

# Jamie Oliver

FRV BRAND GUIDELINES



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**WELCOME!**



# **WELCOME!**

Welcome to the Fresh Retail Ventures Jamie Oliver brand guidelines. This document contains all you need to know about how the Jamie Oliver brand should be used on product packaging, marketing support and point of sale ensuring it remains consistent throughout. Using our brand correctly is extremely important to us and to Jamie so we ask that the guide is always referred and adhered to. We hope you enjoy getting to know our brand better.

**The FRV Team**

**INSPIRATION**



# REFLECTING JAMIE

Jamie Oliver the man is fundamental to our brand. Our identity is therefore a true reflection of Jamie, creating an iconic brand that captures the essence of who he is and what he stands for now and in the future. The things that are important to Jamie are in turn important to us:

## Jamie the person

making it easy  
anyone can  
inspiring

## Jamie the brand

simplicity, ease, practicality  
inclusive, informal, universal  
inspiration, energy, creativity



# OUR VALUES AND PERSONALITY

Jamie is known for his warm personality, strong beliefs and enthusiasm for sharing knowledge. Below are the things that are important to him and which are therefore reflected in our brand's identity.

## Personality

**honest & challenging** – being direct, open-minded and genuine in all we do

**passionate & inspiring** – true excitement and love for food and healthy living

**approachable & fun** – unpretentious, accessible and playful, encouraging everyone to have a go

## Values

**sharing** – teaching people and learning from others

**integrity** – being authentic and living to our principles

**practicality** – keeping things simple, using common sense

**generosity** – going the extra mile

**quality & value** – always doing better

# DESIGN ESSENCE

unmistakably Jamie

Every Product Range should be designed to be “Unmistakably Jamie”, creating a look that is strong and ownable. The identity feels familiar, timeless, expressive and inspirational, with the potential to evolve over time. While the identity has strong design elements that bring all the products together to create one distinctive brand, the application of these elements allows for differentiation between Product Ranges and the Mass and Premium tiers.

# DEFINITIONS

We've listed below definitions of key words used throughout the guidelines to ensure you understand exactly what we're referring too. Please note that all design details will be further explained later on in the relevant sections.

**Mass** – refers to the mainstream supermarket distribution channel (eg. Sainsbury's, Tesco's). It is also known as tier 2.

**Mass Identity** – the design identity that has been created for products in the Mass distribution channel.

**Premium** – refers to the department and independent store distribution channel (eg. Debenhams, John Lewis). It is also known as tier 1.

**Premium Identity** – refers to the design identity that has been created for products in the Premium distribution channel.

**Product Name** – refers to the customer-facing name given to the product. It is placed on the front of pack, for example Green Pesto or Big Bold Chopping Board.

**Front Product Descriptor** – refers to the copy line that describes the benefit of the product and supports the Product Name on the front of pack, for example 'a tasty classic' or 'withstands bashing, smashing and slicing'.

**Back Product Descriptor** – refers to the copy line that describes the benefit of the product and supports the Product Name on the back of pack, for example 'a tasty classic' or 'withstands bashing, smashing and slicing'.

**Long Back Product Descriptor** – refers to the copy lines that describe the benefits of the product on the back of pack. The Back Product Descriptor is more detailed and longer than the Front Product Descriptor.

**Product Category** – refers to a specific group of products with shared characteristics. The categories are design-led. In Mass we have split the design into three Product Categories; Food, Household and Equipment. In Premium we have two Product Categories; Household and Equipment. We also have Gifting which sits across both product tiers.

**Sub-product Category** – refers to a specific group of products within a Product Category. For example in Mass Household we have two Sub-product Categories; Indoor and Outdoor.

**Product Range** – refers to a range of products within a Product Category. For example in Food a Product Range would be Pasta Sauce or Antipasti. In Household a Product Range would be Keep It Simple Blue or 5 A Day.

**Personality-Driven Products** – these are products or Product Ranges that have a strong, independent and often well-known Product Name and are distributed in both Mass and Premium environments. They are always designed in the Mass Identity, for example Cheeky Mugs.

**Recipe-led Products** – these are food products created from Jamie's kitchen. These recipes empower the component cook in their everyday cooking, for example Pasta Sauce, Pesto and Posh Bread Spreads.

**Ingredient-led Products** - these are food products sourced and developed using Jamie's knowledge, expertise and passion. These ingredients are an essential part of anyone's kitchen, for example Pasta, Salts and Olive Oils.

# INSTRUCTIONS

## MASS



# MASS: TONE OF VOICE\*

Our tone of voice is purposeful passion. It is about bringing meaning and credibility to all that we say. It helps us make sure that our words are not only filled with Jamie's easy warmth, but also have a resounding reason to be there. Copy should always be a balance between purpose and passion, sharing knowledge and opinions in a truly engaging way that resonates with all people. We achieve this by using straight-talking and energetic language.

## Straight-talking

Direct, honest, natural, informal, trusted language. Impart knowledge and expertise with others in a generous and easy, yet confident way. Use genuine and accessible words to explain product benefits.

## Energetic

Punchy, inspiring descriptions that are full of Jamie's trademark passion and fun. Use fresh language peppered with playful words to instill enthusiasm and love for good food and good life.

The tone shifts slightly between Mass and Premium: in Mass, there is more freedom to be playful and fun because the products are everyday and simple, so play up the energetic tone. Whereas in the Premium Ranges the playful tone should be much subtler and the emphasis should be on straight-talking language to reflect the quality.

\* This is the brand tone of voice and not instructions for writing copy in Jamie Oliver's own voice. Any requests for copy from Jamie should be directed to your Licensing Manager.

# MASS: NAMING

There are three types of names used over the different Product Categories.

The first is a straight Product Name and is used exclusively on Mass Food. It describes the products in the simplest, clearest way for easy identification. There should be no adjectives or elaborate language - just a basic explanation of the ingredients. e.g. Tomato and Basil Pasta Sauce.

The second is used on all other Mass products and combines a characterful but relevant adjective with the straight Product Name. This creative Product Name should use natural, evocative language to explain its point of difference in a simple, everyday way. This name should sit comfortably with the way Jamie speaks today and should avoid exaggerated or flippant language. e.g. Big Bold Chopping Board.

The third applies to Premium products and is explained on page 58.

# MASS: LOGO

The logo is made up of Jamie's name with a strapline lockup, Keep It Simple, to clarify the difference between the Mass and Premium Ranges and the benefits that Jamie brings to the consumer at each price point.

**The below logo must always be used\*.**



## **Keep It Simple:**

The Mass Range reflects his no-nonsense approach. You can trust the Jamie Oliver brand to have created products that will perform better than our competitors, with no unnecessary complications.

\* The exceptions are Personality-Driven Products, Gifting, smaller products and moulds which all use a plain logo without the strapline (See relevant Product Category section or Trademarks section on page 55 and page 103 for further details).

# MASS: LOGO

## dos and don'ts



As a rough guide, always leave a suitable area amount of clear space around the logo (See individual artworks for guidance).



Never change the font of the logo.



Never change the spacing between the letters.



Never lean to the left or right.



Never stretch or squash the letters, vertically or horizontally.



Never change the strapline in the centre, or play with its relation to the name.



Do not adjust the colour of the logo, always use white except on Off-pack & POS (See Off-pack & POS section page 101).

# MASS: LOGO

## sizing

It will sometimes be necessary to increase and decrease the logo size depending on the print area. Always keep it in proportion. Always ensure that the central strapline is legible. If the logo goes below 34mm the strapline can be removed.



Jamie  
KEEP IT SIMPLE  
Oliver



# MASS: COLOUR PALETTE

The Mass colour palette consists of 32 warm, fun and vibrant colours that have been grouped into 2 distinct areas: Mass and Outdoor. Within each area there is a flexibility and freedom to choose which colours to give each product.

# MASS: COLOUR PALETTE

Mass products are made up of a warm colourful palette that is both complementary and contrasting. Colour is a key element of this design, therefore it is important that Pantone colours are used to print the designs rather than CMYK. Pantone colours will provide the maximum amount of consistency across the Product Range. In instances where this is not possible we have created optimised CMYK values that are shown on page 18. In the instance that a suitable colour does not exist for a Mass Food product, please contact your Licensing Manager.

MASS



OUTDOOR

# MASS: CMYK COLOUR PALETTE

\* Please use values given for Pantone 1235 C in place of 1225 C.

\*\* These colours have CMYK values that differ from the standard CMYK breakdown. They have been optimised to provide an improved result, please use these values. Colour target remains the Pantone colour.

## MASS

C 56% M 2% Y 75% K 5%	C 42% M 5% Y 89% K 29%	C 31% M 0% Y 50% K 0%	C 35% M 0% Y 100% K 20%	C 0% M 20% Y 100% K 0%	C 0% M 8% Y 70% K 0%	C 0% M 36% Y 98% K 0%	C 6% M 14% Y 35% K 7%	C 0% M 45% Y 71% K 0%	C 0% M 56% Y 100% K 0%
PANTONE 7489 C	PANTONE 7495 C	PANTONE 366 C	PANTONE 383 C	PANTONE 7406 C	PANTONE 121 C	PANTONE 1235 C	PANTONE 7502 C	PANTONE 157 C	PANTONE 138 C
C 0% M 78% Y 100% K 0%	C 0% M 86% Y 80% K 0%	C 0% M 96% Y 100% K 0%	C 0% M 73% Y 32% K 0%	C 11% M 53% Y 25% K 31%	C 4% M 54% Y 4% K 7%	C 10% M 56% Y 0% K 0%	C 0% M 60% Y 12% K 0%	C 20% M 40% Y 0% K 0%	C 45% M 45% Y 0% K 0%
PANTONE 166 C	PANTONE Warm Red C	PANTONE 485 C	PANTONE 184 C	PANTONE 5005 C	PANTONE 7431 C	PANTONE 673 C	PANTONE 701 C	PANTONE 529 C	PANTONE 7446 C
C 61% M 29% Y 0% K 0%	C 72% M 9% Y 8% K 13%	C 45% M 14% Y 0% K 0%	C 36% M 3% Y 8% K 7%	C 36% M 0% Y 9% K 0%	C 45% M 0% Y 11% K 0%	C 49% M 0% Y 25% K 0%	C 88% M 0% Y 29% K 0%	C 11% M 13% Y 30% K 32%	C 10% M 18% Y 25% K 30%
PANTONE 659 C	PANTONE 7459 C	PANTONE 278 C	PANTONE 551 C	PANTONE 629 C	PANTONE 3105 C	PANTONE 3248 C	PANTONE 7466 C	PANTONE 7536 C	PANTONE 7530 C

\*

\*\*

\*\*

\*\*

## OUTDOOR

C 31% M 1% Y 100% K 10%	C 38% M 4% Y 0% K 0%
PANTONE 583 C	PANTONE 291 C

# MASS: COLOUR PALETTE

## Outdoor

For Outdoor products, bright fresh colours have been chosen to reflect the sky and grass patterns used throughout this range.

OUTDOOR



PATTERNING



# MASS: COLOUR PALETTE

## brand colours

These colours make up the Mass core palette and should be used for all general communications such as POS, trade shows, exhibitions, advertising, marketing tools etc. (See Off-pack & POS section on page 101).

MASS



## new product development

There is a wide range of Pantones to allow for new product development, all new product colours should come from the relevant area within the palette and should be approved with your Licensing Manager prior to artwork. In the instance that a suitable colour does not exist for a Mass Food product, please contact your Licensing Manager.

# MASS: JAMIE PHOTOGRAPHY

Jamie's image appears on all products and on all branded communications.

