

HEAD ROOM

by Jami

Head Room café brand identity guidelines

V.1 SEPTEMBER 2022

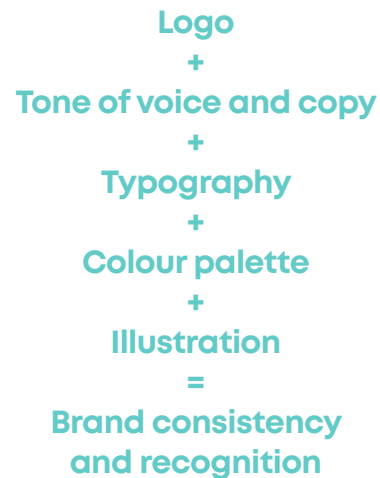
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OUR BRAND

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 Head Room café 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.



OUR LOGO



This is the primary logo. This stacked 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.

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



This logo can also be used in a line where space is limited (website banner, shop banner). Please use the logo from the 'Brand assets' folder.



OUR LOGO

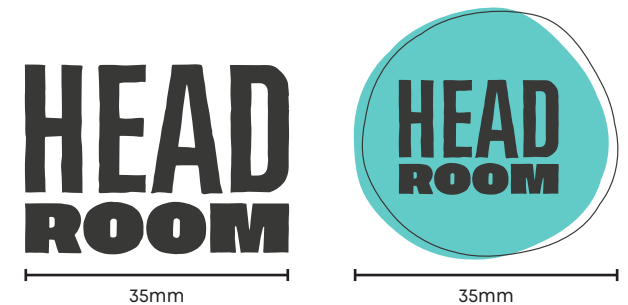


Minimum Clear Space

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 'o' 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.



⊗ Do not use the logo in any other colours other than 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.

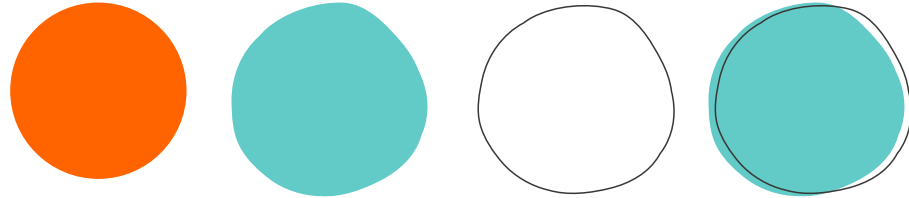


We use a white version of our logo on dark backgrounds.



THE 'CIRCLE' SHAPE

The 'circle' shape orange circle is synonymous with the Jami logo and therefore has been introduced to the Head Room café brand as an organic style circle.



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



THE 'CIRCLE' SHAPE

There will be some instances (eg social media, presentations, signage, menus), when a 'circle' 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



COLOUR PALETTE

A positive colour range that represents that there is no “normal” when it comes to mental health and there is a spectrum.

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 Head Room 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

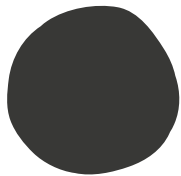
Use **CMYK** colours for print work.

Hex colours are for web work only.

Supporting colour

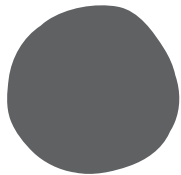
The orange is an integral part of the Jami brand and should be used where suitable on Head Room material.

Primary colour

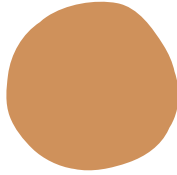


Dark grey
R56 G56 B54
C68 M61 Y64 K55
#383836
Pantone 447

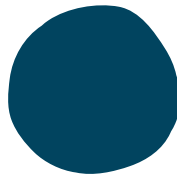
Secondary colours



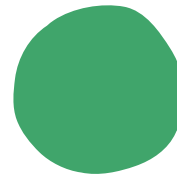
Light grey
R95 G97 B99
C60 M50 Y48 K22
#5f6163
Pantone Cool Grey 10C



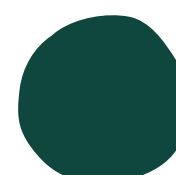
Beige
R205 G145 B91
C18 M46 Y73 K1
#cf915b
Pantone 7515



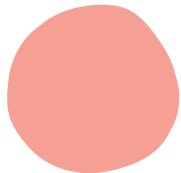
Slate Blue
R1 G68 B95
C98 M69 Y42 K29
#01445f
Pantone 7694



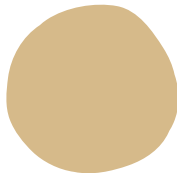
Grass green
R64 G165 B107
C75 M11 Y76 K1
#40a56b
Pantone 7723



