



# PSOJ Brand Guidelines

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## 01 | Introduction

### **Who We Are**

The Private Sector Organisation of Jamaica (PSOJ) is the leading advocate and catalyst that drives private sector growth and development, championing business interests with unparalleled, sustained representation across industries. We are a member-driven organisation comprising individuals, businesses, and associations, that is consistently engaged in key decision-making processes, including pivotal policy development and public-private partnerships that shape the nation's socio-economic landscape.

### **OUR VISION**

We are the unifying voice of the private sector working in partnership with the public sector and civil society to achieve the 2030 Vision for Jamaica.

### **OUR MISSION**

To effectively advocate for the implementation of public policy that enables strong sustainability, private sector led economic growth and development.

### **OUR VALUES**

We aim to deliver extraordinary results, lead with vision, drive commitment and make a difference, delight our members and foster a culture of trust while creating lasting value.

BRANDING IS MORE THAN JUST VISUALS—IT'S ABOUT TRUST, RECOGNITION, AND CONSISTENCY. THE PSOJ BRAND IS AN EXPRESSION OF OUR VALUES: LEADERSHIP, INTEGRITY, INNOVATION, AND UNITY.

THIS BRAND GUIDELINE OUTLINES THE KEY ELEMENTS OF OUR VISUAL IDENTITY TO ENSURE CONSISTENCY IN HOW WE PRESENT THE PSOJ ACROSS ALL MEDIA AND PLATFORMS. IT IS A LIVING DOCUMENT AND WILL EVOLVE AS OUR BRAND DOES.

## 02 | What We Do

### **1. ADVANCE PRIVATE SECTOR DEVELOPMENT LOCALLY, REGIONALLY & INTERNATIONALLY**

- Advance economic, social, environmental, socio-political, and technological goals.

### **2. ADVOCACY**

- Member interests through action and policy development.

### **3. NETWORKING**

- Corporate forums
- Business Awards:
  - PSOJ Hall of Fame
  - Public bodies awards
- Corporate Mingles
- Social events
- Facilitate member-to-member connections

## 03 | Logo Elements

The PSOJ logo is central to the visual identity of the organisation. It comprises:

### **Shape & Layout**

- Circular Format: The logo is structured within a circular badge, a design commonly used to convey authority and completeness.
- Double-Ring Structure: It features an outer ring and an inner core, separating the organization's name from its central iconography.

## Typography (Core Elements)

- The words "THE PRIVATE SECTOR" appear at the top of the outer ring, and "ORGANISATION OF JAMAICA" at the bottom — all in uppercase, bold sans-serif type, indicating strength and clarity.
- The typography is white, creating strong contrast against the blue background for maximum readability.
- At the center of the logo is the acronym "PSOJ", placed inside a rounded rectangle with a white fill and black outline.
- The stylized typeface of "PSOJ" has a modern, somewhat tech-inspired look, reinforcing innovation and modernity.
- The background of the core includes a metallic blue orb with light streaks, adding dimension and visual interest.

## Color Scheme

- PSOJ Blue: The dominant blue tones range from medium to dark gradients, symbolizing trust, stability, and professionalism.
- White Accents: Used for the text and surrounding the central acronym, white communicates clarity, transparency, and openness.
- Black & Grey Edges: These create depth and a polished 3D effect.

## Decorative Accents

Two small glossy orbs on either side of the outer ring (between "THE PRIVATE SECTOR" and "ORGANISATION OF JAMAICA") serve as decorative elements, adding balance and a futuristic, polished

## Co-Branding

When co-branded with another brand, the PSOJ logo should appear before the other logo at the same size/dimension as the Partner Brand.

## Clear Space

To protect the integrity and visibility of the PSOJ logo, always maintain a clear space surrounding the logo. This exclusion zone should be:

- **Minimum:** Equal to the height of the word "PSOJ"
- **Usage:** No text, images, or graphic elements should infringe upon this space.

## 04 | Visuals

Photography and visuals used in PSOJ materials should reflect:

- **Professionalism** – clean, high-resolution images
- **Diversity** – inclusive representation of business sectors and demographics
- **Positivity** – forward-facing, action-oriented, and dynamic compositions

Subjects should display confidence, collaboration, and clarity in purpose. Overuse of stock imagery should be avoided in favour of authentic content from PSOJ activities and partners.

