



Brand Update

FEBRUARY 2020 V.1

SUNRISE INTERNATIONAL REGULAR + SCRIPT

New Headline Font, bolder and impactful
with a playful script option.

CREATED IN JERSEY,
PASSIONATE ABOUT FOOD
Always look for the Mark before you buy

BRANDON TEXT

New body font. Well rounded, modern and
friendly.

Whether it's reared, grown, caught or made in Jersey, Genuine Jersey is the
guarantee of local provenance.

In short, the Mark allows you to make an informed choice to support the local economy,
embrace seasonality and reduce your food miles.

Iconography

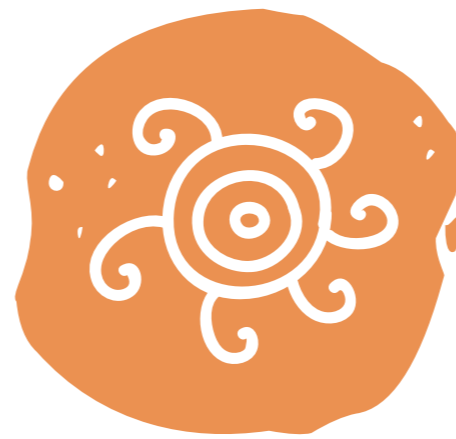
SEASONAL ICONS

Seasonal icons compliment the typographic style of the headline font. These are implemented in adverts near headlines.

