JELLYCAT®
LONDON

Brand Book.

MARCH 2023

Objective.

The objective of this book is to formulate & harmonise design elements of the Jellycat brand to obtain a recognisable brand identity across all touchpoints.

Our Purpose.

To share joy.

Our Vision.

To become the most loved soft toy company in the world.

Our Pillars.

Playful
Luxurious
Loveable

The three pillars at the heart of the brand expression that should define all touchpoints.

Playful.

JOYFUL, CREATIVE, COLOURFUL, AMUSING

We are curious, open and unafraid to make mistakes or try new things. We look for the colour in life and thread it through each task. We play and tinker and forget to eat lunch. We throw out the rules, reimagine the ordinary and disrupt current design with newness at every opportunity.

We go to great lengths to do things differently,
always looking to offer the unexpected.

Luxurious.

ASPIRATIONAL, ATTENTION TO DETAIL, AUTHENTIC

Time is the greatest luxury of all – and we give ours generously to chase excellence. Our beautiful toys are the result of hundreds of decisions and thousands of conversations. We set ourselves apart by aiming to exceed expectations in every area; concept, design, materials, execution, communication and service.

Through diligence and perseverance, we strive to forge an iconic brand.

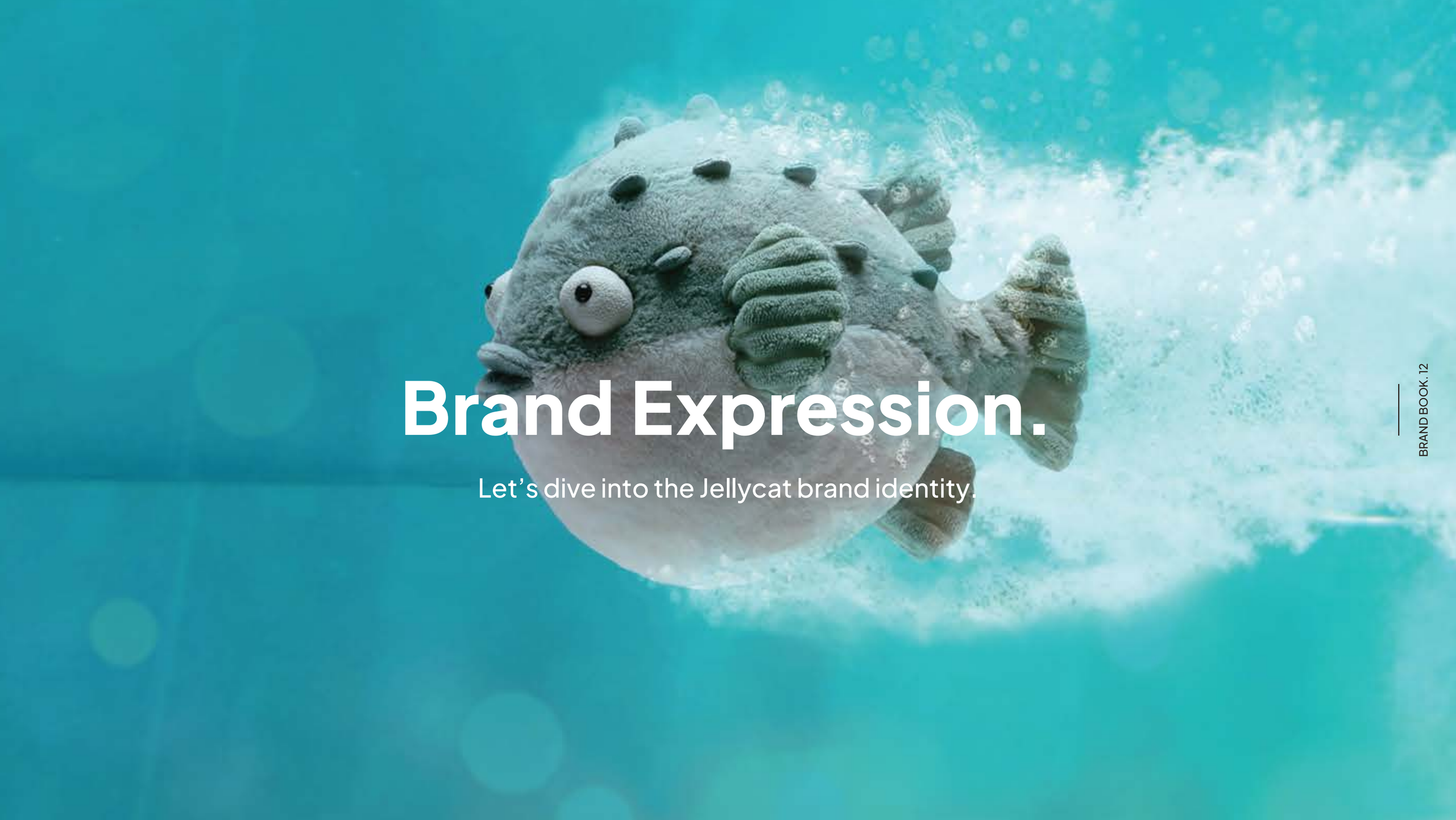
Loveable.