Different Product Categories use different images to reflect his connection to the specific category and the tier.



**Food:**  
Jamie enjoying food



**Household Indoor:**  
Jamie at home



**Household Outdoor:**  
Jamie outdoors



**Equipment:**  
Jamie in the kitchen

# MASS: PHOTOGRAPHY

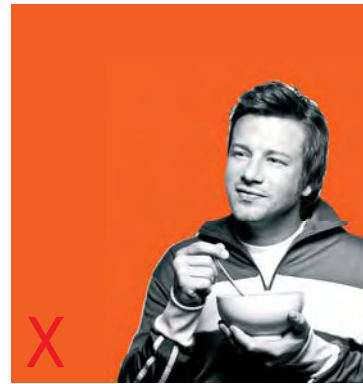
## do's and dont's



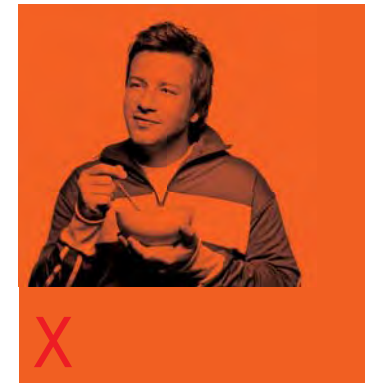
Always use image in monochrome with a background colour wash



Never use in colour



Never use simply as black and white image



Never position anywhere other than bottom right



Never cover with copy



Never force the image into the given space – leave an area of blank space round the image



Never position the image around a corner

# MASS: PHOTOGRAPHY

## non-food front of pack

When the product is hidden, a simple, clean product shot is used on non-food front of pack.



Show the product in a clear and simple way without props or dressing on a neutral background. Shoot front-on with simple lighting and clean lines. An angled shot is allowed if a better communication of the product benefits are achieved (eg. Tefal Thermo-spot on Cookware).

Please note all photography must be approved by your Licensing Manager prior to artwork.

# MASS: PHOTOGRAPHY

## food

Food photography is not part of the Mass design identity. An exception to this rule is when an image is needed to help instruct the use or application of the product. This has to be approved by the Licensing Manager on a case by case basis. The image can only be placed on the back of pack.

The Jamie Oliver Food Team should be engaged for all food photography to help style and prop the shoot. Listed below are key considerations when commissioning new photography. Please contact your Licensing Manager for further details.

### Considerations when commissioning new photography:

If new photography is required, the Food Team should be engaged to help select the photographer, style and prop the shoot.

As much notice as possible should be given, and in any event no less than six weeks if the Food Team are required for the proposed shoot.

Creative briefs and requests for the Food Team should be addressed to the Food Team Programme Manager (please contact your Licensing Manager for information & contact details).

All photography terms, including terms for the use of the photographs, should be handled by the Licensee.

Please be aware that Jamie will expect all shoots to use natural light and freshly cooked food.

### LEMON HERB CRUST

**This herb mix combines breadcrumbs with the fresh taste of lemon for a ZINGY addition to your chicken or fish.**

**Try liberally coating your CHICKEN or FISH with the Herb Crust before cooking in the oven or sprinkle it onto the top of your cauliflower cheese and brown under the grill for a great LEMON CRUNCH.**



wanna know more...[jamieoliver.com](http://jamieoliver.com)

# MASS: TYPOGRAPHY

The Product Name should appear in Futura Std Bold Uppercase. This sans serif font has been chosen for its clarity, legibility and classic appeal.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

The Front Product Descriptor copy should appear in ITC Century Std Lowercase. This serif font has been chosen for its simple style and clarity even in smaller point sizes.

abcdefghijklmnopqrstuvwxyz

The back of pack copy should appear in Futura Std. This sans serif font has been chosen for its simple style and clarity even in smaller point sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

**abcdefghijklmnopqrstuvwxyz**

**abcdefghijklmnopqrstuvwxyz**

**abcdefghijklmnopqrstuvwxyz**

All fonts are OpenType from the Adobe Font Folio 11. ([www.adobe.com/uk/products/fontfolio](http://www.adobe.com/uk/products/fontfolio))

# MASS: TYPOGRAPHY

**Futura Std – Bold**  
**UPPERCASE**

ITC Century Std – Book  
lowercase



# MASS: FRONT OF PACK SUMMARY

All elements of the pack should be balanced and in proportion to one another.



## Logo

White

Strapline: “Keep It Simple”.

Should never curve around the pack.

Logo should ideally be placed left and only placed centre if this is not possible.

## Type

Black

Type should be in proportion to the logo and appropriately-sized for the pack size.  
(See page 29–33 for typography specifications.)

## Photography

Use the relevant Jamie image for the Product Category (See page 21 for photography details) ensuring the high-res greyscale image is used.

It should sit on the right-hand side of the pack with consistent cropping maintained where possible (See page 22 for photography dos and don'ts).

## Colour

Please refer to relevant Product Category page for use of colour.

# MASS: TYPE SPECIFICATION AND RULES

Below is an example of the typographic lock-up for Mass. This should be used as a guide to help create future artworks.



## Typographic rules

Same font size on both Product Name and Front Product Descriptor.

Same leading\* on both Product Name and Front Product Descriptor, except on the last line(s). The last line(s) are 90% of the distance between the Product Name and first line of the Front Product Descriptor, please ensure this is altered by changing the leading\* on these specified lines.

See measurements on the left and type spec on the right.

All type sizes displayed in this example are for reference in regards to each another. They are not actual sizes of typography.

## \*Leading

Leading is the space between lines of type. It is generally measured from baseline to baseline and expressed in points.

# MASS: FRONT OF PACK

## sizing guide

This page is a size guide for layout and typography on front of packs. It is intended to be used as a reference when sizing the logo, type or image on any given size. The sizes displayed here are approximate dimensions for small, medium and large pack sizes. Appropriate scaling will always need to happen on front of pack areas when creating artworks, but the examples shown below should give a good starting point for further artwork creation.

Small area  
50mm (approx)



Medium area  
100mm (approx)



(visual scale 60%)

Large area  
250mm (approx)



(visual scale 30%)

# MASS: FRONT OF PACK

don'ts

This page shows some easy mistakes to avoid when sizing the logo, image and typography for the front of pack.

Small area  
50mm (approx)



Ensure the size of the image is not too small on pack.



Ensure the copy always sits under the logo and not at the bottom of pack.

Medium area  
100mm (approx)



(visual scale 60%)

Never allow the image to become too big.

Large area  
250mm (approx)



(visual scale 30%)

Never allow the type to become too big on the pack

# MASS: FRONT OF PACK

## multilingual

This page shows how to size and space any Product Name translations that might be required on the front of pack. Never translate the Front Product Descriptor.

Small area  
50mm (approx)



Ensure the size of the image is not too small on pack.

Medium area  
100mm (approx)



(visual scale 60%)

Never allow the image to become too big.

Large area  
250mm (approx)



(visual scale 30%)

Never allow the type to become too big on the pack

# MASS: FRONT OF PACK

## multilingual don'ts

Here are shown some easy mistakes to avoid when creating a multilingual front of pack.

Small area  
50mm (approx)



Ensure Product Name translations are not the same size as English.



Never place translations in between Product Name and staple.

Medium area  
100mm (approx)



(visual scale 60%)

Never translate the Front Product Descriptor.

Large area  
250mm (approx)



(visual scale 30%)

Never translate the typographic lockup in exact style as non-multilingual lockup.

# MASS: FRONT OF PACK

## multilingual exceptions

In some occasions space on front of pack might be limited and result in typographic specifications (See page 31) being unachievable. Please see how the information is treated in these circumstances and how to prioritise the hierarchy of text. Some licensees may require greater importance be given to Product Name translations. Please note how copy has been treated in response to this request (See fig A\*).

## multilingual information hierarchy

Here is a simple rule to follow when all of the ideal amount of copy does not fit onto the front face. Always ensure text is sized, spaced and ordered correctly (See page 31).

### primary

Logo

Product Name (English)

Product Name (Translation)

### secondary

Front Product Descriptor (English)

Any other information required on front face. – i.e. Features



fig A\*

\*The only structure that you can position the Product Name next to the Jamie Oliver logo is on a hanging card. This only happens due to limited space on multilingual packs and because of the inconsistent shape of the product that is positioned over the branding space of the hanging card. This rule can not be followed on any other structure.

# MASS: FRONT OF PACK

## centralising

Never centre the logo on the front of pack, unless it is used within a minimal space.

Always range Product Name and Front Product Descriptor to the left, aligned with the O of the logo.

If Product Name and Front Product Descriptor doesn't fit following this rule, range type further to the left.



# MASS: BACK OF PACK

## non-food

This page shows how to layout the back of pack for Mass. A landscape and portrait version has been included to show how the design should be used within these average pack sizes. Please note that only a mixture of Futura cases are used on the back of pack. All copy apart from the Jamie logo is black.

**Jamie Oliver**  
KEEP IT SIMPLE

**16-PIECE BRUSHED STEEL CUTLERY SET**

This **GREAT** quality stainless steel cutlery looks **PERFECT** on any table and has been designed with a contemporary brushed finish, **SUPERB BALANCE** and **CLEAN LINES**.  
Whether you're tucking in with mates or laying the table for something more formal, this **HARD WEARING** cutlery can't be beaten.

**THIS SET INCLUDES:**

- 4 dinner forks • 4 dinner knives
- 4 dinner spoons • 4 teaspoons

**Caring for your cutlery**

Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**Drop in Master Barcode**

5 060170 801000

Write to us at:  
Merison b.v, P.O. Box 214, 3750 GE Bunschoten,  
The Netherlands, [www.merison.eu](http://www.merison.eu)  
Manufactured by Merison  
**wanna know more...jamieoliver.com**

**CARDBOARD PLEASE RECYCLE**  
Made in China

(visual scale 40%)

The 'scan me tiger' line should sit directly above or below the barcode. If room is tight and the barcode is in ladder format, Please run scan me tiger horizontally on the top or bottom of the barcode.

**Jamie Oliver**  
KEEP IT SIMPLE

**SERVERS SET**

Whether tossing a salad or serving up a storm with your favorite pasta, these superb brushed steel servers are the best. Teamed with my fantastic cutlery and designed with **PERFECT BALANCE** and a **CLEAN STYLE**, they will look great on any table for years to come.

**THIS SET INCLUDES:**

- 1 Serving Spoon
- 1 Serving Fork

**Caring for your servers**

Make sure you wash your new servers in warm soapy water before you start to use it. Try not to leave your servers sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The servers are dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**Drop in Master Barcode**

5 060170 801000

Write to us at:  
Merison b.v, P.O. Box 214, 3750 GE Bunschoten,  
The Netherlands, [www.merison.eu](http://www.merison.eu)  
Manufactured by Merison  
**wanna know more...jamieoliver.com**

**CARDBOARD PLEASE RECYCLE**

(visual scale 40%)

# MASS: BACK OF PACK

## multilingual

This page shows how to layout any translation that may need to be on the back of pack for Mass. A landscape and portrait version has been included to show how the design should be used within these average pack sizes.

**Jamie Oliver**  
KEEP IT SIMPLE

**16-PIECE BRUSHED STEEL CUTLERY SET**

This GREAT quality stainless steel cutlery looks PERFECT on any table and has been designed with a contemporary brushed finish, SUPERB BALANCE and CLEAN LINES. Whether you're tucking in with mates or laying the table for something more formal, this HARD WEARING cutlery can't be beaten.

