

Genuine
Jersey Royal
New Potatoes

Branding Toolkit and Guidelines



Branding Toolkit and Guidelines

Master Logos

The Jersey Royal Master Logo or Brand Mark has been developed to work across all media. Please remember this logo can be obtained from www.jerseyroyals.co.uk in all the recommended formats with the correct colour values. Please do not use any logo other than those provided. On no account should any of these logos be altered or edited in any way.



Master Logo - CMYK
For use in all full colour print techniques



Master Logo - 2 Spot Colours
For use in spot colour print

Master Logos



Master Logo - Greyscale
For use in Press advertising



Master Logo - Mono B/W
For use in One colour print,
and difficult printing techniques

Branding Toolkit and Guidelines

Master Logos for Packaging



Master Logo - Spot Colour Pantone 269c

This Logo has been developed solely for use in packaging and should only be used for this purpose.
The background colour should always be Pantone 269 c.

*PLEASE NOTE: this logo with a white border must always be used when placed on dark backgrounds.
The dashed outline is for illustration purposes and does not appear when printed. This indicates that
this logo has a white border which must always be used to provide necessary stand out.*



Master Logo - CMYK Pantone 269c

This Logo has been developed solely for use in packaging and should only be used for this purpose.
The background colour should always be Pantone 269 c (C=78 M=100 Y=0 K=33)

*PLEASE NOTE: this logo with a white border must always be used when placed on dark backgrounds.
The dashed outline is for illustration purposes and does not appear when printed. This indicates that
this logo has a white border which must always be used to provide necessary stand out.*

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Master Logos for Packaging



Master Logo - Spot Colour Pantone 269c

This Logo has been developed solely for use in packaging and should only be used for this purpose.

The background colour must always be Pantone 269 c

NOTE: For illustration purposes, the logo is depicted on a purple background.



Master Logo - CMYK Pantone 269c

This Logo has been developed solely for use in packaging and should only be used for this purpose.

The background colour must always be Pantone 269 c (C=78 M=100 Y=0 K=33)

NOTE: For illustration purposes, the logo is depicted on a purple background.

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Typefaces

The typefaces shown should be used for all Jersey Royal branding and communications. The faces chosen reflect both the traditional and contemporary aspects of the brand.

Headings

Bembo Regular has been selected as the Header Font style. The specification is a minimum size of 15pt on a leading ratio of x 1.1 (ie. 15/16.5pt). Leave two line spaces before starting the next text area.

Sub headings

News Gothic Bold BT is chosen for sub headings. The specification is minimum 9pt on a leading ratio of 1.5 (ie. 9/13.5pt). Go straight into body copy leaving no line spaces between.

Body copy

News Gothic BT has been chosen for body copy. The specification is minimum 9pt on a leading ratio of x 1.5 (ie. 9/13.5pt). Leave one line space between paragraphs.

News Gothic Italic BT and Bold BT can be used within text to highlight or differentiate.

There is great flexibility in how you choose to represent typography outside of the restrictions stated. It can be shown reversed white out of a dark colour, or a darker colour on a coloured background, or even a light colour on an even lighter background.

Taking this approach helps communicate the diversity that is integral to the Jersey Royal brand and has a positive, upbeat tone.

The only rule to bear in mind is that there must be sufficient legibility in order for the viewer to be able to follow the text easily.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bembo Regular – Headers and page titling
Introductory information - minimum 15pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

News Gothic Bold BT – Sub Headings
Minimum 9pt on x 1.5 leading (ie. 9/13.5pt). Factual information - 7pt on x 1.5 leading (ie 7/10.5pt)

