Jami

Mental Health
for our Community
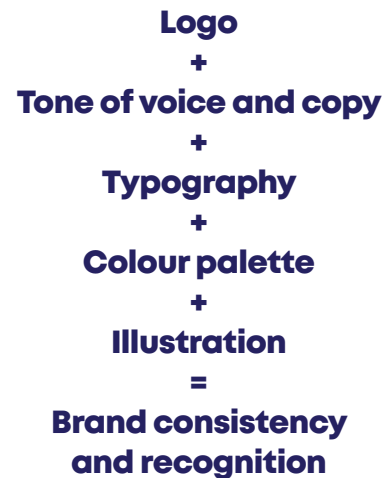
Jami brand identity guidelines

V.2 MAY 2022

(2)

Contents

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 then 35mm wide. When the logo is to be used small, consider using the primary logo without strapline.

35mm

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 over an overly complicated image or over a colour too similar to the logo

❌ Do not separate any of the elements of the logo*.

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

❌ Do not place the logo in a box or any other shape

❌ Do not reduce the size of the logo lower then the minimum size

❌ Do not use the logo in any other colours other then specified in these 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.

We use the primary logo version of our logo on a white or light background.

We use a colour/white or white version of our logo on dark backgrounds.

The 'circle' shape

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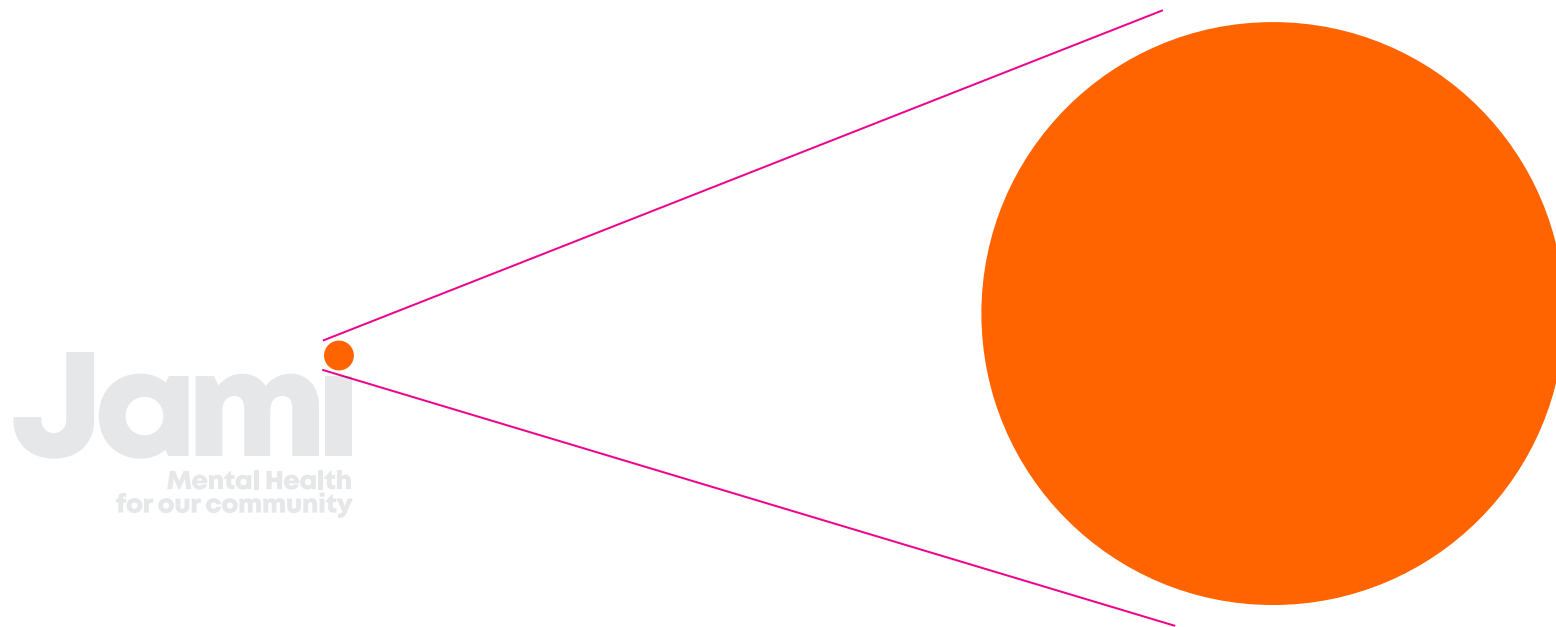
The 'circle' shape
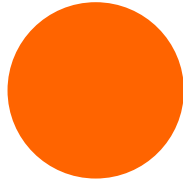
The 'circle' shape orange circle is synonymous with the Jami logo and is a distinctive part of the existing brand.

