

BRAND IDENTITY GUIDELINES
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RIVERVIEW JAZZ
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Brand Foundations

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RIVERVIEW JAZZ

“We believe in throwing a damn good party for the people, but a party with some of the best musicians you’ll ever hear.”

-Bryan Beninghove
Executive Director



About Riverview Jazz

Riverview Jazz is a Jersey City-based nonprofit producing year-round world-class straight-ahead jazz and Latin jazz events, bringing the community together through music, including the Jersey City Jazz Festival.

Throughout the year, Riverview Jazz presents concerts, educational programs, and special events across Jersey City. The organization is committed to building a self-sustaining audience for the arts while making high-quality jazz accessible to everyone through performances in both traditional and non-traditional spaces.

Our Tagline

Powered by the Community. Funded by the People.

Brand Personality

Welcoming · Community-driven · Authentic
Inclusive · World-class, never pretentious
Creative · **Jersey City**

Design Philosophy

The Jersey City Jazz Festival identity is rooted in Bauhaus and modernist design principles, where bold typography, geometric form, and clean design create a timeless visual identity.

These principles guide every design decision, from posters and social media to stage graphics, merchandise, signage, and digital experiences.

Each year's campaign will introduce a new creative theme, but these principles keep the festival recognizable from one year to the next.

Whatever you design, write, or create, use these principles as your guide. They help maintain a consistent identity while leaving room for creativity and fresh ideas.

Modernist

The Jersey City Jazz Festival identity draws inspiration from the Bauhaus movement, embracing the belief that form and function should work together. Bold typography, geometric composition, and visual restraint create a system that feels contemporary, confident, and built to endure.

Bold

The festival belongs on city streets, waterfront stages, and large-scale environments. Strong typography, confident composition, and intentional use of contrast create a visual presence that is instantly recognizable.

Inclusive

Jazz is for everyone. The brand should feel approachable, inclusive, and community-driven while celebrating artists of every generation and audiences of every background. The visual identity should feel sophisticated yet welcoming, reflecting the diverse cultural spirit of Jersey City and the universal language of jazz.

Dynamic

Jazz is rooted in improvisation and constant evolution. While the festival logo remains consistent, annual campaign artwork and supporting graphics are encouraged to evolve, creating fresh visual stories each season without losing the integrity of the core brand.

Brand Essence

The Jersey City Jazz Festival is more than a music festival - it is a celebration of creativity, community, and world-class jazz.

Each year's campaign introduces a unique visual theme while maintaining a recognizable identity through bold typography, contemporary design, and a spirit of artistic exploration. From posters and merchandise to stage graphics and digital experiences, every design should feel unmistakably Jersey City Jazz Festival.





Brand Personality

- Bold
- Creative
- Sophisticated
- Inclusive
- Energetic
- Timeless









JERSEY CITY
JAZZ
FESTIVAL
straight-ahead • latin + beyond



















Logo

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JERSEY CITY JAZZ FESTIVAL

straight-ahead • latin + beyond



kathy cacicedo

Primary Logo

The preferred logo for all standard applications.

The Jersey City Jazz Festival logo was designed as a single, unified mark. It combines the festival name and tagline into one bold, recognizable identity that is intended to be used consistently across all applications. From digital media to large-scale environmental graphics, the logo should always appear as a complete lockup.

Use for:
- Print
- Digital
- Signage
- Environmental Graphics
- Anywhere the logo can be reproduced at a readable size

The primary logo, including the tagline, should be used whenever possible. It is the preferred representation of the Jersey City Jazz Festival identity.



Small Format Logo

The Small Format Logo removes the tagline for applications where reproduction size makes it unreadable. Use this version only for embroidery, hats, promotional items, and other small-scale applications.





↗

The primary logo, including the tagline, should be used whenever possible. It is the preferred representation of the Jersey City Jazz Festival identity.

Logo Clearspace

Maintain a minimum clearspace of X on all sides of the logo to preserve its legibility and visual impact. No text, graphics, or other visual elements should enter this protected area.

X equals the height of the “ERSEY CITY” letterforms. This represents the minimum protected area. Additional space is encouraged whenever possible.



Logo Color Usage

The Jersey City Jazz Festival logo is available in a limited set of approved color variations to ensure consistency, legibility, and strong brand recognition across all applications. Always use the version that best suits the application and provides the greatest contrast with its background. Do not alter the approved color combinations or recreate the logo using unapproved colors.

Tagline Color

The tagline is an integral component of the logo system. Its color is fixed and may not be changed independently of the approved logo artwork. Do not recolor the tagline or assign it a separate brand color.

Use only the approved logo files supplied in this guide. Do not recreate, recolor, rearrange, or modify individual logo elements.

↓ Gold/White HERO (for dark backgrounds)

The Gold/White logo is the primary version of the Jersey City Jazz Festival identity. It is reserved for stage graphics, event branding, key promotional materials, and other high-visibility applications.









Use only on black or other dark backgrounds where the gold maintains maximum contrast and visual impact. On photography, ensure sufficient contrast for legibility. **Do not use the Gold/White logo on light backgrounds.**

↓ Blue/Grey logo

The Blue/Grey logo was created as a more modern version of the festival identity. Use it for digital communications, presentations, merchandise, social media, and other promotional materials.





Use the Blue/Grey logo whenever a contemporary branded expression is appropriate. Use only the official brand colors. Do not substitute alternate blues or greys.

↓ Black/Grey logo (utility version)

The Black/Grey logo is a utility version intended for applications where full color reproduction is unavailable or where maximum legibility is required. Use this version for documents, forms, sponsorship materials, newspaper advertising, black-and-white printing, and other practical applications. Whenever color reproduction is available, the Hero or Blue/Grey versions are preferred.





Incorrect Color Usage

Even approved logo versions can lose their impact when used incorrectly. The examples on this page illustrate common applications to avoid. If adequate contrast cannot be achieved, select a different approved logo version or adjust the background rather than modifying the logo itself.

When in doubt, choose another approved logo version rather than placing a logo where contrast or legibility is compromised.

→

The HERO logo

Avoid low contrast



Avoid light busy backgrounds



Do not use on light backgrounds



Do not substitute brand



Avoid placing over the focal subject- avoid light backgrounds



Avoid similar colors



→

The blue logo

Avoid low contrast



Avoid similar colors



Do not alter approved logo



→

The black logo

Avoid low contrast



Avoid low contrast



Choose the correct logo version



Scaling Limitations

To preserve legibility, do not reproduce the logo below the recommended minimum sizes. If the tagline becomes unreadable, use the approved logo without the tagline

Print
- Full logo with tagline - 48 mm wide
- Full logo without tagline - 32 mm wide

Digital
- Full logo with tagline -180 px wide
- Full logo without tagline - 120 px wide

Always use your best judgment when scaling. The minimum sizes shown ensure the logo remains clear and legible across all applications.

↓ **Full Logo with Tagline**
Minimum size



48 mm (1.89”) wide (print)

180 px wide (digital)

↓ **Logo without Tagline**
Minimum size



32 mm (1.26”) wide (print)

120 px wide (digital)

When the tagline becomes difficult to read, switch to the approved logo without the tagline rather than scaling the full logo smaller.



