

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** Member Mark
- d** Sponsor Mark
- e** Patron Mark
- f** The Genuine Jersey Mark on a Menu

04 Applying the Genuine Jersey Mark

- a** Restrictions on Use: Primary Product Mark
- b** Restrictions on Use: Member Mark
- c** Restrictions on Use: Sponsor Mark
- d** Approved Application: Primary Product Mark
- e** Approved Application: Member Mark
- g** Approved Application: Patron Mark
- h** Approved Application: The Mark on a Menu

05 Colour Variants

- a** Primary Product Mark
- b** Member Mark
- c** Sponsor 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.'

The Genuine Jersey Product Mark may not be used in the USA or Canada without written permission from the GJPA Management Committee. Permission will only usually be given after the Member producer can show that suitable Public Liability Insurance is in place to protect the Association and its Members.

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.

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 (Resident Audience):

“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 food miles.”

Crafts and Manufacture (Resident Audience):

“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.”

Crafts and Manufacture (Visitor Audience):

“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 the perfect reminder of your time in Jersey. Available from studios and outlets across the Island.”

Your Guarantee of Local Provenance



**Your Guarantee of
Local Provenance**

The Member Mark

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

The Member Mark may not be used on a product or be used to pass off as an accredited Genuine Jersey Product.

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.'

Member Mark



The Sponsor 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.

The Sponsor Mark may not be used on a product.

Sponsor Mark



The Patron Mark

BECOME A GENUINE JERSEY PATRON, HELP DRIVE OUR SUCCESS STORY

You don't need to be a producer to become part of this amazing community. The Association is funded by Members, Sponsors and the Government of Jersey – all funds are used to support Members and for the benefit of the community, there are no head office costs. We invite likeminded individuals or local businesses to support home-grown talent by becoming a PATRON, giving financial assistance to enable us to give more support to our Members. It's likely that a PATRON will understand the difficulties associated with being a sole trader or small business, especially when starting out. In return for supporting the Association, a PATRON can, if they wish, use the Genuine Jersey PATRON mark and be featured on the Genuine Jersey website. This is all about supporting the community, for £5,000+ per year a PATRON will help raise awareness of locally produced goods and support all those involved in their production from craft workers to artists and farmers to fishermen. It is envisaged that a PATRON will offer financial support for a minimum of three years and in return would get an annual report on how the funds have been used.

If you are interested in becoming a PATRON, please contact CEO John Garton on: **07797780383** or e-mail **john@GenuineJersey.com**

Patron 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/our-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 food miles."

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 04g.

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 04g.

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	
Chancie 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 04g.

Exclusion Zone

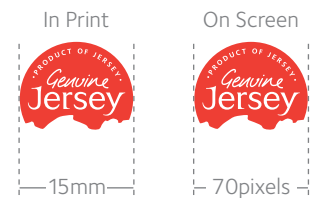
This is calculated as the height of the 'J' of Jersey. The grey area shown around the Mark should not be encroached upon by any textual or graphic elements, or cut into by the edge of the page.

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.



Restrictions on Usage: Member Mark

| 04b

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.

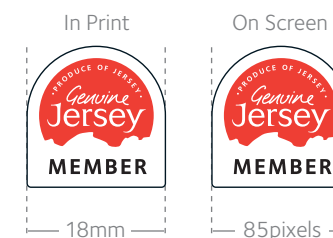
Minimum reproduction size

The minimum width of the Member Mark in print 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 Member Mark should not occupy more than 10% of any given area in printed matter. Any design which is likely to breach this rule must first receive the approval of the Management Committee or Chief Executive Officer.

The Member Mark may not be used on a product.



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.