INDIVIDUAL, EMOTIVE, COMPANIONSHIP

Our noticeably gentle approach to design – delicate expressions, hues, textures and shapes – reflects our gentle approach to business. We strive to do things in a way that is thoughtful, generous, patient and full of heart.

For people of all ages, a Jellycat is far more than a toy. It is an endearing companion that can bring joy, humour and even sunshine on the cloudier days.

A Jellycat radiates warmth and attracts it in return.
We aim to do the same across all of our touchpoints.



Brand Expression.

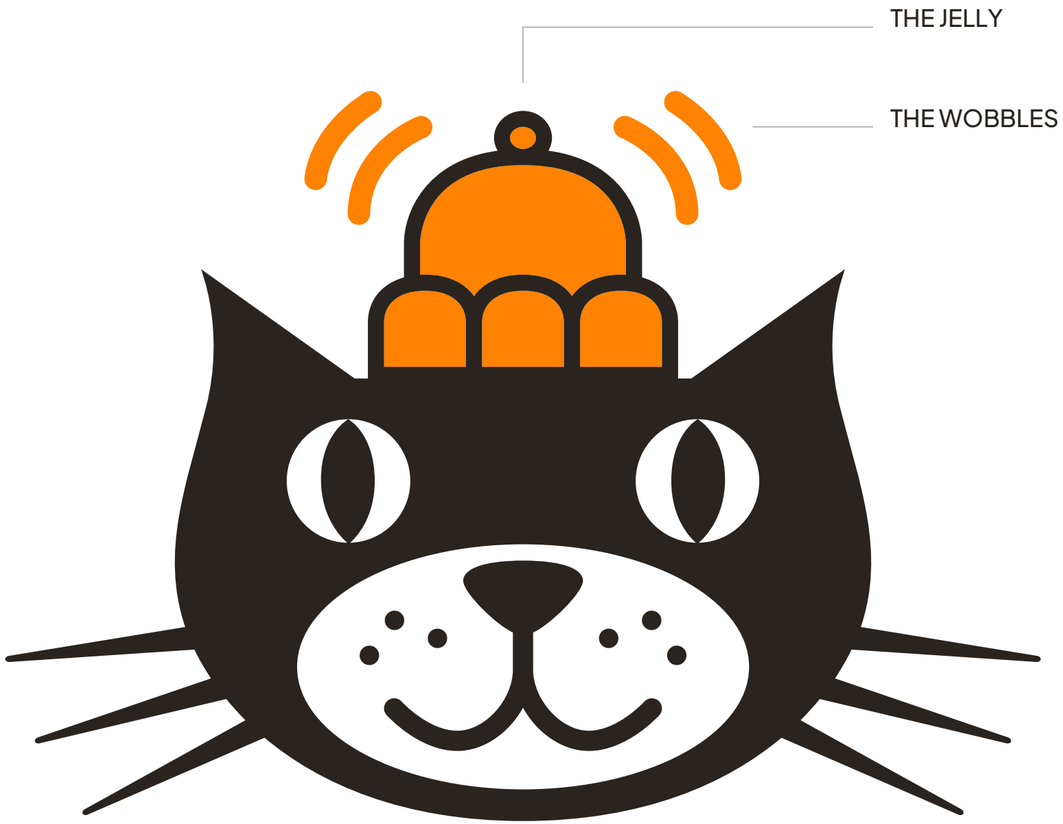
Let’s dive into the Jellycat brand identity.

Primary Markers.

To be used without restrictions!

The Jellycat.

The iconic brand asset.



The Original Logo.

The logo is Jellycat's leading brand asset. A small version of the Jellycat logo has been created when smaller than 15mm.

PROPORTIONS

<15MM

Logotype In Black.

Use the black version for application on blue and colour backgrounds.

Monotone Version.

Use the monotone version of the Jellycat logo when there is a need for a lighter colour impact,
and when printing specs do not allow multi-colour: cutout sticker, silk screen printing, hot stamping, debossing etc.

The White Version.

A white version of the Jellycat logo has been created for usage on a dark background.

Logotype In Gold.

Use the gold version for applications on luxe range. Gold is typically paired with white backgrounds/packaging.

Dissociation Rules.