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 (eg social media, presentations), when the Jami sub-brand Young Jami can be used has a logo and should be respected in the same way as the main Jami logo and follows all of the same rules.
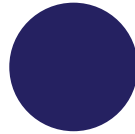
Young.
Jami

Colour palette

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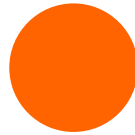
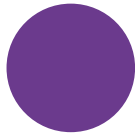**Orange**
R255 G100 B0
C0 M71 Y95 K0
#ff6400
Pantone 021 C

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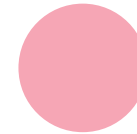
Pale pink
R244 G173 B190
C0 M43 Y12 K0
#f4acbd
Pantone 197 C

Green
R77 G179 B118
C69 M0 Y67 K0
#4cb276

Light green
R175 G207 B116
C39 M0 Y67 K0
#afcf73
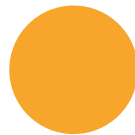
Yellow
R246 G167 B19
C1 M40 Y94 K0
#f5a612

Pale blue
R122 G201 B212
C54 M0 Y19 K0
#7ac9d3
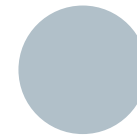
Grey
R191 G201 B208
C10 M0 Y0 K25
#bfc9cf

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.

Use **RGB** colours for anything that will be viewed on screen

Use **CMYK** colours for print work.

Hex colours are for web work only.

Our Fonts

Primary font

Mont

ABCDEFGHIJKLM abcdefghijklnopqr 1234567890!#£?

*Supporting font

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

**HWT ARTZ
ABCDEFGHIJKLM
ABCDEFGHIJKLNOPQR
1234567890!#£?**

Dreaming outloud
ABCDEFGHIJKLM
abcdefghijklnopqr
1234567890!#£?

Typefaces play an important role in building a strong and consistent brand. Used properly, type unifies the look of all communications.

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

ABCDEFGHIJKLM abcdefghijklnopqr 1234567890!#£?

Optional online font

Arial

ABCDEFGHIJKLM abcdefghijklnopqr 1234567890!#£?

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.

Illustration/Iconography

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**

Work   Friends   Family   Community
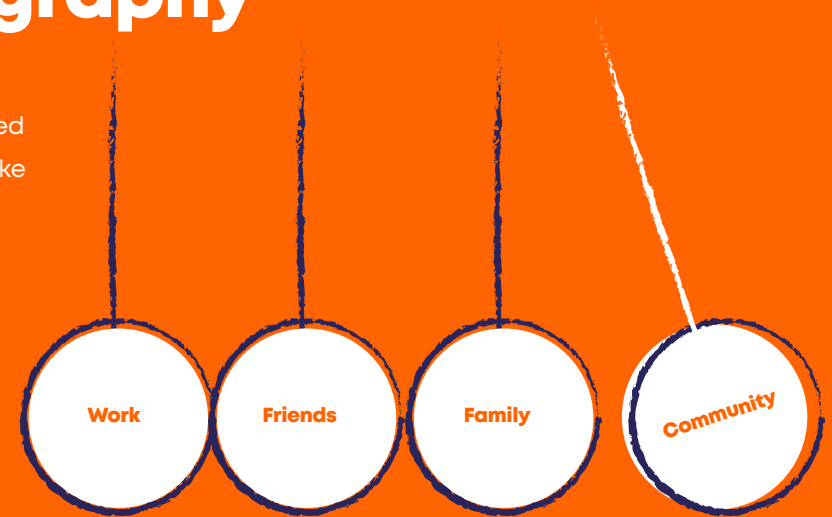
Photography

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).

Templates

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

Powerpoint front slide

Powerpoint inner slide

Main headline

- Text goes here
- Text goes here
- Text goes here

Jami brand identity guidelines
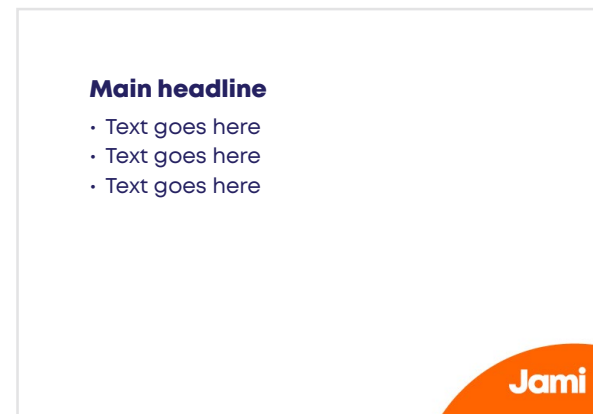
Powerpoint back slide

Examples of brand use

Certificate

Leaflet

Magazine

Social media

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."

Jami sees and supports around 1,300 people at any one time and reaching thousands more through our community education. But, mental health services are overwhelmed. There is a devastating increase in mental illness within the Jewish community.

