



version 1



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Introduction
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A full-page background image featuring a person running on a cobblestone path that leads to a beach. The sky is filled with large, dramatic clouds, with sunlight breaking through in several places, creating a high-contrast, atmospheric scene. The person is in the lower center of the frame, running away from the viewer towards the ocean. The path is made of dark, rectangular cobblestones, and the beach is visible to the left. The ocean waves are breaking in the distance.

These guidelines tell you everything you need to know about the Jersey brand – what it's all about and how we want to start using it in the promotion and marketing of Jersey. They are intended not as a straight jacket but as a creative stimulus for anyone involved in delivering the Jersey brand.

Why brand Jersey?

Jersey has always been a very beautiful, very desirable place to live and work. And it already has a 'brand' – a set of perceptions that many people share about what Jersey is like. Safe, secure, beautiful, great beaches, a little old fashioned, off shore, Jersey Royals, wealthy, a bit inward looking. A whole mix of the good and bad, the fair and the unfair.

The project to brand Jersey started with a very thorough look at existing perceptions of everything that is Jersey. It concentrated on four areas that are key to Jersey's future – tourism, finance, agriculture and the community and it sought to understand what it is like to live, work, visit or invest in Jersey. This work highlighted some big challenges for the brand to overcome:

How can we position Jersey as a sophisticated and contemporary place to visit?

How can we reinforce perceptions of strength, solidity and integrity within the financial market?

How can we help grow the agriculture sector recognising (and marketing) the unique qualities that make Jersey produce worth trying and buying?

How can we reawaken a sense of pride amongst the whole community in Jersey?

And key to this was finding a brand promise for Jersey that would be both completely true of Jersey and also challenging in terms of the expectations it would set for the different sectors. Because creating a brand is only ever the start of a journey. The really hard bit is delivering on the promise.

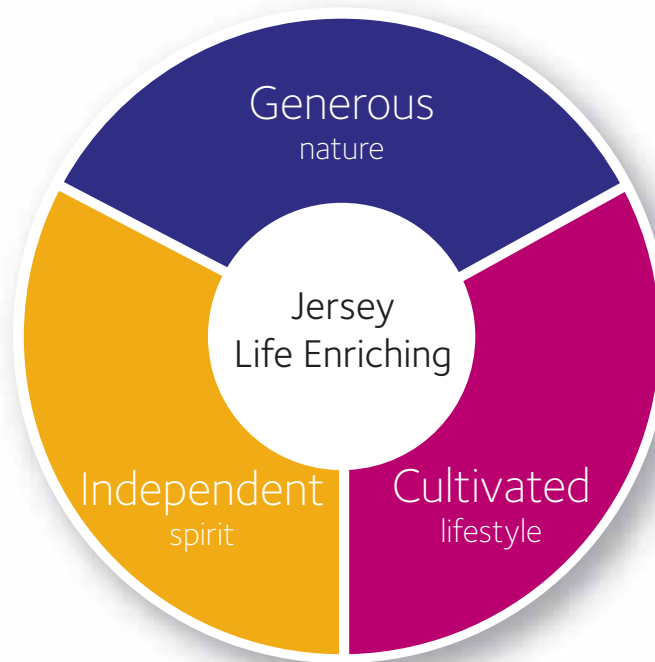
The Jersey brand was built by looking at the strengths of each of the four key sectors and finding the common threads and ideas that unite them.

Tourism had a reputation for being a very real and genuine place, a beautiful natural destination that was seen as precious and unique.

Finance painted a more sophisticated picture based on stability and quality where personal relationships are built on trust and integrity.

Agriculture brings the brand its generosity and authenticity. Things grow and thrive in Jersey.

Community is core to the brand as it provides the independent spirit and individuality as well as the warmth and generosity of the lifestyle.

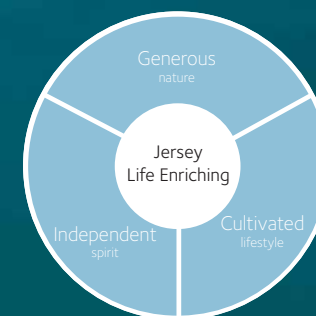


Our brand model, which is based on a core promise and three personality coordinates, captures what is unique and compelling about Jersey. The model is shown here and each element is explained in more detail on the following pages.