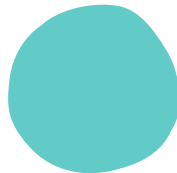
Forest green
R15 G71 B62
C88 M48 Y69 K47
#0f473e
Pantone 3435



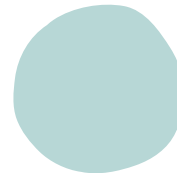
Pink
R246 G159 B149
C0 M46 Y33 K0
#f69f95
Pantone 487



Sand
R215 G186 B139
C16 M25 Y50 K0
#d7ba8b
Pantone 467



Turquoise
R98 G202 B199
C57 M0 Y26 K0
#62cac7
Pantone 325



Azure
R183 G215 B214
C27 M4 Y15 K0
#b7d7d6
Pantone 566



Sage green
R187 G203 B171
C28 M10 Y37 K0
#bbcbab
Pantone 5803

OUR FONTS

Primary fonts

Tusker Grotesk 5500 Medium

ABCDEFGHIJKLM
1234567890!#£?

Tusker Grotesk 6500 Medium

ABCDEFGHIJKLM
1234567890!#£?

Tusker Grotesk 7700 Bold

ABCDEFGHIJKLM
1234567890!#£?

Tusker Grotesk 7800 Super

ABCDEFGHIJKLM
1234567890!#£?

Mont family

ABCDEFGHIJKLM
abcdefghijklmnpqr
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 typefaces are Tusker and Mont. Tusker should be used for headlines where possible and used in Upper Case. The Mont family of fonts can also be used for sub-headings or body text. The supporting font is Kaldi which should be used in upper case and can also be used where appropriate.

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

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

Supporting font

This supporting typeface can be used where appropriate.

Kaldi

ABCDEFGHIJKLM
1234567890!#£?

Online font

Poppins

ABCDEFGHIJKLM
abcdefghijklmnpqr
1234567890!#£?

Desktop

Arial

ABCDEFGHIJKLM
abcdefghijklmnpqr
1234567890!#£?

OUR TONE OF VOICE AND TERMINOLOGY

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.

When used in written content (ie newspapers, communication material) the brand name should be written as either:

Head Room café

Head Room To Go

Jami's Head Room café

Note: The 'c' in café should be lower case

OUR TONE OF VOICE AND TERMINOLOGY

Tone of voice



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 Head Room café and Jami.

LET'S TALK



BREAKING NEW GROUND

Not only is the ritual of brewing your daily coffee a great way to set you up for a positive and proactive day, but the coffee itself may directly contribute to a decrease in depression, fatigue, and low mood and in turn improve your wellbeing and mental health.

MORE THAN
A CAFÉ
A PLACE TO
CONNECT

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**



PHOTOGRAPHY

Photography is a powerful way to communicate our unique brand identity.

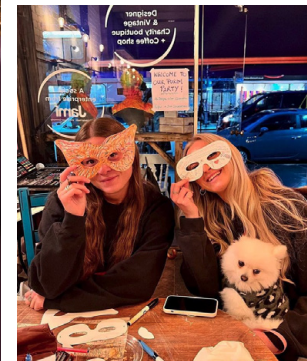
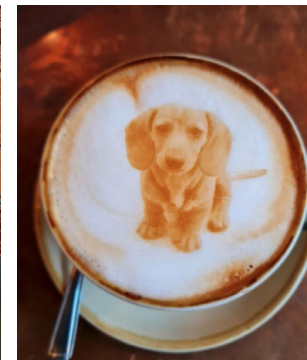
The images you choose should be compelling and reflective of all of our activities.

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).



