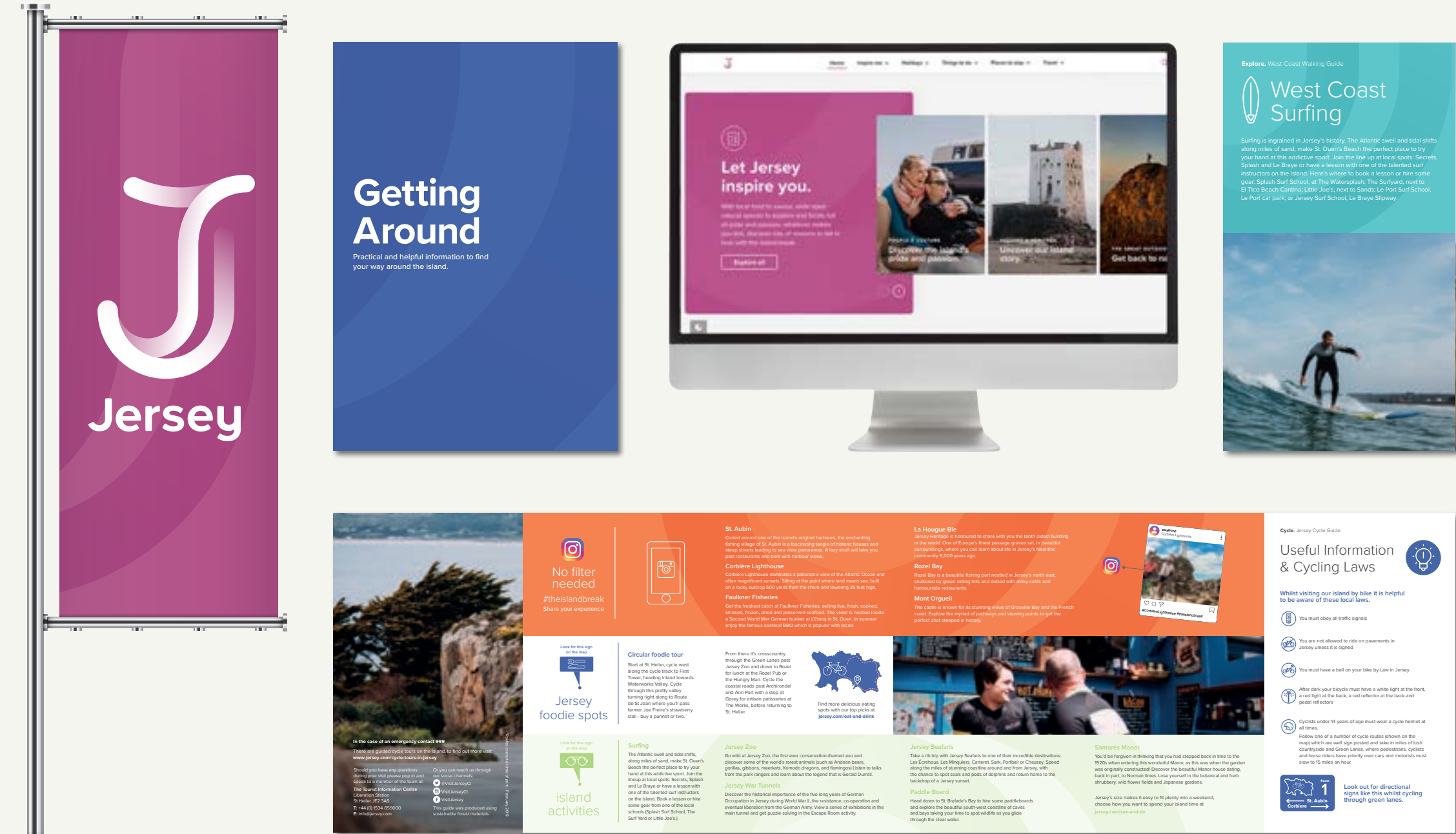
WAVE

HALF WAVE
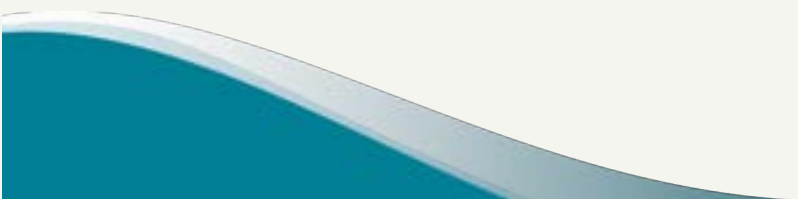
FULL WAVE

Applications

Applying the logo graphic

Using the logo as a graphic device has been designed to provide flexibility and consistency across a broad range of **corporate** applications.
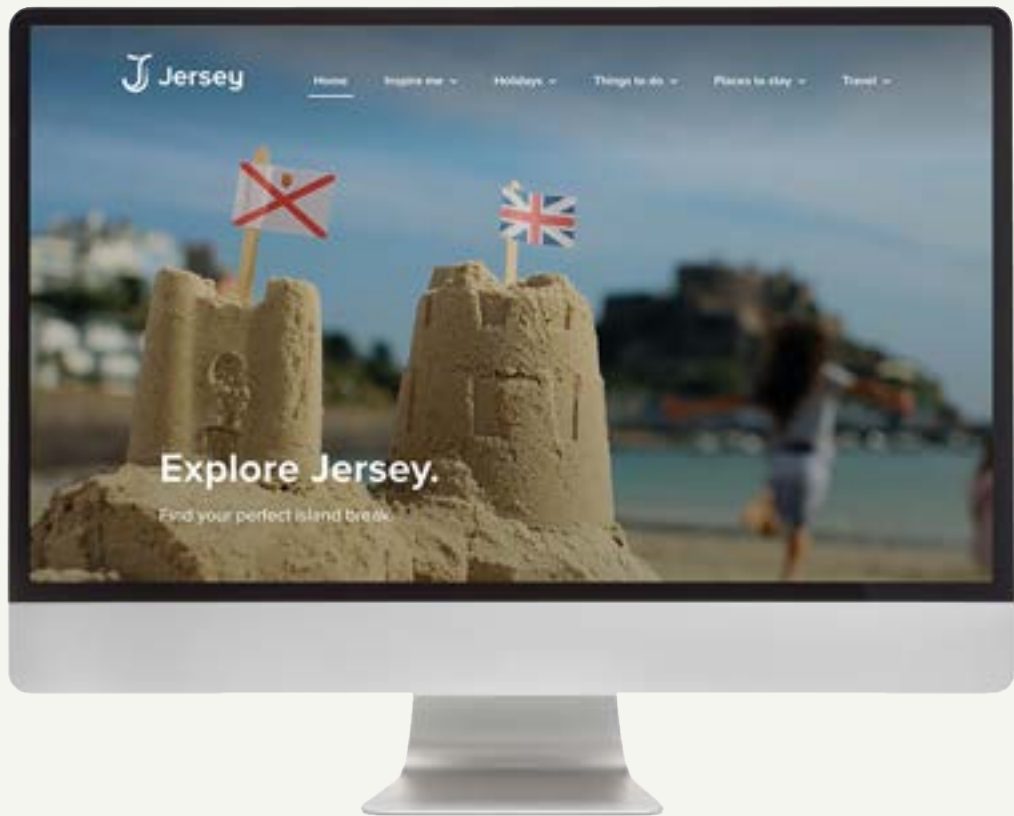
Applications

Applying the wave graphic

Our brand identity has been designed to provide flexibility and consistency across a broad range of **consumer and trade facing** applications.
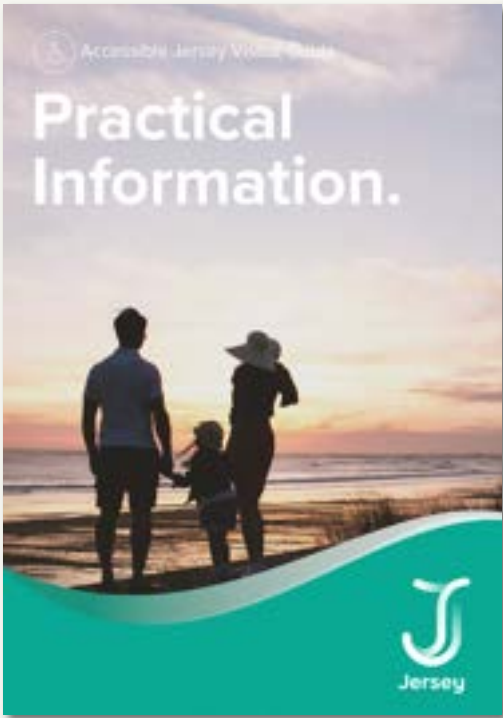
Using the identity online

When using the identity online, there are many formats which may mean elements of the brand are cropped. To ensure the logo is always visible it, or the icon, should be positioned at the top of the graphic, ideally top left or top right, and text should be left aligned so it is easier to view and read on screens.

ONLINE DISPLAY ADVERT EXAMPLES

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.

Please contact the Marketing Department for the full library of icons or follow the guide on the next page to create ones for specific requirements.