Logo Misuse

Consistent use of the logo strengthens brand recognition and ensures visual consistency across all applications. Never alter, redraw, recreate, or modify the approved logo artwork. Always use the official logo files supplied by Jersey City Jazz Festival.

Alternative color treatments may be developed for merchandise, campaigns, or special applications only with approval from Jersey City Jazz Festival.

When in doubt, contact Jersey City Jazz Festival before creating new logo treatments or variations.

Don't distort or stretch the logo in any way



Don't rearrange the logo elements



Don't add effects



Don't rotate the logo



Don't use unapproved color variations



Don't recreate or typeset the logo



Color

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Core Brand Color Palette

This is our full color palette. To help achieve greater brand recognition it is important that our color palette is applied consistently. Only use the following color values in branded materials.

Production-specific color adjustments may be necessary for certain materials or printing methods (such as large-format graphics, fabric, or specialty substrates) and should be approved prior to production.

HERO GOLD

PANTONE 124C
C-0 **M**-29 **Y**-100 **K**-1
R-234 **G**-171 B-0
#EAAB00

WHITE

C-0 **M**-0 **Y**-0 **K**-0
R-255 G-255 B-255
#FFFFFF

PRIMARY BLUE-
DARK BACKGROUNDS

PANTONE 2194C
C-95 **M**-25 **Y**-0 **K**-0
R-0 **G**-135 **B**-220
#0087DC

WARM GREY K25
C-22 **M**-16 **Y**-16 **K**-0
R-199 **G**-200 **B**-202
#C7C8CA

COMPANION NEUTRAL FOR PANTONE 2194C. SUITABLE FOR BOTH LIGHT AND DARK

PRIMARY BLUE-
LIGHT BACKGROUNDS

PANTONE 3005C
C-100 **M**-35 **Y**-0 **K**-2
R-0 **G**-119 **B**-205
#0077CD

BLACK

C-0 **M**-0 **Y**-0 **K**-100
R-0 **G**-0 **B**-0
#000000



Tints of Core Brand Colors

Use tints for large background areas, charts, infographics, presentation decks, editorial layouts and layered graphic elements. Avoid using tints for primary headlines.



Hero Gold (Pantone 124C)

100% 80% 60% 40% 20% 10%



Primary Blue (Pantone 2194C)

100% 80% 60% 40% 20% 10%



Primary Blue (Pantone 3005C)

100% 80% 60% 40% 20% 10%

Suporting Color Palette

These colors complement the Core Brand Color Palette and are intended for publications, presentations, social media, sponsor materials and general communications. They help create a cohesive look and feel across all festival graphics.

Use these colors to add flexibility, visual interest and hierarchy to keep the brand consistent. They should support, not replace, the Core Brand Palette.

Supporting Brand Colors

Use for headlines, subheads, key text and graphic elements.

PANTONE 2955C
EDITORIAL NAVY
C-100 **M**-52 **Y**-0 **K**-58
R-0 **G**-57 **B**-104
#003968
Primary headlines, key text, graphic elements

PANTONE 541C
SECONDARY BLUE
C-100 **M**-61 **Y**-0 **K**-43
R-0 **G**-61 **B**-120
#003D78
Subheads, charts, icons, secondary text

PANTONE 2695C
HIGHLIGHT PURPLE
C-89 **M**-100 **Y**-0 **K**-58
R-46 **G**-26 **B**-74
#2E1A4A
Use sparingly for highlights, callouts and special materials

Supporting colors may be screened for subtle background applications, overlays, and graphic elements. Use lighter tints to support content rather than compete with the Core Brand Palette.



Neutral Supporting Brand Colors

Use for backgrounds, text, rules and supporting elements.

PANTONE 7401C
WARM CREAM
C-0 **M**-4 **Y**-38 **K**-0
R-245 **G**-225 **B**-173
#F5E1AD
Backgrounds, panels, large areas

PANTONE WARM GREY 2C
LIGHT GREY
C-16 **M**-15 **Y**-16 **K**-0
R-203 **G**-197 **B**-199
#CBC5C7
Backgrounds, tables, dividers

PANTONE WARM GREY 6C
MID GREY
C-31 **M**-29 **Y**-30 **K**-6
R-166 **G**-157 **B**-156
#A69D9C
Text boxes, infographics, icons

PANTONE COOL GREY 7C
DARK GREY
C-38 **M**-29 **Y**-24 **K**-5
R-152 **G**-154 **B**-165
#989AA5
Secondary text, icons, rules

PANTONE COOL GREY 11C
CHARCOAL
C-63 **M**-52 **Y**-44 **K**-33
R-84 **G**-88 **B**-96
#545860
Text, headlines (alt to black). structure

Accent Color System

Accent colors provide warmth, energy and flexibility within the visual system. They are intended to complement the Core Brand Color Palette and should be used selectively to create emphasis, support editorial storytelling and reinforce the festival's personality.

Accent colors may be used for headlines, callouts and featured messaging when emphasis is desired. They should remain secondary to the Core Brand Palette and should not become the dominant color language across a publication or campaign.

Accent Color Guidelines

- Accent colors may be screened into lighter tints for backgrounds and graphic elements.
- Accent colors may be used independently or combined sparingly within editorial layouts and campaign graphics.
- Accent colors should complement, not compete with, the Core Brand Palette.
- Hero Gold and Festival Blue should remain the primary visual identifiers.

Organic Accent

Use sparingly to introduce warmth, community and natural character.

PANTONE 5777C
OLIVE GREEN
C-40 **M**-0 **Y**-100 **K**-11
R-143 **G**-173 **B**-26
#8FAD1A

This color can be used in select materials when a more natural or organic tone is appropriate. It should complement the brand and not become a primary color.

Energy Accent

Use sparingly for featured moments, celebrations, calls-to-action and high-energy communications.

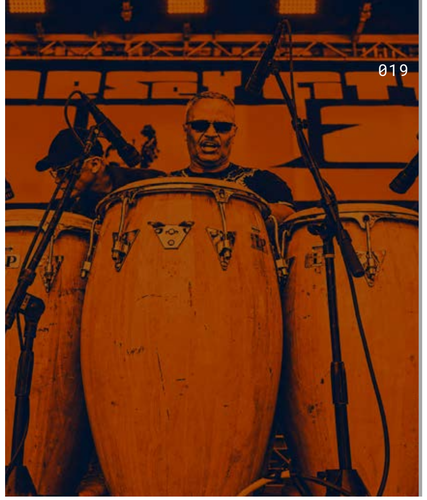
PANTONE 2019C
BURNT ORANGE
C-40 **M**-62 **Y**-100 **K**-2
R-215 **G**-107 **B**-0
#D76B00

This color can be used in select materials when additional warmth, energy, or emphasis is appropriate. It should complement the brand and not become a primary color.





