

Genuine Jersey Brand Guidelines

01 Introduction to Genuine Jersey

02 The Genuine Jersey Brand Identity

03 The Genuine Jersey Mark

- a Primary Product Mark
- b Genuine Jersey Brand Promise
- c Members' Mark
- d Sponsor's Mark
- e The Genuine Jersey Mark on a Menu

04 Applying the Genuine Jersey Mark

- a Choosing the Correct Mark
- b Restrictions on Use: Primary Product Mark
- c Restrictions on Use: Members' Mark
- d Restrictions on Use: Sponsor's Mark
- e Approved Application: Primary Product Mark
- f Approved Application: Members' Mark
- g Approved Application: Sponsor's Mark
- h Approved Application: The Mark on a Menu

05 Colour Variants

- a Primary Product Mark
- b Members' Mark
- c Sponsor's Mark
- d Simplified Icon on Menu

06 Typeface



Genuine Jersey is an expression of that which is best and sustainable in vital areas of Jersey's economy and heritage.

Genuine Jersey is a scheme whose purpose is to identify and promote locally grown, reared or caught goods and those products which are made in Jersey and thus be regarded by consumers as being genuinely local.

Genuine Jersey was conceived in 2001 as a non-profit making body to promote products and produce (goods) which are made, reared, grown or caught in Jersey and its surrounding waters and because of their constituents and the skills involved in production may be regarded by consumers as being genuinely 'local'.

In 2008 the Genuine Jersey Products Association became a subsidiary of Jersey Product Promotion Limited (JPPL), a body wholly owned by a special purpose trust under the aegis of the States of Jersey Economic Development Department.

The promotion of Genuine Jersey is in accord with States of Jersey strategies which promote sustainability, diversification and innovation.

Genuine Jersey has a strict set of criteria that are applied to ensure the provenance of Members' goods. Members of the Association subscribe to a Charter which guarantees the origin of their goods which carry the Genuine Jersey Mark.

Genuine Jersey goods display the distinctive Mark either on the goods themselves or the packaging. Although membership of the Genuine Jersey Products Association is open to any local business whose goods meet the strict criteria, the Genuine Jersey Mark is applied to the goods not the member.

How Genuine Jersey wants the consumer to perceive the brand.

Primary

- › Produced Locally
- › Guaranteed Provenance
- › Supporting and Promoting Local Economy

Secondary

- › Promoting Seasonality

What the Brand Identity communicates.

Produced Locally

- › Reared, grown, caught or made in Jersey or its surrounding waters
- › Created and crafted in Jersey
- › Connecting with our Island community - pride
- › Reduces 'Food Miles' and therefore personal carbon footprint

Guaranteed Provenance

- › Mark of authenticity
- › Perceived quality through the award of the Mark - credibility

Supporting and Promoting Local Economy

- › Provides recognisable Mark to allow consumers to make informed purchase
- › Enables diversity and economic diversification providing sustainability

Promoting Seasonality

- › Fresher produce in peak condition
- › Reduces personal carbon footprint through reduced food miles

Primary Product Mark

The Primary Product Mark may only be used to promote goods that have passed the strict assessment criteria and have been formally approved to carry the Genuine Jersey Mark by the Management Committee.

When the Genuine Jersey Mark is used in the United Kingdom, or in the Isle of Man, on advertising, publicity or point of sale material, that material needs to include the words: 'The Genuine Jersey Mark is a collective trade mark.'

Primary Product Mark



Brand Promise

The Brand Promise - 'Your Guarantee of Local Provenance' - is at the heart of the credibility of the Association and may be used by Members in conjunction with the Primary Product Mark to promote accredited goods only.

The following narratives may be used to bring further context to the Brand Promise:

Growers and Producers:

"Whether it's reared, grown, caught or made in Jersey, Genuine Jersey is the guarantee of local provenance. In a nutshell, the Mark allows you to make an informed choice to support the local economy, embrace seasonality and reduce your carbon footprint."

Crafts and Manufacture:

"Genuine Jersey is the guarantee of true local provenance. Accredited products begin life in raw form and through the creativity and craftsmanship of Islanders become objects of desire. Available across the Island, a purchase supports local craftspeople and supports the local economy."