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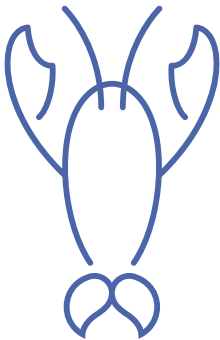
Please note: The icons shown below have been designed to showcase the icon style. Icons will need to be developed according to specific requirements.
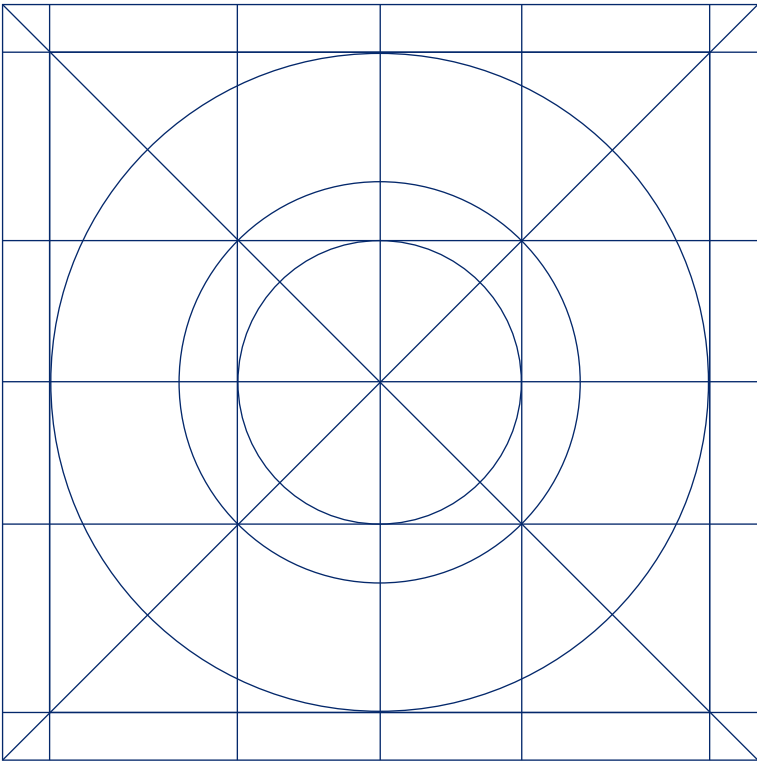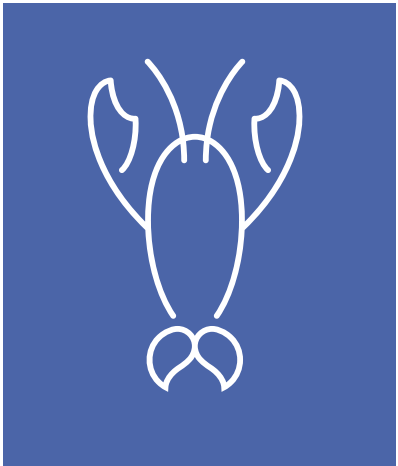

Basic icon grid for reference
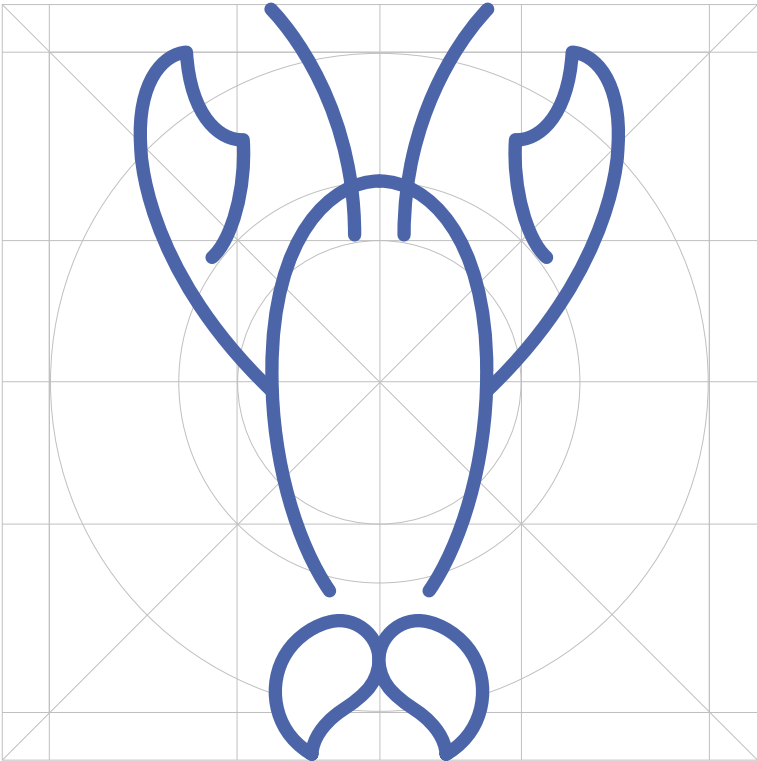
Icons at 100% size (100mmx100mm) have a keyline weight of 5pt

Positive   Negative

MINIMUM ICON SIZE

10mm

Minimum icon size 10mm
Keyline weight 0.5pt

Photography

Categories

Our photography style falls into five main categories: The Great Outdoors, Active and Wellbeing, Local Food, People and Culture and History and Heritage, which help us tell stories and inspire in interesting and different ways, depending on the type of application for content that you have need to work with.

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

- Distinctly Jersey – provide a sense of place
- Captures uniqueness of Jersey
- Natural, not forced or posed
- Positive, cheerful, and aspirational – has energy and life
- Overall colours should be bright and fresh
- Adhere to our creative style

| THE GREAT OUTDOORS	ACTIVE AND WELLBEING	LOCAL FOOD	PEOPLE AND CULTURE	HISTORY AND HERITAGE

Photographing landscapes and coastal scenery

THE GREAT OUTDOORS
Land and sea photography should capture the individuality and beauty of Jersey. Ideally this should focus on inward looking shots to show the coastline and not outward looking at vast empty seascapes.