Brand promise

Life enriching

This is the promise we make to everyone that lives, visits, works or does business in Jersey. We promise that their lives will be enriched by the experience that is Jersey. And this is no false promise. We know that Jersey's natural beauty lifts the spirits. The high standard of education, healthcare and safety improves people's day to day lives. History and respect for tradition provide a strong sense of community. Our business environment is one of immense personal and professional integrity. And the rich variety of sport, entertainment and culture gives everyone the opportunity to live a more fulfilled life

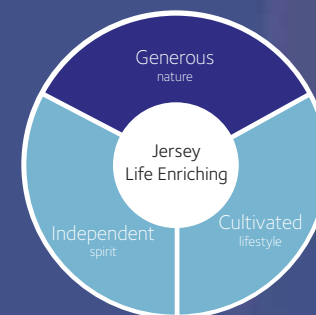


Brand coordinates

Our brand coordinates, individually and in combination, uniquely describe the personality and the character of Jersey.

Generous nature

Generous nature is shown by Jersey's long tradition of philanthropy and the widespread participation and involvement Jersey people have in Island life. In tourism it is about providing comfortable, reassuring and familiar experiences. In agriculture you witness it in the rich, wholesome and abundant produce, the fertile environment and the warm climate. For finance this is about the mutual respect, decency and integrity with which they do business

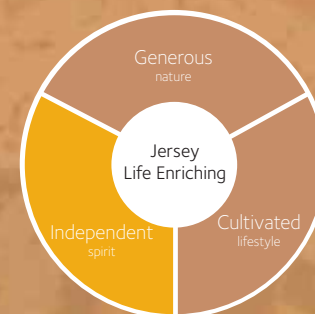


Brand coordinates

Our brand coordinates, individually and in combination, uniquely describe the personality and the character of Jersey.

Independent spirit

Independent Spirit is witnesses in the quirkiness and uniqueness of our way of life. It is experienced by visitors in the unpackaged and authentic holidays that they can have in Jersey. In finance Jersey is seen as a breeding ground of new, niche products that are tailored to clients' individual needs. And in agriculture it is experienced in the culture of the small independent farmer adapting to market and climate change

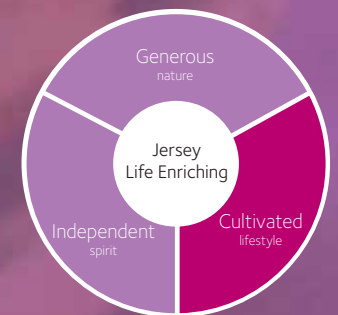


Brand coordinates

Our brand coordinates, individually and in combination, uniquely describe the personality and the character of Jersey.

Cultivated lifestyle

Cultivated Lifestyle is most clearly seen in our finance sector where sophisticated specialist products are created and there is a reputation for well managed, well organised infrastructure. In agriculture the cultivated coordinate is reflected in the tradition of nurturing and caring for livestock and crops. Our community enjoy a refined and prosperous lifestyle in a nurturing and supportive community and tourism understands the importance of providing a high quality and sophisticated experience for our visitors



Basic elements

Logo
Logo variations
Logo restrictions
Logo and Strapline
Colour palette
Typeface



The golden bird symbol always appears with a shadow on whatever background it is placed on. Therefore when producing design work you will need to use a layered artwork version of the logo so that the shadow can be multiplied over its background colour or image.

The logo represents Jersey's sense of independent spirit and freedom, the richness of its culture and all its produce, and its fresh outlook for the future. We need to take pride in using the logo correctly as this will help to consistently deliver our brand messages on all marketing material.

Primary logo to be used only against a white background



The Jersey logo may only be used in these colourways shown. The only variation is the background against which it is placed.

The reversed out wordmark is produced in the Jersey Sand colour – see [colour palette](#)

Monotone versions may be used when budget restraints do not allow 4 colour printing. The reversed out wordmark in this case will be white.



The **Genuine Jersey logo** can be used against white or reversed out of a background colour or image. Make sure that its background is relatively uncluttered so that maximum legability is attained.

For retail applications a special logo has been created as a mark of quality and authenticity. This is the only instance that the golden bird symbol has a different positional relationship to the primary logo. Do not try and recreate your own version. Use the master artwork file provided. This has a shadow for the bird as a separate layer so that it can be multiplied over the background.



Jersey.com logo

When using this logo it replaces the need for the primary version.



Exclusion Zone

This is calculated as half the height of the 'J' of Jersey.
The grey area shown here should not be encroached by any text or graphic, nor cut into by the edge of the page.



