

JAMESON® BRAND WORLD

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TO OUR BARRELMEN

The Jameson Brand World is our look, feel, principles, aesthetics, visual and verbal expressions.

It is the foundation for defining our brand identity and enabling us to have meaningful place in the cultural landscape so that we are instantly recognised no matter where in the world we are.

While our brand identity has been distilled into what is really important, we are also have dynamic and multi sensorial ways to show up.

From a more dynamic usage of our J signifier, to our Sonic Branding we think you'll agree that we have never looked or sounded better.

We hope you like our distilled and dynamic brand world.

Sláinte.

JAMESON®

DESIGN STRATEGY

OUR STRATEGIC DESIGN THEMES

JAMESON®

DISTILLED

We've reduced our brand identity to its core necessary elements to be used as our constants ensuring global consistency and instant recognition.

DYNAMIC

We've introduced varied and fluid creative assets to add agility and personality enabling us to fit-in and become more locally relevant as well as stand out.



SOCIAL

We want to promote human connection through design by encouraging adaptation, collaboration, personalisation and localisation.

OUR DESIGN VISION:

BY 2030 JAMESON WILL BECOME
A SOCIAL IDENTITY THAT CAN
BRING A DISTILLED AND
DYNAMIC BRAND EXPERIENCE
TO A DIVERSE CONSUMER.

OUR BOTTLE

We like to say that everything you need to know about Jameson is on our bottle or in our bottle.

Our bottle is our most recognisable showcase of the story and elements that make up our brand.

The goal of our bottle is to communicate distinctiveness, relevance and premium qualities whilst retaining authenticity.

It's a modern and authentic representation of our iconic green bottle that is designed to resonate with our L.A.D.S.



OUR GUIDELINES

OUR VISUAL ID ON A PAGE

JAMESON®

BRAND LOGO



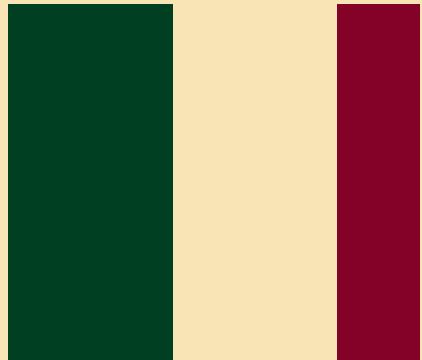
BRAND SIGNIFIER

JJ2 BOLD
JJ2 BOOK
JJ2 LIGHT

TYPOGRAPHY



BRAND MATERIALS



CORE BRAND COLOURS

DYNAMIC ASSETS



SIGNIFIER USED AS
A PATTERN

DYNAMIC
BACKGROUNDS

SIGNIFIER USED
WITH PHOTOGRAPHY
AND OVERLAYS

OUR LOGO & SIGNIFIER

OUR LOGO

The Jameson Arch is now our Primary Logo. It represents our inclusiveness. In fact, everyone has and always will be welcome underneath it.

It acts as our larger umbrella logo sheltering any sub-brand logo or descriptor that's added beneath – that should always play a smaller, secondary role.

LOGO COLOURS

Our primary logos are in JJ Green and JJ Cream. Always ensure that the logos are placed on a background that allows the logo to be clearly legible.



PRIMARY LOGO – JJ GREEN



PRIMARY LOGO – JJ CREAM

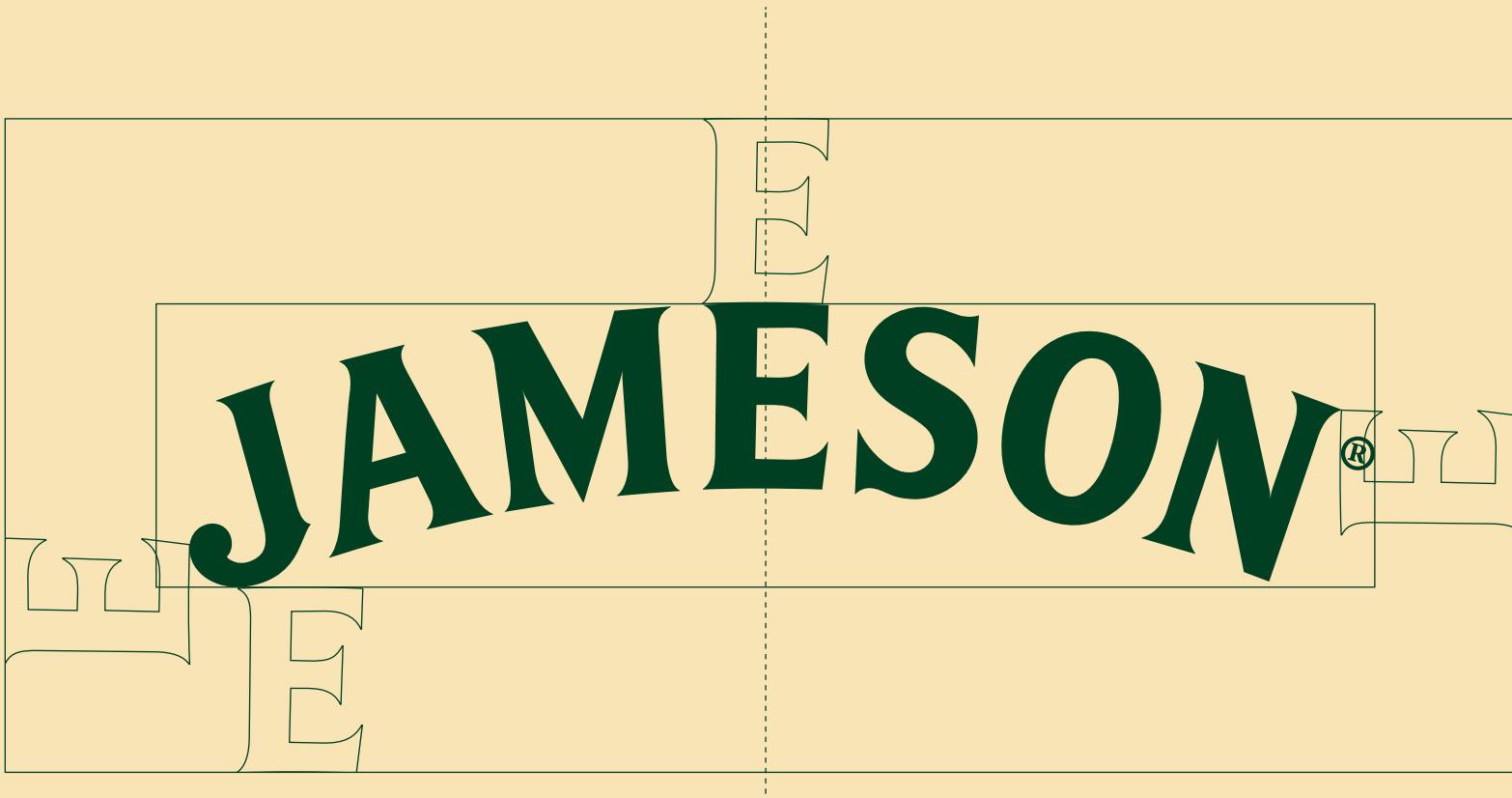
OUR LOGO & SIGNIFIER

HOW TO USE OUR LOGO

Allow for plenty of lovely space for our logo to breathe.

The safety zone between the logo and other graphic elements will help to retain a strong presence wherever the logo appears. The one exception is where our core logo is paired with a sub-logo.

And if you're creating a sub-logo for an event – please allow us to help!



CLEAR SPACE

Always keep the clear space free from disturbing elements. The letter "E" in JAMESON is used to measure the clear space for the regular logo.

CENTER ALIGNMENT

When centered, use the middle of the "E" in JAMESON as midpoint.

LOGO VARIATIONS

JAMESON®

PRIMARY LOGO
For branding and lock-ups.

JAMESON®

PACKAGING LOGO
For packaging only.

JAMESON®

IRISH WHISKEY

MARKET SPECIFIC LOGO
For low awareness markets.

SUB BRAND LOGO VARIATIONS

JAMESON®
BLACK
BARREL

JAMESON®
CASKMATES® SERIES

JAMESON®
BOW STREET
18 YEARS

OUR LOGO & SIGNIFIER

EXAMPLES OF LOGO USED
FOR EVENTS



JAMESON[®]
FESTIVALS

OUR LOGO & SIGNIFIER

LOGO DON'TS



Make sure not to use old logo lock-ups or logo combined with the Jameson seal.

Do not add any drop shadows or digital emboss effects to the logo.

There is no vertical version of the Primary Logo. Please do not rotate by any number of degrees.

Only use the logo in our Primary Brand colours, or white on photography.

OUR SIGNIFIER

OUR SIGNIFIER

Our signifier is our Jameson J – a direct and clear shortening of the brand name (making it distilled and recognisable). It's an own-able visual shape of the letter J, tilted at an angle with a drop shadow to make it dynamic and achieve stand out.