**UK THIS SET INCLUDES:**

- 4 dinner forks
- 4 dinner knives
- 4 dinner spoons
- 4 teaspoons

**Caring for your cutlery**  
Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK THIS SET INCLUDES:**

- 4 dinner forks
- 4 dinner knives
- 4 dinner spoons
- 4 teaspoons

**Caring for your cutlery**  
Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK THIS SET INCLUDES:**

- 4 dinner forks
- 4 dinner knives
- 4 dinner spoons
- 4 teaspoons

**Caring for your cutlery**  
Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK THIS SET INCLUDES:**

- 4 dinner forks
- 4 dinner knives
- 4 dinner spoons
- 4 teaspoons

**Caring for your cutlery**  
Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

Write to us at:  
Merison b.v, P.O. Box 214, 3750 GE Bunschoten,  
The Netherlands, www.merison.eu  
Manufactured by Merison  
wanna know more...jamieoliver.com

**CARBONBOARD PLEASE RECYCLE**  
Made in China

5 060170 801000  
Drop in Master Barcode  
Merison © Chris Terry 2009  
Jamie Oliver is a registered trademark.

(visual scale 40%)

Please note that only a mixture of Futura cases is used on the back of pack. All copy apart from the Jamie logo is black.

**Jamie Oliver**  
KEEP IT SIMPLE

**SERVERS SET**

Whether tossing a salad or serving up a storm with your favorite pasta, these superb brushed steel servers are the best. Teamed with my fantastic cutlery and designed with PERFECT BALANCE and a CLEAN STYLE, they will look great on any table for years to come.

**UK THIS SET INCLUDES:**

- 1 Serving Spoon
- 1 Serving Fork

**Caring for your servers**  
Make sure you wash your new servers in warm soapy water before you start to use it. Try not to leave your servers sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The servers are dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK THIS SET INCLUDES:**

- 1 Serving Spoon
- 1 Serving Fork

**Caring for your servers**  
Make sure you wash your new servers in warm soapy water before you start to use it. Try not to leave your servers sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The servers are dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK THIS SET INCLUDES:**

- 1 Serving Spoon
- 1 Serving Fork

**Caring for your servers**  
Make sure you wash your new servers in warm soapy water before you start to use it. Try not to leave your servers sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The servers are dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK THIS SET INCLUDES:**

- 1 Serving Spoon
- 1 Serving Fork

**Caring for your servers**  
Make sure you wash your new servers in warm soapy water before you start to use it. Try not to leave your servers sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The servers are dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

Write to us at:  
Merison b.v, P.O. Box 214, 3750 GE Bunschoten,  
The Netherlands, www.merison.eu  
Manufactured by Merison  
wanna know more...jamieoliver.com

**CARBONBOARD PLEASE RECYCLE**

5 060170 801000  
Drop in Master Barcode  
Merison © Chris Terry 2009  
Jamie Oliver is a registered trademark.

(visual scale 40%)



# MASS: BACK OF PACK

## food

This is an example of an ideal back of pack design for a Mass product. Please ensure that typographic hierarchy (the relationship between all type) is maintained when adjusting overall back of pack type sizes.

### Back of pack type rules

All back of pack copy in Futura Std Medium  
- except where specified.

All back of pack copy has Tracking\*: 0  
- except where specified.

Long Back Product Descriptor in upper and lower case.  
- Key words picked out in UPPERCASE.

Flow copy on the same line as the section title  
where appropriate.

Always ensure consistent space between  
back of pack sections.

#### Back of pack section title.

All section titles are Futura Std Heavy.

All font sizes are 0.5 Pt larger than section body copy.

All section titles have Tracking\*: 20.  
(this helps with standout)

Weight is always Futura Medium Condensed.

#### Environmental Message

Mobius Loop symbol.

Specify name of material being used.

PLEASE RECYCLE - Helvetica Std Bold.

#### Vegetarian Symbol

#### \*Tracking

Tracking refers to the amount of space between a group of letters to affect density in a line or block of text.



**PRODUCT NAME:**  
UPPERCASE  
FUTURA Std - BOLD  
SIZE: 8.5PT - TITLE ALWAYS 1 PT SIZE BIGGER THAN THE MAIN TITLE DESCRIPTION

**LONG BACK PRODUCT DESCRIPTION:**  
FUTURA Std - BOLD  
SIZE: 7.5PT  
LEADING: 9PT

FUTURA Std - HEAVY  
SIZE: 7PT  
TRACKING: 20

FUTURA Std - HEAVY  
SIZE: 6PT  
TRACKING: 20

FUTURA Std - MEDIUM  
SIZE: 5.5PT

NUTRITION INFORMATION TABLE

FUTURA Std - MEDIUM  
SIZE: 6PT  
LEADING: 7.5PT

FUTURA Std - MEDIUM  
SIZE: 6PT  
LEADING: 7.5PT

**LEGAL**  
FUTURA Std - MEDIUM  
SIZE: 5PT

**WEBSITE REFERENCE**  
FUTURA Std - BOLD  
SIZE: 7.5PT

NB: All type sizes displayed in this example are for reference in regards to each another. They are not actual sizes of typography.

# MASS: SIDE OF PACK

This page shows how to layout the side of pack for Mass. Examples of average sized packs show how to position the key elements, whilst showing the size and spacing of any type that may have to be displayed.

**Jamie Oliver**  
KEEP IT SIMPLE

**16-PIECE BRUSHED STEEL CUTLERY SET**  
solid and stylish in a brushed finish

**Jamie Oliver**  
KEEP IT SIMPLE

**SERVERS SET**  
solid and stylish  
in a polished finish

**Jamie Oliver**  
KEEP IT SIMPLE

**16-PIECE BRUSHED STEEL CUTLERY SET**  
solid and stylish in a brushed finish

**FEATURES**

- 18/10 brushed stainless steel Dishwasher safe
- Gebürsteter rostfreier Stahl 18/10 Spülmaschinenbeständig
- Acier inoxydable brossé 18/10 Résistant au lave-vaisselle
- Geborsteld roestvrij staal 18/10 Vaatwasmachinebestendig

**Jamie Oliver**  
KEEP IT SIMPLE

**SERVERS SET**  
solid and stylish  
in a polished finish

**FEATURES**

- 18/10 brushed stainless steel Dishwasher safe
- Gebürsteter rostfreier Stahl 18/10 Spülmaschinenbeständig
- Acier inoxydable brossé 18/10 Résistant au lave-vaisselle
- Geborsteld roestvrij staal 18/10 Vaatwasmachinebestendig

All examples have been scaled by 40%

**Jamie Oliver**  
KEEP IT SIMPLE

**Tefal**

**GOOD, SOLID 24cm SAUTÉ PAN & LID**  
hard-working, hard-wearing & versatile

STAINLESS STEEL 24CM SAUTÉ PAN & LID – STAINLESS STEEL 24CM SAUTÉ PAN & LID  
STAINLESS STEEL 24CM SAUTÉ PAN & LID

**STAINLESS STEEL**

- THERMO-SPOT™
- PROMETAL™
- STAINLESS STEEL
- RIVETED STAINLESS STEEL HANDLE
- GLASS LID

**Jamie Oliver**  
KEEP IT SIMPLE

**FLAVOUR SHAKER™**

**The Flavour Shaker makes things EASIER in the kitchen – it's a great way to get the best out of HERBS, SPICES and any other ingredients you want to EXPERIMENT with.**

1. Add ingredients to the shaker.
2. Shake well.
3. Pour over your food.
4. Enjoy!

**1. FLAVOUR SHAKER™**  
Mixes great rubs, dressings, marinades and more. Just give it a shake!  
The Flavour Shaker is a really fun way to add great flavour to your food. It's quick. It's fresh. It's easy. This is going to transform your everyday meals into something fantastic – give it a go!  
Inside you'll find some great recipe ideas to get you started.

**2. FLAVOUR SHAKER™**  
Pour de délicieux assaisonnements et d'impressionnantes vinaigrettes, marinades et sauces.  
Vous n'avez qu'à secouer!  
Avec le Flavour Shaker, ajoutez de fabuleuses saveurs à tous vos plats. Rapide, frais et facile à utiliser, il donne une toute nouvelle dimension à vos plats quotidiens. Alors n'hésitez plus, adoptez-le!  
Vous trouverez à l'intérieur de savoureuses idées recettes pour vous lancer.

**3. FLAVOUR SHAKER™**  
Für phänomenale Gewürzmischungen, Dressings, Marinaden und vieles mehr.  
Hur schütteln und schon fertig!  
Mit dem Flavour Shaker macht Essen wirzen Spaß. Schnell – frisch – praktisch! Er verwandelt Ihre täglichen Mahlzeiten in etwas Fantastisches – probieren Sie es selbst!  
Hier finden Sie tolle Rezeptideen um den Flavour Shaker zu verwenden.

**4. FLAVOUR SHAKER™**  
Maakt verrukkelijke kruidenmixen voor over vlees of vis, dressings, marinades en nog meer.  
Oe's 'lakkie schudden!  
De Flavour shaker is een leuke manier om een heerlijke smaak aan je eten toe te voegen. Het is snel. Het is vers. Het is gemakkelijk. Dagelijkse maaltijden krijgen hierdoor een extra feestelijk smokje – probeer het maar eens!  
In deze brochure vind je enkele fantastische tips voor recepten om te beginnen en de unieke Flavour Shaker lepel.

**5. FLAVOUR SHAKER™**  
Blender oljige rubs, dressings, marinades osv Bore ryst det!  
Flavour Shaker er en rigtig sjov måde at give din mad ekstra smag på. Den er hurtig. Den er frisk. Den er let. Det vil forandre dine hverdagsmåltider til noget helt fantastisk – prøv engang!  
Indeni finder du alle tiders opskrifter, så du kan komme i gang.

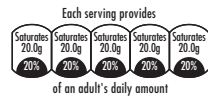
# MASS: GDA

Guideline Daily Amount labeling (GDA) should be applied where appropriate. There are two formats to use, vertical and horizontal. The horizontal design should be used wherever possible. The vertical design should only be used when space is too tight under the Front Product Descriptor and should be positioned above Jamie's left shoulder.

Including accurate recommended portion sizes on our GDA labelling is really important since it directs our consumer on how much of the product they should use, while giving them a clear picture of what they are eating in the context of their whole diet. Please ensure the recommended portion sizes are carefully considered when creating artworks.

## Horizontal orientation

Minimum size: 26 mm



At this size all type is 5pt in Futura Std Medium Condensed



## Vertical orientation

Minimum size: 31.25 mm



At this size all type is 5pt in Futura Std Medium Condensed

Not enough room for GDA under the Front Product Descriptor. Ensure GDA is moved to Jamie's left shoulder.



All Jars to follow this position for GDA.

# MASS: VEGETARIAN SYMBOL

Please ensure the following vegetarian logo is used if required on food packaging. This logo should appear on the back of pack alongside the recycling logo. It should be appropriately sized with the recycling logo.

Logo should always appear in 100% black.



**end:** See side of pot.

**rom:** Made in the UK.

**o it:** Store in a cool dry place.  
make sure you put the lid firmly  
ep the product air tight.

Fiddes Payne Ltd,  
be Park,  
Banbury,  
OX16 4SP  
yne.co.uk  
by Fiddes Payne

Chris Terry 2009  
registered trademark



**PET  
PLEASE  
RECYCLE**

**ow more...[jamieoliver.com](http://jamieoliver.com)**

# MASS: JAR LID LAYOUT

Please ensure all lids follow the design shown here.

All lids should use the logo along with the strapline 'honest ingredients, lovely food'.