Spring



Summer



Autumn



Festive



Winter

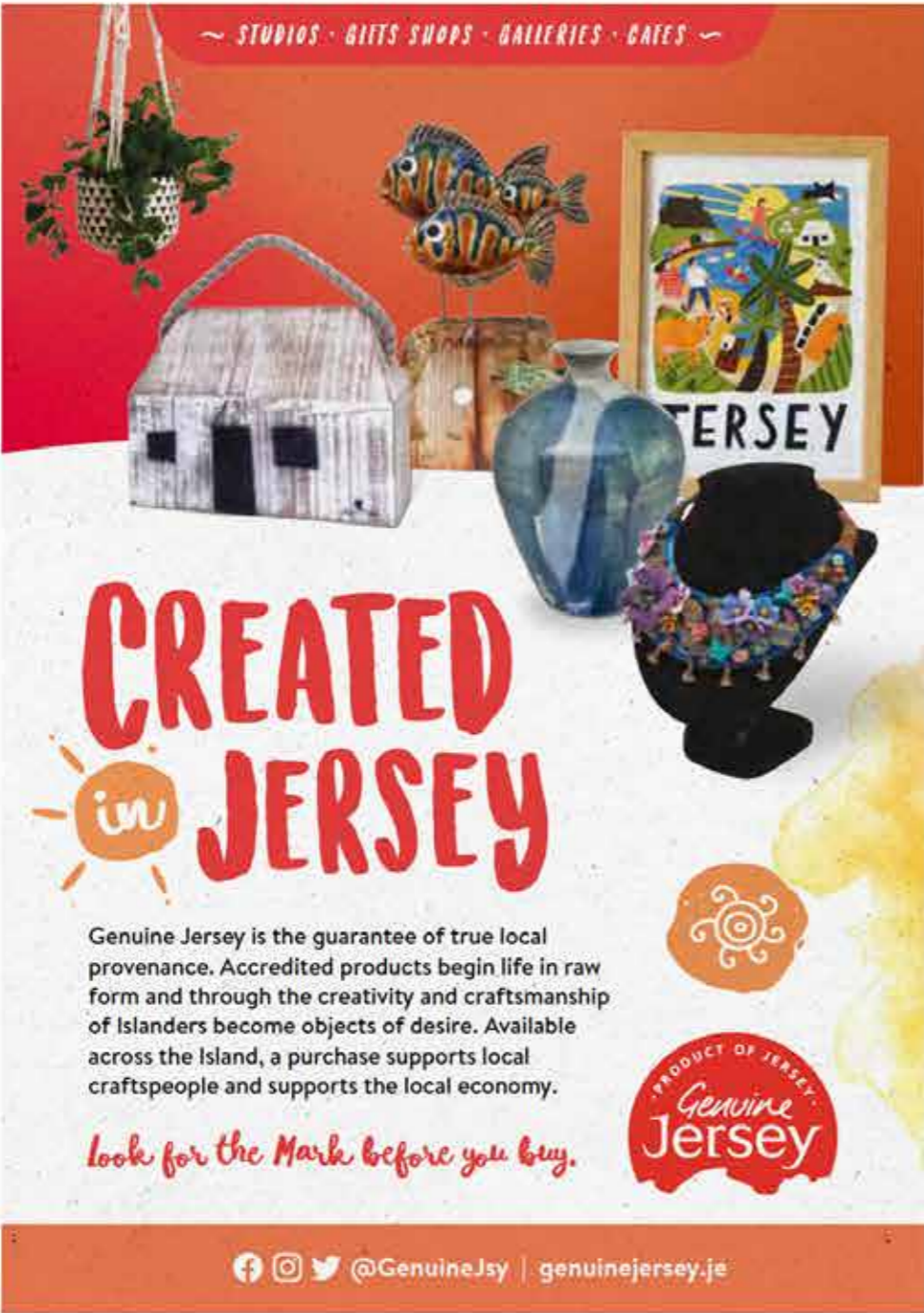




NEW ADVERT TEMPLATES

Two visually similar templates for craft and food, with their own layouts. Adverts are now distinguishable from one another.

Craft Templates



A4 / A5 portrait standard template 2020 (Summer)



A4/A5 Standard Landscape template 2020 (Summer)