## 05 | Approved Use of Logo

Do:

- Use only approved PSOJ logo versions
- Maintain proportions at all sizes
- Use vector formats (SVG, EPS, AI) for printing

Don't:

- Stretch, skew, or crop the logo (Do not stretch under any circumstances.)

dd drop shadows, effects, or borders

- Use the logo as a watermark
- Integrate the logo into body text or sentences
- Overlay the logo onto complex or busy backgrounds

## 06 | Misuse of Logo

**Examples of Misuse:**

- **X** Changing the logo color
- **X** Using only “PSOJ” without the full emblem
- **X** Placing logo on clashing background colors
- **X** Using outdated or unofficial logo versions **X** Scaling raster images of the logo

Always consult the PSOJ Secretariat before using the logo for special projects or co-branded events.

## 07 | Colour Palette

### Primary Colours

Colour Name	CMYK	RGB	HEX	Use
PSOJ Blue	100/85/0/20	0/51/153	#003399	Primary accents, headers
PSOJ Gold	0/25/100/0	255/194/14	#FFC20E	Highlights, icons
PSOJ Black	0/0/0/100	0/0/0	#000000	Body text, outlines
PSOJ White	0/0/0/0	255/255/255	#FFFFFF	Backgrounds, negative space

### Notes:

- Use CMYK for print materials.
- Use RGB or HEX for digital media.
- Background colors must complement logo colours—never use logo colours as backgrounds unless pre-approved.

## 08 | Typography (for digital and print)

### Font Type (Safe, Readable Choices):

- **Sans-serif fonts** are best because they are clean and legible on screens:
  - **Arial** (classic, widely used)
  - **Calibri** (modern and clean)
  - **Helvetica** (professional and clear)
  - **Verdana** (very readable, slightly wider)

Avoid serif fonts like Times New Roman they're harder to read from a distance.

### Font Size Guidelines:

- Titles and headings: Bold, 14pt-18pt

- Body text: Regular, 11pt-12pt
- Captions and footnotes: Italic, 9pt-10pt

Maintain consistency in font size and style across all documents and communications.

## 09 | Tone of Voice

The PSOJ's tone of voice is:

- Professional: Use language that reflects authority and credibility.
- Inclusive: Ensure representation and avoid jargon.
- Clear and Direct: Get to the point while remaining respectful.
- Optimistic: Promote a hopeful and solution-oriented tone.

All written content should reflect our values: leadership, innovation, integrity, and unity.

## 10 | PSOJ Proud Member Badge/Seal

The PSOJ Proud Member Badge/Seal will be updated on an annual basis with the year of membership prominently displayed. Members will become eligible to receive the updated badge once the membership fees for the year are settled in full.

Once a member has made payment, they may request the updated logo from the Membership Department at [membership@psoj.org](mailto:membership@psoj.org)

### Usage

Members may use their logo on any digital platform associated with the member company. Use only the official files provided. Logo artwork should never be recreated, edited, or recoloured.

The logo cannot be transferred to any subsidiary that is not a member of the PSOJ in its own right.

Special permission must be obtained for usage of the logo on any promotional material for events, special offers etc. Requests must be sent in writing to [membership@psoj.org](mailto:membership@psoj.org).

## 11 | Tagline

Our official tagline:

**“From Advocacy to Action”**

This phrase reflects the PSOJ's role as both a catalyst for economic advancement and a unifying force for national progress.

**Usage Guidelines:**

- Always use the full tagline.
- Do not modify or abbreviate the tagline.
- Use Helvetica or Arial in all printed materials.
- Keep the tagline width at two-thirds the logo's width.
- Maintain consistent spacing: The distance between the logo and tagline should be equal to half the height of the letter "P" in PSOJ.

## **12 | Document Templates**

Templates Available:

- Letterhead Template (Word)
- Presentation Template (PowerPoint)
- Press Release Template
- Event Flyer Template

All templates are available via the PSOJ Secretariat.

Templates must be used without altering brand elements such as logos, fonts, and spacing.