**Pantone 4975 C**

This colour is to be used exclusively for all lids and SRPs

ITC Century Std – Book  
lowercase

# MASS: EXCEPTIONS

There will be exceptions to the rules outlined throughout these guidelines. Here is an example of how to construct the design when certain parameters apply.



Here the Jamie Oliver logo needed to be the same size as the suppliers logo.

This shows how to size the Product Name and Front Product Descriptor when the Jamie logo is smaller than would normally be on this size pack.

**Always ensure the Product Name and Front Product Descriptor never become too small on pack.**

**All changes to the Jamie logo size must be approved by the Licensing Manager.**

# MASS: PRODUCT CATEGORY RULES

Products have been arranged into Product Categories based on simple, shared characteristics. These Product Categories are led by design, each having a strong unified look. This section demonstrates how to use the design equities for each category.

FOOD	HOUSEHOLD	EQUIPMENT	PERSONALITY-DRIVEN
	indoor	cookware & electrical	
	outdoor	preparation	

# MASS: FOOD



Pantone 4975 C  
This colour is to be used  
exclusively for all lids and SRPs

**Logo:** Always clearly displayed at the top of the front of pack to the left or centred with the “Keep It Simple” strapline. It always appears in white on a coloured backdrop. Logo should ideally be placed left and only placed centre if this is not possible.

**Image:** Jamie enjoying food. The shot is natural and relaxed, with Jamie looking away from the camera and wearing casual clothing.

**Colour Palette:** Full of flavour and highlighting the key ingredients in each product, these rich colours are chosen for their taste values and to complement the other flavour variants.

**Copy Tone:** Purposeful passion, dialling up energetic voice.

**Copy Content:** Taste, authenticity & quality. For Recipe-led Products the Front Product Descriptor should focus on taste of product, while – where possible – the Front Product Descriptor on Ingredient-led Products should be an endorsement from Jamie explaining why he chose the product or its provenance. Back of pack should focus on bringing out the flavours and any points of difference, while the tip from Jamie should be created by the Food Team and give an idea of usage.

**Copy Hierarchy - Front of Pack:** Straight Product Name + Front Product Descriptor  
(See Mass Naming section on page 12).

**Copy Hierarchy - Back of Pack:** Straight Product Name + Long Back Product Descriptor + Hints & Tips  
(See Mass Naming section on page 12).

**Secondary Tagline:** honest ingredients, lovely food. This is used on lids, shelf-ready packaging and POS.  
(See Off-pack & POS section on page 101).

# MASS: FOOD

## colour palette

Food colours should be chosen to reflect the taste values of the product and to compliment the other flavour variants. Below are examples for Antipasti.

### ANTIPASTI



GRILLED RED & YELLOW PEPPERS



ARTICHOKE HEARTS



GREEN OLIVES



BLACK OLIVES



SUNDRIED TOMATOES

# MASS: HOUSEHOLD

## Indoor



**Logo:** The logo is always clearly displayed at the top of the print area to the left or centred with the “Keep It Simple” strapline. It always appears in white on a coloured backdrop. Logo should ideally be placed left and only placed centre if this is not possible.

**Image:** Jamie at home. The shot is natural and relaxed, with Jamie looking directly at the camera and wearing casual clothing.

**Product Photography:** A simple product shot on front of pack.

**Colour Palette:** Fresh, confident colours that are rich and complement the other products in the Indoor category.

**Copy Tone:** Purposeful passion, dialling up energetic voice.

**Copy Content:** The most interesting, consumer-friendly points about its use, benefit or design – make sure that it is something that Jamie would feel comfortable talking about.

**Copy Hierarchy - Front of Pack:** Straight Product Name + Front Product Descriptor  
(See Mass Naming section on page 12).

**Copy Hierarchy - Back of Pack:** Straight Product Name + Long Back Product Descriptor  
(See Mass Naming section on page 12).

# MASS: HOUSEHOLD

## Indoor colour palette

The Indoor colour palette includes fresh, confident colours that are rich and complement each other.



PANTONE  
7406 C

KEEP IT SIMPLE  
x8



PANTONE  
7489 C

KEEP IT SIMPLE  
SERVERWARE x4



PANTONE  
7466 C

BOTTOM LINES  
x12



PANTONE  
659 C

KEEP IT SIMPLE  
BLUE x8



PANTONE  
7446 C

CHEEKY MUGS  
x29



PANTONE  
7432 C

5 A DAY  
x5

# MASS: HOUSEHOLD

## Outdoor



**Logo:** The logo is always clearly displayed at the top of the print area to the left or centred with the “Keep It Simple” strapline. It always appears in white on a coloured backdrop. Logo should ideally be placed left and only placed centre if this is not possible.

**Image:** Jamie outdoors. The shot is natural and relaxed, with Jamie looking directly at the camera and wearing casual clothing.

**Product Photography:** Where space allows, a simple product shot on front of pack.

**Colour Palette:** Grass and clouded sky are used as patterns to highlight the product usage, so a vibrant green and blue are used respectively to complement these.

**Pattern Application:** this should only be used as a secondary layer – on the background, back of tags or sides of pack.

**Copy Tone:** purposeful passion, dialling up energetic voice.

**Copy Content:** the most interesting, consumer-friendly points about its use, benefit or design – make sure that it is something that Jamie would feel comfortable talking about.

**Copy Hierarchy - Front of Pack:** Straight Product Name + Front Product Descriptor  
(See Mass Naming section on page 12).

**Copy Hierarchy - Back of Pack:** Straight Product Name + Long Back Product Descriptor  
(See Mass Naming section on page 12).

# MASS: HOUSEHOLD

## Outdoor colour palette & images

The Outdoor colour palette has been selected to represent the fun and vibrancy of outdoor eating.

The green should always be accompanied by grass imagery, and blue by sky.

There are no rules regarding the use of grass or sky imagery for Outdoor products, except when the image area is larger than 250mm the sky imagery should always be used.



PANTONE  
583 C

GRASS



PANTONE  
291 C

SKY



IMAGE  
ONLY

PANTONE  
298 C

SKY



### Grass

File name: JO\_GRASS.eps

Greyscale

Image overprints Pantone 583 C



### Sky

File name: JO\_SKY\_DUO.eps

Single colour tone image Pantone 298 C  
(Monotone)

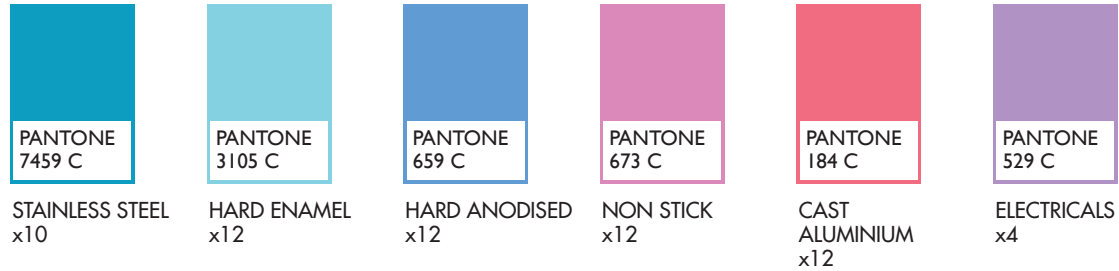
Please print using Pantone 298 C



# MASS: EQUIPMENT

## Cookware & Electrical colour palette

The Cookware colour palette has been selected to create standout and easy identification.



# MASS: EQUIPMENT

## Preparation



**Logo:** The logo is always clearly displayed at the top of the print area to the left or centred with the “Keep It Simple” strapline. It always appears in white on a coloured backdrop. Logo should ideally be placed left and only placed centre if this is not possible.

**Image:** Jamie in the kitchen. The shot is natural and relaxed, with Jamie looking directly at the camera and wearing casual clothing.

**Product Photography:** where product is hidden, a simple product shot on front of pack.

**Colour Palette:** Colours have been selected for standout and easy identification.

**Copy Tone:** Purposeful passion, dialling up energetic voice.

**Copy Content:** The most interesting, consumer-friendly points about its performance and function – make sure that it is something that Jamie would feel comfortable talking about.

**Copy Hierarchy - Front of Pack:** Straight Product Name + Front Product Descriptor  
(See Mass Naming section on page 12).

**Copy Hierarchy - Back of Pack:** Straight Product Name + Long Back Product Descriptor  
(See Mass Naming section on page 12).

# MASS: EQUIPMENT

## Preparation colour palette

The Preparation colour palette has been selected to create standout and easy identification.



EQUIPMENT



UTENSILS



KNIVES

# MASS: PERSONALITY-DRIVEN PRODUCTS



These products sit in both Mass and Premium retail environments, but they should always follow the Mass design rules for their particular category. The only differences are that the strapline can be removed and the personality range name can be used instead of a Product Name.

# INSTRUCTIONS

## PREMIUM



# PREMIUM: TONE OF VOICE\*

Our tone of voice is purposeful passion. It is about bringing meaning and credibility to all that we say. It helps us make sure that our words are not only filled with Jamie's easy warmth, but also have a resounding reason to be there. Copy should always be a balance between purpose and passion, sharing knowledge and opinions in a truly engaging way that resonates with all people. We achieve this by using straight-talking and energetic language.

## Straight-talking

Direct, honest, natural, informal, trusted language. Impart knowledge and expertise with others in a generous and easy, yet confident way. Use genuine and accessible words to explain product benefits.

## Energetic

Punchy, inspiring descriptions that are full of Jamie's trademark passion and fun. Use fresh language peppered with playful words to instill enthusiasm and love for good food and good life.

The tone shifts slightly between Mass and Premium: in Mass, there is more freedom to be playful and fun because the products are everyday and simple, so play up the energetic tone. Whereas in the Premium Range the playful tone should be much subtler and the emphasis should be on straight-talking language to reflect the quality.

\* This is the brand tone of voice and not instructions for writing copy in Jamie Oliver's own voice. Any requests for copy from Jamie should be directed to your Licensing Manager.

# PREMIUM: NAMING

There are three types of names used over the different Product Categories. The first two apply to Mass products and are explained on page 12. The third is used on all Premium products and combines a straight-talking adjective with the Product Name. The adjective should use natural, evocative language that highlights the stylish and Premium nature of these products. e.g. Professional Knife Block.

# PREMIUM: LOGO

The logo is made up of Jamie's name with a strapline lockup, Get Inspired, to clarify the difference between the Mass and Premium Range and the benefits that Jamie brings to the consumer at each price point.

**The below logo must always be used\*.**



The logo features the name 'Jamie Oliver' in a large, bold, serif font. The word 'Jamie' is positioned above 'Oliver'. Between the two words, the phrase 'GET INSPIRED' is written in a smaller, all-caps, sans-serif font, centered horizontally. The 'O' in 'Oliver' is particularly large and prominent.

## **Get Inspired:**

The Premium Range reflects his enthusiasm for quality products with both form and function. You can trust the Jamie Oliver brand to have created products that will perform better than our competitors. It's about inspiring people with stylish pieces that really work.

\*The exceptions are Gifting, smaller products and moulds which all use a plain logo without the strapline (See relevant Product Category section or Trademarks section on page 87 or 104 for further details).

# PREMIUM: LOGO

## dos and don'ts



As a rough guide, always leave a suitable amount of clear space around the logo.



Never change the font of the logo.



Never change the spacing between the letters.



Never lean to the left or right.



Never stretch or squash the letters, vertically or horizontally.



Never change the strapline in the centre, or play with its relation to the name.