**DISTILLED
DISTINCTIVE
RECOGNISABLE**

The role of the signifier is to build on our consumers memory structures, allowing for instant recognition. The need for a quick recognisable symbol that represents the brand is even more important as we prepare for the future.

It delivers consistency globally, and in doing so, increases chance for brand recall.

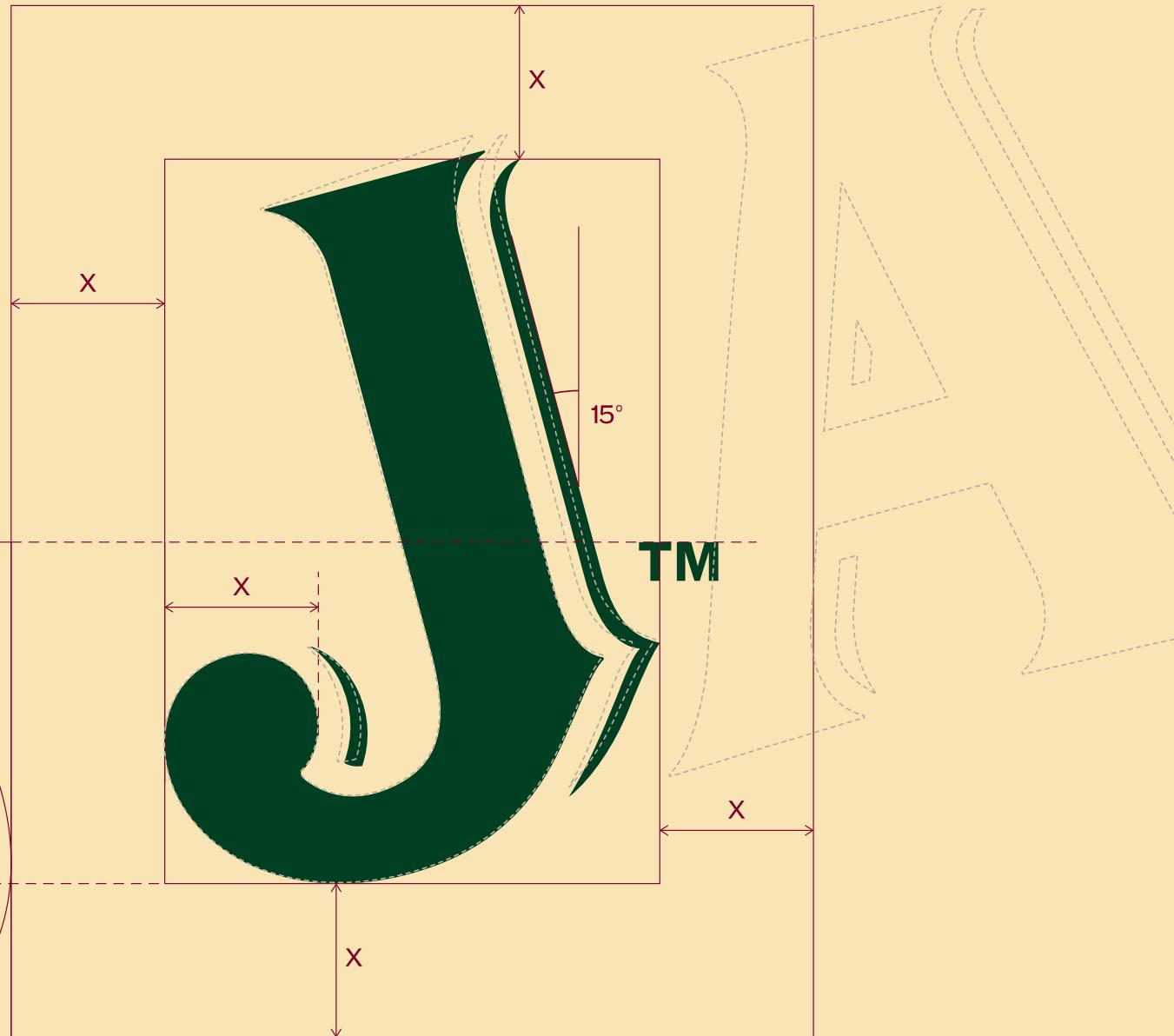
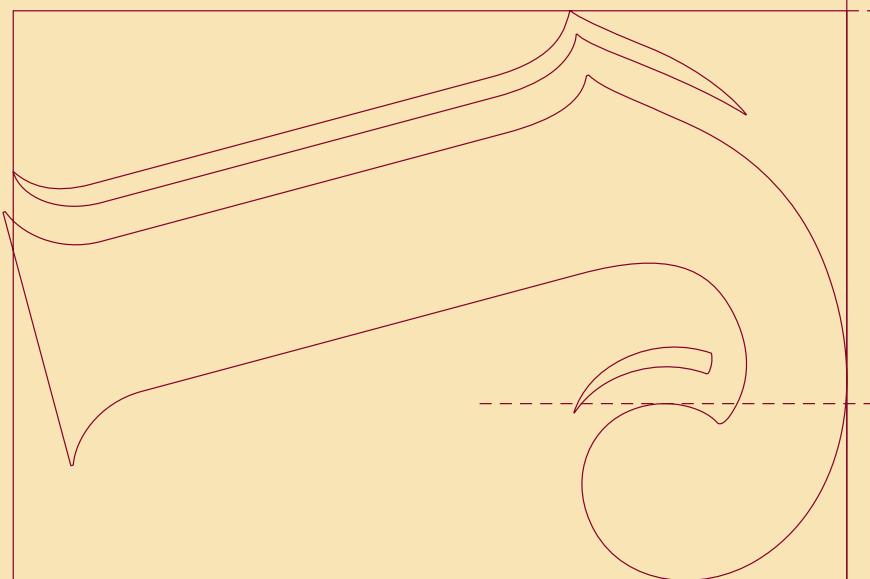


OUR SIGNIFIER

SIGNIFIER ANATOMY

The Signifier artwork files include a box that defines the safety zone around the J. This area is based on the width of the J's ball terminal. The box also serves as a guide to how the Signifier should be centered.

The Signifier is built to resemble the J in the packaging and brand logo but it is in fact built quite differently.



HOW TO USE THE SIGNIFIER

Our Signifier should be used across assets that feature our product and tell our brand story.



The signifier is usually placed in the bottom right corner, aligned to the right under the logo.



An exception to this rule, when formats are extremely narrow, the signifier may be centered under the wordmark.



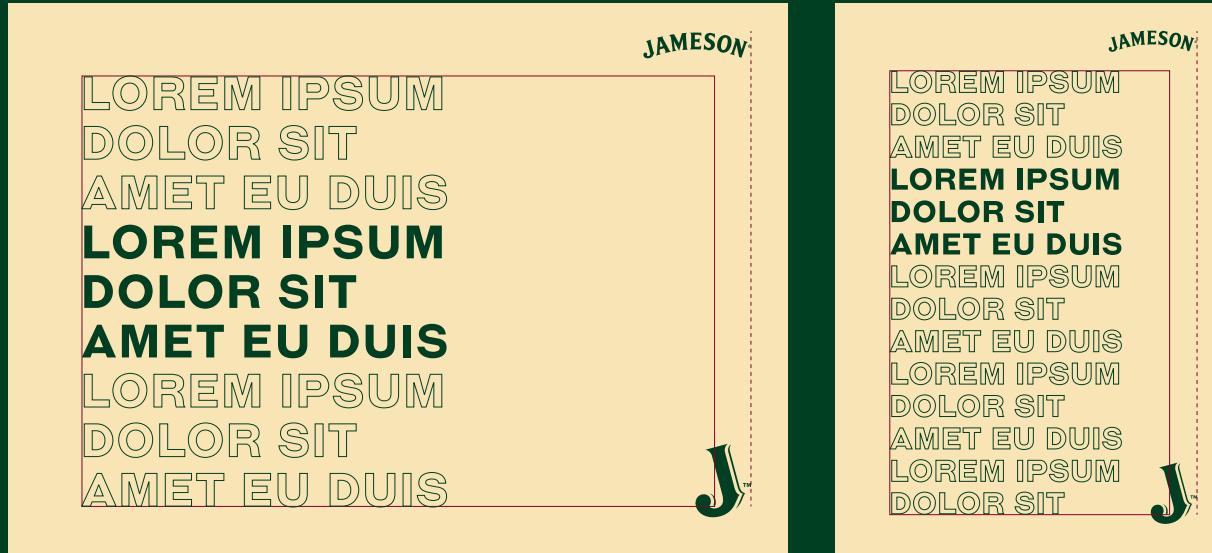
When used with our logo, the Signifier should be four times the size of the J in the Jameson Arch.