Your Guarantee of Local Provenance



Your Guarantee of Local Provenance

Members' Mark

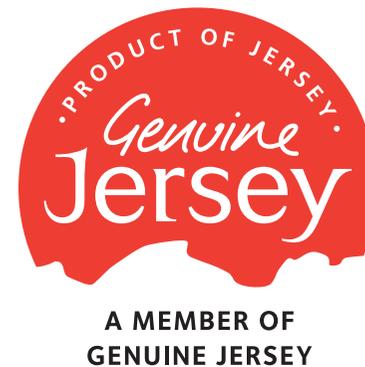
The Member's Mark may be used to promote a member's association with Genuine Jersey. The Members' Mark has been developed to support the promotional activity of members and may be included on advertising, point of sale, literature and stationery.

When the Genuine Jersey Mark is used in the United Kingdom, or in the Isle of Man, on advertising, publicity or point of sale material, that material needs to include the words: 'The Genuine Jersey Mark is a collective trade mark.'

Members' Mark



Option 1
Preferred Usage



Option 2

Sponsor's Mark

If you wish to support the Genuine Jersey Products Association, in addition to purchasing from its Members, then consider joining as a Genuine Jersey Sponsor. This is open to any organisation from restaurants to insurers or simply individuals that wish to demonstrate their support of the Genuine Jersey Products Association or its Members.

The Sponsor's Mark has been developed to demonstrate support for Genuine Jersey and may be used in conjunction with promotional activity that reinforces this support. The Sponsor Mark must not be used to pass off membership of the Genuine Jersey Products Association.

Sponsor's Mark



Using the Genuine Jersey Mark on a Menu

The Genuine Jersey Products Association would encourage the use of the Genuine Jersey Primary Product Mark within all aspects of the hospitality industry across the island.

The Genuine Jersey Primary Product Mark may only be used on a menu to identify Genuine Jersey dishes subject to the following conditions:

1) All listed ingredients must be sourced from currently accredited Members of the Genuine Jersey Products Association and NOT just local produce or home grown produce. A full list of Members is available at www.genuinejersey.com/members



2) The Genuine Jersey Primary Product Mark may only be used to identify a Genuine Jersey menu selection along with the Brand Promise: Your Guarantee of Local Provenance.

The following paragraph may also be used if you wish to make a feature of your support for Genuine Jersey: "Genuine Jersey is your guarantee of local provenance. The Mark allows you to make an informed choice to support the local economy, embrace seasonality and reduce your carbon footprint."

3) A Simplified Icon –  – may be used on the menu to identify a predominant ingredient in a dish where there are other non-Genuine Jersey ingredients – see correct usage on page 04h.

4) Each page of the menu where a Genuine Jersey ingredient is identified must carry, as a page footer, the Simplified Icon:  with the following clarification: Ingredient sourced from a Member of Genuine Jersey – see correct usage on page 04h.

Additional Considerations

Where possible the Members' name, business name or farm name should be included to support the provenance of the produce and enhance the perceived value of the produce.

Cost to use the Genuine Jersey Mark on a menu

There is no fee to use the Genuine Jersey Mark as it has been funded by Members and EDD. However if you wish to support the Genuine Jersey Products Association, in addition to purchasing from its Members, then please consider joining as a Genuine Jersey Sponsor. See page 03d.

Misuse

Misuse of Genuine Jersey Mark will result in action being taken by the Genuine Jersey Products Association.

 Your Guarantee of Local Provenance	
GENUINE JERSEY SPECIALS	
Chancre crab and local fish cake with tomato relish and crushed Jersey Royals	£13.50
Pan-fried scallops, butternut squash with rocket and salsa verde	£13.95
Local catch of the day with salad leaves and chunky chips	£10.50
Handmade beef burger with bacon, tomato relish and chunky chips	£9.50
Jersey bean crock with 'Classic Herd' sausage	£13.95
A LA CARTE MENU	
Fish platter of smoked mackerel, oak roast salmon,  Genuine Jersey crab, smoked salmon and grilled king prawn with spicy Marie rose and aioli	£13.95
Tagliatelle with wild mushrooms, fresh thyme and Pecorino (v)	£12.50
Pan roast rib eye steak with baby spinach, grilled tomato, chunky chips	£15.75
 Ingredient sourced from a Member of Genuine Jersey.	

Example Menu Layout:

For guidance on usage see page 04h.

Primary Product Mark

The Primary Product Mark may only be used to promote goods that have passed the strict assessment criteria and have been formally approved to carry the Genuine Jersey Mark by the Management Committee.