Food Templates

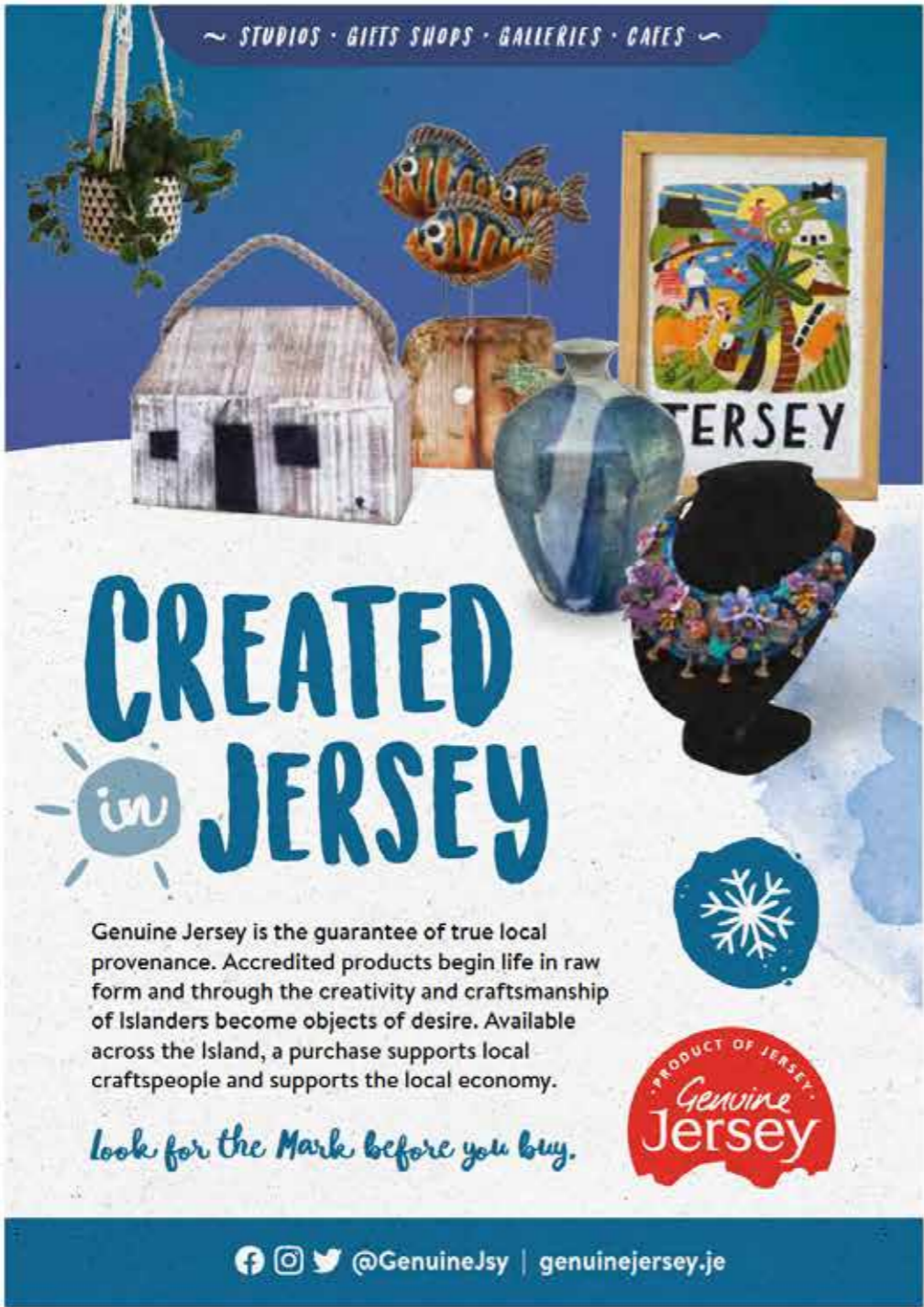


A4 / A5 portrait standard template 2020 (Summer)

