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Our brand

A brand positioning captures what we do, why we do it and how we do it.

The purpose of these guidelines is to explain the use of the Jami brand house style and to reinforce consistent application of visual elements in all communications. These guidelines establish a set of standards for all elements of design and should always be adhered to. This includes presentations and all other marketing materials. Guidelines on the use of the logo are included.

- Logo
- Tone of voice and copy
- Typography
- Colour palette
- Illustration

= Brand consistency and recognition
Our Logo

This is the primary logo. This logo should be used wherever possible to represent the brand.

Always use Master Artworks of our logo, you will find these in the Master Artwork Library held by the marketing team. Only use logos supplied by the Creative team.

This must not be changed.

All logo use must be approved by the Creative team. Please send draft files before publishing in good time to ensure any necessary changes can be made.

When using the Jami name in publications or online for example, it should be written Jami.

The logo can, in certain instances, be used without the strapline.
Our Logo

Minimum Clear Space
The logo should be kept free from other graphic elements. The clear space area is defined by the distance from baseline to baseline of the logotype element. The 'a' distance formed as a square provides the minimum distance other graphic elements can appear in next to the mark unless otherwise specified within this guideline. It is important not to let other elements encroach into the clear space area to maintain the brand mark's clarity and authority.

Logo Size
Please do not reproduce the logo less than 35mm wide. When the logo is to be used small, consider using the primary logo without strapline.
Our Logo

How NOT to use the logo

The logo has been crafted in proportion, weight and configuration and these elements must never be altered in any way, shape or form. This applies to all of the available artworks. A full list of which is at the end of these guidelines.

- Do not distort the logo
- Do not place the logo in a box or any other shape
- Do not place the logo over an overly complicated image or over a colour too similar to the logo
- Do not reduce the size of the logo lower than the minimum size
- Do not separate any of the elements of the logo*

*Apart from the strapline where allowed. Please see guidelines.
Our Logo

Colour options

Where possible, the logo should appear in colour on a white background. The logo should be clear and accessible. A reversed out colour/white or white version of the logo is also available for dark backgrounds. Always ensure the logo has maximum contrast and visibility on all backgrounds.
There will be some instances (eg social media, presentations), when the 'circle' orange shape can be used. Please be judicious in the use of the 'circle' shape on its own as it is the combination of this with the logotype that gives us the strength of branding. Please see examples of usage on the following page and in the examples area of these guidelines.
The 'circle' shape

The ‘circle’ shape orange circle is synonymous with the Jami logo and is a distinctive part of the existing brand.

The circular shape or part of it can be used as a device to highlight individuals, information or messages.

25% of us will experience mental health problems.

see me

we are here for you.
Young Jami

There will be some instances (e.g. social media, presentations), when the Jami sub-brand Young Jami can be used as a logo and should be respected in the same way as the main Jami logo and follows all of the same rules.
A positive colour range that represents that there is no “normal” when it comes to mental health and there is a spectrum with Jami ‘orange’ at the core.

**Primary colours**

- **Orange**
  - R255 G100 B0
  - C0 M71 Y95 K0
  - #ff6400
  - Pantone 021 C

- **Dark Blue**
  - R41 G35 B92
  - C100 M100 Y25 K25
  - #28225c
  - Pantone 295 C

**Secondary colours**

- **Sea Blue**
  - R38 G72 B153
  - C95 M76 Y0 K0
  - #264898

- **Purple**
  - R108 G51 B131
  - C71 M92 Y8 K1
  - #6b3282

- **Pink**
  - R213 G23 B122
  - C11 M97 Y9 K1
  - #d4167a

- **Red**
  - R233 G74 B68
  - C0 M82 Y70 K0
  - #e94a43

- **Light green**
  - R175 G207 B116
  - C39 M0 Y67 K0
  - #afcf73

- **Yellow**
  - R246 G167 B19
  - C54 M0 Y94 K0
  - #f5a612

- **Pale blue**
  - R122 G201 B212
  - C54 M0 Y19 K0
  - #7ac9d3

- **Pale pink**
  - R244 G173 B190
  - C0 M43 Y12 K0
  - #f4acbd
  - Pantone 197 C

- **Grey**
  - R191 G201 B208
  - C10 M0 Y0 K25
  - #bfc9cf

**Colour values**

These colours are very important and should be used in preference where the logo is reproduced.

Colour can play an important role in bringing communications to life, but only certain colours can be used on Jami material. Using these correctly helps people to become familiar with communications as well as making them easier to read.

You will need to use the specific colour references shown when producing something in our style.
Our Fonts

Primary font

Mont

ABCDEFghijklmnopqrstuvwxyz1234567890!#$£?

*Supporting font

Other supporting typefaces (ie HWT Artz, Dreaming outloud etc) can be used where appropriate.

HWT ARTZ

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!#$£?

Dreaming outloud

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!#$£?

In print

The primary brand typeface is Mont. Mont should be used wherever possible. There may be occasions when the typeface Mont can not be used (eg: Powerpoint and Word docs), in these instances the typeface Arial regular can be used.

Other supporting typefaces (ie HWT Artz, Dreaming outloud etc) can be used where appropriate.

Online

Poppins is a web-safe font.

Only use Arial online when Poppins is not available.

NOTE: When commissioning design work externally please ensure they have bought a licence to use the fonts. It is illegal for us to transfer, send or make a copy

Online font

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!#$£?