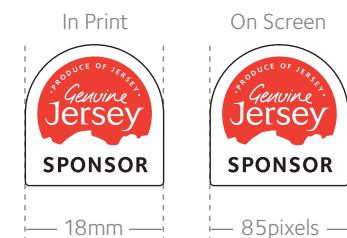
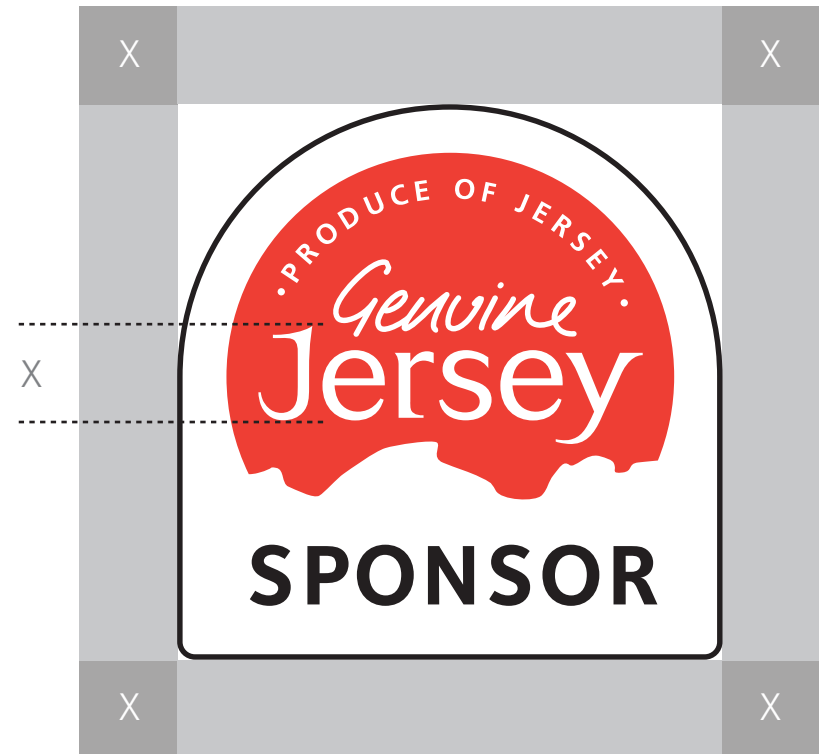
Minimum reproduction size

The minimum width of the Sponsor Mark in print 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 Sponsor Mark should not occupy more than 10% of any given area on printed matter. Any design which is likely to breach this rule must first receive the approval of the Management Committee or Chief Executive Officer.

