

OXJAM
MUSIC FESTIVAL

YOUR GUIDE TO USING THE OXJAM BRAND



OXFAM

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Oxjam music festival is one massive month of unforgettable gigs in aid of Oxfam. All local. All live. All organised by people like you.

Local music. Global Impact.



HOW WE LOOK

Using the Oxjam branding reinforces all the Oxjam positives. It increases the impact of the music festival, and people's association with the trusted Oxfam brand. It is designed to provide stand-out, vibrant and consistent messaging - but will not stifle your creativity. The assets are simple and easy to use. They consist of three elements:

1. The Oxjam logo
2. Patterned background
3. Headline typeface

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2. Patterned background



3. Headline typeface

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

OXFAM Global Headline



CREATE OXJAM-BRANDED MATERIALS

There are three different ways you can use the Oxjam brand to create your own posters and flyers – it depends on what skills and resources you have available to you.

1. USE THE POSTER GENERATOR

The Poster generator has been created for you to make posters and flyers on-brand with ease. All you need to do is add your event details in the appropriate fields. You can find it at: www.oxfam.org.uk/postermaker/oxjam



2. MAKE YOUR OWN POSTERS

If you want to create something more distinctive and have access to software(?), you can download a poster template and insert your own image.

There are three variations of patterned backgrounds for you to choose from and all include the Oxjam and Oxfam logos. You'll also need to download the Oxfam Headline font.



**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

First, download a poster template and the Oxfam Headline font ▲

Then customise it by adding an image ►

TOP TIPS:

- Use white text only.
- Try to use photos with a pink tint to them.
- Keep text separate from photos.
- Use the Oxfam Headline font for headings and Arial for all other copy.
- Use a maximum of five words in the Headline font.



3. TAG YOUR POSTERS

When your Oxjam gig is part of an existing event, we have created digital and physical stickers for you to add to the poster and flyers.



PLEASE REMEMBER

- In text refer to the **Oxjam Music Festival**.
- If you want to use the word Oxjam in the title of your event we recommend that you put it at the beginning e.g. Oxjam Camden Town or Oxjam at the Troubadour.
- ‘Local music, global impact’ can be omitted if desired.
- The tone of voice should be optimistic and energetic –like Oxjam!
- The logo must not be altered in anyway.
- Ensure your posters/flyers include ‘Reg. charity no. England & Wales 202918, Scotland SC039042’. This is included already on the poster templates.

Visit the online resources page at our website, after you sign in your account, to find out the range of materials we offer to our supporters, including web banners and other resources www.oxfam.org.uk/oxjam/promote

Good luck with your event and we hope that you find the poster generator easy to use. As always –please get in touch with us at oxjam@oxfam.org.uk with any questions. We’d love to see your posters and flyers so please share them with us.