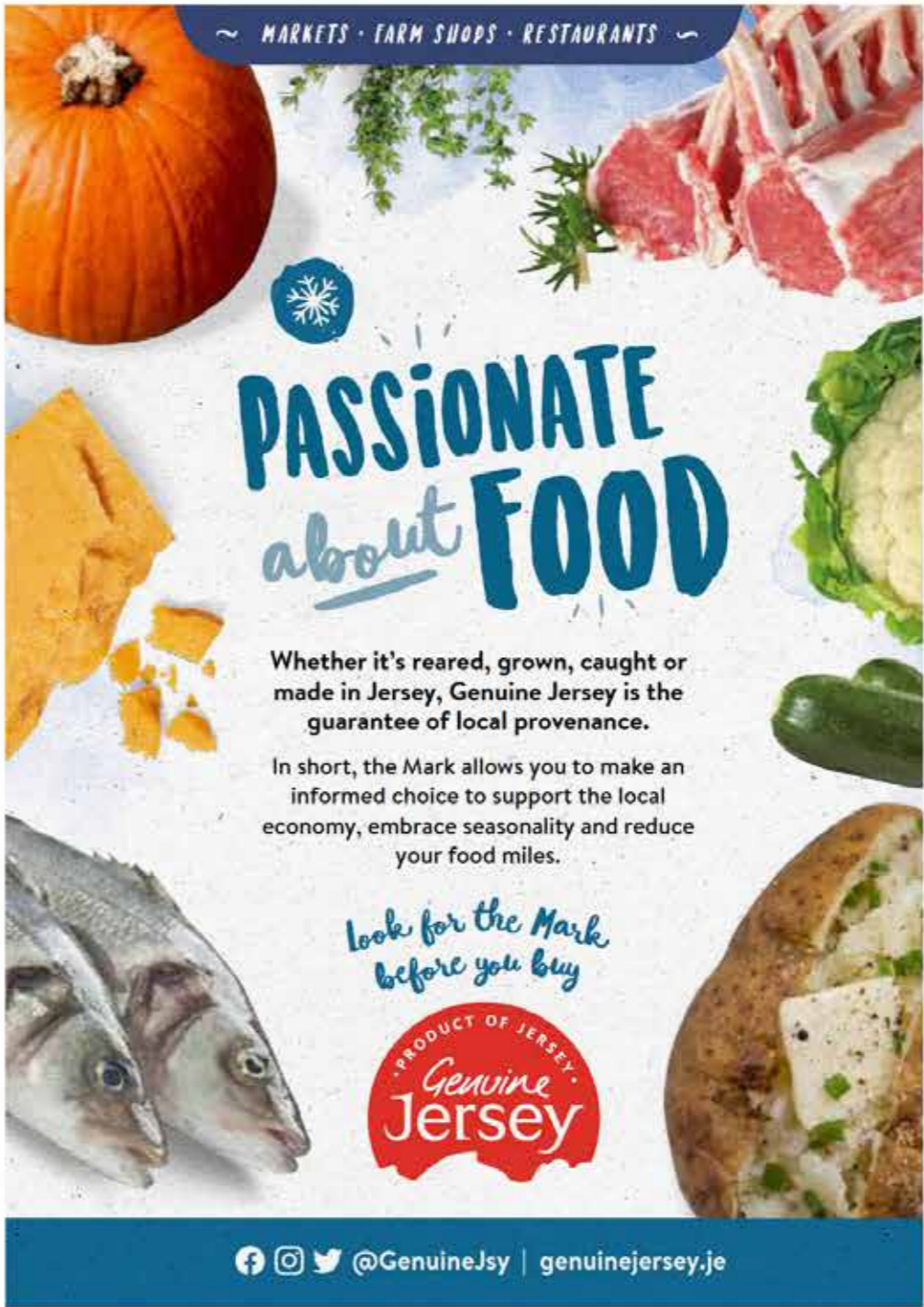


A4/A5 Standard Landscape template 2020 (Summer)

Food & Craft Comparison



A4 / A5 portrait standard template 2020 (Winter)



A4 / A5 portrait standard template 2020 (Winter)



ADVERTS 2020

**What's been published
so far.**

~ STUDIOS • GIFTS SHOPS • GALLERIES • CAFÉS ~



CREATED JERSEY

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.

Fait à la main à Jersey
Genuine Jersey est la garantie de la provenance des produits fabriqués localement. Les objets sélectionnés sont d'abord exploités sous leur forme brute puis transformés grâce à la créativité et le savoir-faire des artisans locaux. Ils deviennent ensuite de parfaits souvenirs de votre séjour à Jersey. Disponibles dans tous les ateliers et magasins de l'île.

Look for the mark before you buy.




   @GenuineJsy | genuinejersey.je

CRAFT AD – Condor Good Times Summer 2020

~ STUDIOS • GIFTS SHOPS • GALLERIES • CAFÉS ~



CREATED JERSEY

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Look for the Mark before you buy



CRAFT AD – Jersey Visitor Map 2020

2020 Adverts



FOOD AD – Rural Magazine Autumn 2020



CRAFT AD – Rural Magazine Autumn 2020

~ MARKETS · FARM SHOPS · RESTAURANTS ~

REMEMBER:
ADD 'GENUINE JERSEY'
TO YOUR CHRISTMAS SHOPPING LIST

**PASSIONATE
about FOOD**

This Christmas Buy With Your Heart

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 producers, embrace seasonality and reduce your food miles. Available across the Island, a purchase this Christmas supports local producers, local food outlets and the local economy.

Happy Christmas from

**PRODUCT OF JERSEY
Genuine Jersey**



@GenuineJsy | genuinejersey.je



~ STUDIOS · GIFTS SHOPS · GALLERIES · CAFES ~

REMEMBER! SUPPORT LOCAL ARTISANS.
ADD GENUINE JERSEY TO YOUR CHRISTMAS WISH LIST

**CREATED
in JERSEY**




This Christmas Buy With Your Heart

Genuine Jersey is the guarantee of true local provenance. Accredited products begin life in raw form and through the creativity and craftsmanship of local artisans become objects of desire. Available across the Island, each purchase supports local craftspeople, helps the local economy and makes you feel good inside.