LAYOUT PRINCIPLES

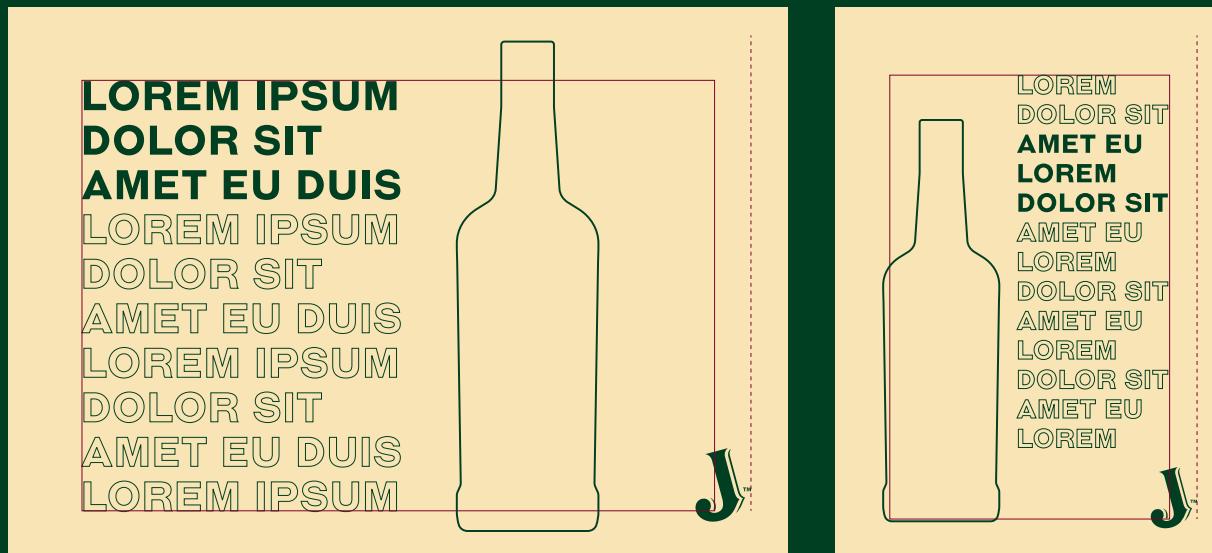
When the bottle is present and at a clear size it doesn't require repeat branding by using the logo. In cases where the product is not featured (or the Jameson arch is not present within the image in any other way) the Jameson arch is placed top right.

Always place the Signifier in the bottom unless the signifier is the main part of the page (i.e. large signifier of the page).

LAYOUT WITH LIFESTYLE IMAGE



LAYOUT WITH PRODUCT

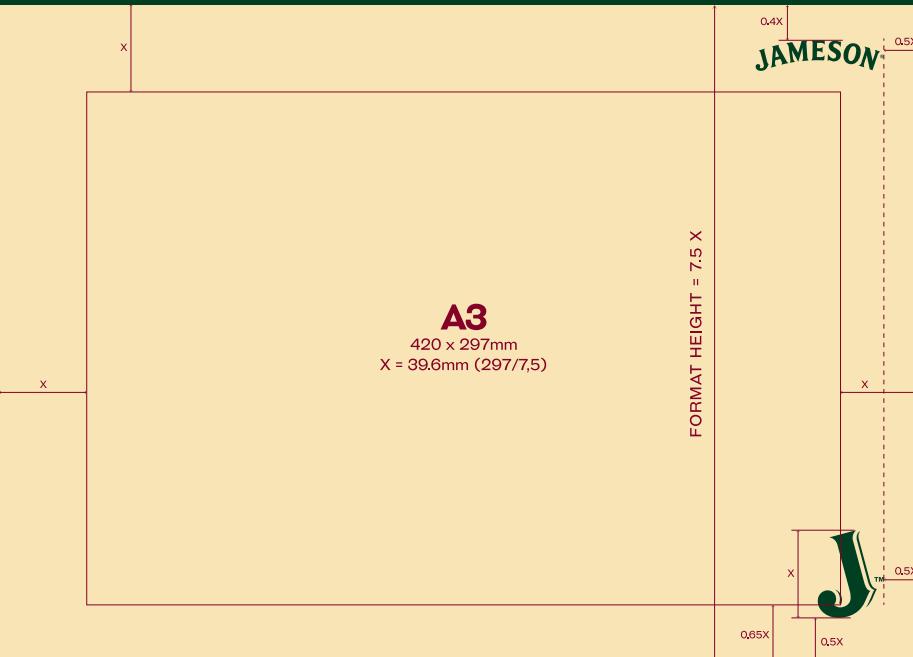


OUR SIGNIFIER

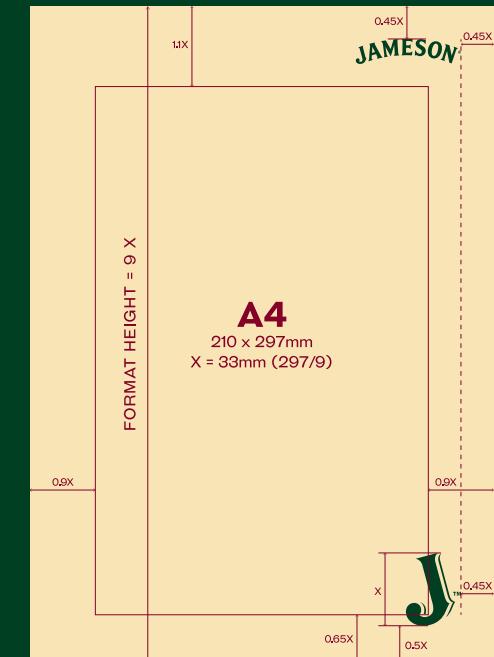
SIZING AND PLACEMENT

The size of both logo and signifier will vary between landscape and portrait formats and depending on the different artboard sizes, they should always stay in proportion to each other.

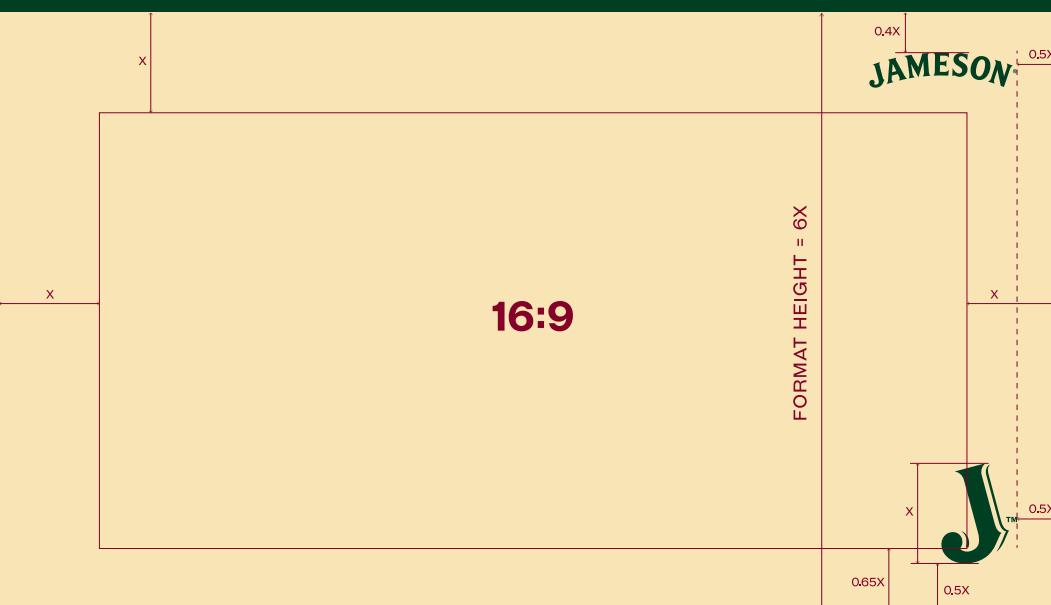
The size of the Signifier is always in correlation with the given artboard height.



A3 Landscape format height
= 7.5 x Signifier height



A4 Portrait format height
= 9 x Signifier height



16:9 Landscape format height
= 6 x Signifier height

OUR SIGNIFIER

COLOUR COMBINATIONS



OUR SIGNIFIER

SIGNIFIER DON'TS



The signifier always sits at the angle
it's seen at on our primary logo.
Please don't straighten.



Do not add any drop shadows or
digital emboss effects to the signifier.



Only use the signifier in our Primary
Brand colours.

USING THE SIGNIFIER DYNAMICALLY

OUR SIGNIFIER

OUR SIGNIFIER PLAYS A DYNAMIC ROLE IN OUR BRAND WORLD.

We layer it with photography and overlays to add a new dimension and depth. We can also use it as pattern to add vibrancy and a sense of motion.



GUIDING PRINCIPLES WHEN USING THE SIGNIFIER WITH IMAGERY:

- It should be used large within the frame so that it becomes part of the dynamics of the image.
- When the J appears behind elements of the image (such as the bottle, a glass etc.), make sure enough of the J is visible so that it is recognisable.
- Careful choice of image is key — the cut-outs, dynamic J and colour overlay will not work with all images.
- Be conscious of how the background imagery can alter the brand colours when they are overlaid. It may be necessary to adjust the colour & light levels of the image in order for the brand colour overlay to ring true.
- The brand colour overlays in the examples use transparency settings of opacity and multiply — or a layered combination of the two — depending on the image as to what achieves the best result.