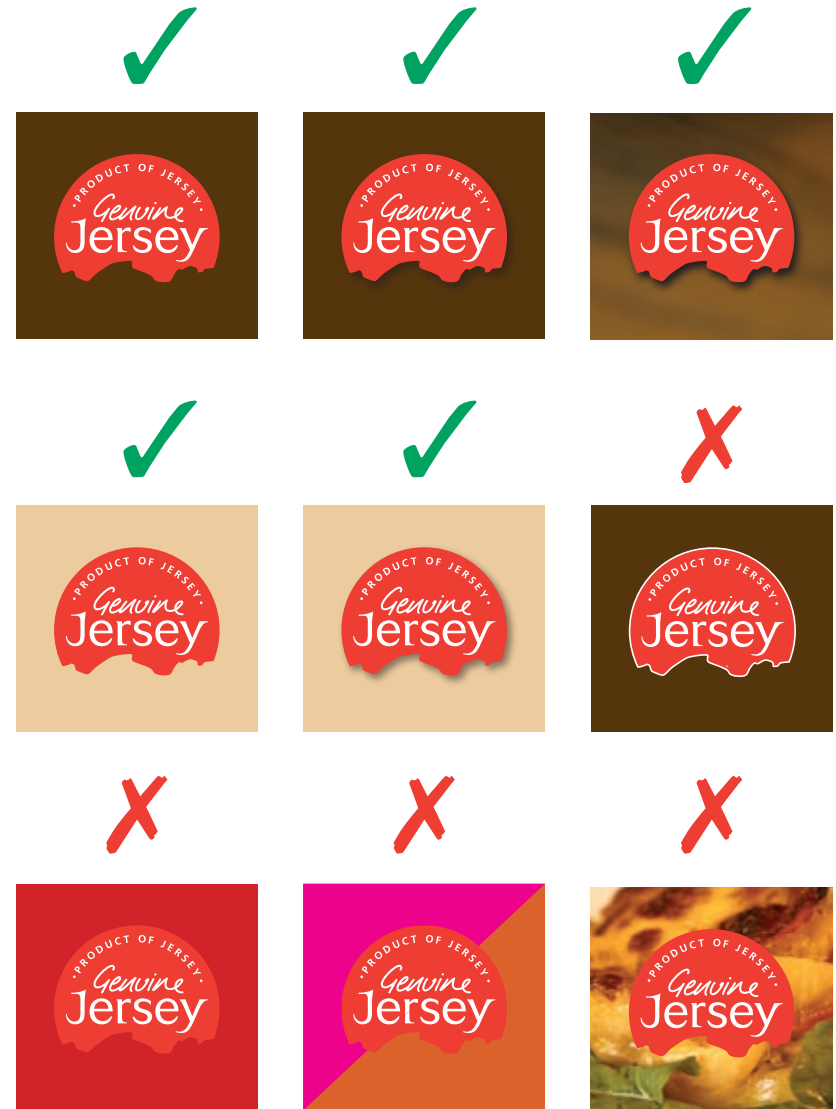
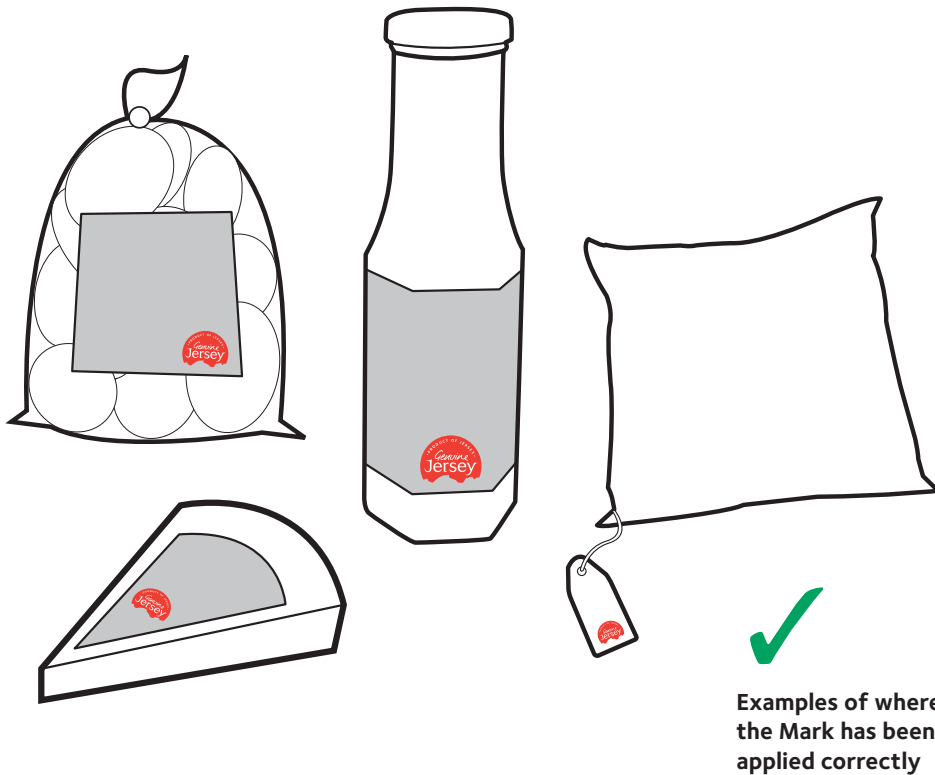
The Sponsor Mark may not be used on a product.