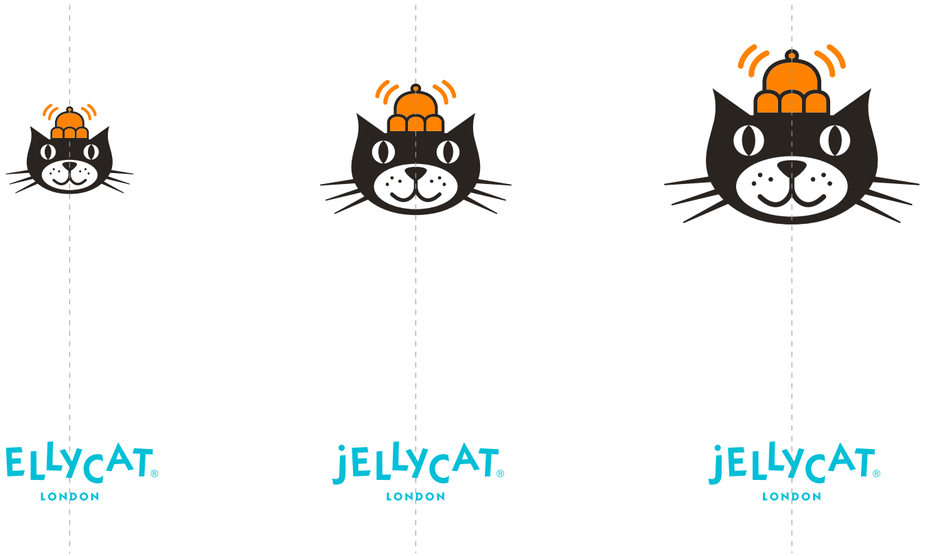
This flexibility allows for certain applications to have better brand visibility and a greater impact: packaging, print ads, brochure and leaflets, digital banners, etc. On a vertical plane the Jellycat logomark and the logotype should always be centrally aligned. The Jellycat always leads at the top or the left of the format.

JELLYCAT®
LONDON

JELLYCAT®
LONDON

Size Relationship.

When dissociated, different size relationships between the Jellycat logomark and the logotype have been defined to create a perfect balance within different types of formats.



REGULAR PROPORTIONS

JELLYCAT 150% BIGGER

JELLYCAT 200% BIGGER

REGULAR PROPORTIONS

JELLYCAT 90% SMALLER

Breathe.

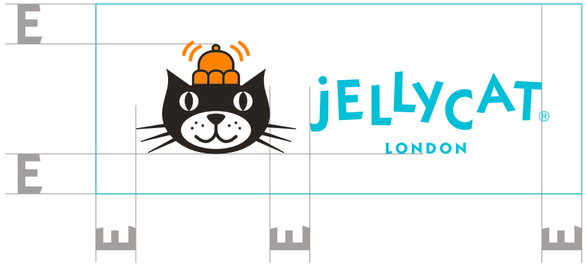
Exclusion zone rules must apply on all touchpoints. No logo, copy or design should enter in this area.

LOGO

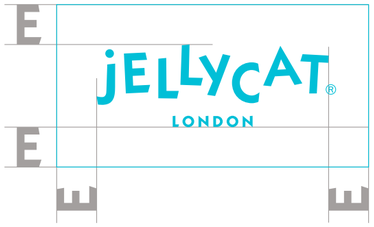
REGULAR
PROPORTIONS

LOGO
CIRCULAR FORM

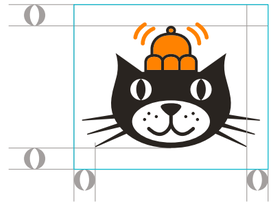
JELLYCAT
90% SMALLER

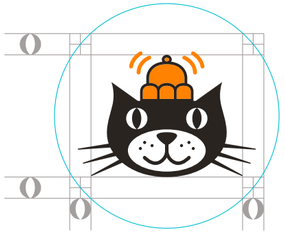


LOGOTYPE



LOGOMARK

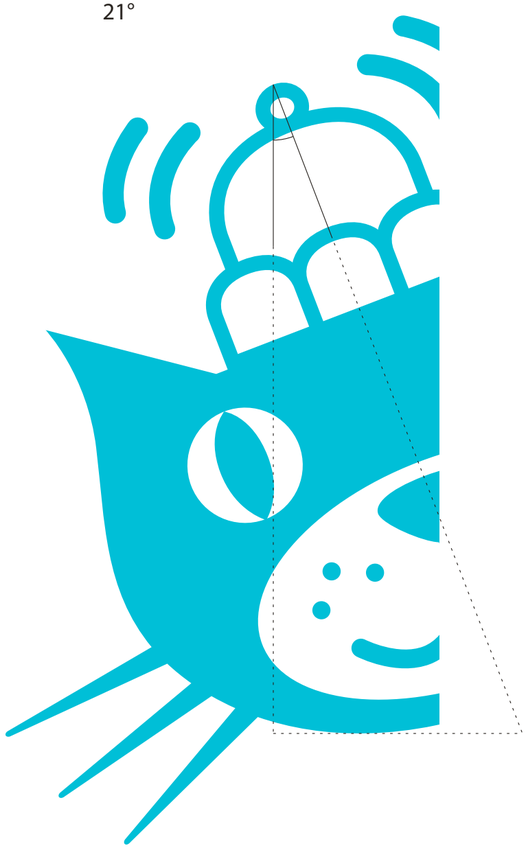




The Perfect Crop.

A perfectly angled crop at 21° of the Jellycat logomark for specific usages and/or collections.
This mark can be used facing both right and left.

21°



Family Logos.

The Jellycat family logos are alternatives for specific usages and/or collections.
These logos follow the main logo rules of usage.

Hum... No.

Do not alter the logo from its original format.

BLACK SHADOW

LONDON OR ® MISSING

COLOUR INTERPRETATION

INVERTED LOGO

COLOUR INTERPRETATION

NO EXCLUSION ZONE

Hum... No.

Do not alter the logo from its original format.