The Primary Product Mark may be affixed (by printing, transfer or other appropriate method) to goods or packaging as a mark of provenance and association to Genuine Jersey.

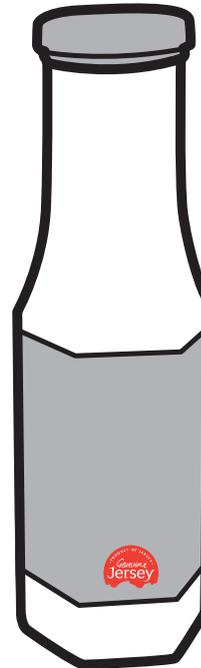
Member's Mark

The Member's Mark may be used to promote a member's association with Genuine Jersey. The Member's Mark has been developed to support the promotional activity of members and may be included on advertising, point of sale, literature and stationery.

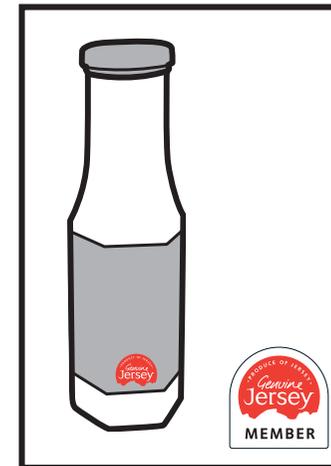
Sponsor's Mark

The Sponsor's Mark has been developed to demonstrate support for Genuine Jersey and may be used in conjunction with promotional activity that reinforces this support. The Sponsor Mark must not be used to pass off membership of the Genuine Jersey Products Association.

Primary Product Mark



Members' Mark



Sponsor's Mark



Exclusion Zone

This is calculated as the height of the 'J' of Jersey. The grey area shown around the Mark should not be encroached upon by any textual or graphic elements, or cut into by the edge of the page.

Minimum reproduction size

The minimum width for the Mark in print is 15mm, on screen is 70 pixels. Below this size the Mark is not considered legible.

Maximum reproduction size

As a rule the Genuine Jersey Mark should not occupy more than 10% of any given area on any one side of packaging or product. Any design which is likely to breach this rule must first receive the approval of the Management Committee or Chief Executive Officer.



Exclusion Zone

This is calculated as the height of the 'J' of Jersey. The grey area shown around the Mark should not be encroached upon by any textual or graphic elements, or cut into by the edge of the page.

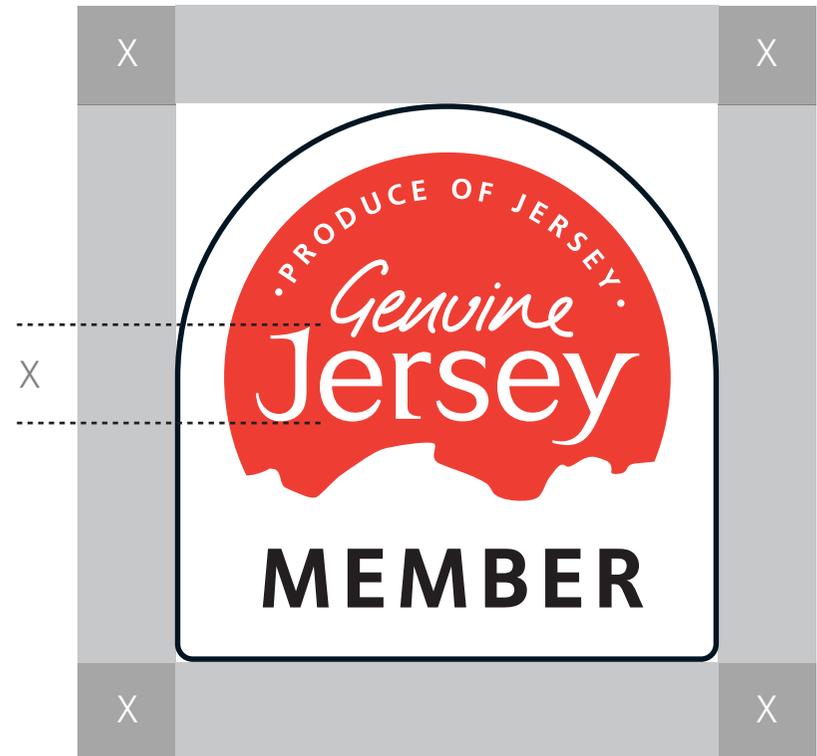
Minimum reproduction size

The minimum width of the Members' Mark (Option 1 - Preferred Usage) in print is 18mm; on screen is 85 pixels. Below this size the Mark is not considered legible.

