

**JAZZ
SOUTH**

BRAND GUIDELINES

A stylized graphic element consisting of two overlapping triangles. The upper triangle is pink and points towards the top-left. The lower triangle is white and points towards the bottom-left. They meet at a point on the left, creating a white chevron shape pointing right.

**JAZZ
SOUTH**

A stylized graphic element consisting of two overlapping triangles. The upper triangle is pink and points towards the top-left. The lower triangle is white and points towards the bottom-left. They meet at a point on the left, creating a white chevron shape pointing right.

**JAZZ
SOUTH**

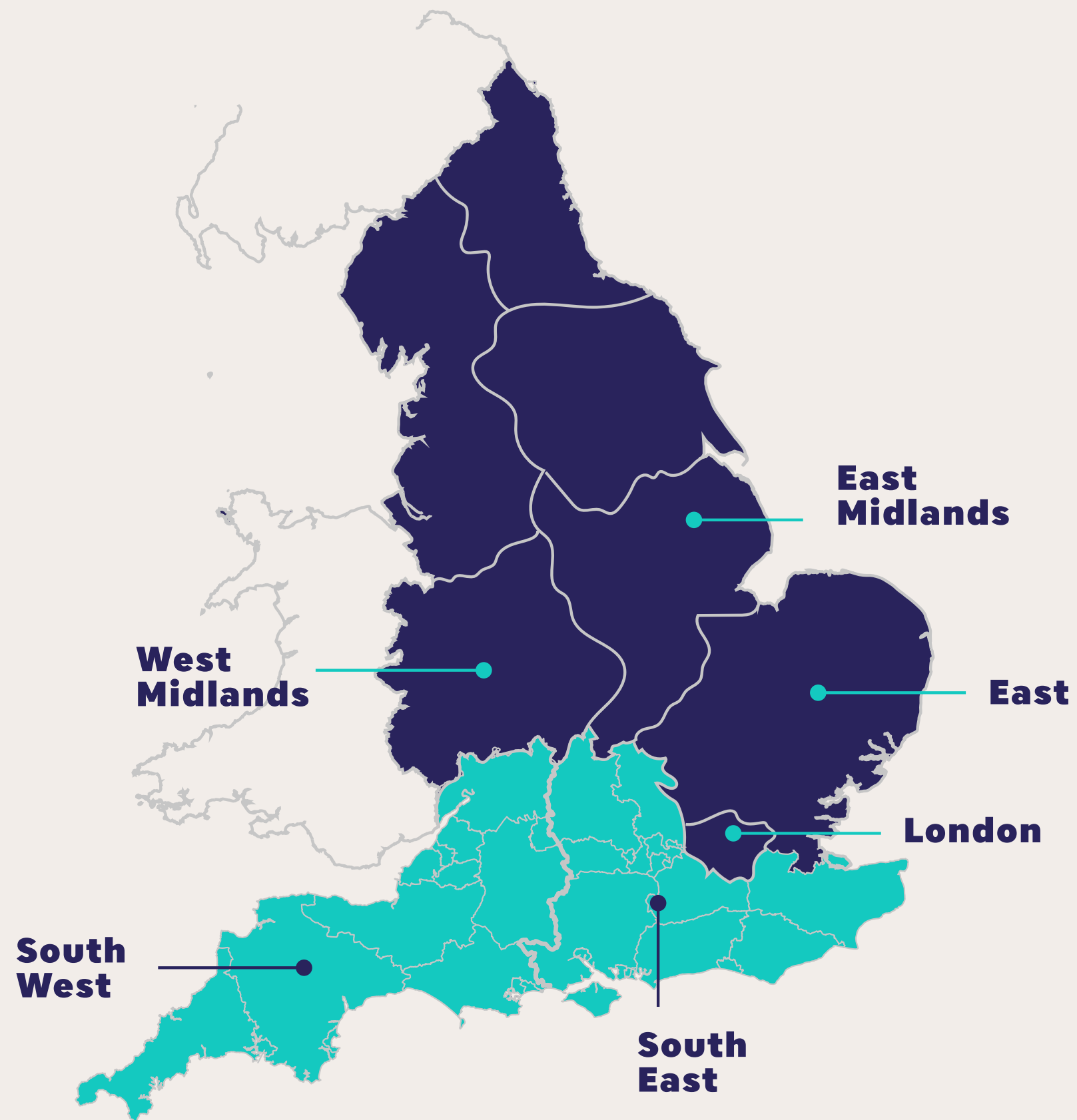
A stylized logo consisting of a black chevron pointing left, with a white chevron pointing right nested inside it. The text "JAZZ SOUTH" is positioned to the right of the chevrons.