In order to best present the Jersey logo it is necessary to keep to the 'exclusion zone' rules.

There is also a minimum size to stop the logo breaking up when reproduced in print.



The logo may appear against a colour background or image, but this must be dark enough for the logo to be legible. In most cases you should treat the image by overlaying one of the Jersey palette colours and multiplying to make it translucent.

See the following page for other examples of what not to do with the Jersey logo.



The strapline takes on the same colour as the wordmark in all of its variants.

In certain instances the Jersey brand promise 'Life Enriching' can be used together with the logo. This is supplied in the master logo artwork and has a specific size relationship. Do not try and recreate this strapline.





Do not change the relationship between the bird symbol and the wordmark.



Do not change the colour of any of the elements of the logo.



Do not try and recreate the logo.



Do not use the bird symbol on its own.



Do not put any shadows or effects.



Do not reverse the logo out of the Jersey Sand colour.



Do not blur the logo or add any effects.



Do not distort the logo or rotate it.



Do not reproduce the logo on or out of any material that will cause it to break up.



Do not place the logo onto an image that is too light or with too detailed a background.



Do not place the logo onto a background colour that is too light, or omit the shadow from the bird symbol.



Do not reproduce the logo as a solid black.

Always use the master logo file provided and follow the previous guideline pages on how to apply it correctly.

The following creations are some examples of what NOT to do. Whilst some of these are blatantly obvious please study them carefully as they elude to any subtle change within that specific area.

If in doubt, please contact xxxxxxxx for further advice and approval.

Primary colours used in the logo

Jersey Blue

c68 m50 y13 k4*

Nearest Match – PANTONE 7462 (Uncoated only)

Jersey Sand

c0 m7 y30 k8

Nearest Match – PANTONE 7501

Secondary support palette

Harbour

c100 m37 y0 k0
PANTONE 3005

Surf

c90 m0 y9 k57
PANTONE 7470

Pasture

c92 m0 y84 k20
PANTONE 348

Festival

c00 m71 y90 k10
PANTONE 159

Earth

c24 m55 y68 k32*
PANTONE 4635

Crocus

c95 m95 y0 k15
PANTONE 273

Orchid

c0 m100 y0 k25
PANTONE 227

Sky

c82 m10 y0 k0
PANTONE 299

Rock pool

c40 m0 y0 k20
PANTONE 550

Dew

c64 m0 y83 k0
PANTONE 7489

Gold

c0 m33 y100 k4
PANTONE 124

Pebble

c0 m36 y50 k24
PANTONE 4655

Lavender

c59 m50 y0 k4
PANTONE 7456

Dusk

c33 m59 y0 k0
PANTONE 521

All PANTONE references are specified as being the nearest match to our desired colour.

*In some cases the CMYK breakdown has been altered from that of the PANTONE Solid to Process recommendations.

Harbour

Jersey

Surf

Jersey

Pasture

Jersey

Festival

Jersey

Earth

Jersey

Crocus

Jersey

Orchid

Jersey

These colours from the top line of the secondary palette may be used as backgrounds for the reversed out version of the Jersey logo. The lighter range are not dark enough for sufficient legibility.

The Jersey colour palette is inspired from the natural colours of the environment.

The primary colours bring a fresh and unique sense of the brand within the logo.

The secondary palette is a range of carefully selected colours that can be used with photography. There is a mixture of strong intensity within the top line, and a lighter touch within the lower line.

See gallery section for further examples

Headline font

Foundry Sterling Light and Book

abcdefghijklmnopqrstuvwxyz
1234567890£%?

Weights that may be used

Foundry Sterling Light

Foundry Sterling Book

Foundry Sterling Medium

Foundry Sterling Bold

Body copy

Foundry Sterling Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

The Jersey brand typeface is Foundry Sterling and should be used on all marketing and promotional collateral from brochures to administration documents.

The preferred weight is Foundry Sterling Light as this shows off the character of the typeface to its best effect and is best suited to Jersey as a brand. However, the other weights are available for text legibility.

Imagery

Photography selection
Combining images
Textures & overlay
Layering & shadows



The Jersey brand promise of **Life Enriching** requires a photographic approach that is flexible enough to encompass and convey all aspects that the island has to offer. The type of photographs that are appropriate should also, where possible, communicate the brand coordinates:

Generous nature, **Independent** spirit, **Cultivated** lifestyle

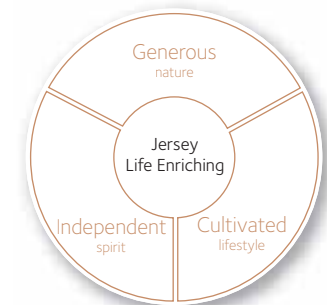
We do this with a combination of two types of photograph 'macro and micro'.