↗ **Tinted Accent Overlay**
Accent colors may be screened into lighter tints for backgrounds, overlays and graphic elements



↗ **Single Accent Color**
A single accent color can carry an entire design, creating high impact and energy

↘ **Headline Emphasis**
Accent colors may be used for headlines and callouts when emphasis is desired.



← **Combined Accent Palette**
Accent colors may be combined sparingly within layouts and campaign graphics when each serves a distinct purpose



HERO GOLD • ORGANIC ACCENT • HIGHLIGHT PURPLE • BURNT ORANGE

Environmental Signage Palette: Community Zone

The Environmental Signage Palette supports permanent festival structures and recurring environmental graphics. These colors are intended for multi-year use across installations such as the Pier Entrance Truss, Community Zone, stage architecture, and other reusable festival elements. They complement, but do not replace, the Core Brand Color Palette.

Environmental colors may be used independently to identify festival zones, but should not replace the primary Riverview Jazz or Jersey City Jazz Festival brand colors in logos or core brand communications.

Production Notes:
Environmental colors shown here were selected and refined through large-format vinyl print testing. Minor color variation may occur across printers, substrates, and production methods.

COMM ZONE PURPLE
PANTONE 2695C

R-46 **G**-26 **B**-74
C-89 **M**-100 **Y**-0 **K**-58
#2E1A4A

Current Application:
- Community zone vinyl banner

Also used on
- VIP Feather Flag

DO NOT USE THIS COLOR ON A BLACK BACKGROUND

COMM ZONE BLUE
PANTONE 7713C

R-0 **G**-125 **B**-143
C-100 **M**-0 **Y**-29 **K**-24
#007D8F

Current Application:
- Community zone vinyl banner

COMM ZONE RED
(process color)

R-221 **G**-65 **B**-88
C-7 **M**-90 **Y**-83 **K**-1
#dd413A

Current Application:
- Community zone vinyl banner graphics & headline

COMM ZONE GRADIENT OLIVE
(process gradient)

START:
R-106 **G**-123 **B**-52
C-60 **M**-35 **Y**-100 **K**-17
#6a7b34

END:
R-184 **G**-181 **B**-51
C-32 **M**-19 **Y**-100 **K**-0
#b8b533

Environmental gradient used for Community Zone graphics and large-format environmental applications. Do not convert to a spot color.

Current Application:
- Community zone vinyl banner

COMM ZONE GOLD
(process color)

R-244 **G**-171 **B**-28
C-2 **M**-36 **Y**-100 **K**-0
#f4ab1c

Current Application:
- Community zone vinyl banner

COMM ZONE CREAM
PANTONE 7401C

R-245 **G**-225 **B**-173
C-0 **M**-4 **Y**-38 **K**-0
#F5E1AD

Current Application:
- Community zone vinyl banner

COMM ZONE SUPPORTING PURPLE
(process color)

R-98 **G**-88 **B**-145
C-72 **M**-73 **Y**-16 **K**-2
#625891

Current Application:
- Community zone banner headline

This palette is intended for permanent and recurring festival environmental installations, including:
festival signage • wayfinding signage • large-format graphics • vinyl banners

Use these colors as a coordinated palette. Do not mix with other environmental or event-specific color palettes unless intentionally approved for a specific application.



Environmental Signage Palette: Pier Truss

Application
This palette is used for Pier Truss environmental graphics.

Colors shown here are intended to be used together as a coordinated system.

Production Notes:
Environmental colors shown here were selected and refined through large-format vinyl print testing. Minor color variation may occur across printers, substrates, and production methods.

For large-format vinyl printing, use the approved Rich Black build rather than 100% K black to achieve a deeper, more consistent black. Refer to the CMYK values below.
C-60 M-60 Y-60 K-100

COMM ZONE GOLD
(process color)

R-244 **G**-171 **B**-28
C-2 **M**-36 **Y**-100 **K**-0
#f4ab1c

Current Application:
• Pier Truss Vinyl banner

COMM ZONE
SUPPORTING PURPLE
(process color)

R-98 **G**-88 **B**-145
C-72 **M**-73 **Y**-16 **K**-2
#625891

Current Application:
• Pier Truss vinyl banner

PIER BLUE
(process color)
R-9 **G**-134 **B**-166
C-84 **M**-34 **Y**-25 **K**-1
#0986a6

Current Application:
• Pier Truss vinyl banner

PIER RED
(process color)

R-238 **G**-54 **B**-36
C-0 **M**-94 **Y**-100 **K**-0
#ee3624

Current Application:
• Pier Truss

COOL GREY 9C
RECORD LINES

R-99 **G**-95 **B**-105
C-30 **M**-22 **Y**-17 **K**-57
#5f6369

Current Application:
• Pier Truss accents (alternating record lines)

COOL GREY 10C
RECORD LINES

R-76 **G**-80 **B**-88
C-37 **M**-28 **Y**-20 **K**-65
#4c5058

Current Application:
• Pier Truss accents (alternating record lines)

Use these colors as a coordinated palette. Do not mix with other environmental palettes unless approved for the specific application.



Environmental Signage Palette: VIP Flags

Application
This palette is used for VIP Flag environmental graphics.

Colors shown here are intended to be used together as a coordinated system.

Production Notes: Environmental colors shown here were selected and refined through large-format vinyl print testing. Minor color variation may occur across printers, substrates, and production methods.



COMM ZONE
GRADIENT OLIVE
(process gradient)

START:
R-106 **G**-123 **B**-52
C-60 **M**-35 **Y**-100 **K**-17
#6a7b34

END:
R-184 **G**-181 **B**-51
C-32 **M**-19 **Y**-100 **K**-0
#b8b533

Environmental gradient used for Community Zone graphics and large-format environmental applications. Do not convert to a spot color.

Current Application:
• VIP Feather flag

VIP PURPLE
(process color)

R-30 **G**-24 **B**-85
C-100 **M**-100 **Y**-24 **K**-38
#1E1855

Current Application:
• VIP Feather flag

VIP BLUE
(process color)

R-30 **G**-24 **B**-85
C-84 **M**-34 **Y**-25 **K**-1
#0986a6

Current Application:
• VIP Feather flag

NOT SCREAMING WHITE
(process color)

R-254 **G**-251 **B**-234
C-0 **M**-0 **Y**-9 **K**-0
#fefbea

Current Application:
• VIP Feather flag
BOLD LETTERS

HERO GOLD
PANTONE 124C

R-234 **G**-171 **B**-0
C-0 **M**-29 **Y**-100 **K**-1
#EAAB00

Current Application:
• VIP Feather flag
TEXT

COOL GREY 9C
RECORD LINES

R-99 **G**-95 **B**-105
C-30 **M**-22 **Y**-17 **K**-57
#5f6369

Current Application:
• Pier Truss accents (alternating record lines)

COOL GREY 10C
RECORD LINES

R-76 **G**-80 **B**-88
C-37 **M**-28 **Y**-20 **K**-65
#4c5058

Current Application:
• Pier Truss accents (alternating record lines)

Use these colors as a coordinated palette. Do not mix with other environmental palettes unless approved for the specific application.

growing the color system

Every year, the festival grows. New stages, installations, and experiences may call for new colors that aren't part of the Core Brand Color Palette or the existing Environmental Color Systems.