Optional online font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!#$£?
Our tone of voice

It sets you apart from the rest
A brand’s tone of voice should be distinctive, recognisable and unique.

Our values
A tone of voice is an expression of an organisation's values and way of thinking. Compassionate, Expert and Inclusive are the values that will guide the tone of voice we strive for in all of our communications.

Positive and optimistic
What we say changes to meet the needs of a particular audience, channel or circumstance. But our voice is the same - positive and optimistic.

Tone of voice is essential to building a brand and engaging people - it’s the words we want people to use when they describe the work of Jami.
Hand-drawn illustrations/icons can be used to accompany information, helping to make important facts and statistics stand out.

They should be:
- simple
- clear
- relevant
- easy to understand
Photography is a powerful way to communicate our unique brand identity.

The images you choose should be compelling and reflective of all of our activities.

Photography supports our messages and is:
- real
- honest
- human
- emotive
- inspiring
- engaging
- positive

Avoid photography that looks staged and set up, political, dull or inappropriate and doesn’t represent real people.

**NOTE:** If required, photography must be credited (where an image is used for example on a poster etc).
We use templates for things we produce on a regular basis like social media or presentations. This helps keep everything consistent. Please contact the communications team to access these templates.

There is a Powerpoint template available for internal use. The font used is Arial.

**Event powerpoint**

SCREEN or WIDE FORMAT

Title slides use a full bleed image or solid block colour.

Text slides can have images on either a white or solid colour background.

Powerpoint ratios are either: 16:9 or 4:3
Examples of brand use

Jami brand identity guidelines

Jami matters

Spring 2021 | jamiuk.org

Come and try MINDFULNESS online with us

Jami has partnered with Hamakom, a charity offering practices and teachings of Jewish mindfulness for the wellbeing of the community. These teachings are aligned with the values of mindfulness and its benefits for mental health. All sessions are led by expert facilitators and are designed to be accessible for everyone. These sessions are free of charge and are held every Sunday at 8–9pm, beginning on 24 April 2021. The sessions consist of guided meditations, discussions, and small group discussions.

What is mindfulness?
Mindfulness is the practice of being present and fully engaged in the moment, rather than being caught up in distracting thoughts or concerns.

How can it benefit us?
Mindfulness can help us manage stress, reduce anxiety, and improve our overall well-being.

Who can attend?
Everyone is welcome. If you have any concerns, please contact us at education@jamiuk.org.

How many sessions are there?
There will be four one-hour sessions, each with a different theme. The themes will focus on different aspects of mindfulness, and will be led by expert facilitators.

When and what time?
The sessions will be held every Sunday at 8–9pm, beginning on 24 April 2021.

Come and try mindfulness online with us

Jami has partnered with Hamakom, a charity offering practices and teachings of Jewish mindfulness for the wellbeing of the community. These sessions offer you a taste of mindfulness that are designed as a gentle introduction to the practice as well as offering a different theme each week related to Jewish tradition and culture.

To reserve your place, please visit: jamiuk.org/our-events/mindfulness

Free if you are currently using Jami services

£50 for the course or

Examples of brand use

Certificate

Leaflet

Social media

Jami brand identity guidelines
Examples of brand use
Examples of brand use

Poster/leaflet

"I would have been very lost coming out of hospital without the amazing support I received from Jami."

We need your support and understanding so Jami can provide services so desperately needed.
Examples of brand use

T-shirt

Jami
Mental Health
for our Community

Jami
Mental Health
for our Community
Examples of brand use

Social media

Providing individualised mental health treatment and support for the Jewish community.
Social media

Twitter
Header spec
Upload size: 1500 x 500px

Profile photo
Upload size: 400 x 400px

Post
Photography post
Upload size: 1024 x 512px

Accepted Formats: JPG, GIF, PNG

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Header
Upload size: 1500 x 500px

Profile photo
Upload size: 400 x 400px

Jami brand identity guidelines
Letterhead & business card

Using the same typefaces and colours consistently on printed and online communications helps to maintain our brand’s integrity. It also allows our messages to be delivered effectively without the distraction that can be caused by using multiple typefaces in too many different weights and sizes.

Business card

Zoe Fine
PROJECT MANAGER

020 8458 2223
zoe.fine@jamiuk.org

Martin B Cohen Centre
for Wellbeing
Gould Way, Edgware
Middlesex, HA8 9GL

jamiuk.org

Three ways for our community to access mental health support

Practical and emotional support from jamiuk.org
Anonymous online counselling and emotional support from JamiQwell
www.qwell.io/jami
Confidential crisis support 24/7 from Shout, text Jami to 85258

Registered Charity 1003345 Company Limited by Guarantee 2618170
Email signature

Because so much communication is by email make sure the Jami logo appears in your e-mail signature. You may need to contact your IT department to ensure the logo is embedded correctly in your email.

Don’t forget your contact details.
Partnerships

Head Room Café + Jami + WOHL

All the Head Room Café media will need to have the Head Room Café logo in conjunction with the Jami logo - clearly stating ‘A social enterprise from [Jami logo]’, plus the sponsor logo (The Maurice Wohl Charitable Foundation) clearly stating ‘Supported by [WOHL logo].’

Note: Where appropriate in the KF logo
Jami brand extensions

Jami has several brand extensions that support its messaging and campaigning.
If you have any questions or require approval on any artwork please contact the Jami communications team.