

— FREE GUIDE FOR JERSEY BUSINESSES

Brand refresh and logo design in Jersey

A tidied-up, consistent identity that works across your website and beyond.

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BRAND REFRESH

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Read it online: jerseyweb.je/services/brand-refresh-jersey/

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A brand refresh starts with what you already have and makes it more confident, more consistent and more fit for purpose. The result is a small set of assets you can use across your website, social profiles, printed materials and anywhere else your business shows up.

WHO IT'S FOR

Jersey businesses that have a logo but want a more polished, consistent identity.

Why it matters

A more professional look

A tidied logo, a consistent colour palette and clean typography make an immediate difference to how your business comes across.

Works at every size

A logo that is fit for purpose: sharp on a phone screen, clear on a printed card and recognisable as a small icon.

Ready for web and print

All assets delivered in the formats you need, so nothing has to be recreated from scratch for different uses.

WHAT'S INCLUDED

- ☐ Logo tidy-up or redesign
- ☐ Primary and secondary colour palette
- ☐ Font recommendations for web
- ☐ Simple brand guidelines document
- ☐ Files in SVG, PNG and PDF formats
- ☐ Favicon and social profile versions
- ☐ Two rounds of revisions
- ☐ Handover of all working files

How it works

1 Review your current brand and brief

We look at what you have now, talk through what is working and what is not, and agree on the direction: tidy-up, refresh or something new.

2 We produce initial concepts

A small number of focused concepts that move your identity in the right direction, not dozens of random ideas, but a clear recommendation with alternatives.

3 Revise and deliver all assets

Two rounds of revisions to get everything right, then handover of all files in every format you need, including web-ready versions for the site.

Protecting a refreshed brand in Jersey

A UK trade mark does not cover Jersey: the [UK government](#) says a UK registration protects the UK and the Isle of Man only. Since 1 August 2026 the [Trade Marks \(Jersey\) Law 2026](#) lets you apply directly in Jersey, with no UK registration needed first, through the Registrar of Intellectual Property at the JFSC. Registration lasts ten years and can be renewed. Advice about re-registering a UK mark in Jersey dates from the old law.

Registering a business name is a different thing. Jersey's Business Names Law says registration does not give you the right to use a name that someone could otherwise stop you using. Before you commit to a new name or logo, check that nobody is already trading under something similar for similar work, and consider a trade mark if the brand matters to the business. Be careful with ® as well: calling a mark registered when it is not can be an offence under the new Law.

Finally, make sure you own the logo. Under Jersey's [copyright law](#), a freelance designer owns the copyright in the work they create unless they assign it to you, and an assignment only counts if it is in writing and signed by them. Ask any designer, including us, for the working files and a signed

assignment when the work is done.

Common questions

What is the difference between a refresh and a rebrand?

A rebrand replaces your identity from scratch. A refresh keeps the essence of what you have and makes it more polished and consistent. Most small businesses need the latter, not the former.

I only have a basic logo from years ago. Can you work with it?

Yes. Even a rough or low-resolution original gives us something to work from. If it is beyond saving, we will say so and discuss a clean-start option.

Will the new identity work on my existing website?

Yes. If we are also building or maintaining your site, the refreshed brand goes straight into the design. If not, we hand over files ready for whoever manages your site.

Do I get the original source files?

Yes. All working files are handed over so you are never locked in. You own your brand and can take it anywhere.

Does a UK trade mark protect my brand in Jersey?

No. A UK registration covers the UK and the Isle of Man. Since 1 August 2026 you can apply for a trade mark directly in Jersey under the Trade Marks (Jersey) Law 2026, through the Registrar of Intellectual Property at the JFSC.

Talk to us about your website

Builds start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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