Approved Application: Primary Product Mark

| 04d

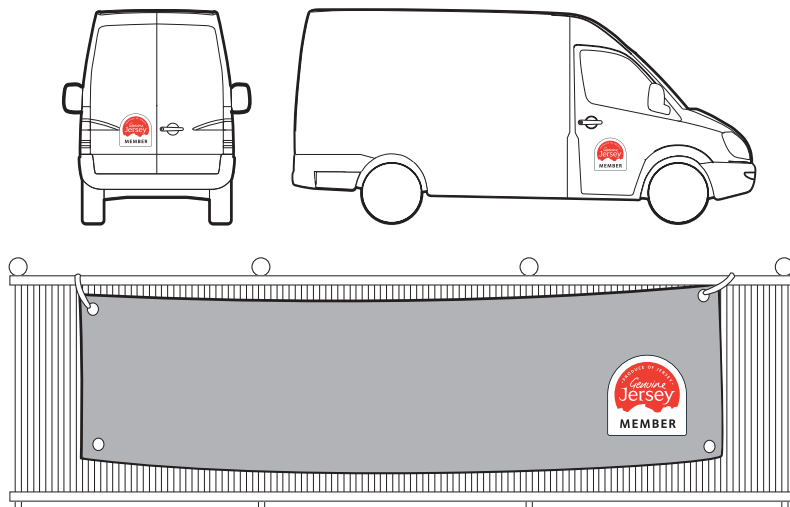
The Primary Product Mark may appear against a solid or uncomplicated background, but this must be light or dark enough for the Mark to be clearly legible. The Mark may appear on an image with an uncomplicated background. A drop shadow may be used to enhance legibility. Approved applications include:



Approved Application: Member Mark

| 04e

The Member Mark may appear against a solid or uncomplicated background, but this must be light or dark enough for the Mark to be clearly legible. Approved applications include:

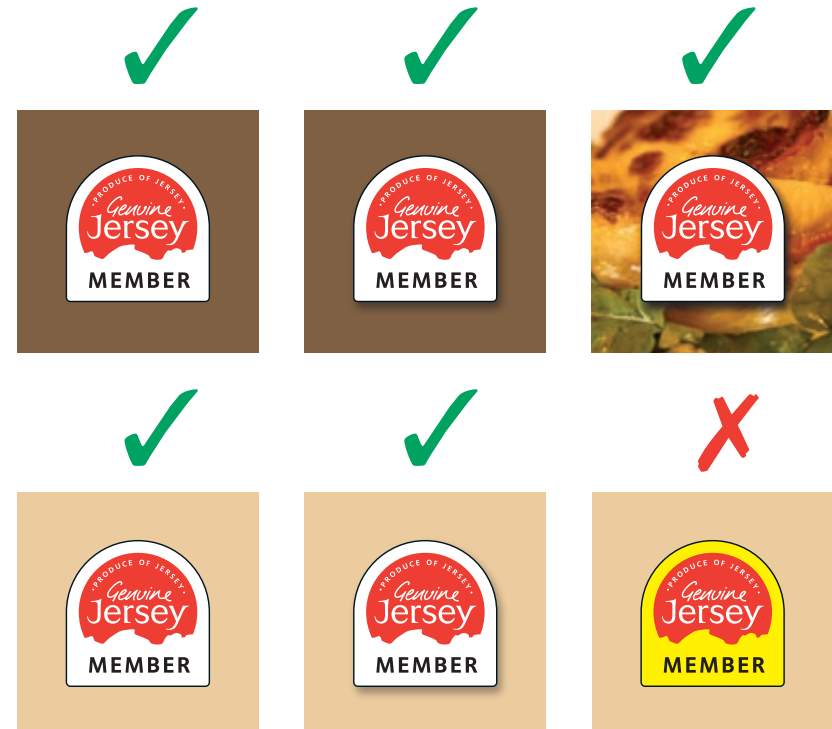


Other approved applications include:

- Stationery
- Promotions
- Websites
- Alongside Guild marks eg. Guild of Master Craftsmen
- Staff noticeboards



Examples of where the Member Mark has been applied correctly

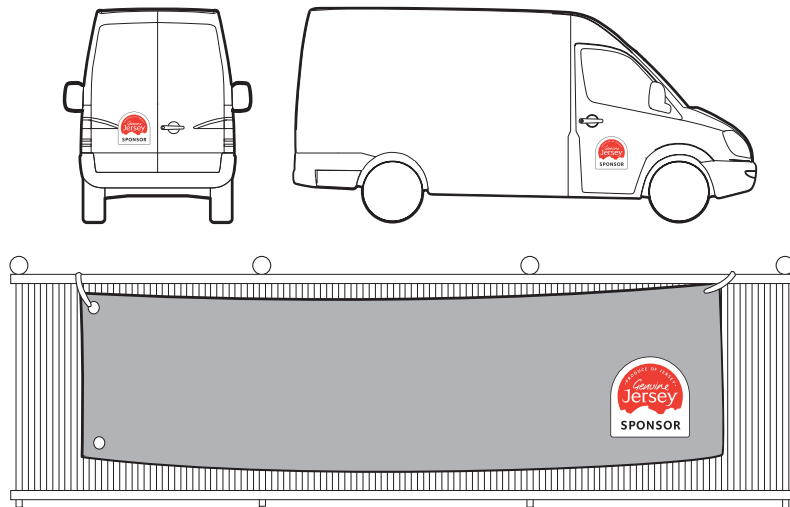


The Member Mark may not be used on a product.