When adding new colors, choose ones that feel at home with the existing brand. They should support the festival's visual identity—not compete with it.

These colors are created for a specific project or installation. They complement the existing color system but do not replace or change the Core Brand Palette or the established Environmental Color Systems.

Annual Campaign Palette

Each festival season introduces a unique creative campaign. Campaign artwork, supporting colors, merchandise, environmental graphics, and promotional materials may evolve annually while maintaining consistency with the Jersey City Jazz Festival Core Brand Color Palette and Logo System.

Campaign colors are intentionally flexible and may vary each year while complementing the Core Brand Palette. This approach allows each festival season to establish its own establish its own identity.

Other Riverview Jazz programs and events may follow their own visual identities appropriate to their audiences and programming.



(using previous JCJF logo)





(using adapted JCJF logo)



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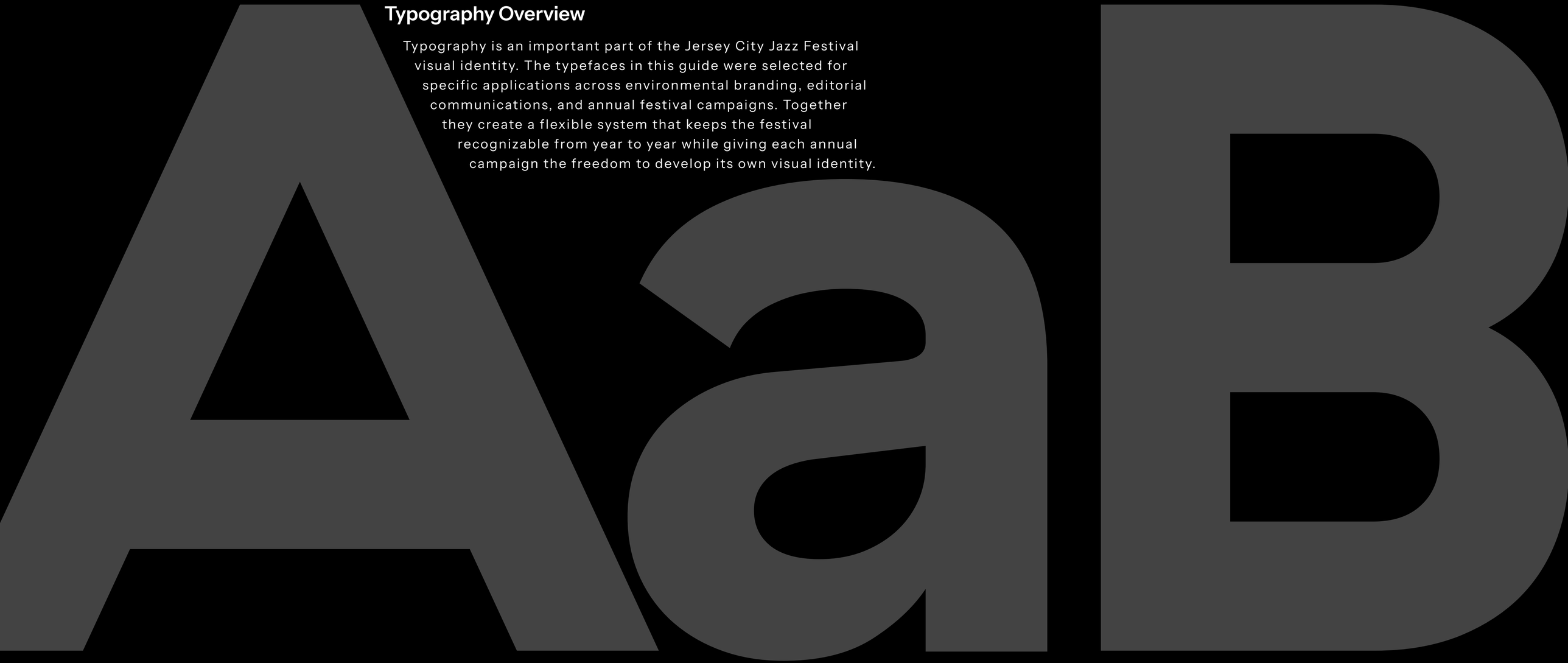
Typography Overview

Typography is an important part of the Jersey City Jazz Festival visual identity. The typefaces in this guide were selected for specific applications across environmental branding, editorial communications, and annual festival campaigns. Together they create a flexible system that keeps the festival recognizable from year to year while giving each annual campaign the freedom to develop its own visual identity.



Primary Environmental Typeface

GT Haptik

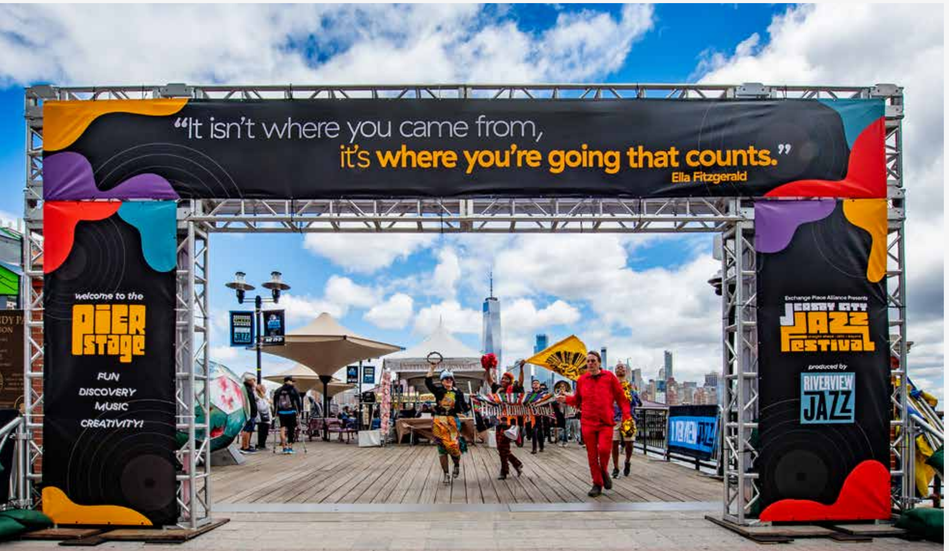
Purpose:
- Signage
- Wayfinding
- Environmental graphics
- Truss banners
- Stage graphics

GT Haptik is the primary environmental typeface for the Jersey City Jazz Festival. Its bold geometric forms provide excellent visibility at large scale, making it ideal for wayfinding, stage graphics, truss banners, and festival signage.

→
Published by the Swiss type foundry Grilli Type.

Designed by Reto Moser, Tobias Rechsteiner
Released in 2010/2014

Anyone editing original design files (Adobe Illustrator, InDesign, etc.) should have their own valid font license.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
{()}:;.,@?$%&!*

Supporting Environmental Typeface

Quicksand

→
Designed by
Andrew Paglinawan.
From Google.