We need your support and understanding so Jami can provide services so desperately needed.

jamiuk.org

Jami

"If it wasn't for Jami I wouldn't be here now. Their support saved me."

Jami sees and supports around 1,300 people at any one time and reaching thousands more through our community education. But, mental health services are overwhelmed. There is a devastating increase in mental illness within the Jewish community.

We need your support and understanding so Jami can provide services so desperately needed.

jamiuk.org

Jami

Examples of brand use

T-shirt

Examples of brand use

Social media

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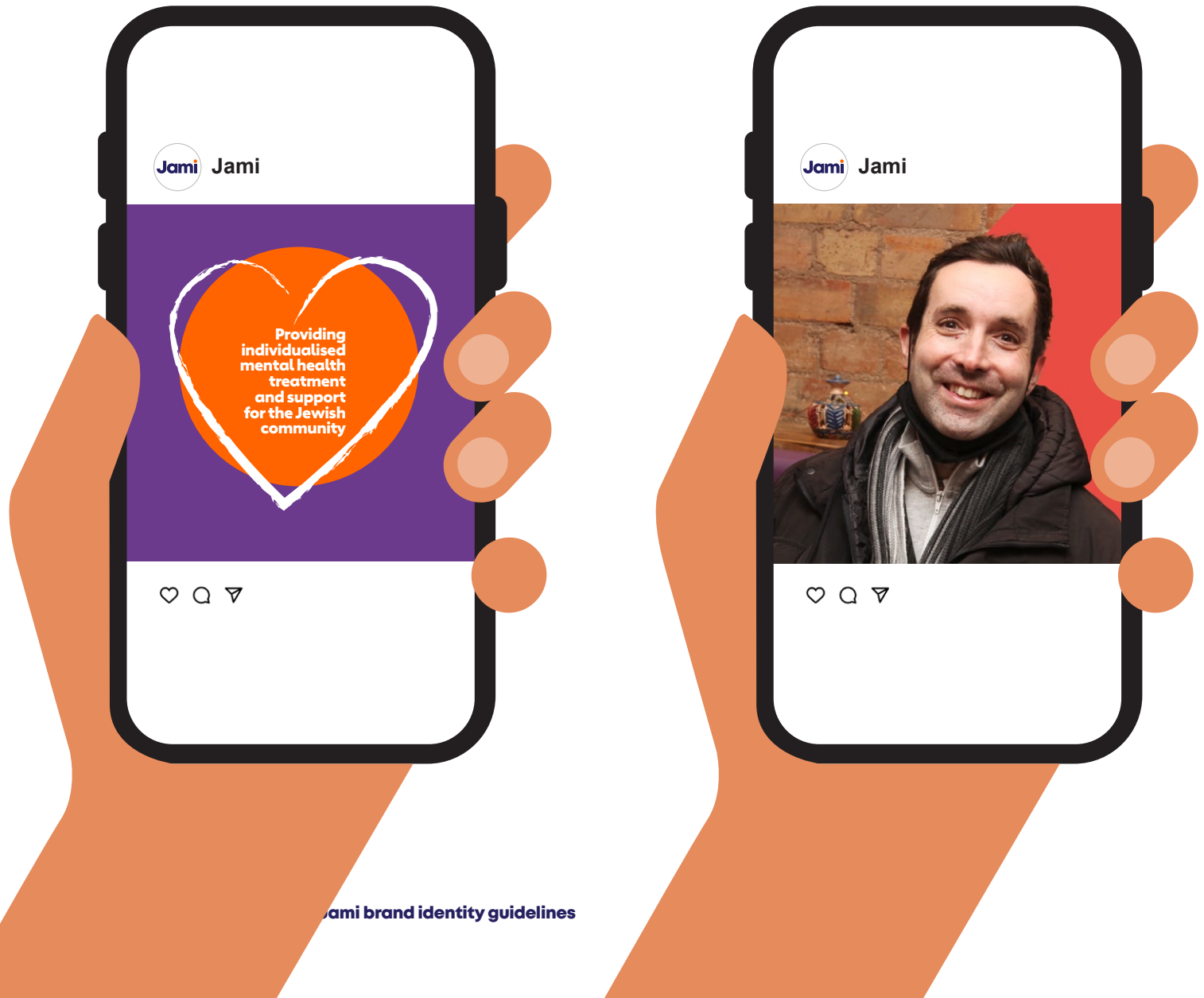
Social media