Macro

Macro images describe context and situation with a sense of depth or perspective. These shots should inspire the viewer with a feeling of the extraordinary or the unexpected. They capture moments in time using natural light and are created using a dynamic composition which engages the viewer and invites them to step into the picture and join in. [See gallery section for further examples](#)

Macro images describe the bigger picture. They engage and invite the viewer to step into the picture.

Keep in mind the brand promise and coordinates.



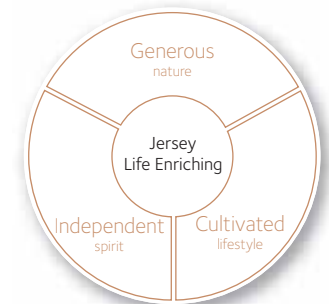


Micro

Micro images are not necessarily small. They describe a subject at close quarters or in a confined frame. This may be people, flora and fauna, natural elements/the environment or interesting objects all worthy of a more detailed and indepth focus. These pictures should still convey the brand promise of **Life Enriching** and communicate the brand coordinates – **Generous** nature, **Independent** spirit and **Cultivated** lifestyle. They should be real and genuine and their candid nature should capture the benefits of Jersey life.

Micro images are an indepth focus that captures the benefits of genuine Jersey life.

Keep in mind the brand promise and coordinates.



Combining images



Macro

Micro

Macro and micro photographs are combined to communicate depth and in-depth focus. They bring a subject matter, story or situation to life, adding a sense of time and purpose.

The larger image in the layout can be either the macro or the micro and may be a selection of two or several images. There must be at least one micro if using several macro shots and vice-versa.

[See gallery for further examples](#)

Combinations of macro and micro photography in different sizes adds a real sense of time and purpose.



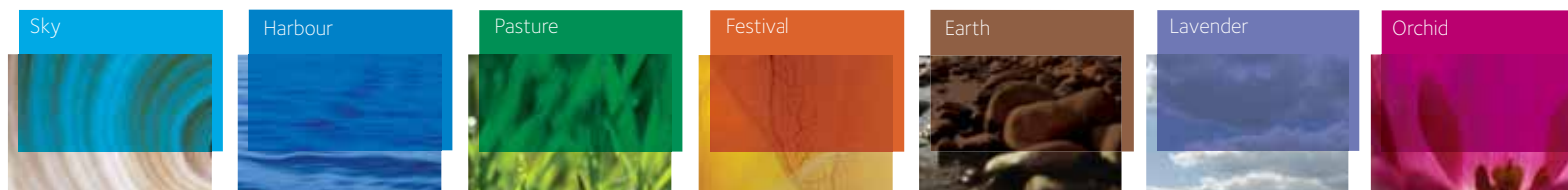
Micro

Macro



The link between the two may be an abstract analogy of the other as shown here.

Texture & overlay



In order to bring the Jersey colour palette to life on all applications, there is a prescribed style of overlaying and integrating them with photographs. This enables a secondary/support level of imagery to be used to create abstract backgrounds. Close-up details and textures of the environment are chosen and a colour from the palette is multiplied over the top.



In the same way, a colour from the secondary palette is chosen and overlayed onto a macro or micro photograph to create a text area for headings, subheadings etc. See gallery examples of how this all comes together

Abstract textures can be created and used as backgrounds.

Overlaying colours is a key part of the Jersey visual style and is used to create text panels on applications.

Layering & shadows



A layered graphic system has been created. This is simply achieved by adding vignetted shadows to the edges of the panels either on top of the photograph or on the colour.

See gallery section for further examples

Vignetted shadows are used to create visual lift on photographic and colour panels to achieve a multi-layered visual style.



Tone of voice

What is tone of voice?
Creating headlines
Our tone of voice

What is tone of voice?

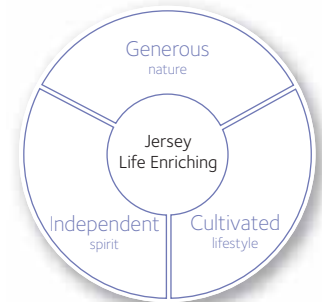
The new Jersey identity will bring a whole new look and feel to our communication material, but delivering a brand is just as much about what we say and how we say it – we call this tone of voice.