OVERLAY SPECIFICATIONS



Colour overlay:

Layer 1 (behind layer 2):
Jameson Green 100%
Opacity: 80%
Transparency: Multiply

Layer 2:
Jameson Green 100%
Opacity: 30%
Transparency: Normal

J:
clear (no colour)

Colour overlay:

Black Barrel Black 95%
Opacity: 100%
Transparency: Multiply

J:
Black Barrel Off White 100%
Opacity: 100%
Transparency: Multiply



USING THE SIGNIFIER AS A PATTERN.

Used in repetitive sequence with
images that suit and compliment.

Please refrain from applying
transparency to the J Signifier
in a pattern.





OUR SIGNIFIER

When applying the pattern vertically, use the Jameson bottle as a natural divider in the image. The bottom and top of the bottle can be cropped out.



OUR SIGNIFIER

When applying the pattern horizontally, use the edge of a table or bar top as a natural break in the image.



OUR SIGNIFIER

Incorporated in the Modular Design for our Widen The Circle Campaign.



OUR TYPOGRAPHY

A FONT TO SUIT OUR SPIRIT

JJ has been our Primary Font for a long time. We have revised JJ to now become JJ2, reducing the current set of weights down to three that are the most significant for us. We have also refined the characters and the spacing.

DISTILLED
REFINED

JJ2
JJ2 LIGHT
JJ2 BOOK
JJ2 BOLD

OUR TYPOGRAPHY

JJ2 – BRAND TYPEFACE

JJ2 BOLD

Is the main font. It is used for headlines (upper case) and statements in communication and design.

JJ2 BOOK

Is used for body copy and potentially on sub-headlines.

JJ2 LIGHT

This is mainly for internal use. Please use sparingly and never for headlines.

JJ2 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

1234567890

JJ2 BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

1234567890

JJ2 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

1234567890

OUR TYPOGRAPHY

FONT COLOUR COMBINATIONS

Jameson green or cream are our core brand colours and helps brand recognition. They can be used as a background or as the text colour.

With our backgrounds, only use Jameson green or cream. White must never be used on our background patterns, it can only be used with photography to ensure contrast.

JJ CREAM

FLAT GREEN FILL

JJ CREAM

TEXTURED GREEN BACKGROUND

JJ GREEN

FLAT CREAM FILL

JJ GREEN

TEXTURED CREAM BACKGROUND



SOMETIMES IN WHITE FOR BETTER LEGIBILITY OR STAND-OUT

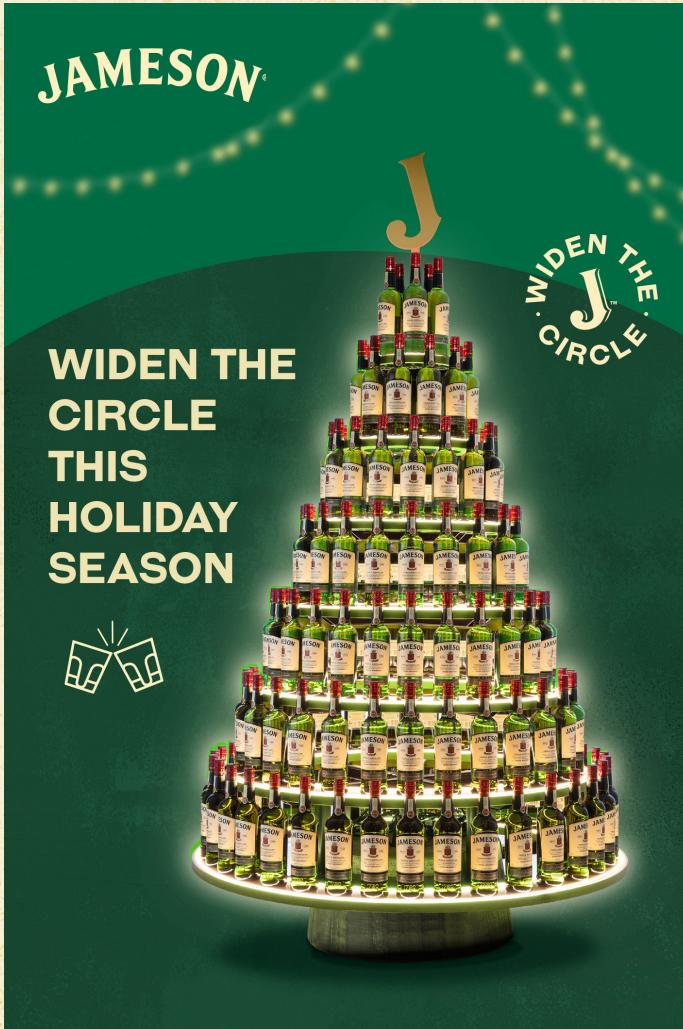
ARE YOU CUT OUT TO JOIN US?

OUR TYPOGRAPHY

HOW TO USE OUR FONT

Always have text aligned to the left or centred and avoid mixing these alignments unnecessarily.

Try to avoid text aligned to the right.



Do you know a Serious Character who is a creative, innovative, self-starter and wants to launch their career in marketing on an international stage working for the world's #1 Irish Whiskey brand? Great! Find out more at jamesongraduateprogramme.com

OUR WHISKIES

Whiskey Type	Description	Price
Jameson Irish Whiskey (40% Vol.)	Triple distilled, twice as smooth, one great taste experience.	€4.90
Jameson Crested (40% Vol.)	Jameson Crested is a tribute to the first drops bottled at Jameson Distillery Bow St. It is a rich single pot still whiskey blended with our regular Jameson whiskey, matured in a combination of sherry casks and bourbon barrels.	€6.00
Jameson Caskmates Stout Edition (40% Vol.)	Seasoned in Stout barrels, this edition adds stout notes including coffee, chocolate and butterscotch making this Jameson Irish Whiskey with a difference.	€6.00
Jameson Caskmates IPA Edition (40% Vol.)	Seasoned in IPA barrels, this Jameson edition introduces light hints of hops, fresh citrus and floral notes.	€6.00
Jameson Black Barrel (40% Vol.)	A traditional blend of single batch grain and traditional Irish pot still whiskeys. Jameson Black Barrel reveals untold richness and complexity. Triple distilled, twice charred, one of a kind.	€7.20
Jameson Black Barrel Cask Strength (59-61% Vol.)	This unique expression is triple distilled from Jameson Black St. from the cask with a personalised label and unique bottle number. The charred barrels intensify the vanilla sweetness and caramel of this Cask Strength whiskey.	€13.50
Jameson 18 Years (40% Vol.)	Our Distillery Edition has been bottled exclusively for visitors to our home at Bow St, Dublin. It is a whiskey of exceptional depth, richness and complexity, with subtle hints of peat, fruit and fig with subtle vanilla and charred oak characteristics.	€8.00
Jameson 18 Years (40% Vol.)	A unique blend of 3 signature distillates matured in our finest oak for almost two decades, finishing off in a fresh American oak barrel before flavours of toffee, vanilla and hints of leather.	€22.00

POUR JAMESON.
MIX GINGER.
SQUEEZE LIME.

OUR TYPOGRAPHY

TYPOGRAPHY DONT'S

smooth
smootheſt

Avoid text aligned
to the right

DISTRESSED
FONTS

Please avoid using distressed or
grunge fonts.

GiNGeR
&LiMe

Don't mix lower & upper case letters or
different weights.

" " ' ' , ,

Always ensure to use true typographer's
quotation marks and apostrophes, never
the "straight tick".

BUTTERSCOTCH
VANILLA
& NUTTY NOTES
FROM TRIPLE DISTILLED
POT STILL & SMALL BATCH
Grain WHISKEY

We don't use fonts that are not part of our
font family or track text to fit a text box or
force alignment.