Do not adjust the colour of the logo, always use Pantone 877 C except on Off-pack & POS (See Off-pack & POS section page 102.)

# PREMIUM: LOGO

## sizing

It will sometimes be necessary to increase and decrease the logo size depending on the print area. Always keep it in proportion. Always ensure that the central strapline is legible. If the logo goes below 34mm the strapline can be removed.



Jamie  
GET INSPIRED  
Oliver



# PREMIUM: COLOUR PALETTE

The Premium colour palette consists of 2 sophisticated monochrome colours and 1 metallic colour. There is a flexibility and freedom to choose which colours to use for each product.

To add personality to Premium packs, an accent colour should be used for both the strapline “Get Inspired” and Product Name. This colour should be taken from the Mass colour palette and where possible be relevant to the product.

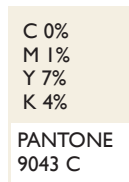
# PREMIUM: COLOUR PALETTE



\* Metallic Pantone 877 C should only be used for the Jamie Olive logo.

\*

Please ensure that sufficient standout is maintained when choosing accent colours of Pantone 424 C. A tint of the chosen colour may provide the desired level of standout (e.g. TEFAL artwork).



\*\* This colour has CMYK values that differ from the standard CMYK breakdown. They have been optimised to provide an improved result. Colour target remains the Pantone colour.

\*\*

These colours make up the core Premium palette and should be used for all general communications for Premium products such as POS, trade shows, exhibitions, advertising, marketing tools etc (See Off-pack & POS section on page 102).

All new product colours should come from the palette and should be approved with your Licensing Manager prior to artwork.

# PREMIUM: JAMIE PHOTOGRAPHY

Jamie's image appears on all products and on all branded communications.

Please note that two different Jamie image files are used when being applied to either Pantone colour.

Please see below for details.



**Premium:**

Jamie the chef

Pantone 9043 C

File Name: JO\_PREMIUM\_LIGHT.eps



**Premium:**

Jamie the chef

Pantone 424 C

File Names: JO\_PREMIUM\_DARK.eps + JO\_PREMIUM\_DARK\_White.psd

**IMPORTANT:**

Please note the addition of a tint behind the Jamie image when using Pantone 424 C.

Please reference supplied artwork and Licensing Manager for details.

# PREMIUM: PHOTOGRAPHY

## dos and don'ts



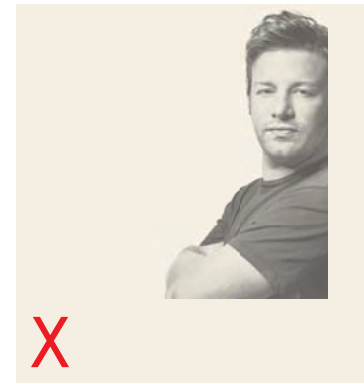
Always use image in monochrome with a background colour wash



Never use in colour



Never use simply as black and white image



Never position anywhere other than bottom right



Never cover with copy



Never force the image into the given space – leave an area of blank space round the image



Never position the image around a corner

# PREMIUM: PHOTOGRAPHY

## non-food front of pack

When the product is hidden, a simple, clean product shot is used on non-food front of pack.



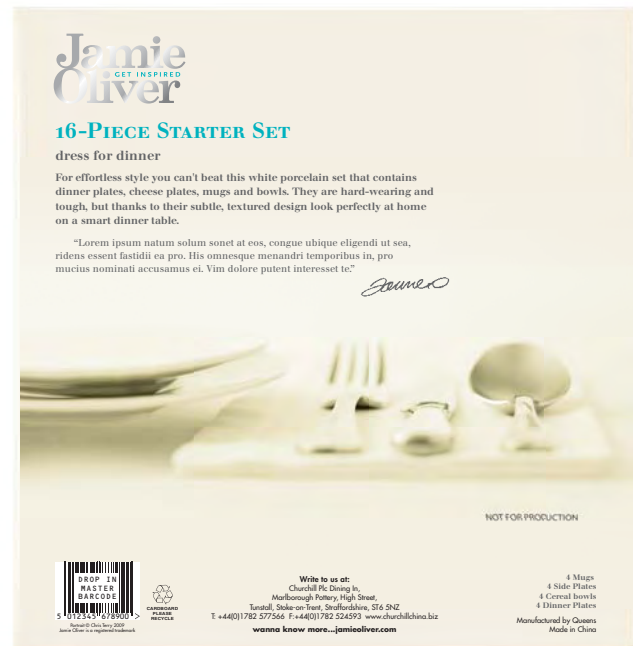
Show the product in a clear and simple way without props or dressing on a neutral background. Shoot front-on with simple lighting and clean lines. An angled shot is allowed if a better communication of the product benefits are achieved (eg. Tefal Thermo-spot on Cookware).

Please note all photography must be approved by your Licensing Manager prior to artwork.

# PREMIUM: PHOTOGRAPHY

## non-food back of pack

Premium packaging uses inspirational compositions of the product on the back of pack.



We have used these 2 examples to demonstrate how the photography can work in different ways on different shaped structures. Although the images shown filter into the pack differently they highlight the key requirement of the photography which is to hero the product and its potential use in a simple and premium style using lifestyle photography. They demonstrate how the shot should be taken to blend into the background colour in a premium way.

This should be a lifestyle image showing how the product will be used, shot on a neutral background with plenty of negative space for text.

Please note all photography must be approved by your Licensing Manager prior to artwork.

# PREMIUM: PHOTOGRAPHY

## non-food back of pack

The idea is to create an evocative mood and simple, uncluttered style that appeals to everyone.

These shots should set the scene, showing the potential and benefits of the product with a choice of one or two considered props (eg. bread for knife block, napkin and plate for cutlery).

The image should be shot at an appropriate angle: this will generally be front on with some perspective, but in certain circumstances, may require an overhead shot.

To create texture and interest the shot should show depth of field – the product and prop should be clear and sharp while the focus fades towards the background.

All images should be shot on a neutral background to fit with the Chalk White (Pantone 9043 C) pack colour or where necessary on a darker background to match the Dolphin Grey (Pantone 424 C) packs.

It is important not to overcomplicate the shot by including any kind of room set or unnecessary surfaces. If required these should be clean, simple and blend with the background colour. Please note that if the shot contains food the Jamie Oliver Food Team must be engaged (See Photography: Food section on page 69 for further details).



# PREMIUM: PHOTOGRAPHY

## food

Food can be used in the non-food back of pack photography. It can also be used to help instruct the use or application of the product if needed, however this has to be approved by the Licensing Manager on a case by case basis. All food images can only be placed on the back of pack.

The Jamie Oliver Food Team should be engaged for all food photography to help style and prop the shoot. Listed below are key considerations when commissioning new photography. Please contact your Licensing Manager for further details.

### Considerations when commissioning new photography:

If new photography is required, the Food Team should be engaged to help select the photographer, style and prop the shoot.

As much notice as possible should be given, and in any event no less than six weeks if the Food Team are required for the proposed shoot.

Creative briefs and requests for the Food Team should be addressed to the Food Team Programme Manager (please contact your Licensing Manager for information & contact details).

All photography terms, including terms for the use of the photographs, should be handled by the Licensee.

Please be aware that Jamie will expect all shoots to use natural light and freshly cooked food.



# PREMIUM: TYPOGRAPHY

The Product Name should appear in Berhold Walbaum Book (medium small caps and oldstyle figures). This serif font has been chosen for its elegant, timeless look and feel.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

The Front Product Descriptor and back of pack copy should appear in Berhold Walbaum Book (medium) for a harmonious relationship with the Product Name.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

The mandatory information such as licensee contact details should appear in Futura Std the same as Mass. This sans serif font has been chosen for its simple style and clarity even in smaller mpoint sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**

All fonts are from the Adobe Font Folio 11. ([www.adobe.com/uk/products/fontfolio](http://www.adobe.com/uk/products/fontfolio))

# PREMIUM: TYPOGRAPHY

**BERHOLD WALBAUM BOOK**  
– MEDIUM SMALL CAPS AND OLDSTYLE FIGURES

**TITLE CASE**

**Berhold Walbaum Book – Medium**  
**lowercase**

**Berhold Walbaum Book – Medium**  
**lowercase**

(other info. only when required!)



# PREMIUM: JAMIE'S SIGNATURE

This is only ever used on Premium products. It is applied to the back of pack as a sign off to a direct quote from Jamie.

The signature should sit below and to the right of his quote. It should be no smaller than 20mm and never bigger than 70mm. Please do not distort the signature or use it on it's own without a quote from Jamie.



*Jamie*

# PREMIUM: FRONT OF PACK SUMMARY

All elements of the pack should be balanced and in proportion to one another.



## Logo

Name: Pantone 877 C (metallic ink).

Strapline: Get Inspired should take the variant accent colour.

Position: Logo should sit in the top left corner of the pack.

Gloss Varnish – not strapline.

## Type

Product Name: Should take the variant accent colour.

Type should be in proportion to the logo and appropriately-sized for the pack size. (See pages 74 – 80 for typography specifications.)

Front Product Descriptor: 75% Black

## Photography

Jamie the chef image should be used.

Make sure that the image is the correct one for the corresponding background colour.

It should sit on the right-hand side of the pack with consistent cropping maintained where possible (See page 65 for photography dos and don'ts).

## Colour

Please refer to relevant Product Category page for use of colour.

# PREMIUM: TYPE SPECIFICATION AND RULES

Below is an example of the typographic lock-up for Premium. This should be used as a guide to help create future artworks.



## Typographic Rules

The size of the Front Product Descriptor is 60% of the the Product Name.

The distance between the Product Name and Front Product Descriptor is 100% of the distance between the first two lines of Product Name.

Make sure that the leading\* on these specified lines match.

See measurements on the left and type spec on the right.

All type sizes displayed in this example are for reference in regards to each another. They are not actual sizes of typography.

## \*Leading

Leading is the space between lines of type. It is generally measured from baseline to baseline and expressed in points.

# PREMIUM: FRONT OF PACK

## sizing guide

This page is a size guide for layout and typography on front of packs. It is intended to be used as a reference when sizing the logo, type or image on any given size. The sizes displayed here are approximate dimensions for small, medium and large pack sizes. Appropriate scaling will always need to happen on front of pack areas when creating artworks, but the examples shown below should give a good starting point for further artwork creation.

Small area  
50mm (approx)



Medium area  
100mm (approx)



(visual scale 60%)

Large area  
250mm (approx)



(visual scale 30%)

# PREMIUM: FRONT OF PACK

## don'ts

This page shows some easy mistakes to avoid when sizing the logo, image and typography for the front of pack.

Small area  
50mm (approx)



Ensure the size of the image is not too small on pack.



Ensure the copy always sits at the bottom of pack and not under the logo, if available.

Medium area  
100mm (approx)



(visual scale 60%)

Never allow the image to become too big.

Large area  
250mm (approx)



(visual scale 30%)

Never allow the type to become too big on the pack.

# PREMIUM: FRONT OF PACK

## multilingual

This page shows how to size and space any Product Name translations that may be required on the front of pack.

Small area  
50mm (approx)



Medium area  
100mm (approx)



(visual scale 60%)

Large area  
250mm (approx)



(visual scale 30%)

# PREMIUM: FRONT OF PACK

## multilingual don'ts

Here are shown some easy mistakes to avoid when creating a multilingual front of pack.

Small area  
50mm (approx)



Ensure Product Name translations are not the same size as English.



Never place translations in between Product Name and Front Product Descriptor.

Medium area  
100mm (approx)



(visual scale 60%)

Never translate the Front Product Descriptor.