JELLY WITHOUT WOBBLES

SUB-BRAND CREATION

DISTORTING LOGO

CROPPING THE
JELLYCAT IN HALF

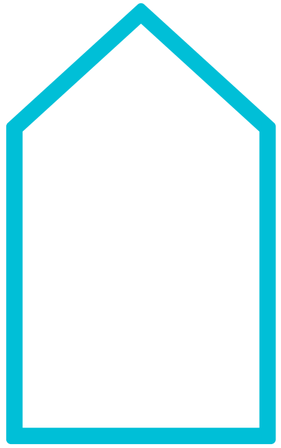
JELLYCAT LOGOMARK
MISSING

TURNING THE LOGO

SECONDARY MARKERS

Support the primary elements and enrich the Jellycat brand identity.

ABC



THE FONTS

THE COLOUR PALETTE

THE JELLYCAT HOUSE

The Jellycat Fonts.

Plus Jakarta Sans has been chosen specifically for the brand and it’s pairing for the Jellycat Logotype.

ABCDEF
GHIJKL
MNOPQ
RSTUVW
XYZ

Plus Jakarta Sans
Headlines / Extra Bold
Product name + Headlines

ABCDEF
GHIJKLM
ABCDEF
GHIJKLM
12345

Plus Jakarta Sans
Capital letters / Bold and Medium
Title + Chapter + Tagline

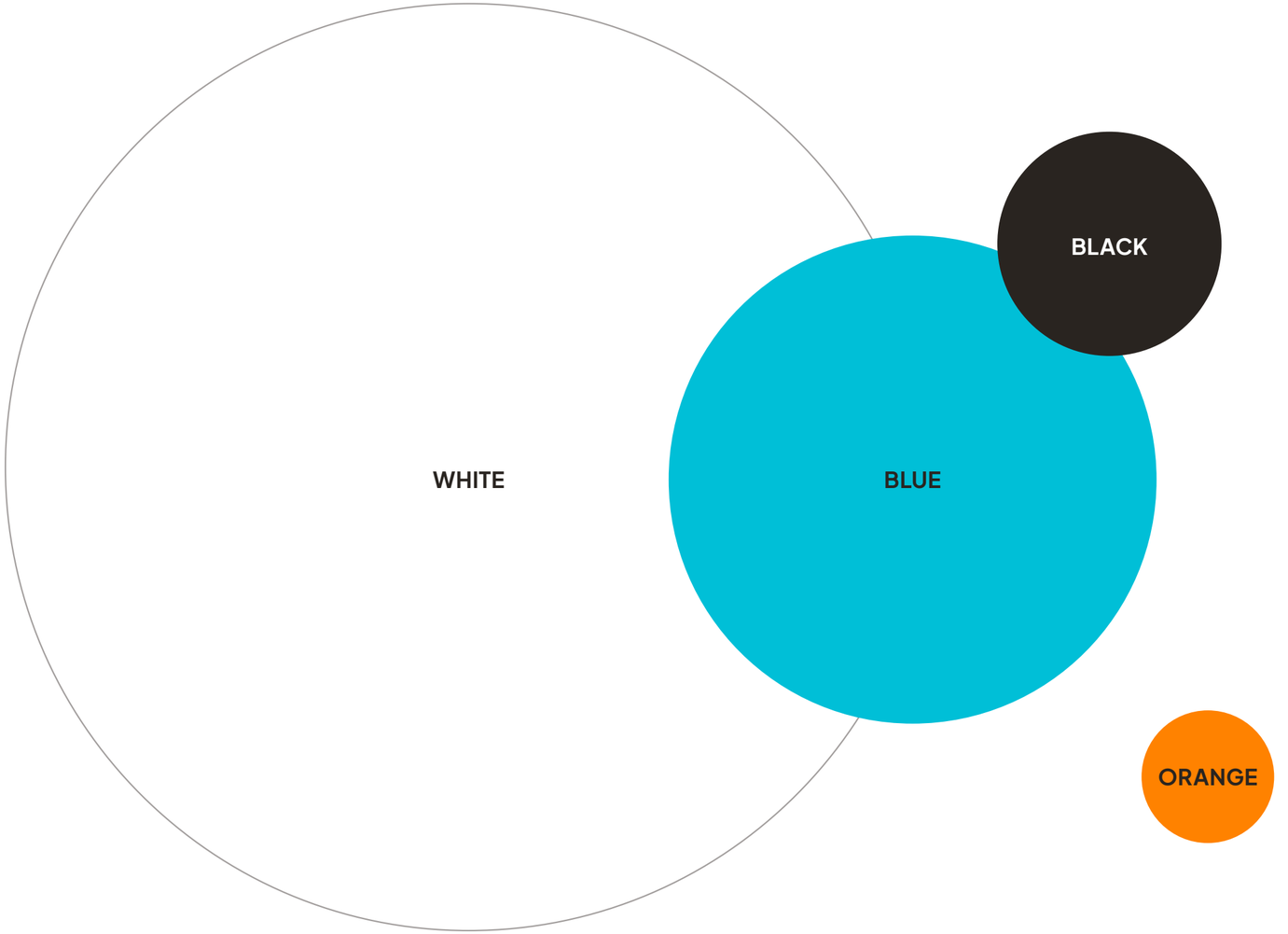
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Plus Jakarta Sans
Lower case / Medium and Light
Bodycopy + Legend

The Primary Colour Palette.