Aerial shots can give the images a real sense of scale and drama, showing the size of the island and the breadth of landscapes. Images must be distinctly Jersey, capture the uniqueness of Jersey, be inspiring, have energy and life and the colours bright and fresh (seasonal adjustments required).
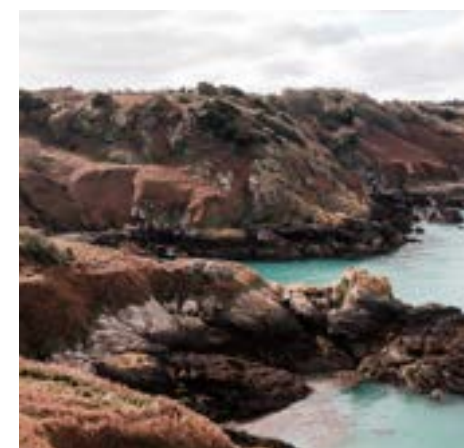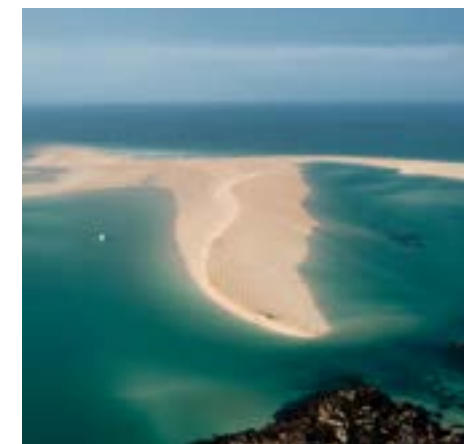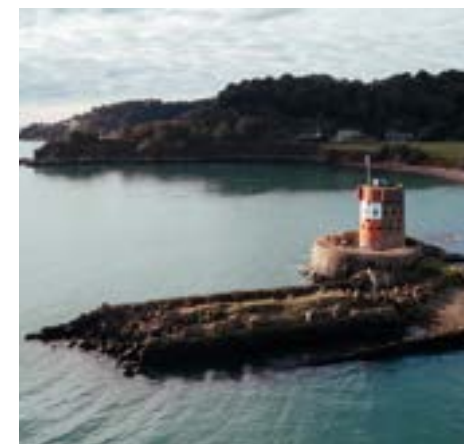
Photographing activities

ACTIVE AND WELLBEING

There is so much to do in Jersey from water sports to great coastal walking. Images must have energy and life, be natural not forced or posed and be bright and fresh. Images must be distinctly Jersey giving a sense of place, capture the uniqueness of Jersey.

When people are pictured doing activities, their expressions should be candid, not forced.

Photographing food

LOCAL FOOD

The famous Jersey Royals, the scrumptious seafood, delicious dairy products and hedge veg that make Jersey unique. The colours must be bright and fresh and capture the uniqueness of Jersey produce.

Photographing people

PEOPLE AND CULTURE

People photography should always include a mix of the type of people that will be experiencing Jersey in terms of gender, age, ethnicity etc.

Models should be representative of our best prospect segments. Images must have energy and life, be natural, not forced or posed and be bright and fresh.

Photographing places

HISTORY AND HERITAGE

Jersey has a wealth of wonders just waiting to be explored from Jersey War Tunnels to imposing castles and unique museums. Images should capture the imagination and show people really engaged in museums, not just pointing into cabinets.

Externally they must capture the uniqueness of the landmark. Aerial shots can give the images the real sense of scale and drama that is needed to inspire visitors.

Photography creative style guidelines

LIGHTING
Fully lit shots (think full sunlight, high noon) can create a fluorescent effect, flattening out all dimensions and causing harsh, black shadows. On the other hand, dappled light gives you depth, texture and drama.

Dawn or dusk can give great, natural, muted hues as well as dramatic, low cross-lighting. Time of day is crucial in ensuring a consistent look and feel across imagery. Ensure 'bright' blue sea, sky and sufficient light/sunshine but avoid washed out images by using midday winter sunshine.

BACKLIT
Back lighting, once frowned upon, now adds to our unorthodox brand styling with its nostalgic glow. The bright spot of light provides warmth and often obscures the subject into a silhouette creating anonymity, mystery and romance. Avoid creating pure black silhouettes with harsh back lighting in order to maintain some subtle colour and detail, whilst ensuring shots are always noticeably Jersey.

SHALLOW DEPTH OF FIELD
Shots created with a shallow depth of field provide dimension and a tangible sense of "being there." When you throw the foreground and/or background out of focus, it reflects the way the human eye perceives the world and can bring a stronger focus to your subject. Utilise this style across locations to allow viewers a sense of place.

SUBJECT STYLE
Subject(s) to have eyes off camera or even back to camera. The emotion is not lost and, in some cases, can be more intriguing with anonymity. The objective is not to eliminate a group of people having fun; the objective is to keep it real.

Featuring people in shots does not always require a group of people, nor do they always have to be shown as having "so much fun". Making use of a wide lens. Find interesting angles and perspective, often looking back towards a place of important reference (i.e. famous Jersey landmark/site/coastal location). Flesh tones are soft and warm, with no patchy hot overtones.

VEILING
Gently veiling the subject through airborne particles such as sea mist, or plantation can bring dimension and a bit of mystery to the shot. Similar to light that is dappling an image, ensure the veiling doesn't blanket the entire shot (which would end up flattening it). If the veiling effects random portions of the image to differing degrees, you're left with a nice contrast to the areas left unveiled.