Large area  
250mm (approx)



(visual scale 30%)

Never translate the typographic lockup in exact style as non-multilingual lockup.

# PREMIUM: FRONT OF PACK

## multilingual exceptions

In some occasions space on front of pack might be limited and result in typographic specifications (See page 77) being unachievable. Please see how the information is treated in these circumstances and how to prioritise the hierarchy of text. Some licensees may require greater importance be given to Product Name translations. Please note how copy has been treated in response to this request (See fig C).

## multilingual information hierarchy

Here is a simple rule to follow when all of the ideal amount of copy does not fit on to the front face. Always ensure text is sized, spaced and ordered correctly (See page 77).

### primary

Logo

Product Name (English)

Product Name (Translation)

### secondary

Front Product Descriptor (English)

Any other information required on front face. – i.e. Features



fig C

# PREMIUM: FRONT OF PACK

## centralising

Never centre the logo on the front of pack, unless it is used within a minimal space. Always range Product Name and Front Product Descriptor to the left, aligned with the O of the logo. If Product Name and Front Product Descriptor doesn't fit following this rule, range type further to the left.



# PREMIUM: BACK OF PACK

## type specification

This page communicates back of pack type rules. These rules show how to accurately size and space type when creating future artworks on any given size.

### Back of pack type rules

Product Name and Back Product Descriptor are in the same fonts, size and colour as the front of pack.

### Long Back Product Descriptor

Font size is 80% of the Back Product Descriptor font size.

Leading\* is 135% of Long Back Product Descriptor font size.

### Jamie Quote

Font size is 75% of the Back Product Descriptor font size.

Leading\* is 135% of the Jamie Quote font size.

All mandatory copy is 100% Black.

Consistent typefaces as Mass.

### \*Leading

Leading is the space between lines of type.

NB: All images that include food must have guidance from the Jamie Oliver Food Team. Please contact the Licensing Manager for details.



### PRODUCT NAME:

BERTHOLD WALBAUM BOOK  
- MEDIUM SMALL CAPS & OLDSTYLE FIGURE

SIZE: **SAME AS FRONT FACE**

LEADING: **SAME AS FRONT FACE**

COLOUR: VARIANT COLOUR

### BACK PRODUCT DESCRIPTOR:

BERTHOLD WALBAUM BOOK  
- MEDIUM

SIZE: **SAME AS FRONT FACE**

LEADING: **SAME AS FRONT FACE**

COLOUR: 75% BLACK

### LONG BACK PRODUCT DESCRIPTOR:

BERTHOLD WALBAUM BOOK - MEDIUM

SIZE: **80% OF BACK PRODUCT DESCRIPTOR**

LEADING: **135% OF LONG BACK PRODUCT DESCRIPTOR FONT SIZE**

COLOUR: 75% BLACK

### JAMIE QUOTE:

BERTHOLD WALBAUM BOOK - REGULAR

SIZE: **75% BACK PRODUCT DESCRIPTOR**

LEADING: **135% OF QUOTE FONT SIZE**

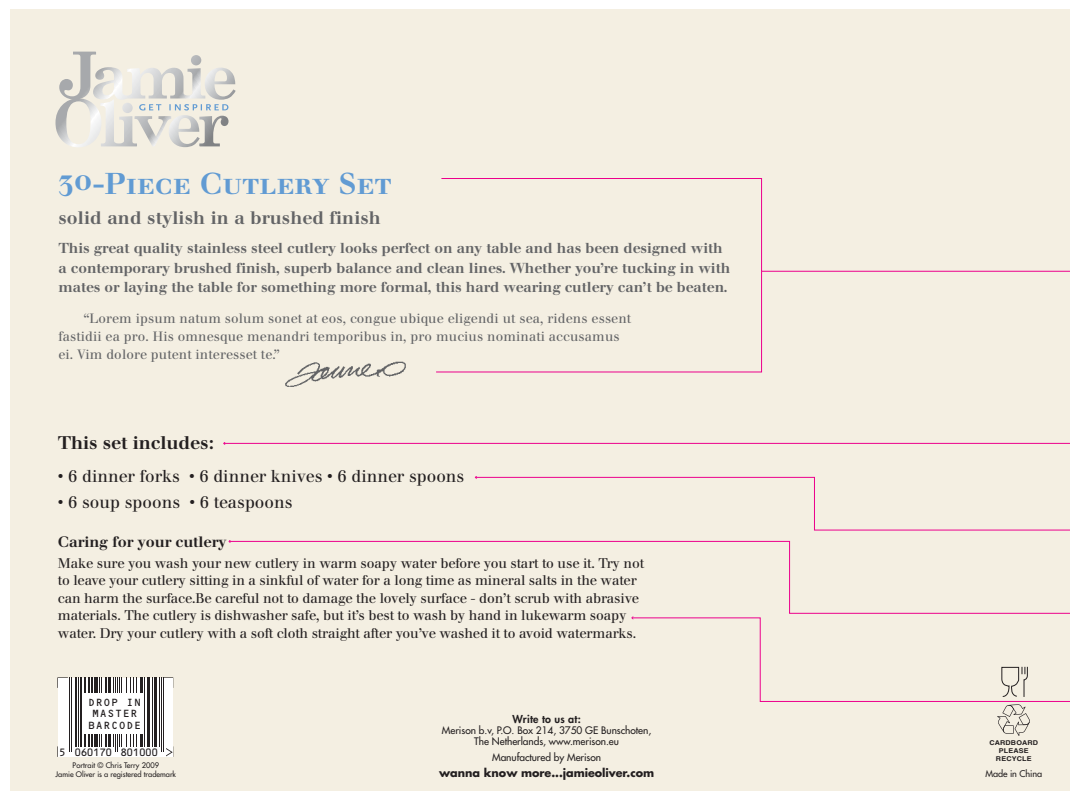
COLOUR: 75% BLACK

NB: All type sizes displayed in this example are for reference in regards to each another. They are not actual sizes of typography.

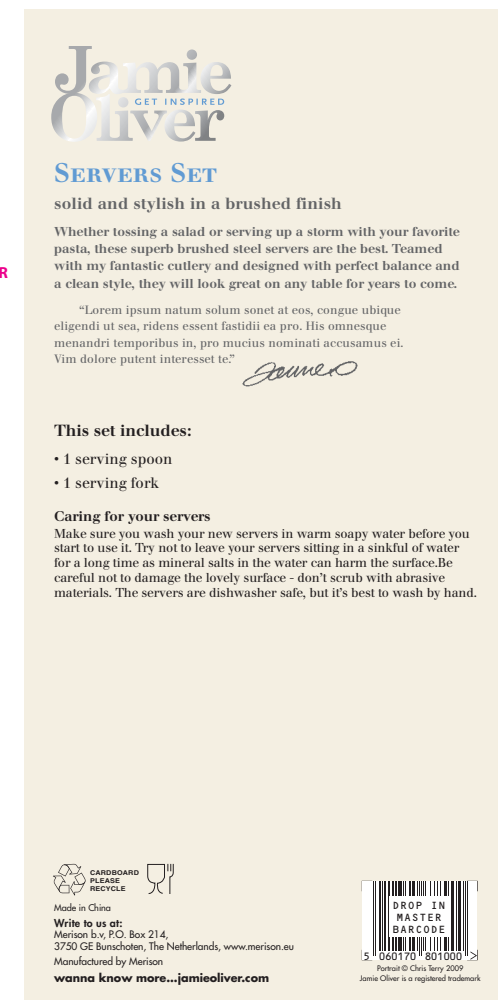
# PREMIUM: BACK OF PACK

type specification – only when no photography is available and type needs to be on back of pack.

This page communicates how to layout type on the back of pack for Premium. A landscape and portrait version has been included to show how the design should be used within these average pack sizes. Please note that all other type apart from the Logo, Product Name, Back Product Descriptor, Long Back Product Descriptor, Jamie Quote and Signature is in black.



(visual scale 40%)



(visual scale 40%)

Please note that mandatory info remains in Futura, as per MASS design.

# PREMIUM: BACK OF PACK

multilingual – only when no photography is available and type needs to be on back of pack.

This page communicates the ideal way to lay out type on the back of pack for Premium multilingual where photography is unavailable. A landscape and portrait version has been included to show how the design should be used within these average pack sizes.

There are exceptions to this where licensees may require all copy including the Long Back Product Descriptor to be translated. Instructions for how to deal with these exceptions are outlined on page 84.

## 30-PIECE CUTLERY SET

solid and stylish in a brushed finish

This great quality stainless steel cutlery looks perfect on any table and has been designed with a contemporary brushed finish, superb balance and clean lines. Whether you're tucking in with mates or laying the table for something more formal, this hard wearing cutlery can't be beaten.

"Lorem ipsum natum solum sonet at eos, congue ubique eligendi ut sea, ridens essent fastidii ea pro. His omnesque menandri temporibus in, pro mucius nominati accusamus ei. Vim dolore putent interestet te."

*Jamie Oliver*

**UK This set includes:**

- 6 dinner forks
- 6 dinner knives
- 6 dinner spoons
- 6 soup spoons
- 6 teaspoons

**Caring for your cutlery**

Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK This set includes:**

- 6 dinner forks
- 6 dinner knives
- 6 dinner spoons
- 6 soup spoons
- 6 teaspoons

**Caring for your cutlery**

Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

**UK This set includes:**

- 6 dinner forks
- 6 dinner knives
- 6 dinner spoons
- 6 soup spoons
- 6 teaspoons

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**UK This set includes:**

- 6 dinner forks
- 6 dinner knives
- 6 dinner spoons
- 6 soup spoons
- 6 teaspoons

**Caring for your cutlery**

Make sure you wash your new cutlery in warm soapy water before you start to use it. Try not to leave your cutlery sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The cutlery is dishwasher safe, but it's best to wash by hand in lukewarm soapy water. Dry your cutlery with a soft cloth straight after you've washed it to avoid watermarks.

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The Netherlands, [www.merison.eu](http://www.merison.eu)  
Manufactured by Merison  
**wanna know more...jamieoliver.com**

**CARBONBOARD PLEASE RECYCLE**

Made in China

**DROP IN MASTER BARCODE**

5 060170 801000

Portrait © Chris Terry 2009  
Jamie Oliver is a registered trademark

(visual scale 40%)

Please note that mandatory info remains in Futura, as per MASS design.

## SERVERS SET

solid and stylish in a brushed finish

Whether tossing a salad or serving up a storm with your favorite pasta, these superb brushed steel servers are the best. Teamed with my fantastic cutlery and designed with perfect balance and a clean style, they will look great on any table for years to come.

"Lorem ipsum natum solum sonet at eos, congue ubique eligendi ut sea, ridens essent fastidii ea pro. His omnesque menandri temporibus in, pro mucius nominati accusamus ei. Vim dolore putent interestet te."

*Jamie Oliver*

**UK This set includes:**

- 1 serving spoon
- 1 serving fork

**Caring for your servers**

Make sure you wash your new servers in warm soapy water before you start to use it. Try not to leave your servers sitting in a sinkful of water for a long time as mineral salts in the water can harm the surface. Be careful not to damage the lovely surface - don't scrub with abrasive materials. The servers are dishwasher safe, but it's best to wash by hand in

**UK This set includes:**

- 1 serving spoon
- 1 serving fork

**Caring for your servers**

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- 1 serving spoon
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**UK This set includes:**

- 1 serving spoon
- 1 serving fork

**Caring for your servers**

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**CARBONBOARD PLEASE RECYCLE**

Made in China

**DROP IN MASTER BARCODE**

5 060170 801000

Portrait © Chris Terry 2009  
Jamie Oliver is a registered trademark

(visual scale 40%)

# PREMIUM: BACK OF PACK

## multilingual exceptions

In some occasions space on back of pack might be limited and result in typographic specifications (See page 83) being unachievable. Please see how the information is treated in these circumstances and how to prioritise the hierarchy of text. Some licensees may require translations of the ENTIRE back of pack copy (i.e. Back Product Descriptor, Long Back Product Descriptor) and not just vital information. In this circumstance, please see how copy has been treated in response to this request (See fig D).