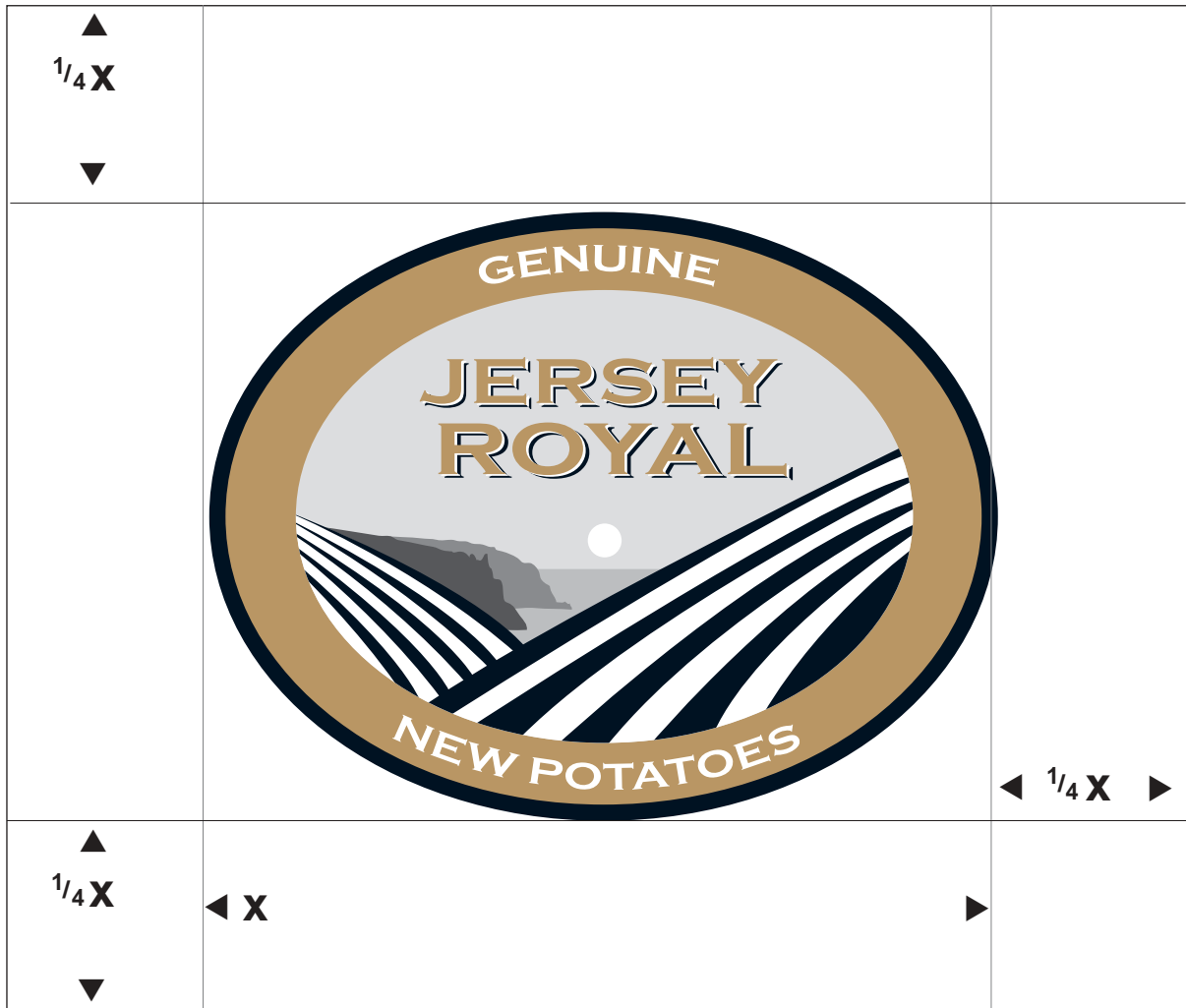
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

News Gothic BT – Body Copy
Minimum 9pt on 1.5 leading (ie. 9/13.5pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

News Gothic Italic BT

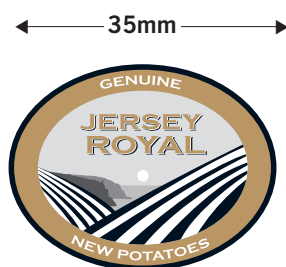
Logo and exclusion zones



This Jersey Royal logo has no maximum size, however to retain legibility it is recommended that it is not used any smaller than 35mm in width when used in Colour or Greyscale. When it is necessary for the logo to be used at a smaller size then the Mono B/W logo must be used.

The exclusion zone enables the logo to always have the correct space around it to ensure maximum stand-out from any other elements.

No other text or logos should overlap this area, and the logo should always be at least this far from the edge of the page.



The preferred minimum size of logo is 35mm



The logo Mono B/W logo may be used at a smaller size.

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Logo positioning guide

To ensure a consistent brand image across literature, the application of the logo must be consistent. This page shows the size and positioning guidelines.

The logo should be positioned on the right hand side of the page wherever possible, although it is acknowledged that this may not always be suitable for packaging.

As the logo is designed as a badge it will sit comfortably on any of the colours specified in the brand colour palette. The logo may also be used on a photographic background, provided that it is placed on an area of the image that is clear and uncluttered.



Correct



Incorrect

Colour guide

Colours for Spot Colour Printing



Jersey Royal Black
Pantone Black 6 U 25X
Web 000000



Jersey Royal Gold - Metallic
Pantone 872 cv
Web B38541



Jersey Royal Packaging Purple
Pantone 269 c
Web 330066

Colours for CMYK Colour Printing



Jersey Royal Black
CMYK 60/0/0/100
Web 000000

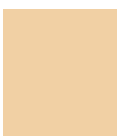


Jersey Royal Gold
CMYK 0/18/100/30
Web B38541



Jersey Royal Packaging Purple
CMYK 78/100/0/33
Web 330066

Supporting Colour Palette



Pantone 727cv
CMYK 10/20/40/0
Web FFCC66



Pantone 465
CMYK 20/40/80/10
Web CC9933



Pantone 731
CMYK 60/80/100/20
Web 663300



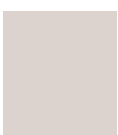
Pantone 616cv
CMYK 5/5/50/10
Web CCCC66



Pantone 5845cv
CMYK 40/20/80/20
Web 999933



Pantone 5757cv
CMYK 70/40/90/20
Web 666600



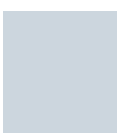
Pantone 435cv
CMYK 5/10/10/20
Web CCCCCC



Pantone 436cv
CMYK 40/30/40/5
Web 999999



Pantone 437cv
CMYK 50/40/40/30
Web 666666



Pantone 5445cv
CMYK 20/5/5/20
Web 99CCCC



Pantone 5425cv
CMYK 70/30/30/0
Web 669999



Pantone 5405cv
CMYK 90/60/60/10
Web 003333