The minimum width of the Members' Mark (Option 2) in print is 20mm, on screen is 85 pixels. Below this size the Mark is not considered legible.

Maximum reproduction size

As a rule the Genuine Jersey Mark should not occupy more than 10% of any given area on any one side of packaging or product. Any design which is likely to breach this rule must first receive the approval of the Management Committee or Chief Executive Officer.



Option 1 (Preferred Usage)



Option 2



Exclusion Zone

This is calculated as the height of the 'J' of Jersey. The grey area shown around the Mark should not be encroached upon by any textual or graphic elements, or cut into by the edge of the page.

Minimum reproduction size

The minimum width of the Sponsor's Mark is 18mm; on screen is 85 pixels. Below this size the Mark is not considered legible.

Maximum reproduction size

As a rule the Genuine Jersey Mark should not occupy more than 10% of any given area on any one side of packaging or product. Any design which is likely to breach this rule must first receive the approval of the Management Committee or Chief Executive Officer.

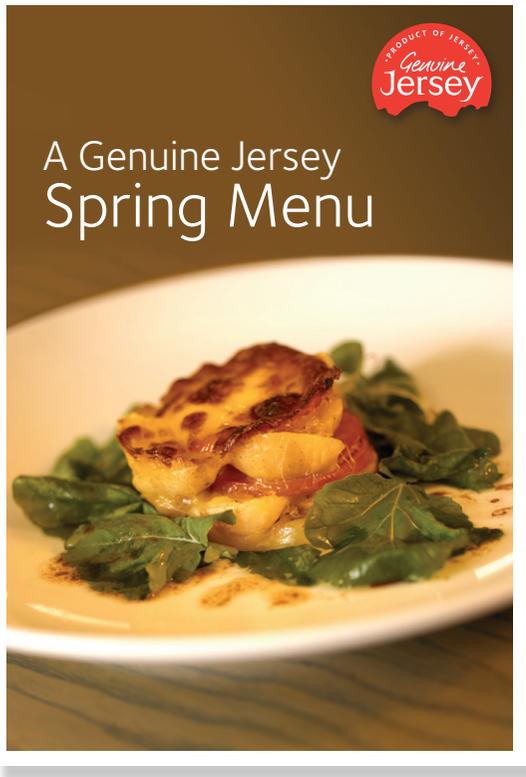


Option 1 (Preferred Usage)



Approved Application: Primary Product Mark

The Primary Product Mark may appear against a solid or uncomplicated background, but this must be light or dark enough for the Mark to be clearly legible. Over an image a soft drop shadow can be used to increase legibility, for example the menu below.



An example where the Mark has been applied correctly



Approved Application: Members' Mark

The Members' Mark may appear against a solid or uncomplicated background, but this must be light or dark enough for the Mark to be clearly legible. Over an image a soft drop shadow can be used to increase legibility, for example the menu below.



An example where the Mark has been applied correctly



Approved Application: Sponsor's Mark

The Sponsor's Mark may appear against most backgrounds or colours. Over an image a soft drop shadow can be used to increase legibility, for example the menu below.



An example where the Mark has been applied correctly



Example Menu Layout: Treatment of Genuine Jersey Section of Menu and identifying a predominant Genuine Jersey ingredient within a dish with non-Genuine Jersey ingredients