EXAMPLES OF BRAND USE



Menu



Head Room café brand identity guidelines

EXAMPLES OF BRAND USE



Website

Head Room café brand identity guidelines

EXAMPLES OF BRAND USE



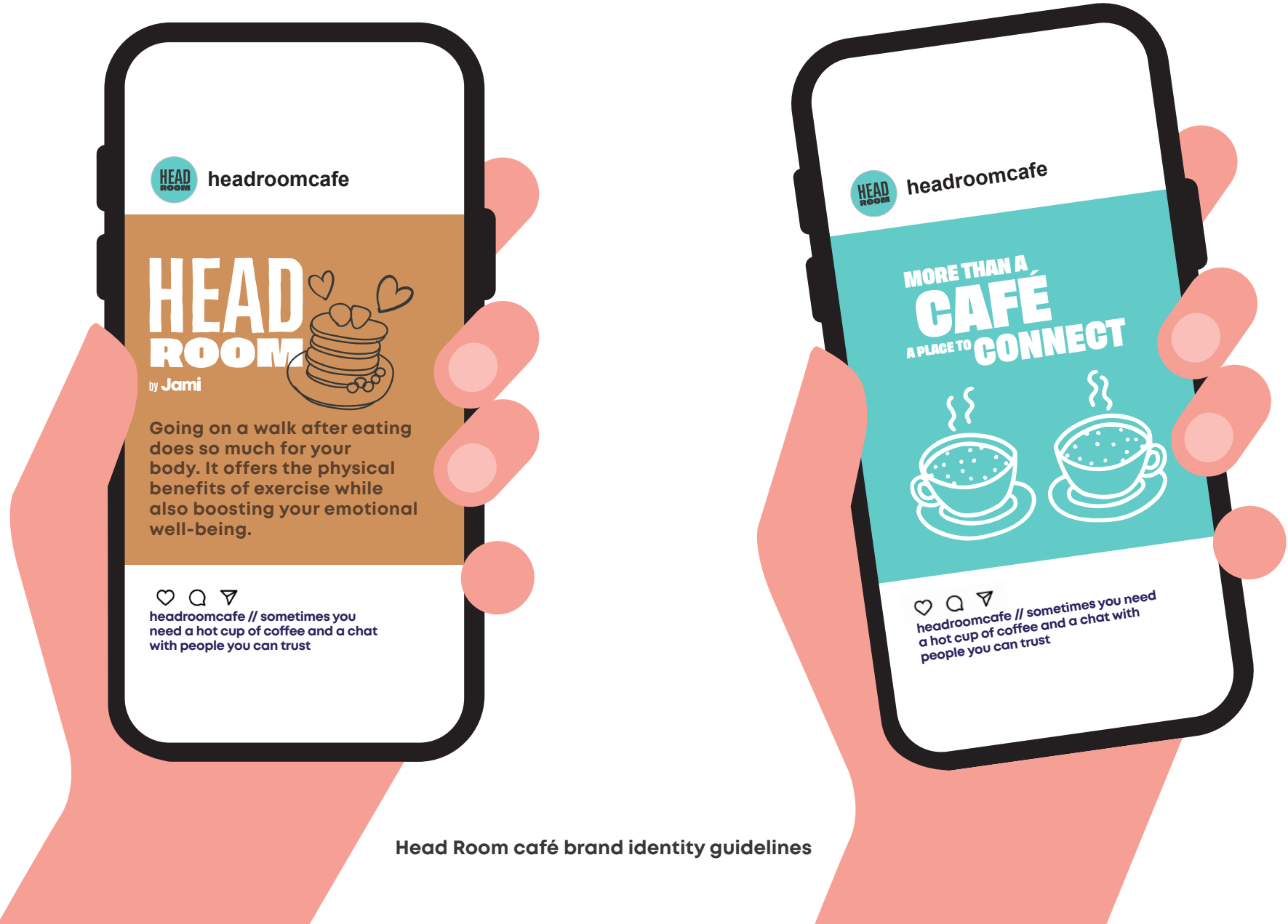
Cups

Café interior graphics

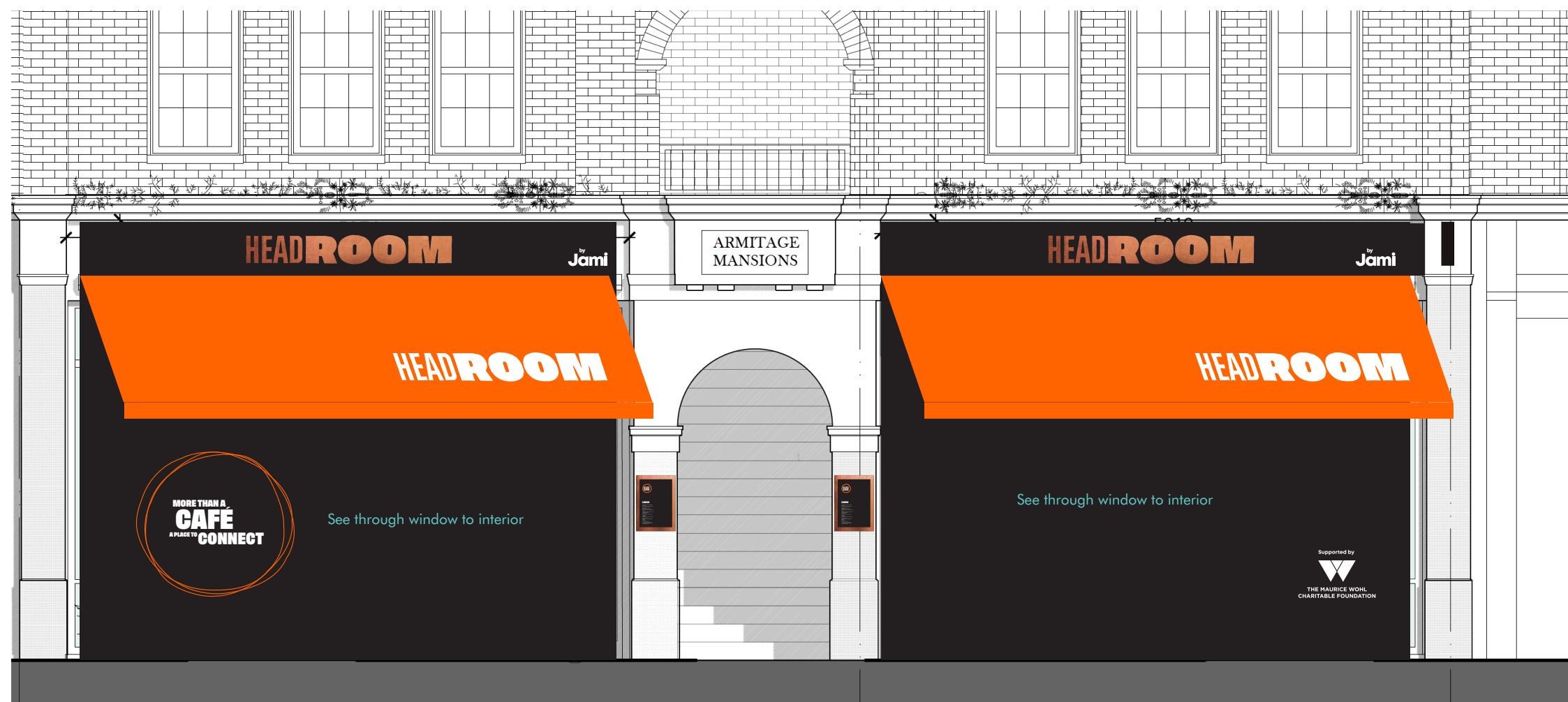


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EXAMPLES OF BRAND USE



EXAMPLES OF BRAND USE



Café frontage
(Concept designs)

EXAMPLES OF BRAND USE



Café frontage
(Concept designs)

EXAMPLES OF BRAND USE



Café frontage
(Concept designs)

EXAMPLES OF BRAND USE