Approved Application: Sponsor Mark

| 04f

The Sponsor Mark may appear against most backgrounds or colours. Over an image a soft drop shadow can be used to increase legibility. Approved applications include:

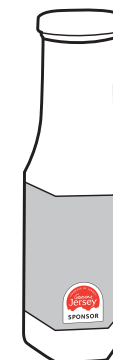
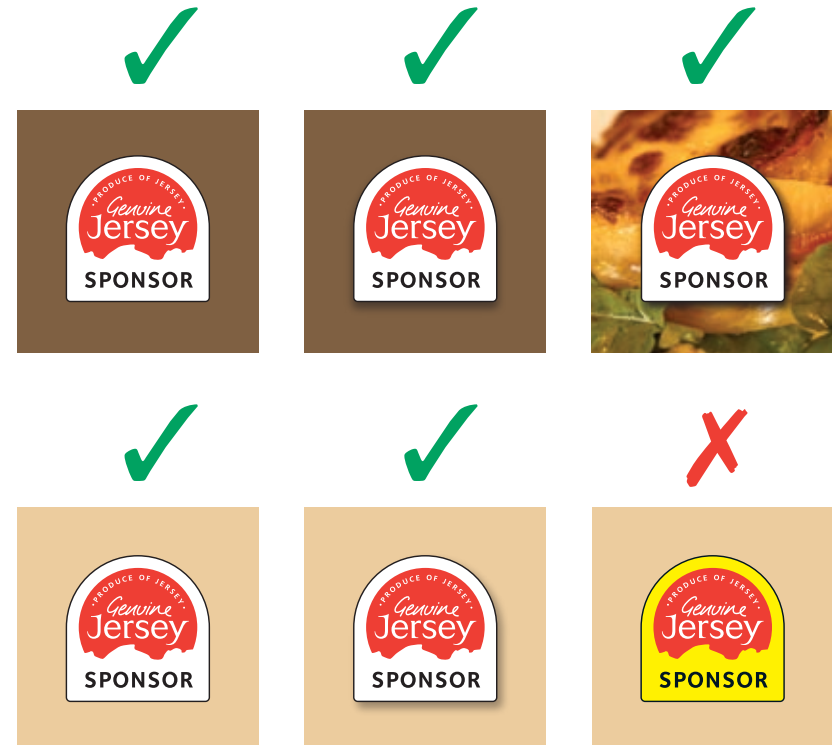


Other approved applications include:

- Stationery
- Websites
- Within Corporate and Social responsibility programmes
- Alongside Employment and Equal Opportunities marks
- Staff noticeboards



Example of where the Sponsor Mark has been applied correctly

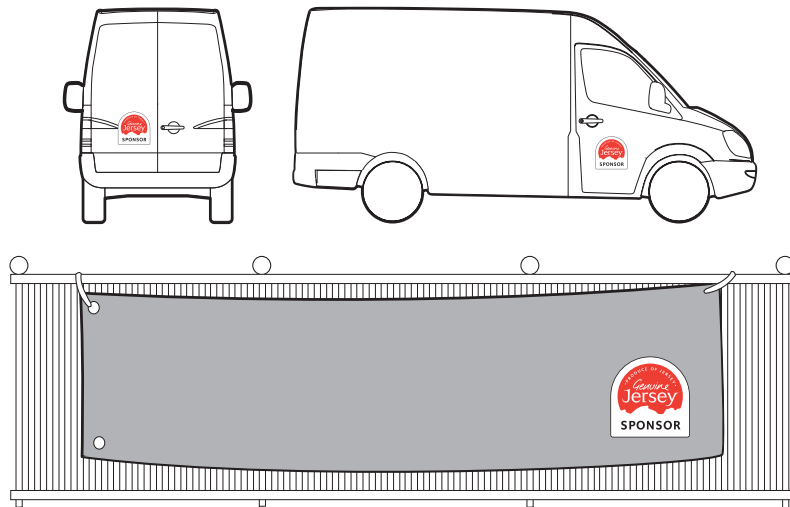


The Sponsor Mark may not be used on a product.