## multilingual information hierarchy

Here is a simple rule to follow when all of the ideal amount of copy does not fit onto the back face. Always ensure text is sized, spaced and ordered correctly (See page 83).

### primary

Product Name (English)

Product Name (translations)

Key information (English)

– i.e. features, mandatory

Key information (translations)

### secondary

Long Back Product Descriptor (English)

Back Product Descriptor (English)

Jamie Quote (English)

Logo

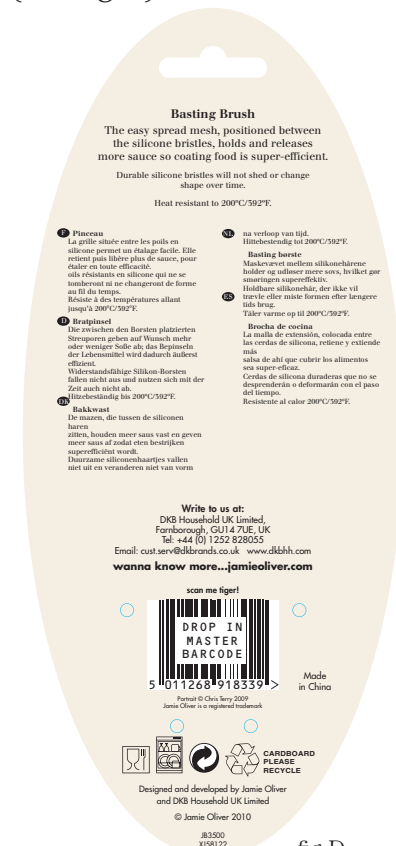


fig D

# PREMIUM: SIDE OF PACK

This page shows how to layout the side of pack for Premium. Examples of average sized packs show how to position the key elements, whilst showing the size and spacing of any type that may have to be displayed.

**Jamie Oliver**  
GET INSPIRED

**30-PIECE CUTLERY SET**  
solid and stylish in a brushed finish

**Jamie Oliver**  
GET INSPIRED

**SERVERS SET**  
solid and stylish in a brushed finish

**Features**

- 18/10 brushed stainless steel Dishwasher safe
- Gebürsteter rostfreier Stahl 18/10 Spülmaschinenbeständig
- Acier inoxydable brossé 18/10 Résistant au lave-vaisselle
- Geborsteld roestvrij staal 18/10 Vaatwasmachinebestendig

**Jamie Oliver**  
GET INSPIRED

**30-PIECE CUTLERY SET**  
solid and stylish in a brushed finish

**Features**

- 18/10 brushed stainless steel Dishwasher safe
- Gebürsteter rostfreier Stahl 18/10 Spülmaschinenbeständig
- Acier inoxydable brossé 18/10 Résistant au lave-vaisselle
- Geborsteld roestvrij staal 18/10 Vaatwasmachinebestendig

**Jamie Oliver**  
GET INSPIRED

**SERVERS SET**  
solid and stylish in a brushed finish

All examples have been scaled by 40%

**Jamie Oliver**  
GET INSPIRED

**PROFESSIONAL SERIES SAUCEPAN 18CM/2.1L**  
style that works hard

**Tefal**

(18CM/2.1L) HARD ANODIZED SAUCEPAN  
(18CM/2.1L) HARD ANODIZED SAUCEPAN  
(18CM/2.1L) HARD ANODIZED SAUCEPAN

**HARD ANODIZED**

- Thermo-Spot™
- PROMETAL Hard Base
- Stainless Steel
- Riveted Stainless Steel Handle
- Glass Lid

**Jamie Oliver**  
GET INSPIRED

**Professional Knife Block**  
give your prep the edge

"When it comes to preparing food, having the right knife for the right job is so important. Investing in well-made knives, like these professional-quality ones, is something you'll never regret."

**Included are five knives:**

- 11cm/4" paring knife: ideal for peeling and slicing small fruit and vegetables.
- 15cm/6" utility knife: an essential knife which can be used for most peeling and slicing jobs.
- 19cm/7 1/2" chef's knife: for chopping and dicing.
- 22cm/9" broad knife: effortlessly cuts through thick crusts in clean slices.
- 20cm/8" carving knife: makes easy work of carving medium sized roasts.

**Five fantastische keukenknives met handblok**  
give your prep the edge

"When it comes to preparing food, having the right knife for the right job is so important. Investing in well-made knives, like these professional-quality ones, is something you'll never regret."

**Cinq couteaux sont inclus:**

- Couteau à légumes: 11 cm, idéal pour peler et couper de petits fruits et légumes.
- Couteau utilitaire: 15 cm, un couteau essentiel, adapté à la plupart des travaux de peler et découper.
- Couteau de chef: 19 cm - pour couper et émincer.
- Couteau à pain: 22 cm - coupe les croûtes les plus dures sans effort et en tranches propres.
- Couteau à découper: 20 cm - pour faciliter le découpage de rôts de taille moyenne.

**Fiinf hervorragende Küchenmesser und ein Messerblock**  
give your prep the edge

"When it comes to preparing food, having the right knife for the right job is so important. Investing in well-made knives, like these professional-quality ones, is something you'll never regret."

**Cinco Fantásticos para Cortar con Bloque de Cuchillos**  
danle a su preparación el toque profesional que necesita

"Cuando se trata de preparar alimentos, tener el cuchillo correcto para el trabajo correcto es tan importante. Invertir en cuchillos bien hechos, como estos de calidad profesional, es algo que nunca lamentará."

**Cinco Fantásticos para Cortar con Bloque de Cuchillos**  
danle a su preparación el toque profesional que necesita

"Cuando se trata de preparar alimentos, tener el cuchillo correcto para el trabajo correcto es tan importante. Invertir en cuchillos bien hechos, como estos de calidad profesional, es algo que nunca lamentará."

**Included are five knives:**

- Cuchillo de cocina de 11 cm: ideal para peler y cortar pequeños frutos y verduras.
- Cuchillo multiusos de 15 cm: un cuchillo esencial que se puede usar para peler y cortar generalmente.
- Cuchillo de chef de 19 cm: para cortar y cortar en dados.
- Cuchillo de pan de 22 cm: corta sin esfuerzo las coque perfectas a través de la corteza.
- Cuchillo de trinchete de 20 cm: facilita el trabajo con trozos de tamaño medio.

# PREMIUM: EXCEPTIONS

There will be exceptions to the rules outlined throughout these guidelines. Here is an example of how to construct the design when certain parameters apply.



Here the Jamie Oliver logo needed to be the same size as the suppliers logo.

This shows how to size the Product Name and Front Product Descriptor when the Jamie logo is smaller than would normally be on this size pack.

**Always ensure the Product Name and Front Product Descriptor never become too small on pack.**

**All changes to the Jamie logo size must be approved by the Licensing Manager.**



# PREMIUM: PRODUCT CATEGORY RULES

Products have been arranged into Product Categories based on simple shared characteristics. These Product Categories are led by design, each having a strong unified look. This section demonstrates how to use the design equities for each category.

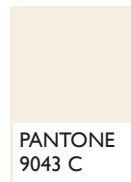
**HOUSEHOLD**

**EQUIPMENT**

cookware  
& electrical

preparation

# PREMIUM: HOUSEHOLD



CHALKY WHITE



DOLPHIN GREY



LOGO ONLY

## Pantones for Premium Household

**Logo:** The logo is always clearly displayed at the top of the print area to the left-hand side with the “Get Inspired” strapline in an accent colour reflecting the product. It always appears in metallic silver on a Chalky White or Dolphin Grey backdrop.

**Image:** Jamie the chef. The shot is authoritative, yet still friendly, with Jamie standing side on, looking directly at the camera and wearing a smart t-shirt.

**Product Photography:** When the product is hidden, include a clean, simple, front-on image of the product. On back of pack use an image that shows the product in use or surrounded by items connected to its use. It should be clean, contemporary and shot on a white background.

**Colour Palette:** The accent colour used on the tagline should also be applied to the Product Name on front and side of pack. There is a choice of neutral background colours.

**Copy Tone:** Purposeful passion, dialing up straight-forward voice.

**Copy Content:** The most interesting, consumer-friendly points about its use, benefit or design – make sure that it is something that Jamie would feel comfortable talking about. Long Back Product Descriptor should be more detailed and functional while the Jamie Quote should focus on a specific reason for buying from Jamie.

**Copy Hierarchy - Front of Pack:** Creative Name + Front Product Descriptor (See Premium Naming section on page 58).

**Copy Hierarchy - Back of Pack:** Creative Name + Back Product Descriptor + Long Back Product Descriptor + Jamie Quote (See Premium Naming section on page 58).

**Signature:** This should accompany the Jamie Quote.



# PREMIUM: EQUIPMENT

## premium cookware & electrical



CHALKY WHITE



DOLPHIN GREY



LOGO ONLY



### Pantones for Premium Cookware & Electrical

**Logo:** the logo is always clearly displayed at the top of the print area to the left-hand side with the “Get Inspired” strapline in an accent colour reflecting the product. It always appears in metallic silver on a Chalky White or Dolphin Grey backdrop. The logo of the licensee should sit beneath the brand logo, lining up with the logo and to the left of the Front Product Descriptor. Only approved licensee logos can be used on packaging.

**Image:** Jamie chef. The shot is authoritative, yet still friendly, with Jamie standing side on, looking directly at the camera and wearing a smart t-shirt.

**Product Photography:** When the product is hidden, include a clean, simple, front-on image of the product. On back of pack use an image that shows the product in use or surrounded by items connected to its use. It should be clean, contemporary and shot on a white background.

**Colour palette:** The accent colour used on the tagline should also be applied to the Product Name on front and side of pack. There is a choice of neutral background colours.

**Copy Tone:** Purposeful passion, dialing up straight-forward voice.

**Copy Content:** The most interesting, consumer-friendly points about its performance & function – make sure that it is something that Jamie would feel comfortable talking about. Long Back Product Descriptor should be more detailed and functional while the Jamie quote should focus on a specific reason for buying from Jamie.

**Copy Hierarchy - Front of Pack:** Creative Name + Front Product Descriptor (See Premium Naming section on page 58).

**Copy Hierarchy - Back of Pack:** Creative Name + Back Product Descriptor + Long Back Product Descriptor + Jamie Quote (See Premium Naming section on page 58).

**Signature:** This should accompany the Jamie Quote.

# PREMIUM: EQUIPMENT

## premium preparation



### Pantones for Premium Preparation

**Logo:** The logo is always clearly displayed at the top of the print area to the left-hand side with the “Get Inspired” strapline in an accent colour reflecting the product. It always appears in metallic silver on a Chalky White or Dolphin Grey backdrop.

**Image:** Jamie the chef. The shot is authoritative, yet still friendly, with Jamie standing side on, looking directly at the camera and wearing a smart t-shirt.

**Product Photography:** When the product is hidden, include a clean, simple, front-on image of the product. On back of pack use an image that shows the product in use or surrounded by items connected to its use. It should be clean, contemporary and shot on a white background.