**JAZZ
SOUTH**

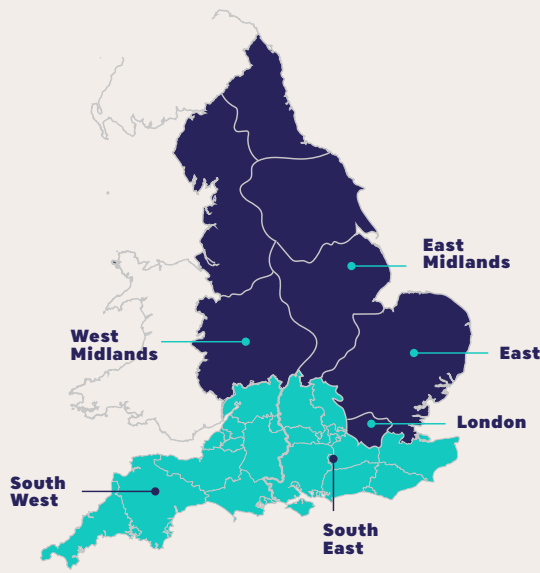
A stylized logo consisting of a white chevron pointing left, with a black chevron pointing right nested inside it. The text "JAZZ SOUTH" is positioned to the right of the chevrons.

**JAZZ
SOUTH**

WHERE WE WORK



THE ORIGIN OF OUR IDENTITY



+



=



RGB: R255 G51 B102
CMYK: C0 M88 Y37 K0
#ff3366

RGB: R93 G209 B187
CMYK: C59 M0 Y36 K0
#5dd1bb

RGB: R249 G149 B50
CMYK: C0 M50 Y83 K0
#f99532

GOLDUR

RGB: R41 G35 B92
CMYK: C100 M98 Y30 K23
#29235c

RGB: R242 G237 B233
CMYK: C6 M7 Y9 K0
#f2ede9

The logo consists of a stylized, three-pointed star shape. The top-left point is a solid magenta color. The bottom-left point is a solid magenta color. The right-pointing triangle is white. The words "JAZZ" and "SOUTH" are stacked vertically in a bold, sans-serif font, colored magenta, and positioned to the right of the star shape.

**JAZZ
SOUTH**

RGB: R234 G229 B223
CMYK: C10 M9 Y13 K0
#eae5df

The logo consists of a stylized, three-pointed star shape. The top-left point is a solid white color. The bottom-left point is a solid white color. The right-pointing triangle is white. The words "JAZZ" and "SOUTH" are stacked vertically in a bold, sans-serif font, colored white, and positioned to the right of the star shape.

**JAZZ
SOUTH**

RGB: R255 G51 B102
CMYK: C0 M88 Y37 K0
#ff3366

A stylized graphic element consisting of two overlapping triangles. The upper triangle is teal and points towards the top-left. The lower triangle is white and points towards the bottom-left. They meet at a central point, creating a white triangular area in the middle.

**JAZZ
SOUTH**

RGB: R234 G229 B223
CMYK: C10 M9 Y13 K0
#eae5df

A stylized graphic element consisting of two overlapping triangles. The upper triangle is teal and points towards the top-left. The lower triangle is white and points towards the bottom-left. They meet at a central point, creating a white triangular area in the middle.

**JAZZ
SOUTH**

RGB: R93 G209 B187
CMYK: C59 M0 Y36 K0
#5dd1bb

The logo consists of a stylized, three-pointed star or arrow shape pointing towards the bottom-left. The shape is filled with a solid orange color. The words "JAZZ" and "SOUTH" are stacked vertically in a bold, sans-serif font, positioned to the right of the star's upper right point.

**JAZZ
SOUTH**

RGB: R234 G229 B223
CMYK: C10 M9 Y13 K0
#eae5df

The logo consists of a stylized, three-pointed star or arrow shape pointing towards the bottom-left. The shape is filled with a solid white color. The words "JAZZ" and "SOUTH" are stacked vertically in a bold, sans-serif font, positioned to the right of the star's upper right point.