This colour palette sets the scene for Jellycat. These colours are the canvas for the brand, the perfect balance between playfulness and premiumness.

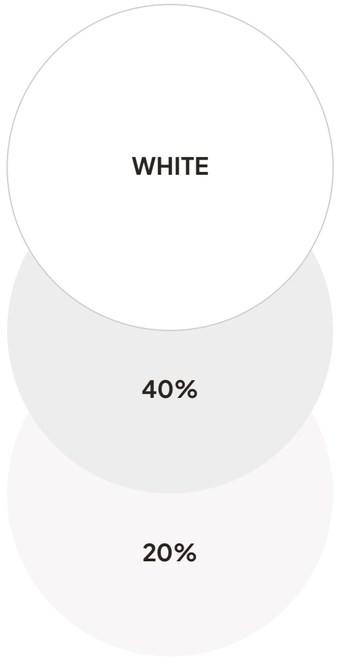


The Primary Colour Palette.

The primary colour palette defines the brand territory. No other variations of this palette are allowed.

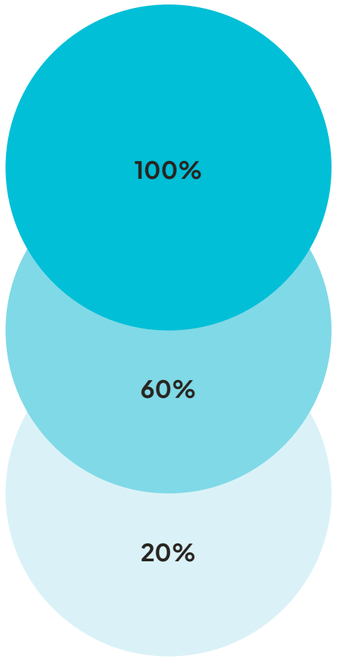
WHITE

OFF WHITE PANTONE: 427C
CMYK: 14,8,4,0 RGB: 208,212,227 HTML: D0D4E3



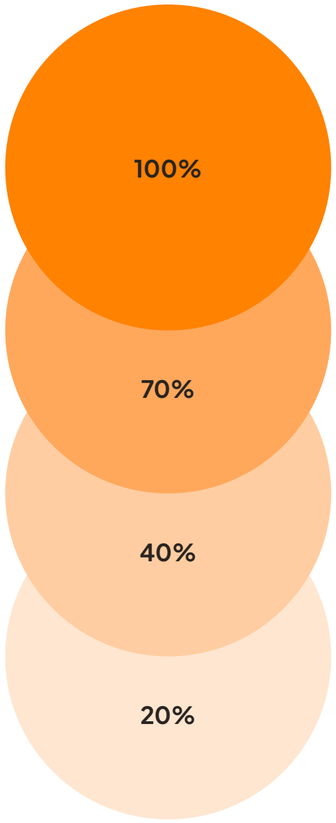
BLUE

PANTONE: 3115C
CMYK: 70,0,13,0 RGB: 0,194,222 HTML: 00C2DE



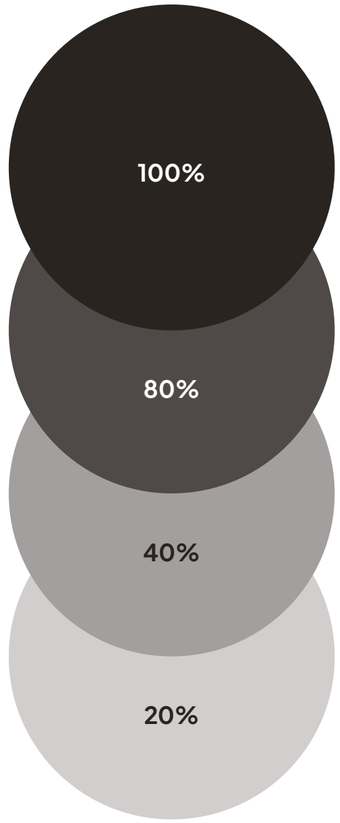
ORANGE

PANTONE: 151C
CMYK: 0,54,100,0 RGB: 255,130,4 HTML: FF8204



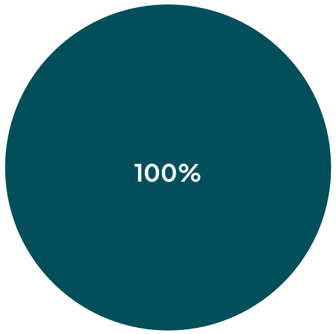
BLACK

PANTONE: PROCESS BLACK C
CMYK: 0,0,0,100 RGB: 44,42,41 HTML: 2C2A29



BLACK/GREY ALTERNATIVE

PANTONE: 3165C
CMYK: 100,0,29,64 RGB: 0,79,91 HTML: 004F5B



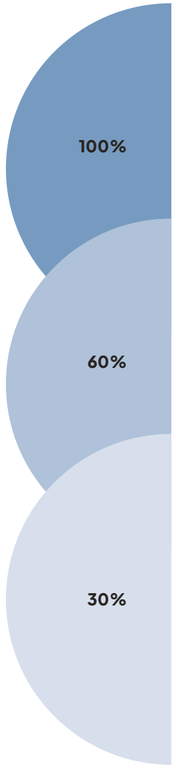
(TO BE USED ONLY
OVER 100% 3115C BLUE)

The Secondary Colour Palette.