Purpose:
- Wayfinding
- Environmental Graphics
- Truss banners
- Signage

Quicksand supports GT Haptik in environmental applications where a lighter, more approachable voice is needed. It is used selectively for supporting information while maintaining consistency across festival signage and wayfinding.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
{()}:;.,@?$%&!*

Editorial & Campaign Typography

Display Typeface
Fractul Variable

Purpose:
- Printed collateral
- Social graphics
- Editorial headlines
- Marketing materials

Primary Text Typeface
Brandon Grotesque

Purpose:
- Festival tagline
- Editorial headlines
- Printed collateral
- Social graphics
- Marketing materials

Festival Applications
Fractul Variable is used for the Jersey City Jazz Festival tagline and annual campaign typography. Its clean geometric forms provide a distinctive voice while remaining compatible with the environmental typography system. Used alongside the festival logo, it allows each year's campaign to develop its own visual character while maintaining a consistent and recognizable Jersey City Jazz Festival identity.

→
Fractul is a font family from Adam Ladd Design—a member of The Type Founders collection.

Fractul is an architectural geometric sans-serif typeface. Dramatically modern because of a larger x-height with a more distinct and avant-garde voice.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
£#$&?*

Weights

Consistent use of type weights creates hierarchy while maintaining a clean visual system. Each typeface in the Jersey City Jazz Festival identity uses a limited selection of weights to ensure consistency across all communications.

Brandon Grotesque is used for editorial body copy and supporting information. Only the weights shown here are approved for use within the festival identity.

→

Body Copy
Brandon Grotesque Regular
Brandon Grotesque Regular Italic

Used for body copy, captions, and supporting editorial information.

→

Emphasis
Brandon Grotesque Medium
Brandon Grotesque Bold

Used for subheads, pull quotes, callouts, and short blocks of emphasized information.

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

GT Haptik

Recommended Uses

- Stage graphics
- Truss banners
- Wayfinding
- Entrance signage
- Large environmental graphics

Best Practices

- Use at large scale for maximum visual impact.
- Limit to headlines, signage, and directional messaging.
- Avoid extended paragraphs or editorial copy.
- Allow generous spacing to reinforce legibility.

Short quotes are an integral part of the Jersey City Jazz Festival visual language, adding personality and reinforcing the festival's welcoming, community-driven voice.

It Isn't where you came from,
It's where you're going that counts



Leading: Display Headlines

Display Headlines
Multi-line headlines should read as one visual unit, not separate lines of text. Tight leading creates a stronger, more unified headline.

Best Practices
- Set display headlines with tight leading (approximately 80–90% of the type size)
- Adjust visually as needed
- Keep multi-line headlines visually connected

Social Media
Do not increase leading to fill vertical space in stories, reels, or posts. Increase the type size, reposition the text, or adjust the layout instead.

Avoid
- Don’t use leading to fill empty space
- Separating headline lines so they feel unrelated
- Using loose leading that weakens visual impact

Note: Body copy uses more generous leading (approximately 120–140% of the type size) for comfortable reading.

→
Display Headlines
GT Haptik Bold

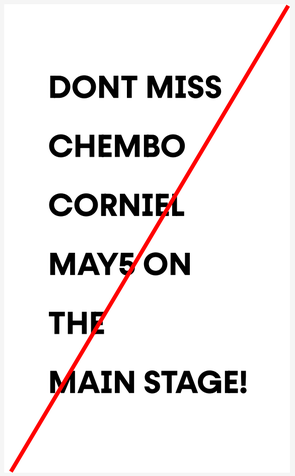
Extra large headlines are set tight

→
Social Media
Do not increase leading simply to occupy more vertical space in stories, reels, or posts. Scale the type or adjust the layout instead.

PREFFERED

DONT MISS
CHEMBO
CORNIEL
MAY5 ON THE
MAIN STAGE!

AVOID



Leading: Body Copy

Leading contributes to the clarity and rhythm of the Jersey City Jazz Festival identity. Editorial typography uses generous line spacing to improve readability while maintaining a clean, modern appearance.

Recommended leading values are shown here for the primary Brandon Grotesque text styles used throughout the identity system.

Editorial Copy

Standard leading
Approximately 120–140% of the type size provides comfortable reading for body copy and longer passages.

Display Headlines
Tight leading
Approximately 80–90% of the type size creates a stronger visual impact for large display typography.

→

Small Body Copy
Brandon Grotesque
12/14.4

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→

Standard Body Copy
Brandon Grotesque
14/16.8

Officie niminci liquae acerchiliam eatur? Quisque sum quam et lam fugia cusdand aectoreptur? Quiam dolupta musandionem que nihilla sunt faceped molorum dolorat istrum ipsapis pore ma es simporae volore suntiamus dolut laborem ullestr uptatem et la vid ullorporem dellendebis moloria seritas nam, a dolo tetum hiciaecto et aruptaeperum volorit ibeaque dent magnatibus idis est, sum fugias doloremquis ut faceaquibus que voloreria solut moluptatus estrum quid ut eum eatem sent, optur rehenis eri ut eum, santur aut everrovid ut ut ommos volessuntur? Quid eremporundi rest molor sernatquunt dendisc illaccatem utaecat omniatecte autem imperio. Ximporum utem nis dolut et dendam a volo eume velique non ea sed miniat.

→

Large Editorial Copy
Brandon Grotesque
18/21.6

Ur? Qui tetus aditatur asi consequis rem quiaspera sequi occatet aut qui as aut quiaes et est mossimagnia cullut pre sunt quodit moloribus, consequae nostio doluptat. Siminus accul-parum fugit as estiostecaes es et ad quiam harions equat.Volor se quiandunte et abor aliquia speruptatius eaquibus.

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Ilit unt, volor aut expedia voluptaqui dolupta tiberumet earchil invenihici di sint odit laborru

Tracking

Tracking defines the overall spacing between characters and is an important part of the Jersey City Jazz Festival visual identity.

Display typography, including GT Haptik headlines and the Fractul Variable festival tagline—is intentionally set with tighter tracking to create a bold, compact presence. As type sizes increase, tracking should be reduced further to maintain consistent visual density and impact.

Brandon Grotesque body copy should generally remain at its default tracking for maximum readability.

The values shown here are recommended starting points. Final spacing should always be adjusted optically to achieve the most balanced result.

For very large environmental graphics and stage typography, tracking may be tightened optically beyond the values shown here to maintain visual density at scale.

→
GT Haptik Bold
Display Headlines
–25 Tracking

GT Haptik Bold

→
Fractul Variable
Festival Tagline, Artist Cards & Digital Titles
–25 Tracking

Fractul Variable

→
Brandon Grotesque Regular
Editorial & Body Copy
0 Tracking

Brandon Grotesque

Scale

Type scale establishes a clear visual hierarchy and guides the viewer through information in order of importance. Headlines should be noticeably larger than supporting text, creating clear contrast between each level of communication.

There is no single formula for selecting type sizes. Choose sizes that create strong visual distinction while maintaining balance across the layout.