OUR BRAND COLOURS

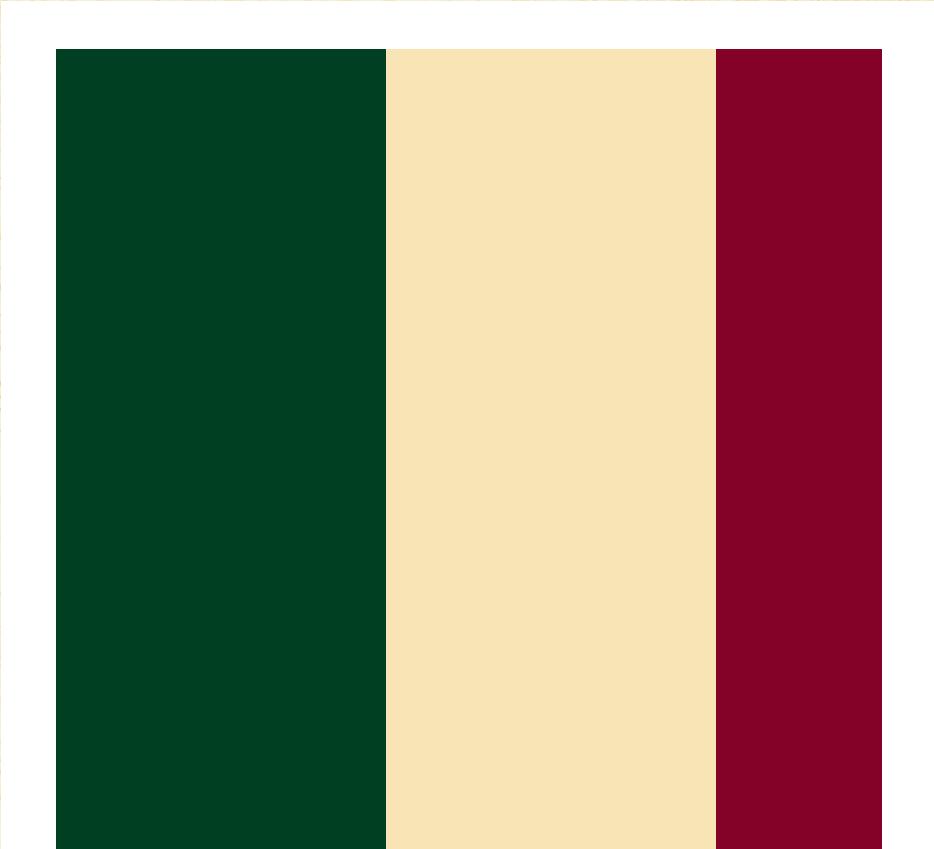
OUR COLOUR PALETTE

DISTILLED:

Our brand colours help us tell our story.

JJ Cream and JJ Green should always be present in all permanent assets as they are our core colours. And just like our unique tone of voice, these colours also say Jameson.

JJ Burgundy is also a primary colour but is used in much less proportion.



JAMESON COLOURS

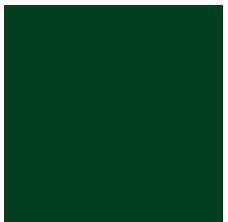
OUR BRAND COLOURS

SWATCHES

* Please note: some of Jameson's colours have different Pantone numbers for coated (C) and uncoated (U). Always make sure that you use the right version.

Our complementary colours are used sparingly and only to enhance our core, primary colours.

DISTILLED/CORE COLOURS



JAMESON
GREEN

Pantone 3435 C
Pantone 3435 U
CMYK: 93-24-85-68
sRGB: 21-71-52



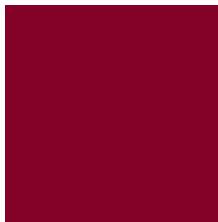
JAMESON
NEW GLASS

Pantone 3415 C
Pantone 3415 U
CMYK: 100-10-88-18
sRGB: 0-119-73



JAMESON
NEW CREAM

Pantone 7499 C
Pantone 7499 U
CMYK: 0-4-29-0
sRGB: 241-230-178



JAMESON
BURGUNDY

Pantone 202 C
Pantone 704 U*
CMYK: 9-100-64-48
sRGB: 136-13-39

ADDITIONAL



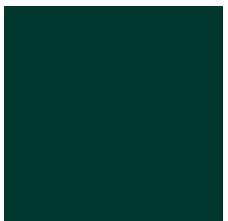
JAMESON COPPER GOLD
(FOIL & METALLIC)

FOIL: Luxor 397
Pantone 874 C
CMYK: 0-31-54-24
sRGB: 203-154-102

In the first instance, you should depict gold as gold foil, or as a metallic pantone colour.

When neither of these are possible, we use a flat CMYK mix which replaces the gold, rather than attempting to resemble it. Do not attempt to recreate the metallic effect with four colour gradients.

DYNAMIC/COMPLEMENTARY COLOURS



JAMESON
DEEP GREEN

Pantone 560 C
Pantone 560 U
CMYK: 91-26-62-73
sRGB: 29-60-52



JAMESON
PALE GREEN

Pantone 5635 C
Pantone 5645 U*
CMYK: 33-12-34-21
sRGB: 148-165-150



JAMESON
STONE

Pantone 7535 C
Pantone 7535 U
CMYK: 12-13-28-21
sRGB: 183-176-156



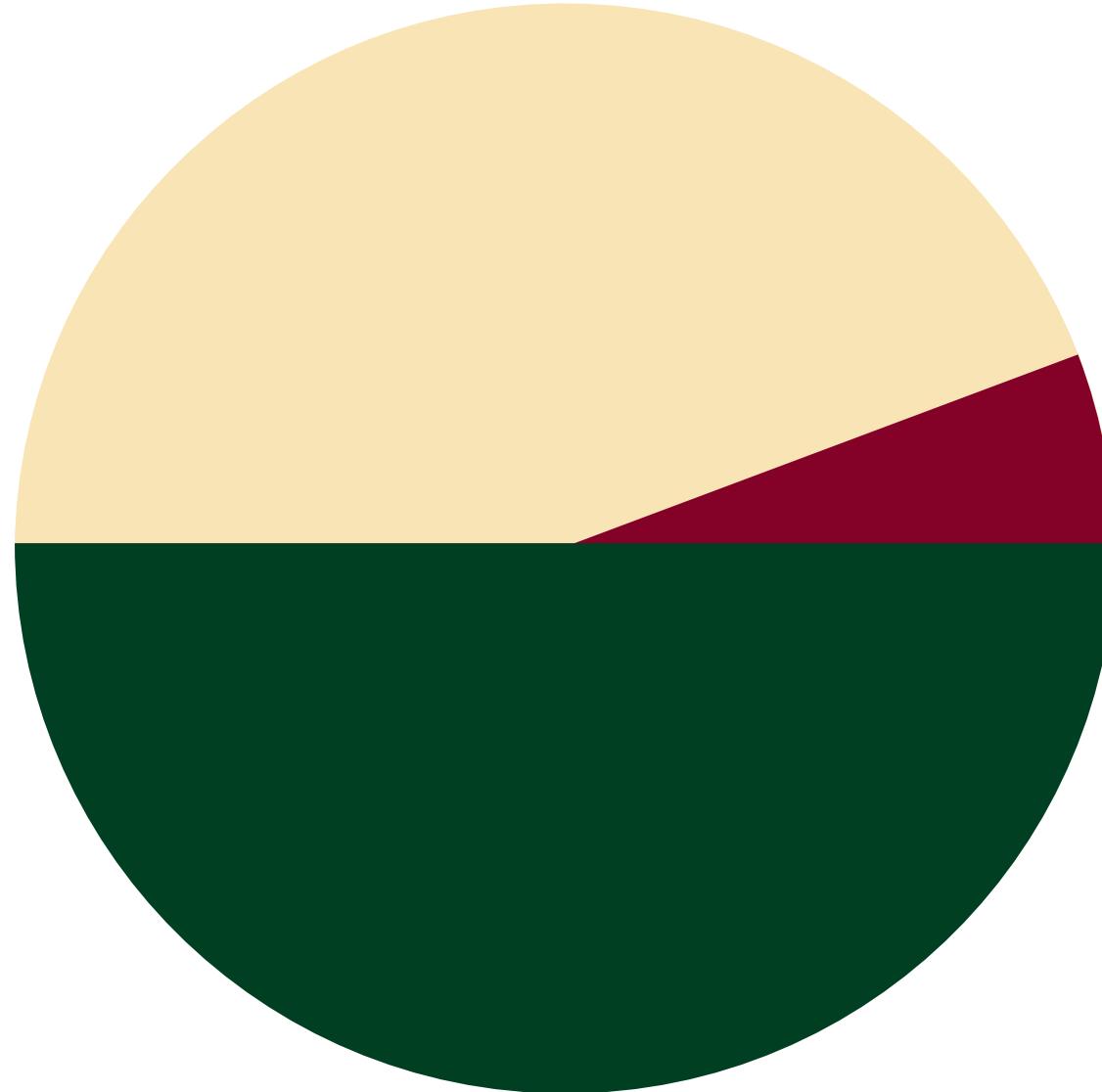
JAMESON
SAND

Pantone 2312 C*
Pantone 7562 U**
CMYK: 25-33-55-0
sRGB: 189-160-120
** The uncoated colour is the target

OUR BRAND COLOURS

COLOUR RATIO/ PROPORTION WHEEL

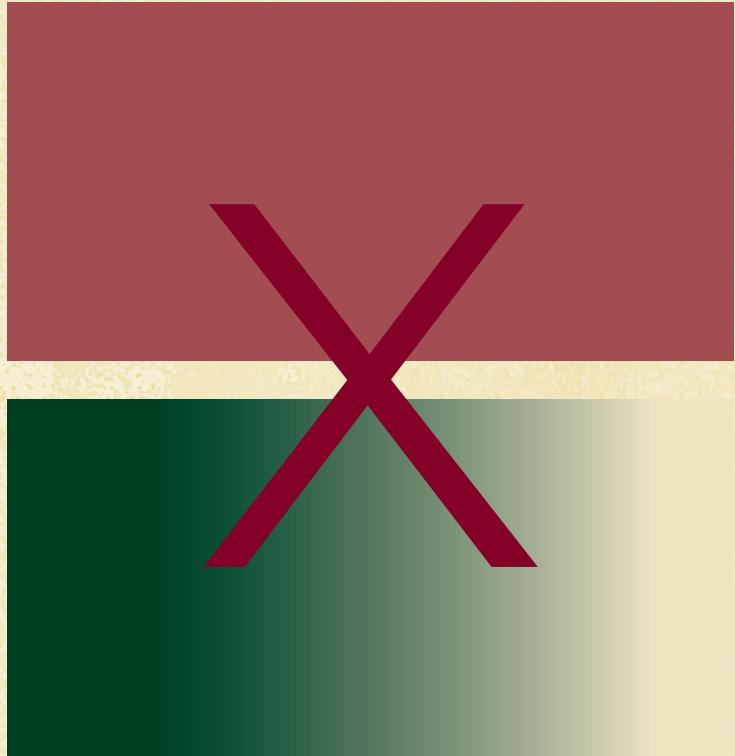
Green and cream are still Jameson's main colours with burgundy as an accent colour.