ABSTRACT BUT NOTICEABLY JERSEY
Images that are predominantly made up of one part of the colour spectrum take on an illuminated and soothing presence because of the reduced visual noise. Composing imagery based on monochromatic tones can yield equally compelling effects when paired with the right scene. Ensure all locations are still noticeably Jersey.

DETAIL
Promoting the island to the world means paying attention to the detail. There will be many instances where zooming in on the fine elements of an experience will be needed, such as the catch of the day or a moment in nature. Shallow depth of field, earth tone colour palette, soft edges, contouring light.

POST-PRODUCTION/GRADE
In general, dial back superficial, primary colours and dial up velvety, earth tones. More impact is derived from photos that have a simple marriage of warm and cool, not overly edited, and avoid pushing to the extreme of "fantasy", but natural gradations and blended hues within the acceptable realm of reality.

CROPPING
It's important that the image is cropped so that it tells the story you want, and unnecessary details and elements can be left out to ensure the focus is where you want it to be. Centring your subject isn't essential - sometimes it can be more effective to use the angles and content of the image to help draw the eye to the focal point. Try to leave some breathing room when you crop images and always consider how the image will be used and if text will be added to the image.

Grids

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.
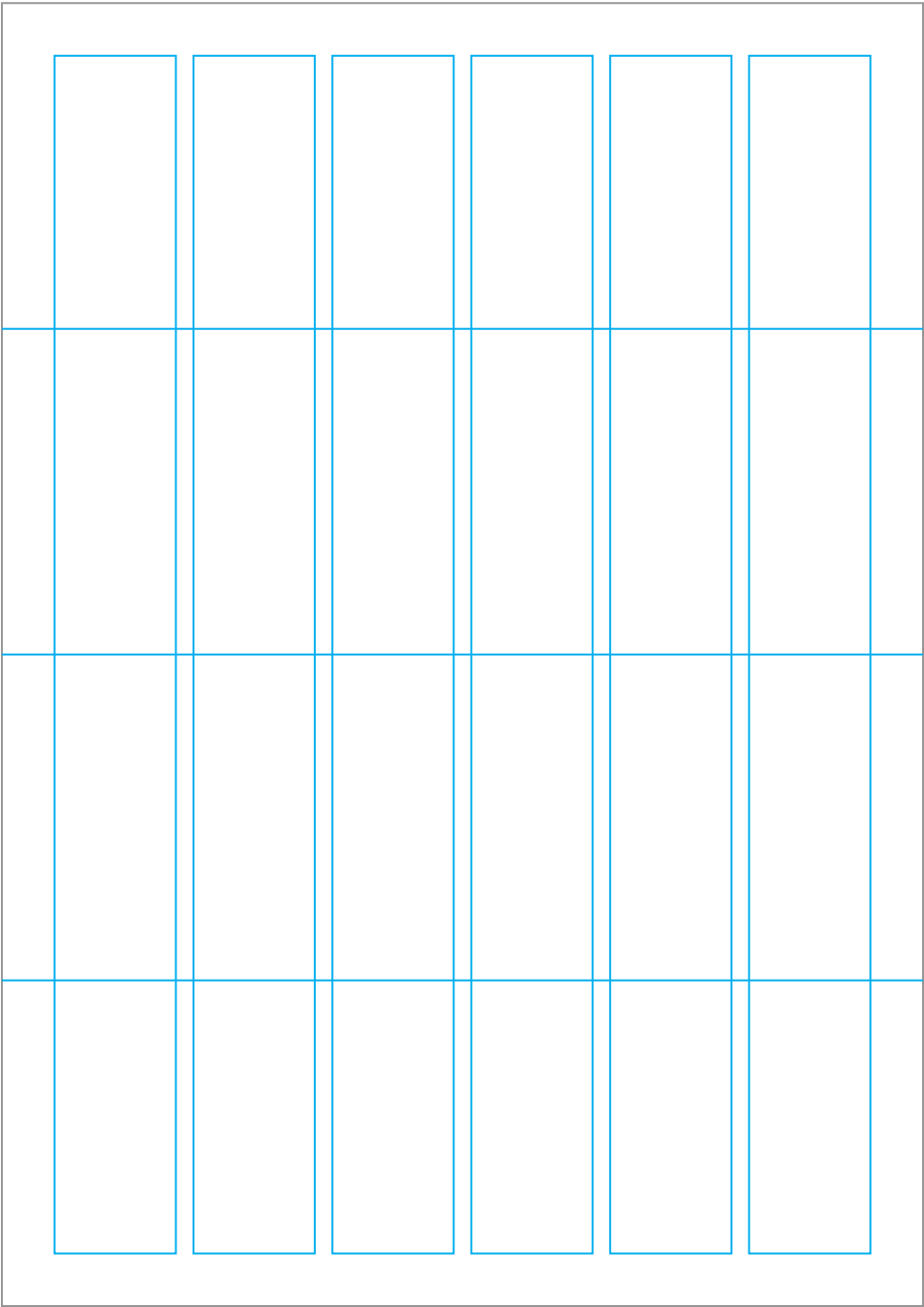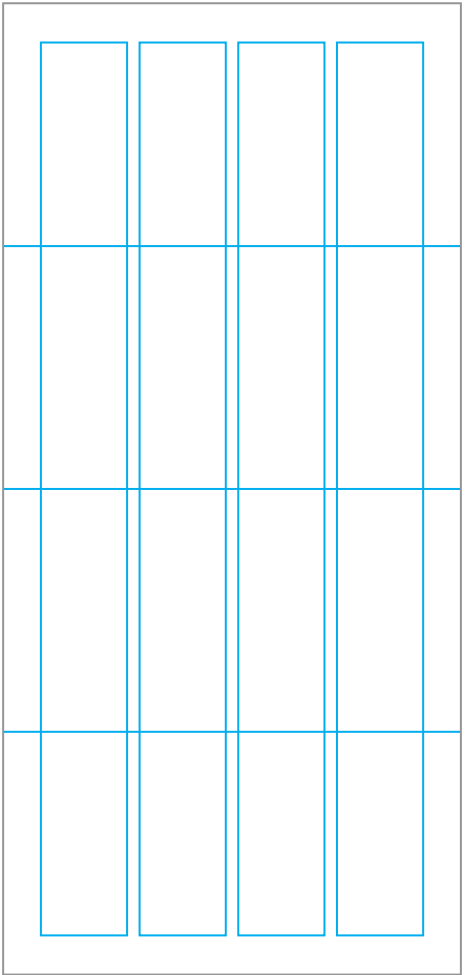
A4 (6 column grid)