**JAZZ
SOUTH**

RGB: R249 G149 B50
CMYK: C0 M50 Y83 K0
#f99532

A stylized logo consisting of a dark blue chevron pointing left, with a white chevron pointing right nested inside it. The text "JAZZ SOUTH" is written in a bold, dark blue, sans-serif font to the right of the chevrons.

**JAZZ
SOUTH**

RGB: R234 G229 B223
CMYK: C10 M9 Y13 K0
#eae5df

A stylized logo consisting of a white chevron pointing left, with a dark blue chevron pointing right nested inside it. The text "JAZZ SOUTH" is written in a bold, white, sans-serif font to the right of the chevrons.

**JAZZ
SOUTH**

RGB: R41 G35 B92
CMYK: C100 M98 Y30 K23
#ff3366

**A FEW RULES TO PROTECT THE QUALITY
OUR BRAND AND STOP OUR DESIGNER
SENDING US SNOTTY EMAILS AT
MIDNIGHT WHEN HE SPOTS A PICTURE
OF ONE OF OUR POSTERS ON THE
INTERNET THAT ISN'T QUITE RIGHT...**

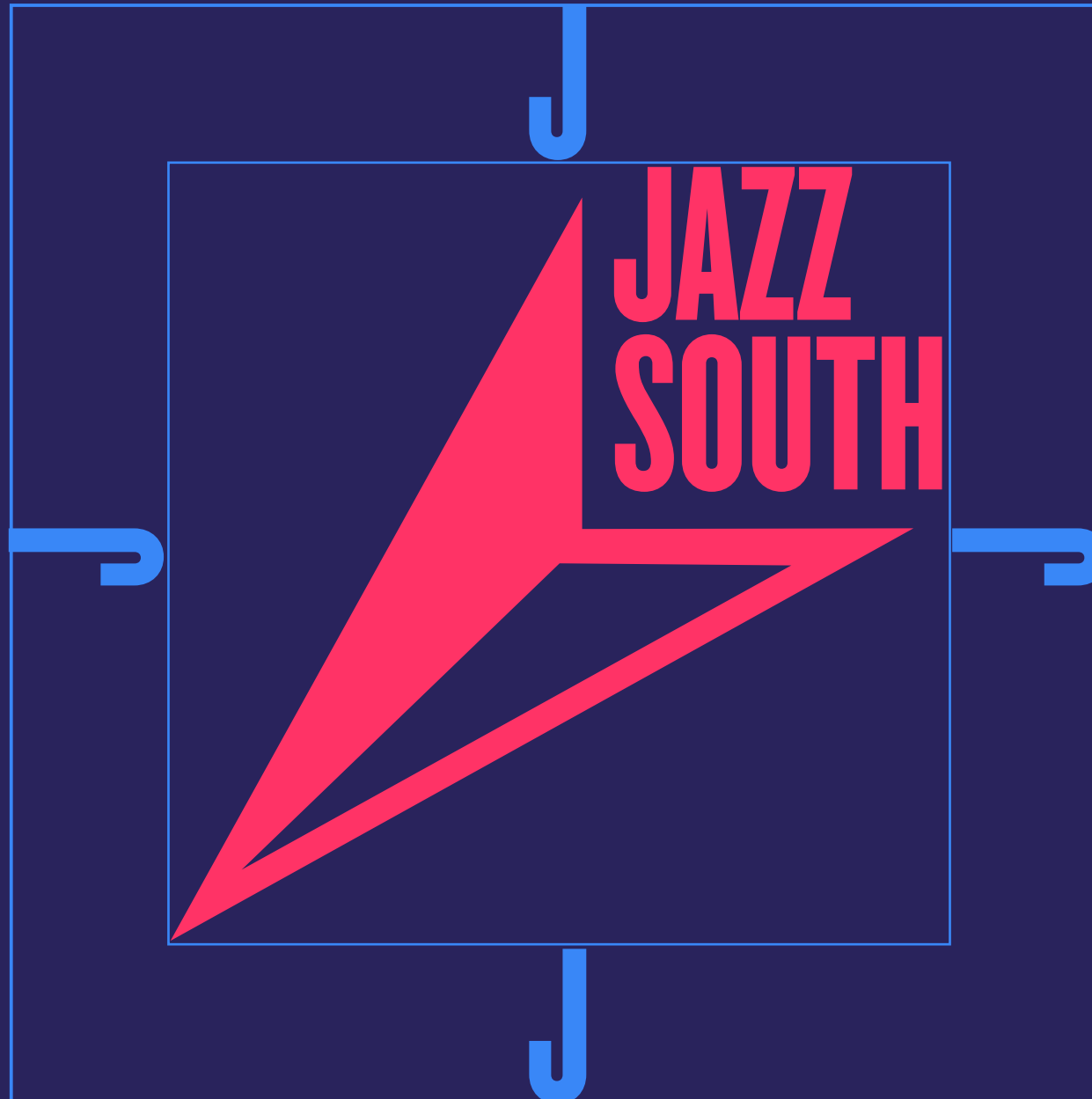
WHERE TO PUT THE LOGO

The Jazz South logo works best in the top right hand corner of the page. Please place the logo here whenever practical.