OUR BRAND COLOURS

COLOUR DO'S AND DON'TS

**PRIMARY
COLOURS
ARE ALWAYS
BETTER
TOGETHER.**



Please don't fade or use gradients or tints of colours.

OUR DYNAMIC BACKGROUNDS

(JUST LIKE THIS ONE)

TEXTURED BACKGROUNDS

Our new backgrounds, with a hint of a plastered wall finish, are designed to compliment the flat colour fills and allow us to add texture and depth in a subtle, modern way.

THE GREEN textured background uses our Primary GREEN over this subtle, textured background, adding our proud Irish colour.

THE CREAM background uses our Primary CREAM over a subtle, textured background that adds depth and warmth.



GREEN TEXTURED



CREAM TEXTURED

HOW TO USE THE BACKGROUNDS

This backgrounds can be used in Key Visuals, Below-the-Line assets. and OOH.



PROPORTION WHEEL

HOW TO USE THE BACKGROUNDS

HEADLINE.
COPY LINE
SUB HEADER

Body copy. Body copy. Body copy.
Body copy. Body copy. Body copy.

HEADLINE.
COPY LINE
SUB HEADER

Body copy. Body copy. Body copy.
Body copy. Body copy. Body copy.

**WHERE THERE IS LOTS OF TEXT, USE GREEN OR CREAM
ON TEXTURE.**



Tiny space. tiny space
tiny space tiny space tiny
space tiny space tiny
space tiny space. Tiny
space. tiny space tiny
space tiny space.

Tiny space. tiny space
tiny space tiny space tiny
space tiny space tiny
space tiny space. Tiny
space. tiny space tiny
space tiny space.

**WITH A VERY SMALL
SPACE, JUST USE
OUR FLAT COLOURS.**

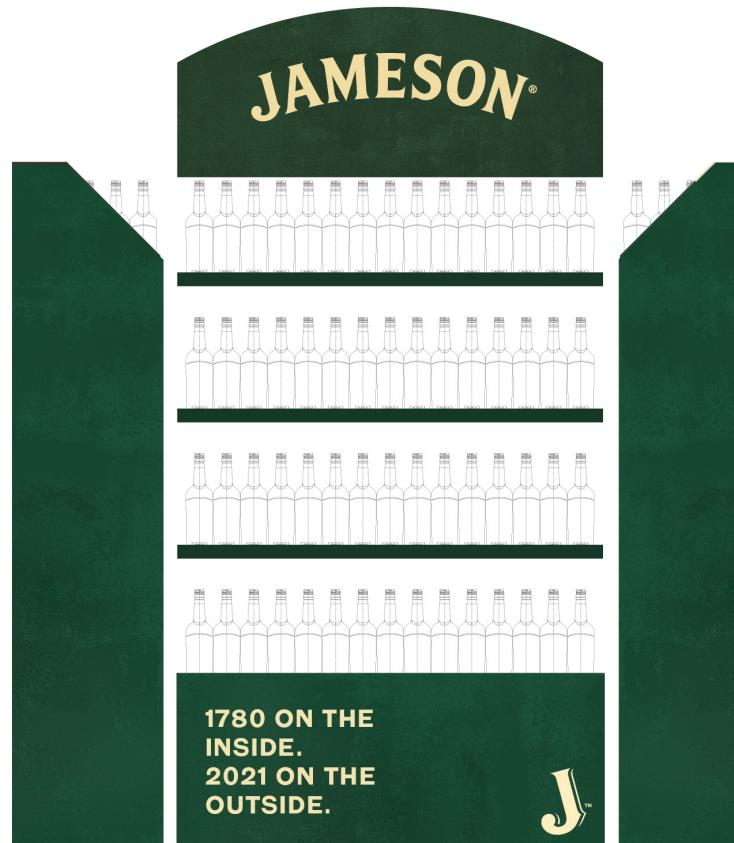
OUR DYNAMIC BACKGROUNDS

LARGE FORMATS – FREE STANDING DISPLAY UNITS

For Floorstands, please use the textured green background.

**Please note! In the case of store displays,
the proportion between the J in the signifi-
er and the J in the logo is 140%.**

EXAMPLE 1 – PATTERN ON FRONT



EXAMPLE 2 – PATTERN AND BOTTLES



OUR BACKGROUND PATTERNS



Don't use the bottle on a background as a floating piece with no base plain or shadows.



Never use a plain green background as backdrop or any use of simple effects, such as drop shadows or outer glow etc. on the bottle.

DYNAMIC TOOLS

OUR ICONS & ILLUSTRATIONS

THIS IS WHERE WE DRAW THE LINE

Our **internal** icon illustration style is inspired by our Barreman. As you can see distinct lines and rounded, smooth edges define our icon's look and feel.



OUR ICONS & ILLUSTRATIONS: INTERNAL COMMUNICATIONS

INTERNAL ICONS

As well as familiar icons like our distillery, stills and barrels, we've included our new bottle and glasses into our new internal icons. We've even included some fresh actions and looks for our Barrelman.



ROLE OF THE BARRELMAN:

- DISCOVERY
- BRAND HOMES
- TASTEMAKERS & BARTENDERS

Our Barreman is not a consumer facing asset apart from appearing at our Brand Homes.

It's on our bottle as it's part of our story.
“We are all Barreldmen” is compelling and meaningful to our Tastemakers, but shouldn't be used as a branding device to consumers.



PACKAGING ICONS ONLY

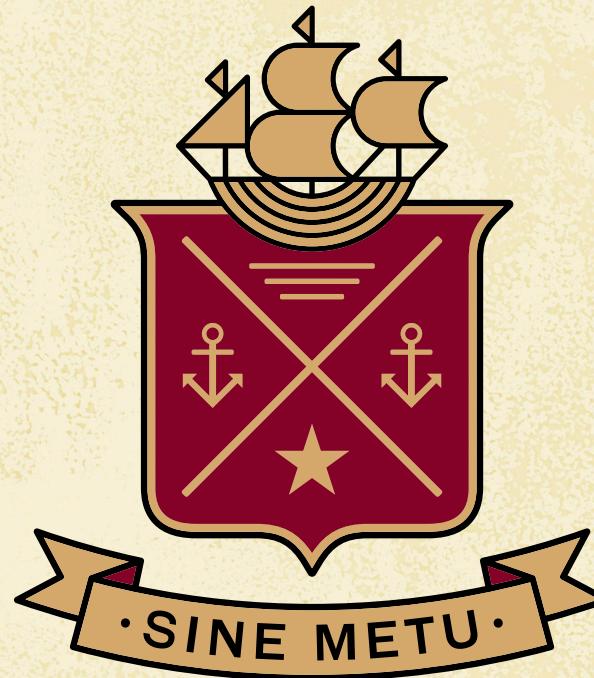
We've got lots of valued graphic elements but what is the role of each and where should they be used?

THE CREST is a sign of our heritage and tradition. It links everything back to our brand story and our family motto; Sine Metu.

THE SEAL is our stamp of authenticity whilst also calling out the family behind the Brand.

JOHN JAMESON'S SIGNATURE adds a personal touch and can increase authenticity when used in the right way.

The Crest, Seal and John Jameson's signature should only ever be seen on primary and secondary packaging.