**Colour Palette:** The accent colour used on the tagline should also be applied to the Product Name on front and side of pack. There is a choice of neutral background colours.

**Copy Tone:** Purposeful passion, dialing up straight-forward voice.

**Copy Content:** The most interesting, consumer-friendly points about its performance & function – make sure that it is something that Jamie would feel comfortable talking about. Long Back Product Descriptor should be more detailed and functional while the Jamie quote should focus on a specific reason for buying from Jamie.

**Copy Hierarchy - Front of Pack:** Creative Name + Front Product Descriptor  
(See Premium Naming section on page 58).

**Copy Hierarchy - Back of Pack:** Creative Name + Back Product Descriptor + Long Back Product Descriptor + Jamie Quote (See Premium Naming section on page 58).

**Signature:** This should accompany the Jamie Quote.



**INSTRUCTIONS**

**GIFTING**



# GIFTING:



**Logo:** The logo is always clearly displayed at the top of the print area to the left, no strapline. It always appears in white on a coloured backdrop. The logo should ideally be positioned on the left of the print area and not centred as per the other category rules.

**Image:** Image should reflect the relevant products, ie. Food gift should have the Jamie enjoying food image. The image should appear on the bottom right-hand side of pack in monochrome with a colourwash of the pack colour.

**Product Photography:** When product is hidden, a simple product shot on front of pack.

**Colour palette:** One rich and neutral colour is used for the category to enable easy identification with a choice of four bright accent colours to add personality. Use whichever accent colour best reflects the product.

**Copy Tone:** Purposeful passion, dialling up energetic voice.

**Copy Content:** The Long Back Product Descriptor should include the most interesting, consumer-friendly points about its use, benefit or design. Make sure that it is something that Jamie would feel comfortable talking about.

**Copy Hierarchy - Front of Pack:** Straight Product Name + Front Descriptor.

(See Mass Naming section on page 12)

**Copy Hierarchy - Back of Pack:** Straight Product Name + Long Back Product Descriptor

(See Mass Naming section on page 12).

# GIFTING

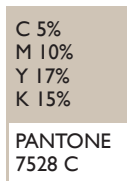
## Gifting

For Gifting, a neutral Pantone has been selected to cover all gifts with four bright Pantones selected from the Mass palette to be used as accent colours or where relevant for tags and ribbons.

GIFTING



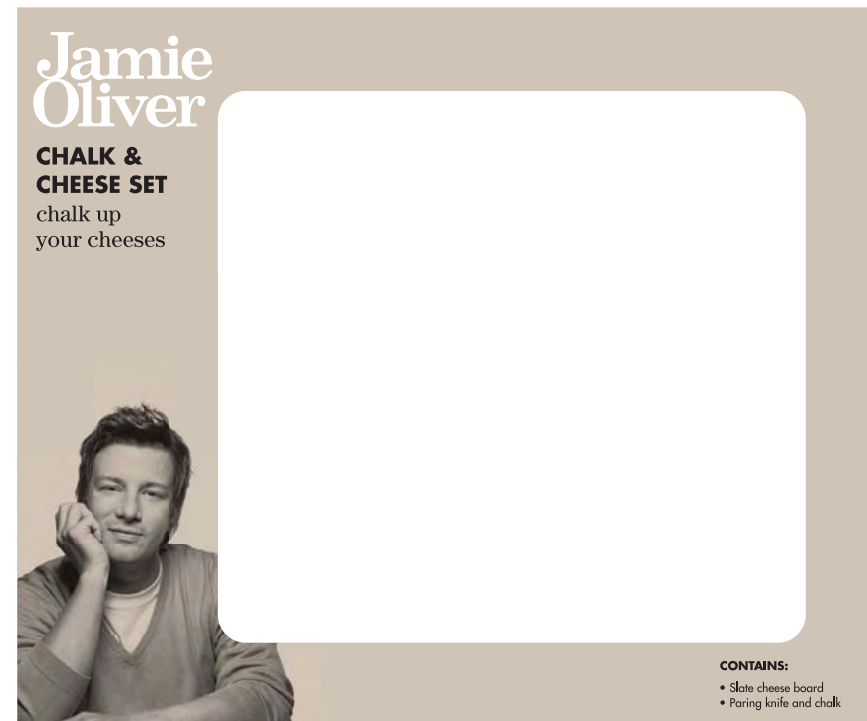
ACCENT COLOURS



# GIFTING

## layout

The layout of all elements should be based on the Mass category rules. The nature of gifting structures often means that the branding space will be limited on front of pack. In these instances please refer to the exceptions section throughout the guidelines for guidance on how to layout all elements in the most balanced way. Please note that the Jamie logo does not include a strapline.

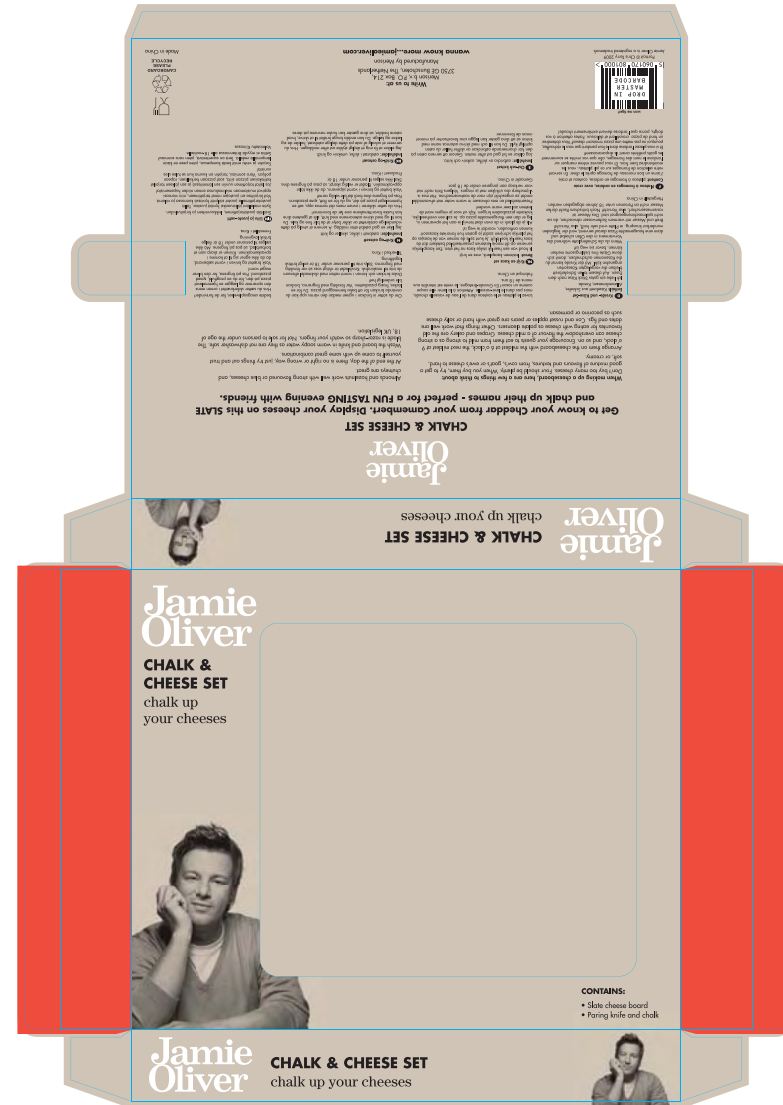


# GIFTING

## accent colour

Where a ribbon or tag is used to dress the product, one or a combination of the four accent colours must be used.

If a ribbon or tag is not used one of the accent colours must be used on pack to add vibrancy. The colour should be positioned on a maximum of 2 facings excluding front or back of pack.



# GIFTING

## exceptions

If the gift includes an image of Jamie then another image of Jamie does not need to be positioned on pack.



# PACKAGING SPECIFICATIONS



# THE ENVIRONMENT

We ask that you try to use suppliers who use sustainable manufacturing practices and suppliers who value their environmental credentials. Please let your suppliers know how important it is that we reduce our footprint on the planet and ask them to source materials in a sustainable way. If you are specifying a raw material please take into consideration the environmental impact of the production process and where possible evaluate the wider implications of their creation and transportation methods.

When available and appropriate ensure that paper and board materials are FSC or PEFC certified and specify materials with recycled content. We aim to use materials that are from a renewable source and are easy to recycle. It is essential that all packaging carries the Mobius Loop logo and information as detailed on page 38, this is to help consumers identify and recycle their packaging.

# PRODUCTION FINISHES

The finish for both Mass and Premium is a smooth matt varnish to provide a tactile element to the packaging.

Premium has an additional metallic silver ink used for the logo and has a spot gloss UV varnish over the logo to enhance the reflective qualities of the ink.

**OFF-PACK & POS**



# OFF-PACK POS: MASS

Clean, simple replication of packaging architecture for trade show banners, posters, bus stops, shelf ends, cards, postcards etc. The barker and trade show banner examples show clean use of photography which heroes the product and or Jamie. Engaging copy lines which follow the Jamie Oliver tone of voice add personality.

The Jamie Oliver logo must feature where possible to the top left of the communication with the Jamie image bottom right, following the Mass packaging layout rules. If a product visual is used featuring an on pack Jamie image an additional Jamie image must not be used. In all other instances a Jamie image must be placed on all communications. Any of the below colours can be used as background colours. If a product visual is on the design we recommend the background Pantone 7528 C be used to avoid any clashing of colours.

Logo can appear in a brand colour if being used on a white background otherwise it must always be white.



Brand Colours

Background colour  
(Optional)



BARKER



TRADE SHOW BANNER

# OFF-PACK POS: PREMIUM

Clean, simple replication of packaging architecture for trade show banners, posters, bus stops, shelf ends, cards, postcards etc. The barker and trade show banner shows Premium photography of Jamie or lifestyle shots which heroes Jamie or the products Jamie endorses. Engaging copy lines adds personality and become the primary communication which follow the Jamie Oliver tone of voice.

The Jamie Oliver logo must feature where possible to the top left of the communication with the Jamie image bottom right, following the Premium packaging layout rules. If a product visual is used featuring an on pack Jamie image an additional Jamie image must not be used. In all other instances a Jamie image must be placed on all communications. One of the 2 Premium brand colours must be used as a background colour. An accent colour for the strapline should be taken from the Mass or brand colour palette.



CHALKY WHITE



DOLPHIN GREY



BARKER



TRADE SHOW BANNER

# TRADEMARKS, APPROVAL & CONTACT



# TRADEMARKS, APPROVAL & CONTACT

## TRADEMARKS

### Packaging:

All packaging must state on the back of pack “Jamie Oliver is a registered trademark”.

If the size of the product does not allow enough space on the back of pack then you must use the below Jamie Oliver Logo on the front of pack as per the Logo guidelines (please note the logo cannot include either strapline due to them not being registered).

### Products:

All product moulds should use the below Jamie Oliver Logo.

If the size of the product does not allow for the symbol to be clearly legible you can remove the symbol. This has to be approved on a case by case basis by the Licensing Manager.

The logo for Jamie Oliver, featuring the name "Jamie Oliver" in a white, serif font. The word "Jamie" is positioned above "Oliver", and a registered trademark symbol (®) is located at the bottom right of the word "Oliver".

## APPROVALS

All designs and copy must be approved by the Licensing Manager. This includes packaging, POS, advertising, PR and any other communications associated with the brand. Please contact the relevant Manager for more information on the *FRV Brand Approval Process*.

## CONTACTS

For any queries please contact your relevant Licensing Manager

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