A secondary colour palette has been created to define Jellycat product territories.
No colour variations other than the ones described below are allowed.

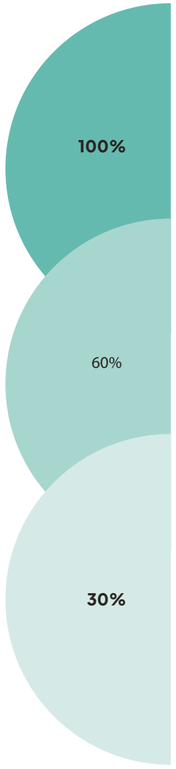
HUDDLES BLUE

PANTONE: 652C
CMYK: 52,27,0,1
RGB: 126,156,204
HTML: 7E9CCC



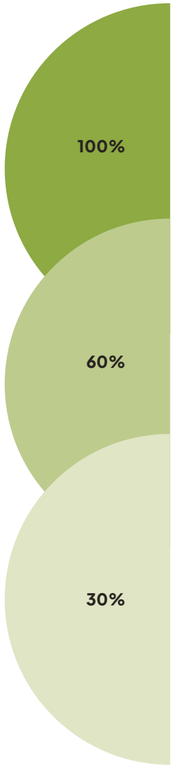
PACEY BLUE

PANTONE: 563C
CMYK: 58,0,31,0
RGB: 106,188,182
HTML: 6ABCB6



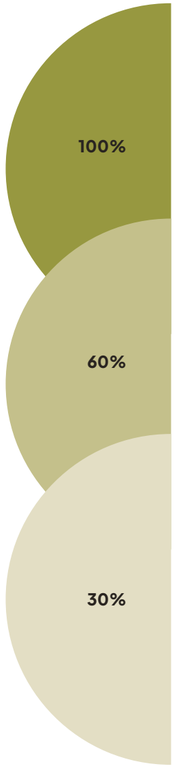
RICKY GREEN

PANTONE: 4212C
CMYK: 48,2,88,9
RGB: 134,173,69
HTML: 86AD45



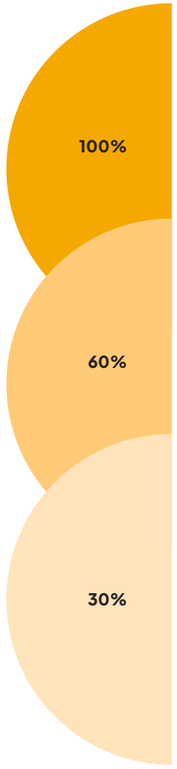
WRIGGIDIG LIME

PANTONE: 7495C
CMYK: 33,10,83,21
RGB: 144,155,68
HTML: 909B44



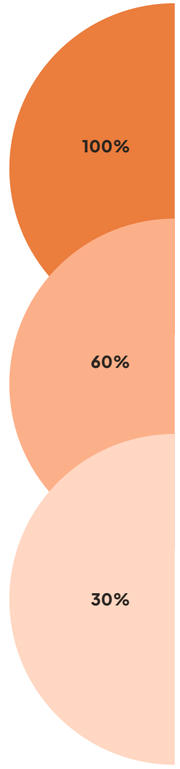
BERTA YELLOW

PANTONE: 124C
CMYK: 0,29,100,1
RGB: 234,171,0
HTML: EAAB00



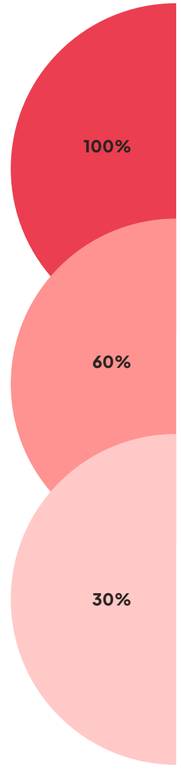
CLEMENTINE ORANGE

PANTONE: 7577C
CMYK: 0,57,81,1
RGB: 223,125,66
HTML: DF7D42



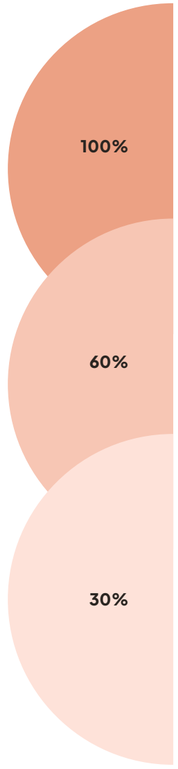
CERISE PINK

PANTONE: 710C
CMYK: 0,88,58,0
