Raspberry Jam

Brand Guidelines

When you run a Raspberry Jam in your local area, you are welcome to produce your own logo and promotional materials to advertise your event. If you don't want to design your own, you are welcome to use the logo, assets, and materials we have produced to help you.

IMPORTANT: When creating your own artwork, please DO NOT use the Raspberry Pi logo, as it is a trademark of the Raspberry Pi Foundation.

Here are some guidelines to help you produce great-looking promotional materials.

Logo

Spacing

Keep clear space around your logo so that it is easy to read.

Things to avoid

When making and using your event logo, avoid the following:

Altering the logo's colour
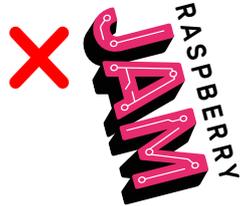
Rotating the logo beyond 45 degrees

Changing the logo's font

Removing an element of the logo

Moving an element of the logo

Squashing or stretching the logo

Introducing alternative text

Adding your location to the logo

You can add the name of your location to the Raspberry Jam logo by using one of the logo templates included in the branding pack. When adding your location, using the Raspberry Jam font 'Rubik', and using upper case characters will look best, as shown here:

RASPBERRY JAM NOTTINGHAM ✓

RASPBERRY JAM Nottingham ✗

Fonts

The official Raspberry Jam font is called Rubik, and is included in the Raspberry Jam branding pack. You can also download it from fontsquirrel.com.

Rubik Light
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Light Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Regular
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Medium
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Medium Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Bold Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Black
abcdefghijklmnopqrstuvwxyz 0123456789

Rubik Black Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Colour

When adding colour to your promotional materials, aim to make them as eye-catching as possible. Here are the details of the Raspberry Jam colour palette for inspiration.

Jam pink		Yellow		Blue	
#e5286d	50%	#ffce11	50%	#a7d8f1	50%

Turquiose		Brick red		Green	
#3db7c6	50%	#e84426	50%	#a3c41c	50%
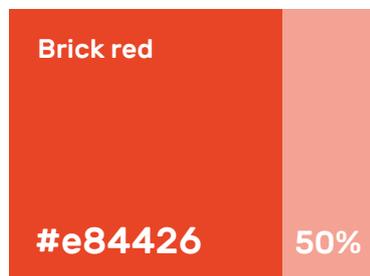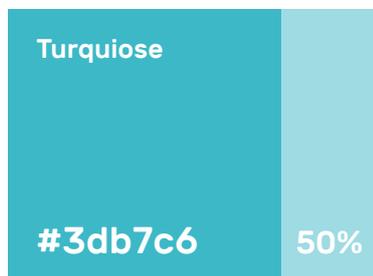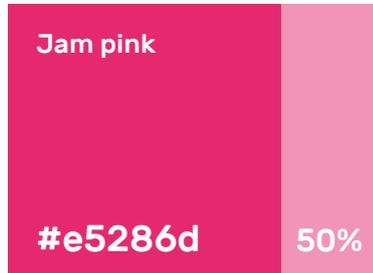
Graphics

Some graphical assets have been provided in the Raspberry Jam branding pack. You can use these to decorate your promotional materials if you wish, but please don't alter the assets in any way. You will also find poster and flyer templates in the Raspberry Jam branding pack.