Twitter

Header spec

Upload size: 1500 x 500px

Profile photo
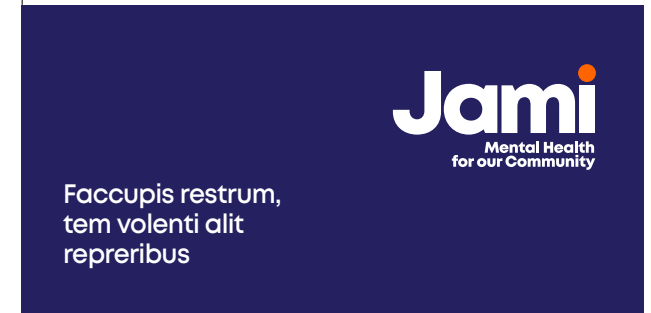
Upload size: 400 x 400px

Post

Photography post

Upload size: 1024 x 512px

Accepted Formats: JPG, GIF, PNG

🐦 JamiPeople
🅕 JAMIMentalHealth
🅞 jami_uk
🅛 Jami UK

Header
Upload size: 1500 x 500px

Profile photo
Upload size: 400 x 400px

Faccupis restrum, tem volenti alit repreribus

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.

A4 letterhead

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 Jami Qwell
www.qwell.io/jami

Confidential crisis support 24/7 from Shout, text
Jami to 85258

Registered Charity 1003345 Company Limited by Guarantee 2618170

Jami brand identity guidelines
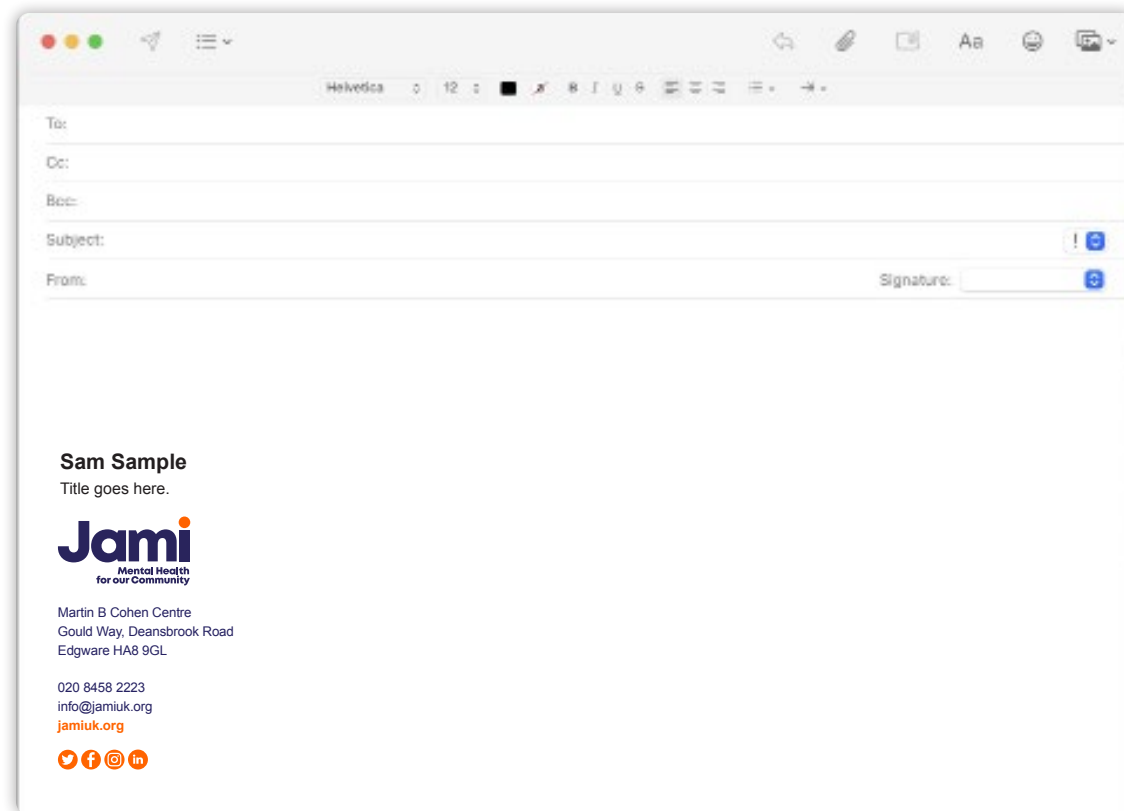
Email signature

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.

Sam Sample
Title goes here.

Jami
Mental Health
for our Community

Martin B Cohen Centre
Gould Way, Deansbrook Road
Edgware HA8 9GL

020 8458 2223
info@jamiuk.org
jamiuk.org

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]'.

A social enterprise from

Supported by

THE MAURICE WOHL
CHARITABLE FOUNDATION

Note: Where appropriate in the KF logo

KF KF Supervised

Jami brand extensions

Jami has several brand extensions that support its messaging and campaigning.

Jami

**Mental Health
for our Community**

If you have any questions or require approval
on any artwork please contact the Jami
communications team.