The second best option is the bottom right hand corner.



GIMMIE SOME ROOM FOLKS



An exclusion zone that is at least the height of the 'J' should be left on all sizes of the logo between it and the nearest object.

NOPE!



Squash the logo out of proportion. (Most computer programs will allow you to hold SHIFT whilst scaling an object to prevent this from happening.)



Don't use the icon on its own instead of the logo.



Place the logo over busy backgrounds or images that will affect readability.



Place the logo too close to other items. (See previous page for exclusion zone.)



Use non-brand colours



Add any effects, drop shadows, texture, or edit the logo in any other way.

Please don't do any of the things on this page so that together, we can make sure that no logos are harmed in the making of your visual identity.

WHICH FILE TYPE TO USE

Files used on the web

Web images are typically 72 dpi (dots, or pixels, per inch), making them load quickly, but will not replicate very well in print.

PNG files

PNG images have a transparent background and will show anything you place underneath. (Please see note on previous page about not using the logo over busy backgrounds.)



Files used in print

Print images are typically 300 dpi and will print correctly every time



Enlarged web file



Enlarged print file

EPS or Ai files

If someone asks for a vector file, an EPS or Ai file is what you are looking for. These files are transparent and can be enlarged without losing its' quality. They will also have the correct colours to replicate correctly.

Please note you might not be able to read EPS and Ai files, don't worry if you can't open these files.

Other file formats

We might also supply you with the following file formats: PDF and TIFF

These files can be used in print and can be viewed on PCs. We recommend you use EPS first unless the printer or designer specified an alternative.

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

Headlines

Knockout Full Bantam Weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_ - + - = \ / ' | " ; : , . ? > < ~ ` #

Supporting

Core Sans Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_ - + - = \ / ' | " ; : , . ? > < ~ ` #

Body

Core Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_ - + - = \ / ' | " ; : , . ? > < ~ ` #

TITLES HERE

Sub titles and bold opening sentences or messages sit in Core Sans Heavy, like so.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.



Knockout Full
Bantam Weight



Core Sans Heavy



Core Sans Regular

IMAGE TREATMENT



As part of our identity, we sometimes treat images as above – turning the image to be greyscale with a blue overlay. Please note the dark blue colour is different to our brand dark blue and has a blue colour overlay.