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.
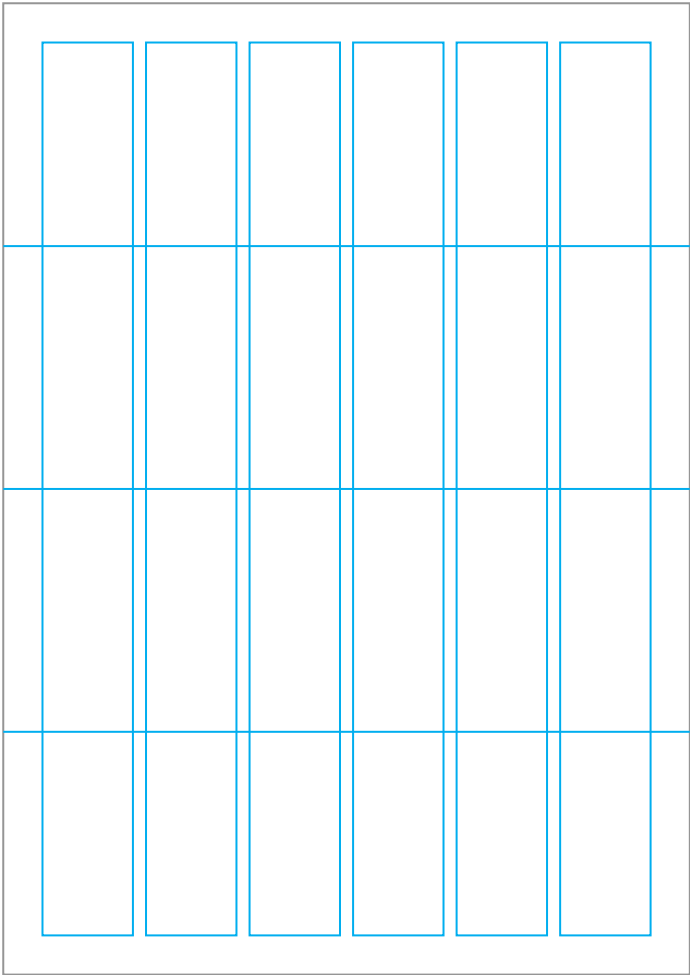
A5 (6 column grid)

DL (4 column grid)

Campaigns

Brand vs Campaign

The objective of branding guidelines is to create, develop, change, or raise awareness for the brand with fixed messages over the long term.

Campaigns inspire or inform and are developed to support the brand over a shorter time frame. They should stay true to the core message and values of the brand, but can use additional elements to help to develop brand awareness in the mind of the target audience.

Primarily, the brand identity should be used to create all long-term communication material - effective brands are easily recognisable by consumers and rely on a cohesive message across marketing efforts.

When developing campaign designs, they should use the brand elements as a basis and the additional graphics and fonts should complement the brand items developed. Campaign graphics should be used when there are more focussed messages to communicate, potentially with a call to action as opposed to brand building.

Where to use the BRAND

- Press release
- Website
- Corporate documents such as presentations, annual reports
- Events

Where to use the CAMPAIGN

- TV
- Press
- Outdoor
- Digital campaign bought media
- Social

Our campaign: Jersey. Curiously Brit...(ish)

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

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 a strong desire to start planning their trip.

To work alongside the core brand elements, a suite of 'Curiously Brit...(ish)' campaign identity elements have been developed to give the campaigns their own personality, whilst still retaining the core brand feel.

WORKING WITH OUR PARTNERS
When implementing the campaign, industry partners (hotels, attractions, restaurants), trade partners (tour operators) and access partners (airlines and ferries) should use our campaign messaging, logo and images to amplify the story with their promotional activity.

