

Jami brand summary



The most important way of expressing our Jami brand is through our identity. It is more than just a badge or a logo. Our identity is our public face, how we present ourselves to the outside world. It tells people who we are and what they can expect from us in terms of quality and service. In short, our identity sums up everything we stand for.

The purpose of this summary is to explain the use of the Jami brand house style and to reinforce consistent application of visual elements in all communications.

Brands

Jami - should always be written with a capital 'J' and lowercase 'ami'. Never JAMI.

Head Room Café - written as three separate words

Young Jami - a Jami sub brand for our young committee

When using the logo do not adjust it, ie. squash, squeeze or change its colours.

Primary colours



Orange
R255 G100 B0
C0 M71 Y95 K0
#ff6400



Dark Blue
R41 G35 B92
C100 M100 Y25 K25
#28225c

Secondary colours

are available. Please request the full brand guidelines to view colour specifications.



Primary font

Mont

ABCDEFGHIJKLM
abcdefghijklnopqr
1234567890!#£?

There may be occasions when the typeface Mont can not be used (eg: Powerpoint and Word docs), in these instances the typeface Arial can be used.

Social media

- JamiPeople**
- JAMIMentalHealth**
- jami_uk**
- Jami UK**

Do follow Jami on any of our social media accounts, tag us, like, comment, RT and share.

Photos

If you're taking photos to share on Jami's social media, please make sure you have permission from anyone in the shot.



Illustrations/Iconography

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



Illustrations are available - please request.

The full guidelines that establish a set of standards is available for all elements of design and logo usage. These should always be adhered to, including presentations and all marketing materials.

For more information, full Brand Guidelines, logos, colour palette or Social Media Guidelines, contact karen.wilson@jamiuk.org