Blue Colour:
CMYK: C100 M93 Y10 K0
RGB: R45 G46 B113
#2D2E83

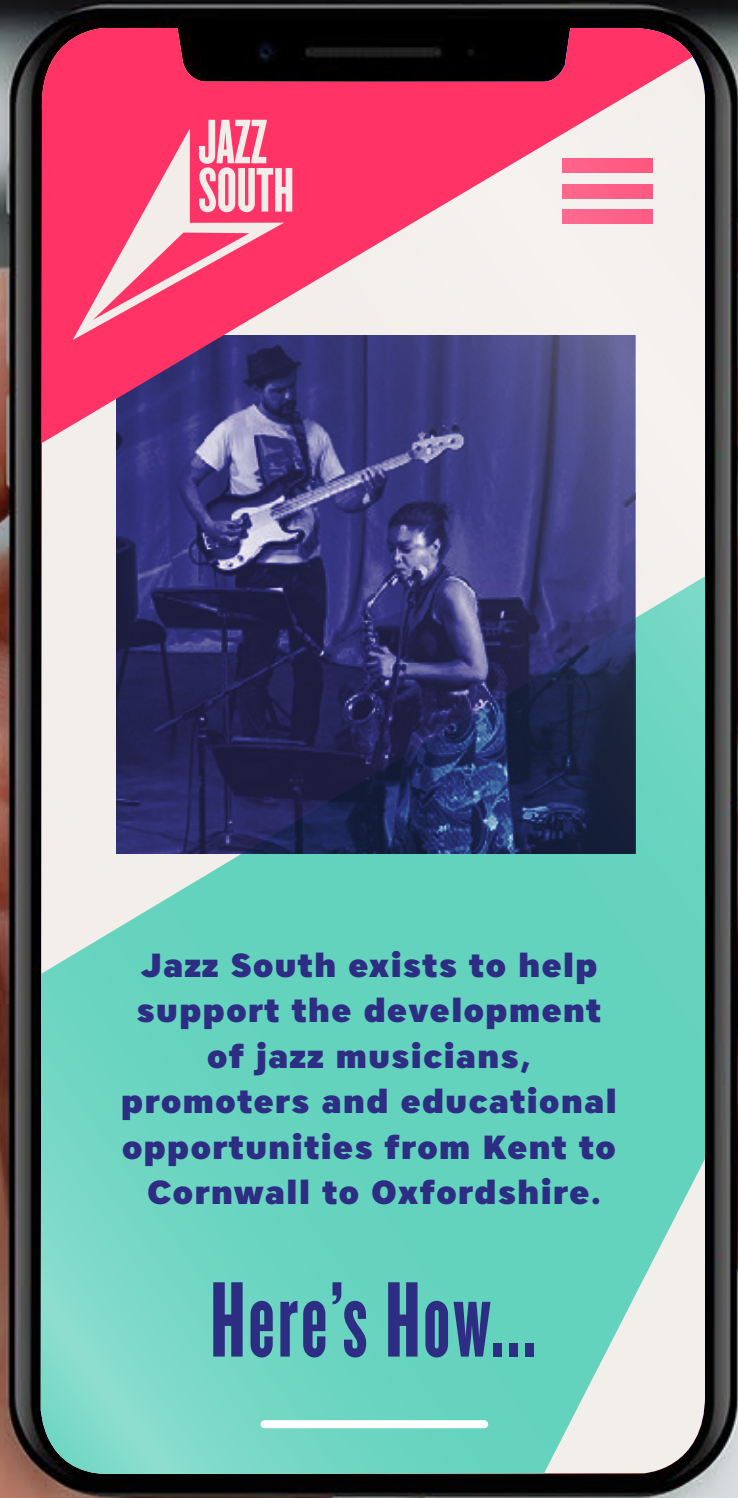
Blend mode: “Overlay” (In Adobe design programmes)

Examples of this type of image overlay are shown on the following pages.



**JAZZ
SOUTH**





JAZZ
SOUTH



**Jazz South exists to help
support the development
of jazz musicians,
promoters and educational
opportunities from Kent to
Cornwall to Oxfordshire.**

