

**WRITTEN QUESTION TO THE CHIEF MINISTER
BY DEPUTY G.C.L. BAUDAINS OF ST CLEMENT**

ANSWER TO BE TABLED ON TUESDAY 15th JANUARY 2008

Question

Following recent suggestions that Jersey's new logo appears to have been plagiarised from that of an Indian company (Pantaloon Retail (India) Limited), will the Chief Minister now consider withdrawing it before legal or other embarrassing developments occur and inviting the consultants who 'invented' it to refund their fee?

Answer

The Jersey identity has three component parts which are intended to be used together in order to form a unique and distinctive marque for Jersey. These are the soaring bird, the Jersey designed typeface and the strap-line 'life enriching'. When these are used together as intended there can be no risk of confusion with any other place or product.

The design work which was undertaken was subjected to a rigorous process of independent market testing prior to implementation to ensure that the images would be sufficiently appealing to a wide spectrum of Jersey audiences and stakeholders. The early results have been extremely positive to date with the designs working across a number of market sectors.