CREST



SEAL

John Jameson Son

JOHN JAMESON SIGNATURE

OUR ICONS & ILLUSTRATIONS: PACKAGING

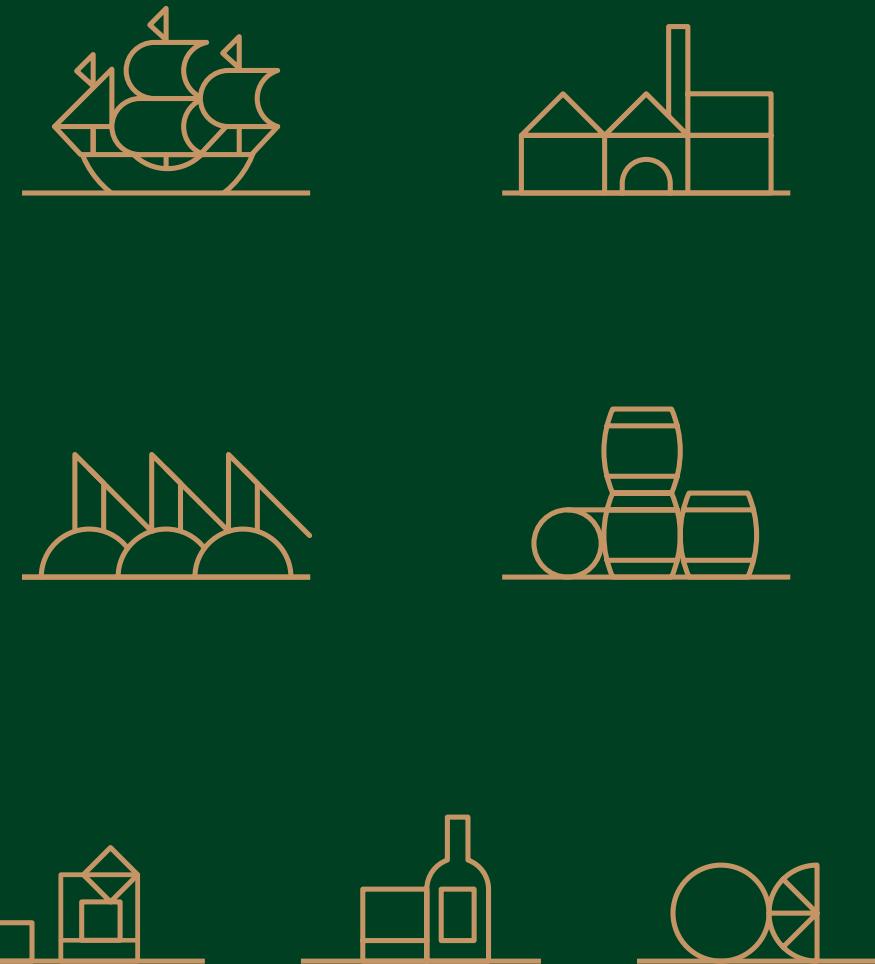
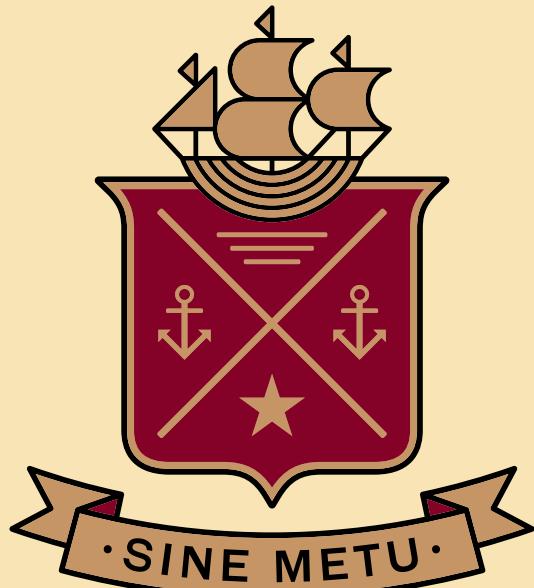
SECONDARY ICONS USED ON PACKAGING

The packaging icons are inspired by the geometrically based crest. The aim to achieve a geometric, pictogram style.

The icons are always made with lines, and are never filled in. However the line widths can be customised to match different design requirements.

DETAIL ALERT!

Please note: The lines in the icons have rounded corners and edges to resemble the lines in the crest. However, all baselines should have straight edges to match the lines on the labels.



OUR TONE OF VOICE & SONIC BRANDING



HOW WE SOUND

We taste like no other, so we should sound like no other.

Now for the important bit.
We have a great story to tell,
but as with our whiskey,
consistency is everything.



WE ARE:

**CONFIDENT
UNDERSTATED
WITTY
AUTHENTIC
FRIENDLY**

OUR TONE OF VOICE

SENSE CHECK

This is not the 3rd way.
This is the wrong way.



WE ARE NOT:

ARROGANT

Arrogance doesn't go down well in Ireland and we're no exception.

PUSHY

We craft a confident whiskey. We don't need to oversell.

FLIPPANT

We love a good laugh, but not when it comes to whiskey making.

EXCLUSIVE

We don't mind whether you drink your Jameson from a crystal tumbler or a jam jar, as long you enjoy it.

JUDGEMENTAL

Not our thing. If you've got a story to tell, just find a glass.

And remember, we make whiskey, not cheese.

INCLUSIVE & ACCESSIBLE

Inclusiveness is everything we stand for. We're approachable and always bringing something interesting to the table; never a closed circle.

Our whiskey is accessible, as is our personality, so our vocabulary should follow suit, with the odd clever reference or witty remark.



AUTHENTIC MODERN IRISH

Our Irishness is reflected in an easy-going, conversational tone that lacks pretence and has the occasional drop of humour.

What we write and say should reflect our Irish heritage, but it should never sound like it belongs on a tea towel in the souvenir shop at Dublin airport.



GENUINE & CONFIDENT

Our tone should strike a balance somewhere between a down-to-earth Midleton barrelman and a casual conversation with a friend.

We're a country with a proud literary history, however, no one should ever need a thesaurus when reading our copy. Think simple, understated and casual.



SUBTLE WIT

With subtle observations and clever turns of phrase, the words we use should garner the occasional smile from our consumers, whether they're reading the back of a bottle or an email. Never stand up or slapstick. Our humour is best served subtly. And if in doubt, let the whiskey speak for itself.



SONIC BRANDING

WHAT IS IT?

The Audio Identity of a Brand...

A sonic ID is a piece of music that captures the essence of your brand and **represents** it across multiple touchpoints from social media to TV and everything inbetween.

Just the sound alone is enough to create instant recall from the listener.



CLICK J SIGNIFIER TO PLAY

JAMESON'S SONIC ID

Our sonic ID is the sonic embodiment of Jameson in a concise audio signature.

It's a core brand asset that should be used whenever possible to prompt and strengthen brand recognition and awareness.

You can use the Jameson sonic ID to introduce audio touchpoints or you can combine it with an animated brand ID to expand its uses across audio-visual assets.

Jameson is one of the first spirit brands in the world to introduce a sonic ID to our brand guidelines.



CLICK TO PLAY

OVERARCHING SONIC PRINCIPLES:

MUSIC COMPOSITION

NATURALLY WARM
HARMONIOUS/
SMOOTH
CONTRASTING

SOUND DESIGN / SOUNDSCAPE

CONFIDENT
UNCONVENTIONAL
AUTHENTIC/HUMAN

THE JAMESON SONIC ID IS A CORE BRAND ASSET THAT SHOULD BE USED WHENEVER POSSIBLE TO PROMPT BRAND RECOGNITION AND STRENGTHEN MEMORY STRUCTURES AND AWARENESS.

DO:

- For best results, consider ideal integration of the sonic ID from project inception when developing other assets, not as an afterthought.
- Use the 4 second sonic ID in it's entirety where possible. A 2 second version is available for assets where this is difficult.
- It can be used at any point in audio visual content i.e. start middle or end, and you can use it as many times as you want.
- You can use the audio without the accompanying video e.g. for podcasts.
- If using the audio in isolation with no visual, you must always place the audio file after a contextual brand mention e.g. 'Welcome to the ABC Podcast, sponsored by Jameson Irish Whiskey (roll sonic id)'.

DON'T:

- Ideally, no other music should precede the Jameson sonic ID in a podcast or video, voice is ok though.
- The sonic ID should not be spoken over.
- **DO NOT** use any part of the sonic logo in a manner that doesn't align with the Pernod Ricard Commercial code of conduct i.e. don't associate it or the brand with offensive content.
- The sonic ID's context whether spoken word or musical should always be considered to avoid inappropriate brand associations or unfortunate juxtapositioning.
- Please don't use the sonic ID video without the audio.

RECAP...

JAMESON®

Primary Logo



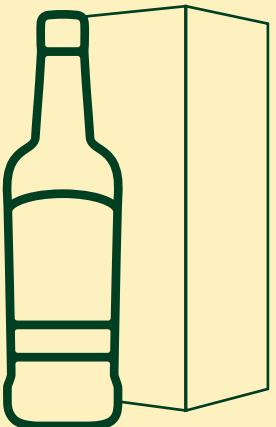
Brand Signifier

JJ2 BOLD
JJ2 BOOK
JJ2 LIGHT

Refined font JJ2

ICONS FOR PACKAGING ONLY

These icons should only be used on our bottle labels and outer packaging.



SEAL



CREST

FOR OUR BRAND HOMES & BARTENDERS

THE BARRELMAN



DYNAMIC TOOLS

OUR PHOTOGRAPHY

HOW WE LOOK

Our photographic style is real and honest. Every shot is a scene that tells part of a story.

We capture the instant, the light & energy of the moment. The light always shows the product at its best.