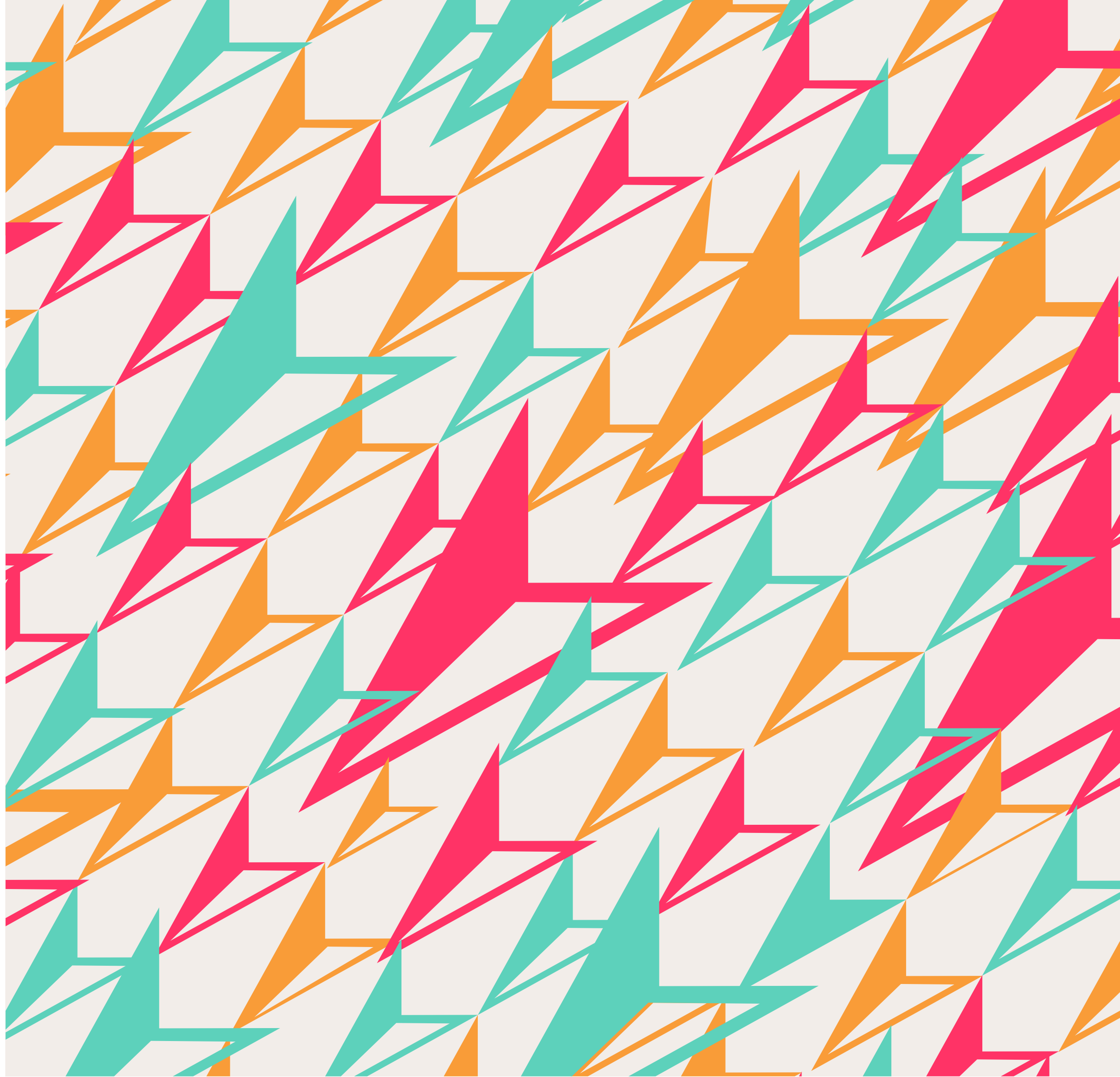
Here's How...



PATTERN & BACKGROUNDS

OUR PATTERN

The Jazz South pattern is designed for use to create impact using the visual identity of the brand in context where we don't want to use a photo and where minimal copy is required. This might be on banners, merchandise, beer mats, the inside pages of brochures and in physical settings such as on livery. The pattern may also be useful in digital settings, especially if animation can be applied.



