

HEAD ROOM

BRAND SUMMARY

The most important way of expressing our Head Room 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.

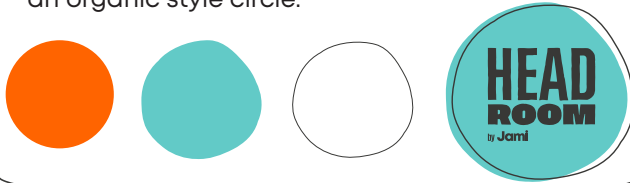
HEAD ROOM

by **Jami**

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

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.



Written content

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

Primary colour



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

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



Supporting colour

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



Primary fonts

Tusker

**ABCDEFGHIJKLM
1234567890!#£?**

Mont

**ABCDEFGHIJKLM
abcdefghijklnopqr
1234567890!#£?**

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

Social media

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

  @headroomcafe

Photos

If you're taking photos to share on Head Room'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 Head Room logo can, where space is limited, be used in a strip format. When using the logo do not adjust it, ie. squash, squeeze or change its colours.

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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