Bus stop sign
(Concept designs)

EXAMPLES OF BRAND USE

T-shirt



EXAMPLES OF BRAND USE

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

Header

Upload size: 1500 x 500px

  @headroomcafe



Profile photo

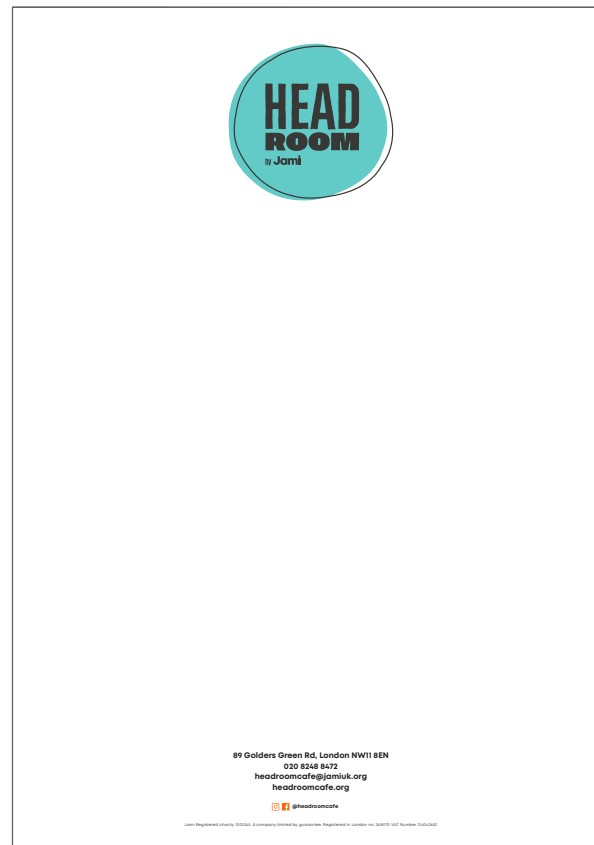
Upload size: 400 x 400px



LETTERHEAD

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



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



A social enterprise from



Supported by



Note: Where appropriate in the KF logo





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