Our tone of voice helps bring the Jersey experience to life. A good piece of writing about the Island is more than a description of a place or a set of facts. It has a particular pace, language and style that work together to help the reader really experience Jersey – even if they've never been there before.

Our style of writing can go a long way to convey what a genuine, stimulating and beautiful place Jersey is to live, work and visit. We want people to be interested, informed and enthusiastic about Jersey – and we want them to want to find out more.

This section of our guidelines shows how to weave our core thought, Life Enriching and our three brand coordinates – **Generous, Independent and Cultivated** – into our written personality. It covers both the style of our writing as well as particular messages to be used when writing for each of the sectors.

See introduction section for further explanation of the Jersey brand strategy



In marketing and promotional materials tone of voice will be established through the headlines and sub heads that are used. Where possible you should try and reflect the core promise through these headlines. This may be done literally by using the word life and linking it with a whole range of different concepts around the affect that Jersey has on people's life.

Life style

Life story

Work life balance

Life sized

Good life

Life support

Live the life

Another way of reflecting the core promise is by creating headlines that show the improvement and enrichment that happens in Jersey. This might be achieved by using phrases containing comparative adjectives.

Grow taller

Perform
better

Progress
faster

Invest
further

Relax
deeper

Use different sizes of type where appropriate to give the headings a sense of pace. This works well with the macro/micro photography. See gallery section for further examples

Our brand coordinates are the brief for our tone of voice. We want people to get a real sense that we are generous, cultivated and independent through the combination of style and content in our writing. The following are some principles of how to get this tone across.

Generous

Being generous is all about giving people more than they anticipate. In writing this may mean painting stories for people and being more descriptive about issues or qualities. This doesn't mean it needs to always be very long copy, but it should be inviting and inclusive and help the reader to understand a number of different aspects. So, for example, you might use sentences rather than bullet points in a finance piece; or you may want to describe the climate as part of a piece about our agriculture.

Independent

Being independent can mean many different things in terms of writing. For Jersey we are looking to create a distinctive and unique tone of voice. It's important that people appreciate how distinctive the Jersey experience is. It's already part of your language –

in the mix of French and English and the unusual names you have for Jersey traditions. Try and bring this sense of the distinctive through into the way you write and the things you write about. Being independent may also be about sticking to your principles and having an opinion that comes through the way in which you write. You need to be careful that this doesn't make Jersey appear a little difficult to get to know, but the honesty and authenticity are important parts of your character.

Cultivated

Jersey has a unique and attractive combination of sophistication and authenticity. By bringing in a sense of cultivation we are trying to get this mix across to people. So we aren't looking for the copy to be very upmarket or snooty, but instead to give a real sense that Jersey has, and upholds, traditional values. In practice this will probably be as much to do with the content that you choose, but it will also be important to write well – and to care about grammar and punctuation.

See introduction section for further explanation of the Jersey brand strategy

Our tone of voice

In order to drive change in Jersey our brand needs to be communicated through the sectors that Jersey works in. The following are brand messages developed for the Tourism sector and based on the brand coordinates.

Writing for Tourism

Brand messages

- In Jersey you're free to enjoy everything that this proud and distinctly individual island has to offer
- Jersey provides the discerning visitor with wonderful restaurants, a safe environment and all the advantages of a wonderfully unspoilt, unpackaged holiday
- Jersey is rich in history and bursting with natural beauty giving you so much more to enjoy from your holiday
- Because everything in Jersey is so close and the experiences are so rich, you can really make the most of your time here
- When you visit Jersey you get to enjoy our warm welcome and wonderful quality of life
- Our island lifestyle gives visitors an opportunity to enjoy stunning coastal scenery, exciting water sports and the freshest, most delicious seafood served in beautiful surroundings



Our tone of voice

Writing for Finance

Brand messages

- We work closely with our clients and partners, sharing our skills and knowledge, to help people realise their ambitions
- With our well managed infrastructure, product expertise and professional client relationships Jersey provides the most sophisticated centres for offshore investments
- Our unique constitutional position and fiscal advantages provide a strong and stable location for investors
- We help build a better future for Jersey through our investment in the island's health and education system
- We support Jersey's cultural and charitable initiatives to strengthen our community
- As an employer we attract and develop new skills, and offer exciting career opportunities for islanders
- Jersey's finance sector proudly continues the island's long history of providing the best of local commerce to the wider world
- Our innovative and personal approach to business, supported by our highly developed legal and regulatory systems, ensure that we provide truly bespoke client solutions



In order to drive change in Jersey our brand needs to be communicated through the sectors that Jersey works in. The following are brand messages developed for the Finance sector and based on the brand coordinates.