Approved Application: Patron Mark

| 04g

The Patron Mark may appear against most backgrounds of colours. Over an image a soft drop shadow can be used to increase legibility. Approved applications include:

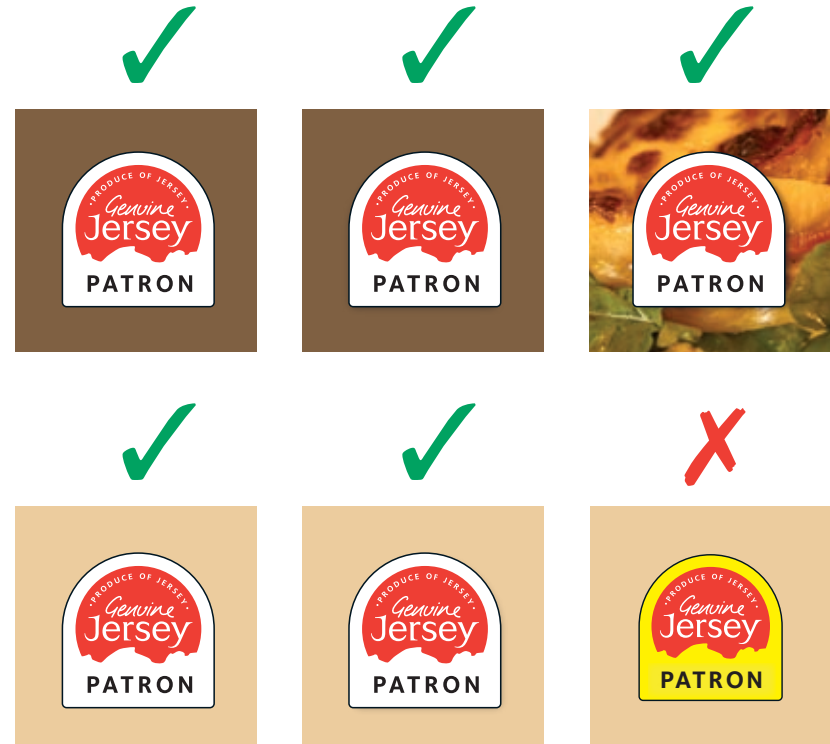


Other approved applications include:

- Stationery
- Websites
- Within Corporate and Social responsibility programmes
- Alongside Employment and Equal Opportunities marks
- Staff noticeboards



Example of where the Patron Mark has been applied correctly







The Patron Mark may not be used on a product.

Approved Application: The Mark on a Menu

| 04h

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

The Primary Genuine Jersey Mark with the Brand Promise	 Your Guarantee of Local Provenance	
All listed ingredients must be sourced from currently accredited Members of the Genuine Jersey Products Association	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
Members' name identified (optional but recommended)	Jersey bean crock with 'Classic Herd' sausage	£13.95
	A LA CARTE MENU	
Simplified Icon  inserted to identify a predominant ingredient within other non-Genuine Jersey ingredients	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
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.	Tagliatelle with wild mushrooms, fresh thyme and Pecorino (v)	£12.50
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	Pan roast rib eye steak with baby spinach, grilled tomato, chunky chips	£15.75
Page Footer	 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

Pantone | CMYK | RGB | Mono

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

Artwork

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

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The Member Mark may not be used on a product.

Colour



Pantone 032C

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

R:225 G:25 B:10

Mono



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

Colour Variants: Sponsor Mark

| 05c

Pantone | CMYK | RGB | Mono

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

Artwork

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The Sponsor Mark may not be used on a product.

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

Colour Variants: Simplified Icon on Menu

| 05d

CMYK | RGB

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

Artwork

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

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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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@

Foundry Sterling Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@

Foundry Sterling Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@

Foundry Sterling Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!%&@



Chief Executive Officer

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