Curiously Brit...(ish) elements

CAMPAIGN IDENTITY
The identity has a set layout that should not be altered. When appearing within a Jersey branded communication (ie the website) the identity can appear by iteself.

There is the option to vertically stack the horizonal lockup or use a horizontal lockup depending on which is more appropriate.

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

IDENTITY ON A COLOURED BACKGROUND
When using a coloured background use the white lockup.

IDENTITY ON A WHITE BACKGROUND
When using a white background use the teal lockup.

IDENTITY ON AN IMAGE BACKGROUND
When using an image background use the white lockup and always place in negative space.

CAMPAIGN TYPEFACE
The font Capriccio should only be used in headlines or taglines.

Parisine Office should be used for sub headers, body copy and location tags and is available with Adobe Creative Suite.

HEADLINE FONT

SUB HEADING AND BODY COPY FONT

Parisine Office

Campaign layout guide

CAMPAIGN LINE

HEADLINE
Adventure on the high teas...

SUB-HEADING
You bring the sarnies,
we'll bring the 48 miles of stunning coastline.

LOCATION TAG
BEAUPORT BAY,
ST. BRELADE

BODY COPY
Explore Jersey's breathtaking and storied landscape, where soft sands are washed clean by the Atlantic ocean twice a day. Climb our soaring heights to the perfect clifftop to roll out a rustic spread seasoned with fresh sea air...

CALL TO ACTION
Start planning your trip at jersey.com

WAVE

LOGO/TAGLINE LOCK UP
JERSEY, CURIOUSLY BRIT...(ISH)

HEADLINE
- Font: Capriccio plain
- Always placed in negative space in top 20% of advert and should be the largest font size on the design
- Kerning 10.

CAMPAIGN LINE
- This should be placed between the headline and sub-heading.

SUB-HEADING
- Font: Capriccio plain
- Point size should be approximately a third of the headline
- Kerning 80
- Headline and sub-heading should be equidistant from the seperating line graphic device.

LOCATION TAG
- Font: Parisine Regular
- Minimum size 12 pt
- Kerning 60
- Pin icon is the same height as two lines of the location tag copy.

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

BODY COPY
- Font: Parisine Regular
- Minimum size 12 pt
- Kerning 40
- Allow around seven lines of copy, depending on size of the design. The copy shouldn't look crowded - always give it room to breathe whether it's in negative space or the wave.

CALL TO ACTION
- Font: Parisine Bold
- Minimum size 12 pt
- Kerning 40
- Call to action is always the same point size as the body 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.

Campaign graphic application examples

FULL WAVE

HALF WAVE

Curiously Brit...(ish) Elements

CAMPAIGN COLOURS
The brand colours should be used within campaigns and no other colours introduced.

WAVE GRAPHIC
The wave device can be used to give a more distinctive look and feel to campaign assets.

With the use of a solid coloured panel under the wave, there is also flexibility to add text and graphics of varying sizes within designs by altering the height of the panel.

The wave should not be used at the same time as the dynamic 'J' brand background.

WAVE

HALF WAVE

FULL WAVE

WRITING THE TAGLINE
When the tagline is being used in text is should always be written in the same way with initial capitals, three dots and the ish in brackets:

Curiously Brit...(ish)

CAMPAIGN LOCK UP
For communications where the Jersey logo is required, the campaign lock up layout should be used, as shown below.

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.

LINE DEVICE
The line device has been created to seperate the headline and sub-heading in a style that relfects the headline font. The colour of the line should always match the headline colour.

BADGE & RIBBON DEVICE
The badge graphic has been developed for use on half page adverts to house the headline, with the sub-heading on a ribbon graphic, to help the clarity of the messages. The badge and ribbon should be created in contrasting brand colours.

Social activation

Hashtags can be used effectively to drive advocacy, to inspire potential visitors to discover Jersey.

92% of consumers trust brand advocates so encouraging user generated content helps promote the island with authenticity.

HASHTAG USE
Hashtags can help boost social media reach and engagement and can be used on just about any social media platform, but they're most popular on Twitter and Instagram, as a tool to generate UGC.

• Use hashtags in social posts or editorial copy only for Visit Jersey and partners.

• Ideally use three to five hashtags maximum for social posts, and only one to be used in editorial content.

• Don't use the same hashtags for every post, use a mix of smaller and larger hashtags.

• Don't use hashtags in body copy or as taglines in print advertising.

• Don't use hashtags without context in press release body copy.

**#theislandbreak
#JerseyCI
#VisitJerseyCI**

These hashtags have been developed and successfully created a rich collection of social content, shared across Visit Jersey channels.

Our aim is to build on this equity whilst ensuring they are used at the right time and in the right place.

The primary role of #theislandbreak should be as a call to action on digital channels via social media and through PR when we are asking for user generated content. It shouldn't be used as a brand tagline but as a device to direct visitors to social channels, for example: Dive deeper into Jersey. Explore #theislandbreak

Co-branding

There are three co-branding areas - ENDORSEMENT, SPONSORSHIP and CO-OPERATIVE - that apply to organisations that are working with the Jersey brand.