Bottles and serves should always be represented in the best light, atmosphere and essence.



OUR PHOTOGRAPHY



OUR PHOTOGRAPHY

LIFESTYLE & EVENTS

Our Bond & Connect moments should feel natural, warm and real.

Our bottle is always part of the story. You could even say it brings everyone together, or Widens The Circle!

The images you take can feature hands, with faces that are in the background, blurred or out of focus.

A glass blocking a smile is ok.
An arm crossing over another is fine.
If the atmosphere captured looks forced in any way, don't be afraid to start again. Authentic and honest is where you'll find us.







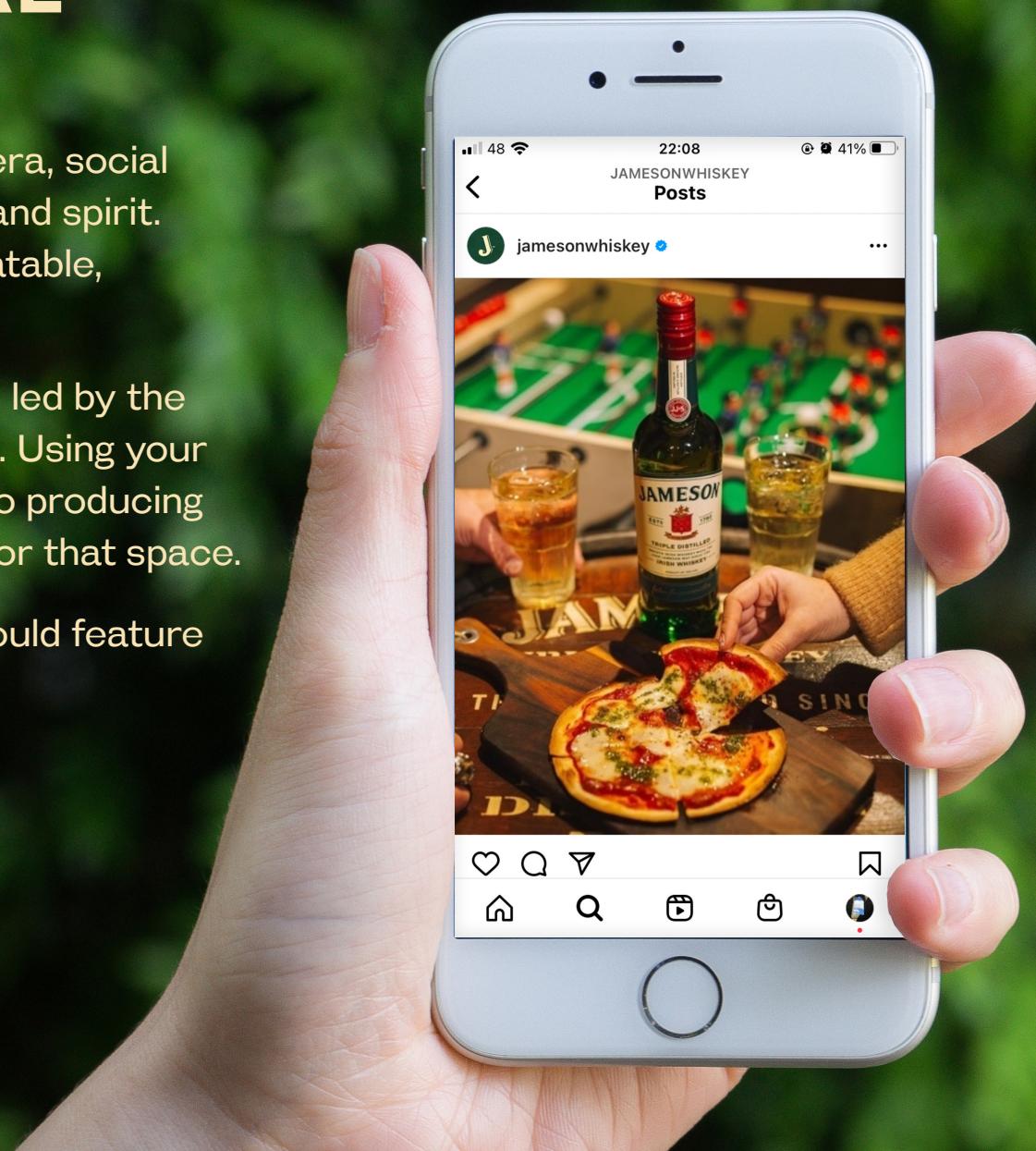
OUR SOCIAL & WEB GUIDELINES

OUR SOCIAL LENS

An extension of our camera, social is guided by our attitude and spirit. Nothing is forced, but relatable, real and authentic.

Our social photography is led by the channel you're working in. Using your channel strategy is vital to producing a visual that works best for that space.

Branding: the product should feature clearly.



ALL PHOTOGRAPHY AND VIDEO USED ON SOCIAL MUST BE FRESH, CRISP AND CLEAR; LIKE OUR DRINKS!

KEEPING IT SOCIAL ON SOCIAL

Use our distilled assets, TOV and distinct photographic style to keep our social posts consistent, fun and fresh.

Our posts showcase our bottles and serve living their best lives.

Pop culture is a huge part of our social presence. Feel free to reference this where appropriate and in the correct context.

USING OUR ICONS DYNAMICALLY IS BEST IN CLASS FOR SOCIAL



[CLICK TO PLAY](#)



[CLICK TO PLAY](#)



[CLICK TO PLAY](#)



[CLICK TO PLAY](#)

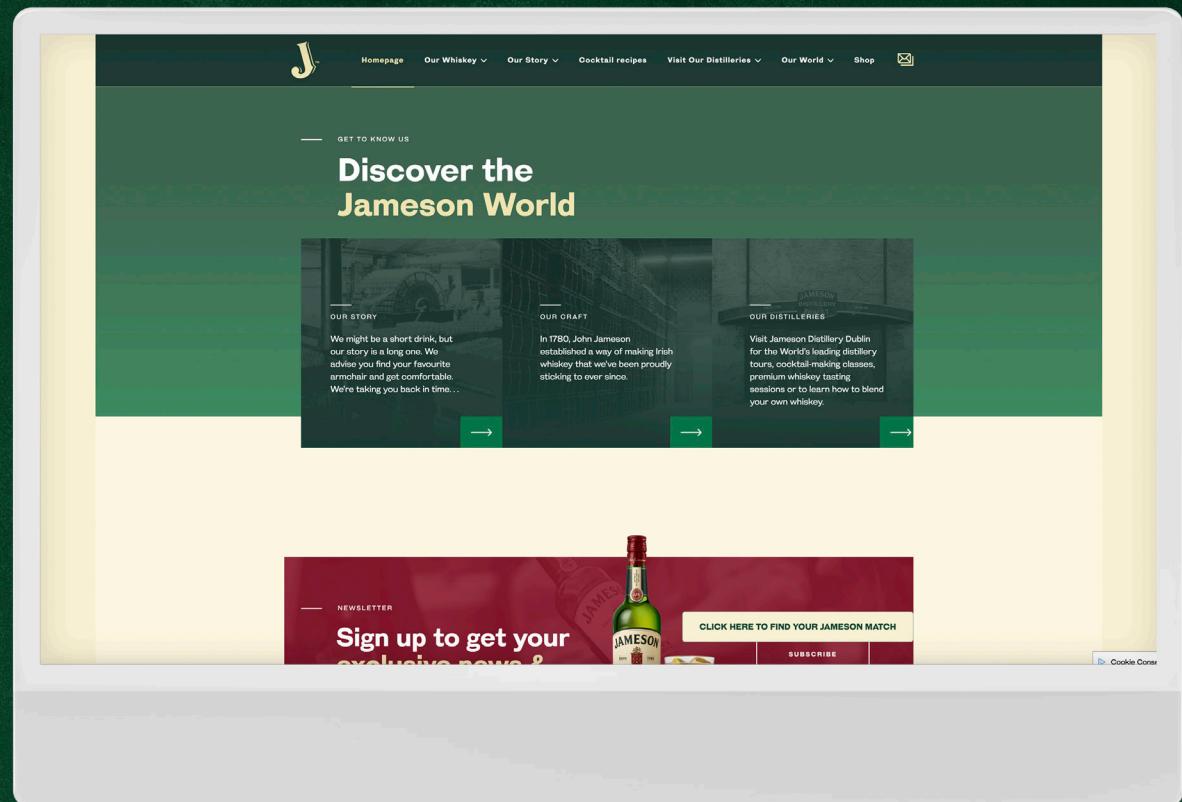
OUR SOCIAL & WEB GUIDELINES

Our website uses our core brand colours in a subtle layout, using overlays and specific imagery.

Branding and asset use are balanced for optimal UX.

PLEASE NOTE:

Detailed Web/Digital Guidelines will be available in teh coming weeks.



THANK YOU

ANY QUERIES PLEASE CONTACT:
GEORGINA.CHAPMAN-EXT@PERNOD-RICARD.COM