RGB: 224,62,87
HTML: E03E57



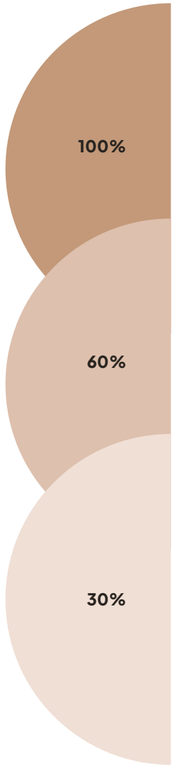
ODELL PINK

PANTONE: 2438C
CMYK: 1,39,40,1
RGB: 228,162,142
HTML: E4A28E



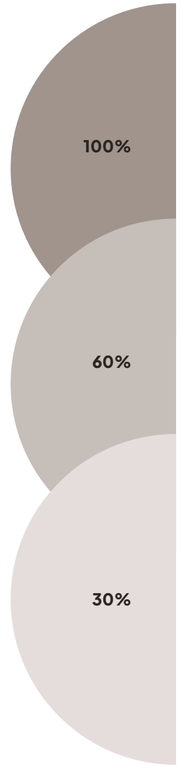
BASHFUL BEIGE

PANTONE: 2316C
CMYK: 16,33,46,8
RGB: 189,154,130
HTML: BD9A82



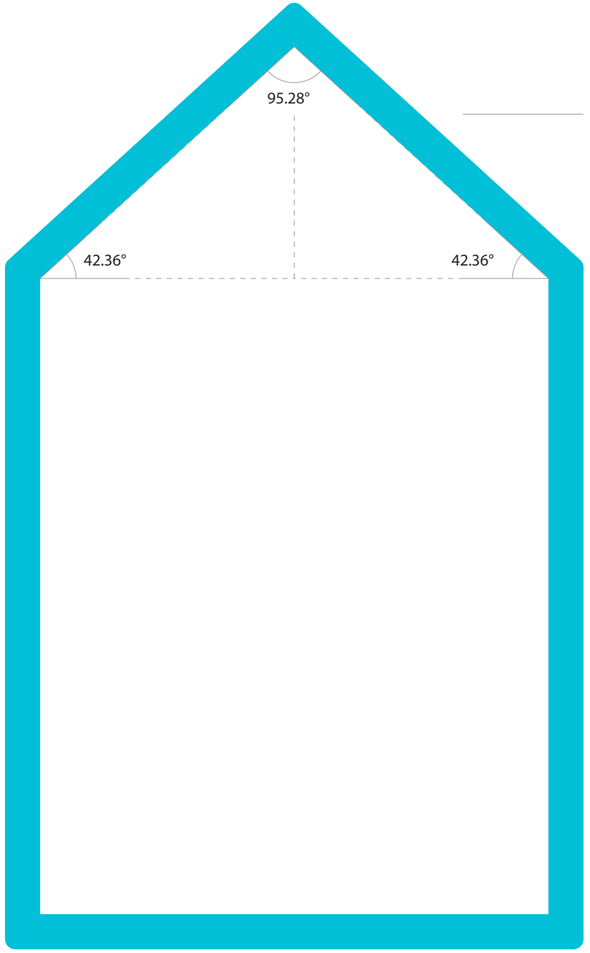
PERCY GREY

PANTONE: 402C
CMYK: 34,30,33,8
RGB: 157,151,149
HTML: 9D9795



The Jellycat House.

It gives a home to the Jellycat. This shape should be used mainly for hang tags and signs.
The Jellycat House must always apply the same degree° rules below, but may be adjusted in length for certain applications.

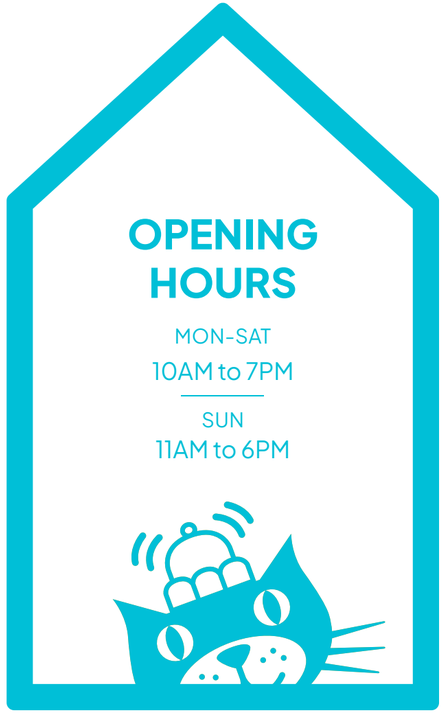


HOUSE OUTLINE

To be scaled proportionately
when being used across applications.

JELLYCAT HOUSE

HANG TAG



DOOR STICKER

Let’s Play.

Examples of brand execution across various assets.

Gifting.

These examples are for inspiration only and should not be used as finalised designs.

Retail.