APPLYING THE PATTERN



APPLYING THE PATTERN



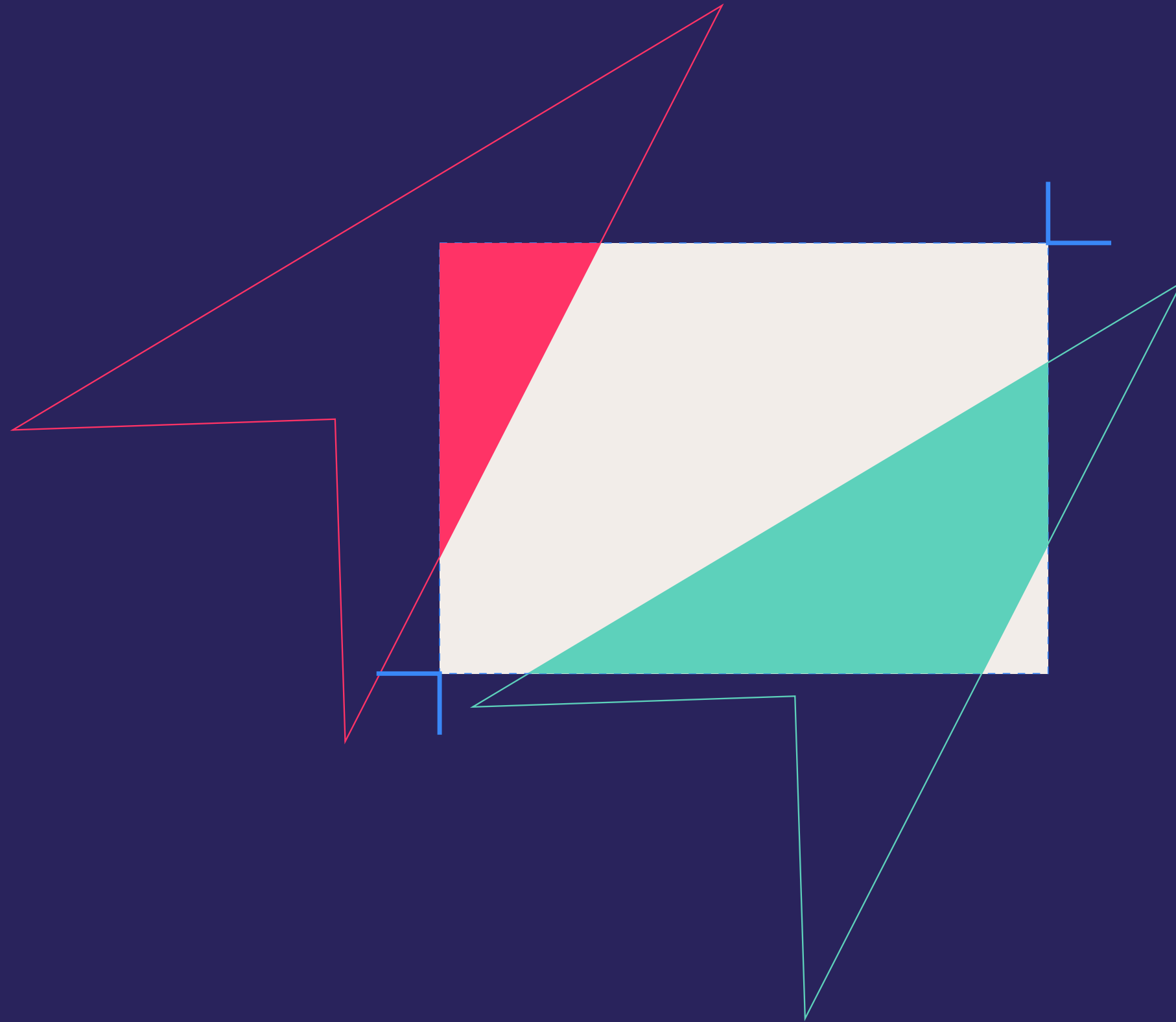
APPLYING THE PATTERN



GRAPHIC BACKGROUNDS

A set of backgrounds have been set up using the arros that allow you to make simple, bold covers/posters/announcements using these images and the type only – for when you have no image to work with.

This design idea will be expanded to the website and can be applied to other design assets.



The logo for Jazz South, featuring a stylized dark blue graphic of a double bass or similar instrument, with the words "JAZZ" and "SOUTH" stacked vertically in a bold, sans-serif font to its right.

**JAZZ
SOUTH**

The background of the slide is composed of three large, overlapping geometric shapes: a bright pink triangle in the top-left corner, a teal triangle in the bottom-right corner, and a light grey triangle that fills the remaining space.

SAMPLE BACKGROUNDS

Landscape

The logo for Jazz South, featuring a stylized dark blue graphic of a double bass or similar instrument, with the words "JAZZ" and "SOUTH" stacked vertically in a bold, sans-serif font to its right.

**JAZZ
SOUTH**

SAMPLE BACKGROUNDS

Landscape

The logo for Jazz South, featuring a stylized dark blue graphic of a double bass or similar instrument, with the words "JAZZ" and "SOUTH" stacked vertically in a bold, dark blue, sans-serif font to its right.

**JAZZ
SOUTH**

SAMPLE BACKGROUNDS

Landscape

The logo for Jazz South, featuring a stylized dark blue graphic of a double bass or similar instrument, with the words "JAZZ" and "SOUTH" stacked vertically in a bold, sans-serif font to its right.

**JAZZ
SOUTH**

SAMPLE BACKGROUNDS

Landscape

The logo for Jazz South, featuring a stylized dark blue graphic of a double bass or similar instrument, with the words "JAZZ" and "SOUTH" stacked vertically in a bold, dark blue, sans-serif font to its right.

**JAZZ
SOUTH**

SAMPLE BACKGROUNDS

Landscape

**JAZZ
SOUTH**

SAMPLE BACKGROUNDS

Landscape



**JAZZ
SOUTH**

SAMPLE BACKGROUNDS

Portrait





SAMPLE BACKGROUNDS

Portrait



SAMPLE BACKGROUNDS

Portrait



SAMPLE BACKGROUNDS

Portrait



SAMPLE BACKGROUNDS

Portrait



SAMPLE BACKGROUNDS

Portrait