The primary message should always receive the greatest visual emphasis, followed by supporting information and editorial copy.

Type sizes should create clear visual hierarchy

Display Headline

When setting type sizes, keep in mind they should have a noticeable contrast between one another.

Supporting Information

Festival information, schedules, artist biographies, and supporting editorial content should remain noticeably smaller than display headlines.

Editorial & Body Copy

Typography Don'ts

The following treatments should not be applied to the core brand typography. Annual campaign materials may introduce creative typographic treatments when they support the campaign concept and remain compatible with the overall festival identity.

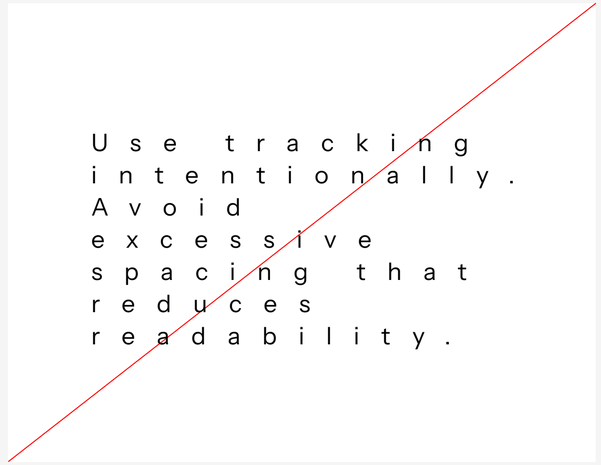
✕ Don't use unapproved typefaces



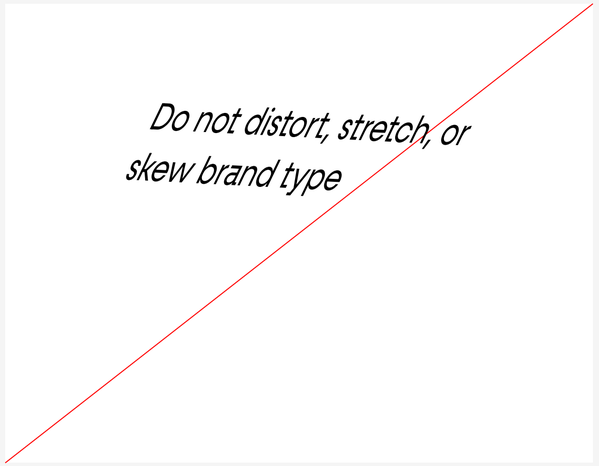
✕ Don't apply decorative effects that reduce



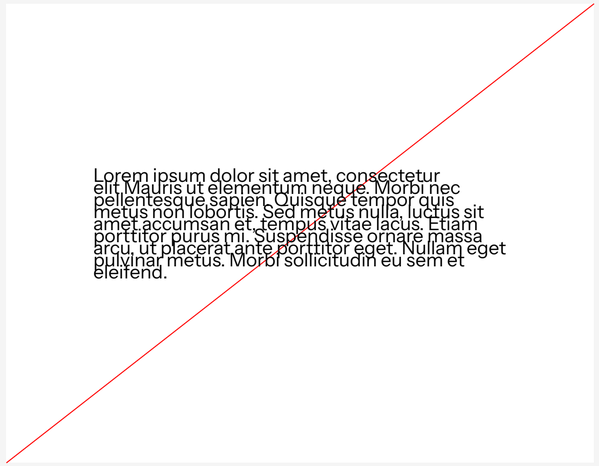
✕ Avoid excessive tracking. Use letter spacing intentionally.



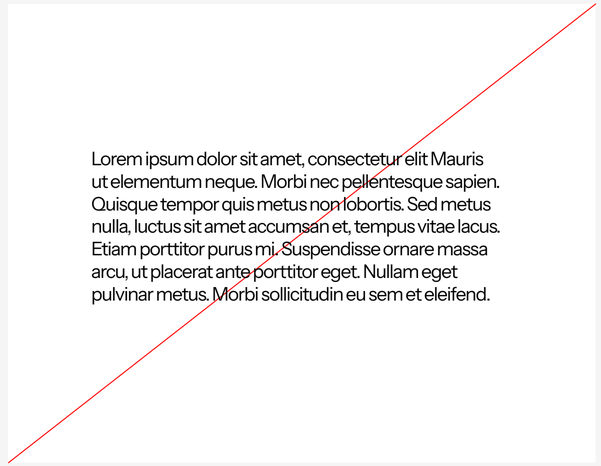
✕ Don't distort, stretch, or skew core brand typography.



✕ Avoid leading that reduces readability.



✕ Avoid tracking that reduces readability.



Photography

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5

Photography Overview

Photography is one of the most powerful storytelling tools for the Jersey City Jazz Festival. Images should capture the energy, diversity, and scale of the festival while documenting the experience for marketing, sponsorship, community outreach, and history.

Successful festival coverage goes beyond photographing performances. The strongest image collection tells the complete story of the event - from the musicians on stage to the audience, vendors, sponsors, public spaces, and the atmosphere that makes Jersey City Jazz Festival unique.

↓ **Audience & Community**
Show the people who make the festival come alive.



↓ **Performers**
Capture compelling moments on stage while showcasing the artistry and emotion of live music.



↓ **Festival Environment**
Document the location, architecture, signage, stages, and the overall scale of the event.



↓ **Sponsors & Branding** Record sponsor activations, signage, branded installations, and marketing assets.



↓ **Location** Showcase Jersey City's waterfront, skyline, neighborhoods, and other establishing views that place the festival within its unique setting.



↓ **Vendors & Artists** Highlight food vendors, artists, exhibitors, and the local businesses that contribute to the festival experience.



↓ **Details** Capture textures, instruments, hands, equipment, decorations, and small moments that enrich visual



Audience & Community

Audience photography should communicate that the festival is welcoming, vibrant, diverse, and well attended.

Photography should capture:

- diverse audiences
- all ages
- families
- friends
- dancing
- smiling faces
- audience engagement
- emotional moments
- reactions during performances















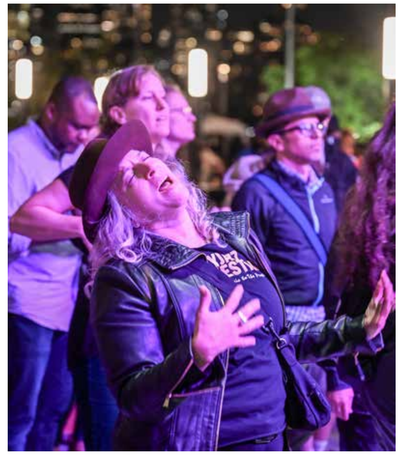

Performers

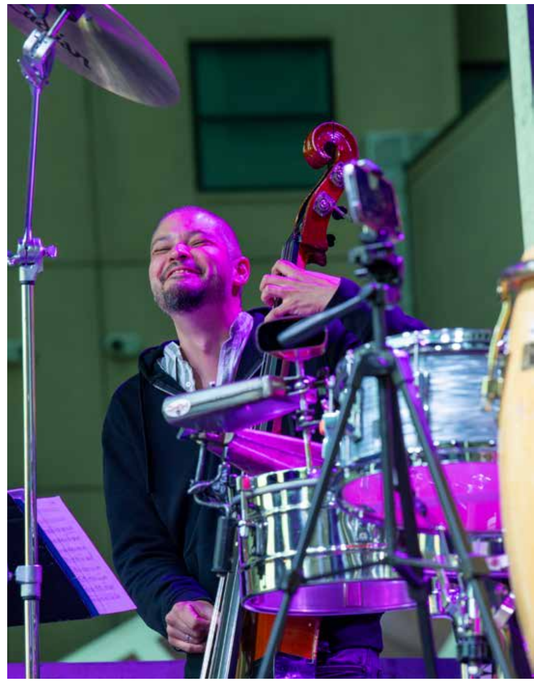
Performance photography should celebrate the musicians while conveying the energy, artistry, and emotion of live jazz. Images should document both iconic performance moments and the unique personality of each artist.