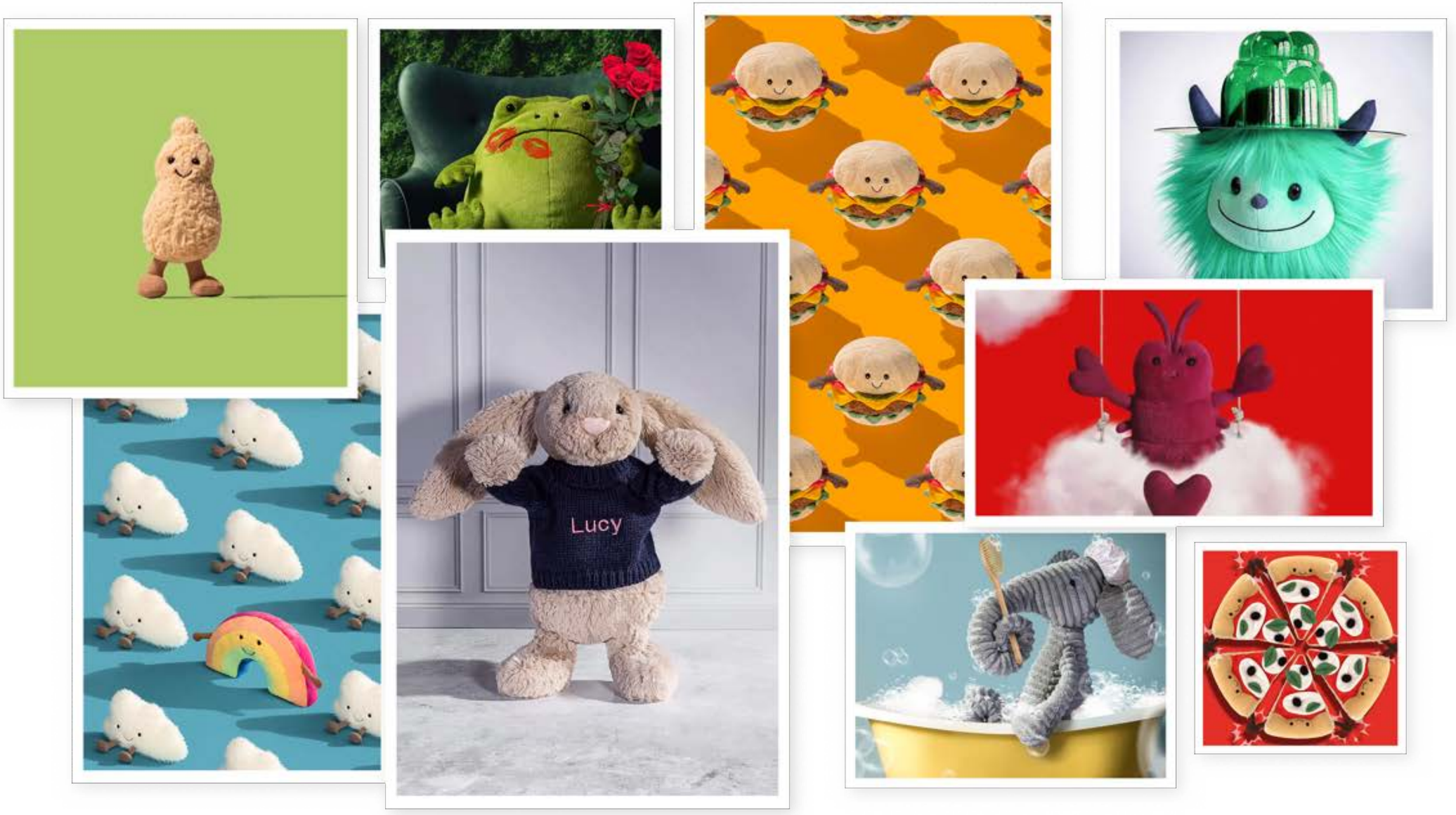
These examples are for inspiration only and should not be used as finalised designs.

Retail.

These examples are for inspiration only and should not be used as finalised designs.

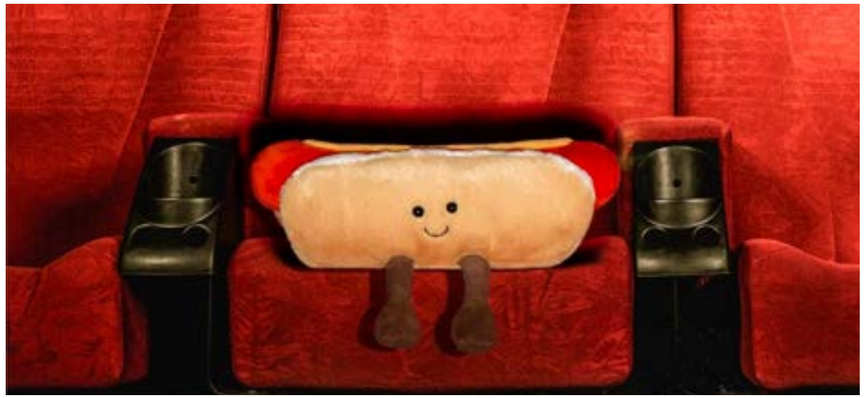
Creative Imagery.

These examples are for inspiration only and should not be used as finalised designs.



Creative Imagery.

These examples are for inspiration only and should not be used as finalised designs.



JELLYCAT®
LONDON

Thank You.

MARCH 2023