ENDORSEMENT

This is where a piece of communication, usually focused around a single subject or event, is endorsed via a visual association with the Jersey brand.

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. Use 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.
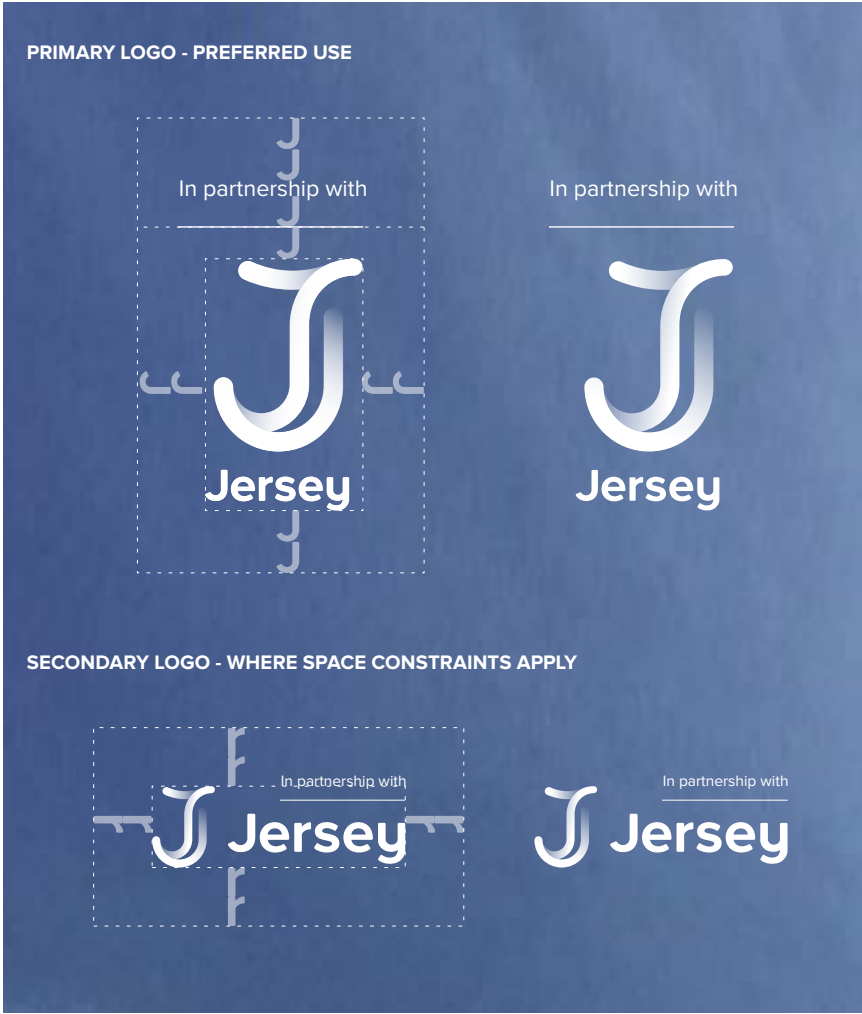
SPONSORSHIP & PARTNERSHIP

Sponsorship and partnership endorsements occur when two or more companies come together to jointly sponsor an event.

Sometimes in these situations when the host brand may 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. In this sitution the primary stacked white logo should be used.

PRIMARY LOGO - PREFERRED USE

In partnership with

In partnership with

SECONDARY LOGO - WHERE SPACE CONSTRAINTS APPLY

In partnership with

In partnership with

CO-OPERATIVE

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

In order to allow the brands to retain their own identity, measurements guidance should be followed, and proportionately sized up or down depending on the end requirement.

PRIMARY HORIZONTAL LOGO

PRIMARY STACKED LOGO - PREFERRED USE
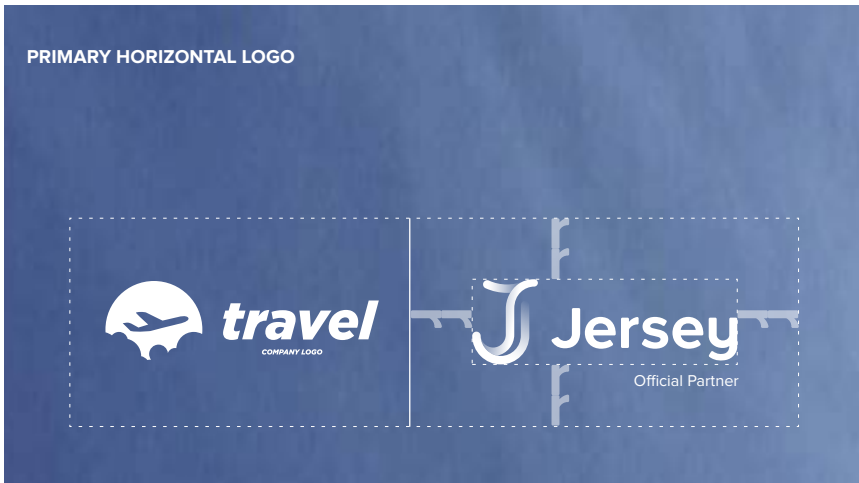
EXAMPLES

Contacts

For more information on using the
Jersey visual identity please contact:

marketing@visitjersey.je