Photography should capture:

- emotion
- interaction with the audience
- signature performance moments
- wide stage views
- environmental portraits
- expressive close-ups





















Festival Environment

Festival environment photography captures the energy, atmosphere, and sense of place that define the Jersey City Jazz Festival. These images should tell the story beyond the performances - showing how music, audience, location, and community come together to create an immersive experience from the moment they arrrive to the final encore.

Photography should capture:

- Overall festival atmosphere
- Crowd energy and audience engagement
- Street performances and spontaneous moments
- Stage, audience, and skyline relationships
- Festival entrances and gathering spaces inc VIP
- Volunteers and guest interactions
- Food, activities, and family experiences
- Day-to-night transitions
- Waterfront setting
- Wayfinding, signage, and environmental branding















Sponsors & Branding

Photography should document the festival's visual identity and recognize the partners who make the event possible. Capture branding in context whenever possible, showing how sponsor signage, wayfinding, and event graphics integrate into the festival experience.

Photography should capture:

- Sponsor signage
- Stage branding
- Entrance features
- Directional signage
- Festival merch
- Sponsor activations
- Branded tents and installations
- Environmental graphics























Location

The festival's waterfront setting is an essential part of its identity. Images should establish a strong sense of place by showcasing Jersey City's skyline, the Hudson River, and the scale and atmosphere of the event throughout the day.

Photography should capture:

- Jersey City skyline
- NY Skyline
- Waterfront views
- Festival footprint
- Crowd scale
- Weather and seasona l atmosphere
- Golden hour and evening light
- Establishing wide shots
- Aerial imagery (if available)
- Shots from building roofs (if possible)










Vendors & Artists

Festival vendors and artists contribute to the overall guest experience. Photography should highlight the diversity of offerings while emphasizing interactions between vendors and festival attendees.

Photography should capture:

- Food vendors
- Artisan and craft vendors
- Community organizations
- Local artists
- Merch displays
- Vendor portraits
- Guest interactions
- Food presentation

















The Details

Detail photographs add depth, texture, and personality to the festival story. These images help tell the complete experience by capturing the small moments, design elements, and visual details that are often overlooked.

Photography should capture:

- Musical instruments
- Hands in action
- Food and beverages
- Festival merch
- Wayfinding and signage
- Decorative elements
- Reflections and creative compositions
- BTS moments
- Graphic details and branding

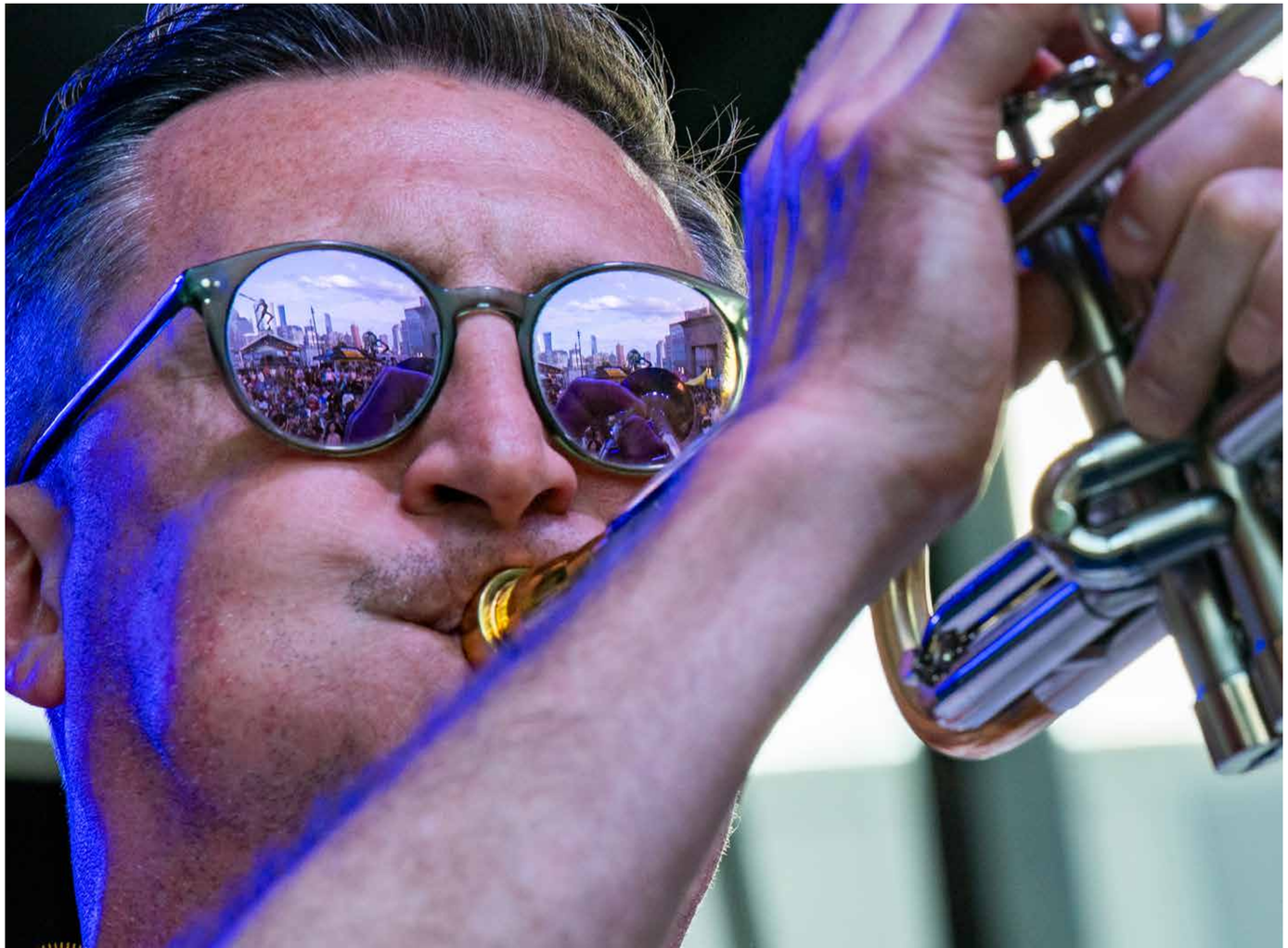




















Photography Style Principles

The Jersey City Jazz Festival is more than a concert - it's a cultural experience.
Every image should contribute to a visual story that reflects the music, the people, and the city.