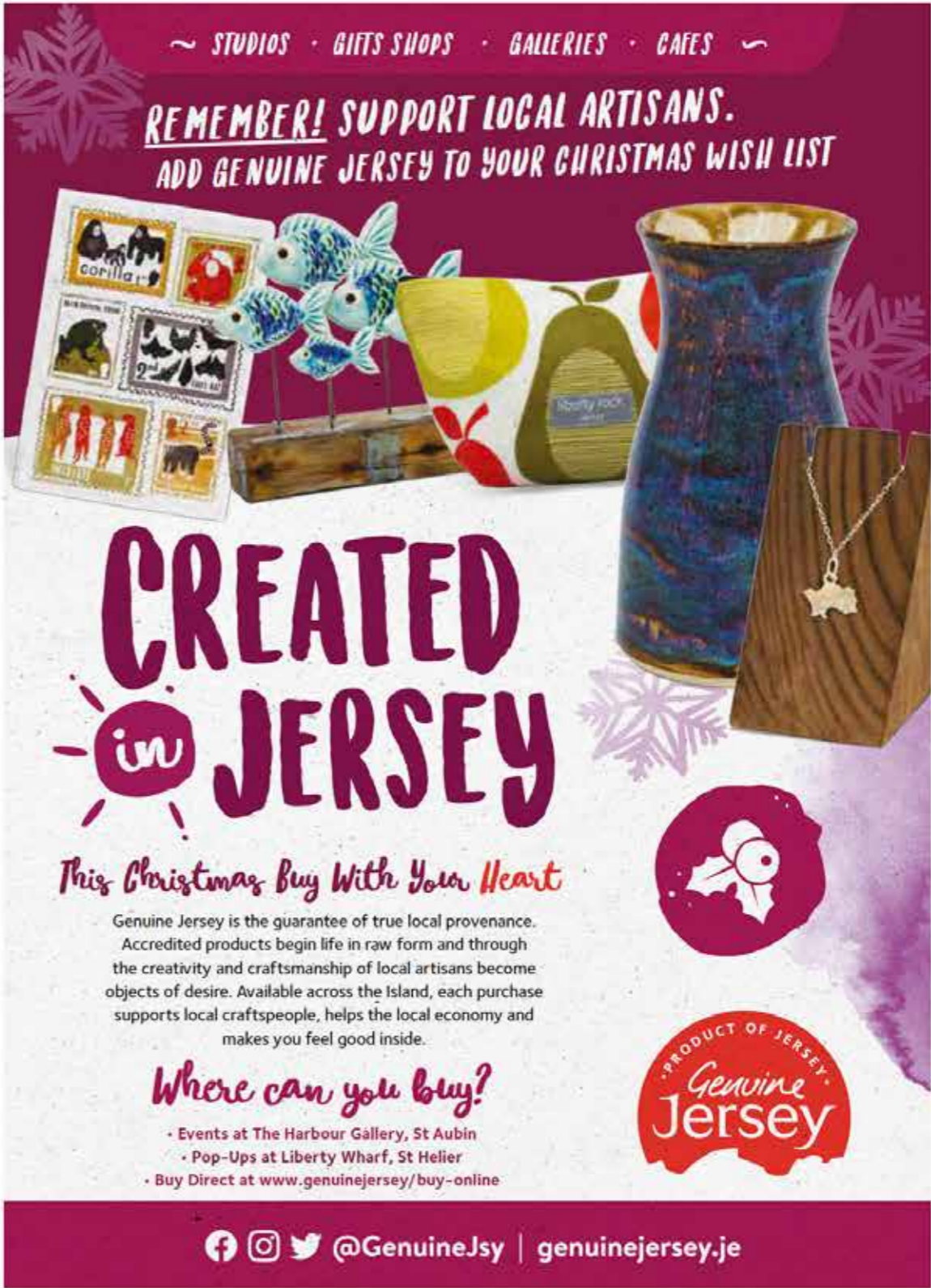
Where can you buy?

- Events at The Harbour Gallery, St Aubin
- Pop-Ups at Liberty Wharf, St Helier
- Buy Direct at www.genuinejersey.com/buy-online

**PRODUCT OF JERSEY
Genuine Jersey**



@GenuineJsy | genuinejersey.je



2020 Adverts



FOOD AD – Rural Magazine Spring 2020



CRAFT AD – Rural Magazine Spring 2020