



**Jami brand identity**  
**May 2022**

( 2 )

## Our Logo



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



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.

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### 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.

## Jami brand identity

# 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 than the minimum size



⊗ Do not use the logo in any other colours other than specified in these guidelines

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## 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.



## Jami brand identity

**Thank you**

**Jami**  
Mental Health  
for our Community