- **Tell stories, not just document events.**
- **Prioritize authentic moments over posed portraits.**
- **Show the diversity and inclusivity of the Jersey City community.**
- **Incorporate the skyline and waterfront whenever they strengthen the story.**
- **Balance wide establishing photographs with intimate details.**
- **Capture emotion before perfection.**
- **Celebrate performers, audiences, volunteers, vendors, and sponsors equally.**

Photograph the festival as an experience, not simply a concert.

Photo Editing Standards

Color & Tone

- Maintain natural, accurate color.
- Preserve the atmosphere created by available and stage lighting.
- Avoid excessive saturation or unnatural color shifts.
- Do not apply creative presets, stylized filters, or artistic effects.
- Maintain a consistent visual style throughout the collection.

Technical Quality

Images should be delivered with accurate exposure, sharp focus on the intended subject, natural color rendition, and preserved highlight and shadow detail. Files should reflect professional camera technique and thoughtful post-processing.

Exposure

- Protect highlight detail whenever possible.
- Avoid blown highlights in skies, stage lighting, and white clothing.
- Preserve shadow detail while maintaining natural contrast.
- Avoid excessive HDR processing.

Editing

Deliver a curated collection of technically sound images. Avoid excessive duplication, missed focus, accidental captures, and unnecessary near-identical frames.

- Crop only when it strengthens the composition.
- Remove dust spots and sensor artifacts.
- Maintain the documentary integrity of the scene.
- Do not add or remove people or objects.
- Avoid artificial blur or excessive sharpening.

Metadata (IPTC)

Images should include standard IPTC metadata whenever possible:

- Photographer name
- Copyright notice
- Contact information
- Event name
- Year
- Relevant keywords

File Naming

Please name files following these examples:
Photographer last name-JCJF-Year-Artist-name-your-file-numbers.jpg
Photographer last name-JCJF-Year-vendors-your-file-numbers.jpg
Photographer last name-JCJF-Year-crowd-your-file-numbers.jpg
Photographer last name-JCJF-Year-sponsors-your-file-numbers.jpg
Photographer last name-JCJF-Year-BTS-your-file-numbers.jpg
Photographer last name-JCJF-Year-Volunteers-Staff-your-file-numbers.jpg

You will be provided with links to individual dropbox folders to upload your images. These folders will have corresponding names to your file names. Each artist will have a folder, vendors, crowd, sponsors, BTS, volunteers & staff.
There will also be a folder on dropbox labeled “photographer last name - best selects” please put what you think are your best shots in that folder as well as the correct corresponding folder ex: crowd, vendors etc.

Deliverables

Photographers should deliver:

- Full-resolution JPEG files (sRGB)
- Edited, color-corrected images
- Embedded IPTC copyright metadata
- Delivered images should include the photographer’s watermark. If an unwatermarked image is required for a specific approved use, the festival will contact the photographer.

Image Rights & Usage

Unless otherwise specified by written agreement, photographers retain the copyright to the images they create.

The Jersey City Jazz Festival receives unrestricted usage rights for promotional, marketing, editorial, archival, and related festival purposes, as outlined in the photographer’s agreement.

Embedded copyright metadata should remain intact in all delivered files.

Photographer credit is encouraged whenever practical, particularly for editorial publications, exhibitions, and third-party use.
Photographer credit should accompany images whenever practical.

Original files delivered to the festival should retain embedded copyright metadata.

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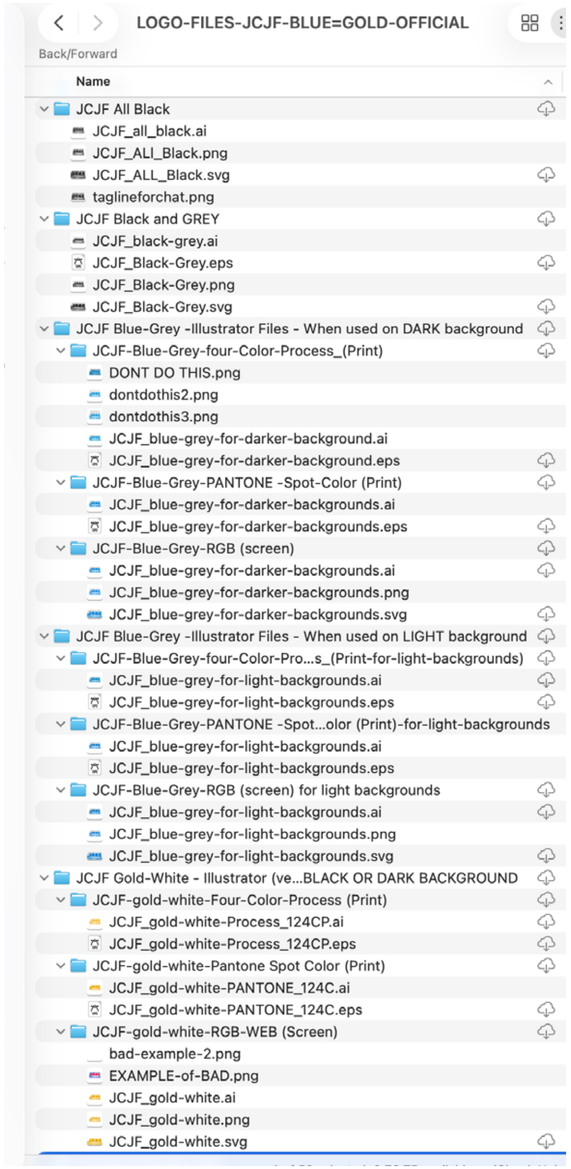
Logo File Organization



JCJF_blue-grey-for-light-backgrounds.ai

Festival Identifier | **Logo Colorway** | **Background Version** | **File Format**

The Jersey City Jazz Festival logo package is organized by colorway, background application and production method to help users quickly locate the correct artwork for their project. Individual file names identify the logo colorway, background application and file format.

The folder structure organizes logo assets by approved colorway and production method (RGB, CMYK Process or Pantone Spot Color), while individual file names identify the appropriate logo variation and background application.

Official logo assets are maintained by Riverview Jazz and provided to approved partners, sponsors, media organizations and production vendors. Always use the supplied artwork and do not recreate, rename or modify logo files.

Contacts

This guide is meant to help keep the festival looking consistent, but every situation is a little different. If you're unsure about something, just reach out before you spend time designing it. I'd much rather answer a quick question than have you redo the work later.

Kathy Cacicedo
Creative Director • Photographer
excellentgoodieshop.com
kc.photographer.director@gmail.com

Not sure? Just ask.



© 2026 Kathy Cacicedo. Brand Identity Guidelines
created for RiverviewJazz.org