<p>The Primary Genuine Jersey Mark with the Brand Promise</p>	 <p>Your Guarantee of Local Provenance</p>
<p>All listed ingredients must be sourced from currently accredited Members of the Genuine Jersey Products Association</p>	<p>GENUINE JERSEY SPECIALS</p> <ul style="list-style-type: none"> Chancre crab and local fish cake with tomato relish and crushed Jersey Royals £13.50 Pan-fried scallops, butternut squash with rocket and salsa verde £13.95 Local catch of the day with salad leaves and chunky chips £10.50 Handmade beef burger with bacon, tomato relish and chunky chips £9.50 Jersey bean crock with 'Classic Herd' sausage £13.95
<p>Members' name identified (optional but recommended)</p>	<p>A LA CARTE MENU</p>
<p>Simplified Icon  inserted to identify a predominant ingredient within other non-Genuine Jersey ingredients</p> <p>Guidance to the size of the Simplified Icon within copy based on Foundry Sterling. Note this may be adjusted to work with your preferred font but note that optically the Icon should be slightly larger than the CAP height of your preferred font size.</p> <ul style="list-style-type: none"> 3.5mm wide in 9pt text (Minimum Legible Size) 4mm wide in 10pt text 4.5mm wide in 11pt text 4.75mm wide in 12pt text 5mm wide in 13pt text 	<ul style="list-style-type: none"> Fish platter of smoked mackerel, oak roast salmon,  Genuine Jersey crab, smoked salmon and grilled king prawn with spicy Marie rose and aioli £13.95 Tagliatelle with wild mushrooms, fresh thyme and Pecorino (v) £12.50 Pan roast rib eye steak with baby spinach, grilled tomato, chunky chips £15.75
<p>Page Footer</p>	<ul style="list-style-type: none">  Ingredient sourced from a Member of Genuine Jersey.

Colour Variants: Primary Product Mark

| 05a

Pantone | CMYK | RGB | Mono

Red is the preferred colour application of the Genuine Jersey Mark. There are also two secondary colours and one premier colour, as well as mono applications.

Artwork

Adobe Illustrator files of the Genuine Jersey Marks can be downloaded from www.genuinejersey.com

Genuine Jersey Marks may not be modified in any way and the copyright and conditions governing its use remain with the Management Committee. Unconventional application of the Genuine Jersey Mark requires the approval, in advance, of the Management Committee or Chief Executive Officer.

Preferred Colour



Pantone 032C
C:0 M:90 Y:86 K:0
R:225 G:25 B:10

Secondary Colours



Pantone 347C
C:100 M:0 Y:86 K:0
R:0 G:150 B:75

Premier Colour



Pantone 873C (Gold)
C:30 M:30 Y:60 K:10
R:170 G:155 B:110



Pantone 072C
C:100 M:90 Y:0 K:5
R:0 G:25 B:155

Mono Options



Pantone Black
C:0 M:0 Y:0 K:100 or
C:40 M:0 Y:0 K:100 (Printer's Black)
R:0 G:0 B:0



Reverse out mono option

Colour Variants: Members' Mark

Pantone | CMYK | RGB | Mono

Red is the approved colour application of the Member's Mark. A mono variant is also available.

Artwork

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Colour (Option 1) (Preferred)



Pantone 032C
C:0 M:90 Y:86 K:0
R:225 G:25 B:10

Colour (Option 2)



Pantone 032C
C:0 M:90 Y:86 K:0
R:225 G:25 B:10

Mono (Option 1)

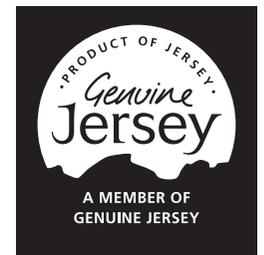


Pantone Black
C:0 M:0 Y:0 K:100 or
C:40 M:0 Y:0 K:100 (Printer's Black)
R:0 G:0 B:0

Mono (Option 2)



C:0 M:0 Y:0 K:100 **White Mono option**



Pantone | CMYK | RGB | Mono

Red is the approved colour application of the Sponsor's Mark. A mono variant is also available.

Artwork

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Colour Option



Pantone 032C
C:0 M:90 Y:86 K:0
R:225 G:25 B:10

Mono Option



Pantone Black
C:0 M:0 Y:0 K:100 or
C:40 M:0 Y:0 K:100 (Printer's Black)
R:0 G:0 B:0

CMYK | RGB

Red is the approved colour application of the Simplified Icon used on the Menu.

Artwork

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Simplified Icon

(This icon has been magnified for this explanation).

C:0 M:90 Y:86 K:0

R:225 G:25 B:10

Foundry Sterling

To align with 'Jersey' branding guidelines, Foundry Sterling should be used on all marketing and promotional collateral produced specifically for Genuine Jersey.

Example of Body Copy:

Foundry Sterling Book

Genuine Jersey was conceived in 2001 as a non-profit making body to promote products and produce (goods) which are made, reared, grown or caught in Jersey and its surrounding waters and because of their constituents and the skills involved in production may be regarded by consumers as being genuinely 'local'.

Foundry Sterling Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@

Foundry Sterling Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@

Foundry Sterling Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@

Foundry Sterling Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@



Chief Executive Officer

Genuine Jersey Products Association

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