Our tone of voice

Writing for Agriculture

Brand messages

- Everything we grow is full of flavour and natural goodness
- We produce premium quality products by carefully managing our islands rich natural resources
- We use original and distinctive methods to create world class products that couldn't come from anywhere else but Jersey
- Jersey's location in the Gulf Stream and its unique microclimate provides a diverse range of natural produce all year round
- We constantly adapt our offer to ensure it meets our customers' changing needs
- Everything we grow adheres to strict Bio Control guidelines and can be traced from field to plate
- Farming has shaped the beauty of Jersey's landscape and sustained local families over generations



In order to drive change in Jersey our brand needs to be communicated through the sectors that Jersey works in. The following are brand messages developed for the Agriculture sector and based on the brand coordinates.

Our tone of voice

In order to drive change in Jersey our brand needs to be communicated through the sectors that Jersey works in. The following are brand messages developed for the Community sector and based on the brand coordinates.

Writing for Community

Brand messages

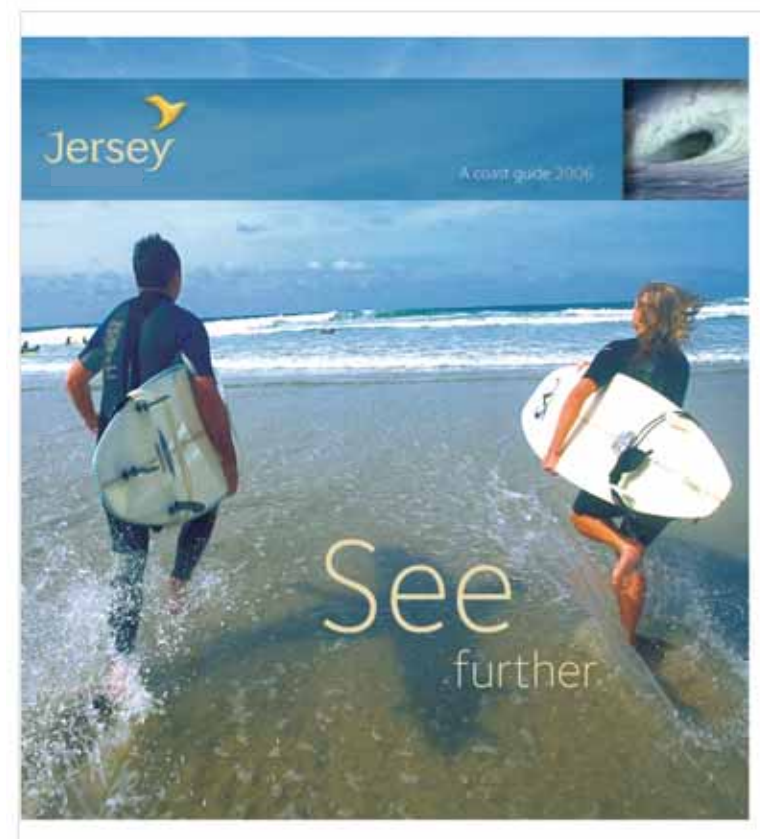
- We're proud of our financial success, our history, our unique way of life and all the things that make us Jersey
- Jersey is committed to providing excellent standards of education and healthcare and providing a well managed and well run Island where people can enjoy the highest standards of living
- In Jersey our community spirit is based on people working together and giving their time and energy to achieve change for everyone



Gallery





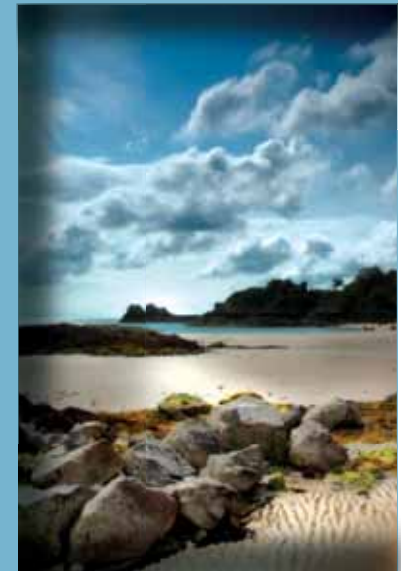








Contacts



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