

# Port of Jersey: Authority and Heritage

## Use of Three Leopards crest mark

- The use of the Three Leopards crest mark **Fig.1** is a reference to the heritage of the port and denotes the authority of the organisation
- Its use within the Port of Jersey identity provides the necessary degree of separation from the States of Jersey brand

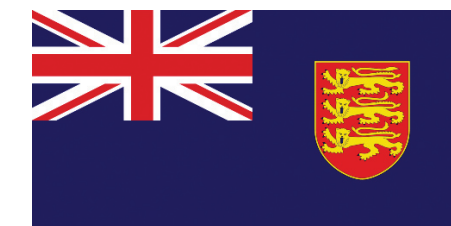
## Considerations for application

- The current Three Leopards crest mark **Fig.1** should not be adjusted or redrawn in any way in order to protect its integrity. However its colour, as demonstrated below, can be interpreted based on context.
- 'States' claret used in the States of Jersey identity **Fig.4** is a relatively recent adaptation of the Jersey Red. This case demonstrates that the red and yellow used on the flags **Fig.2,3** are not essential elements
- The Jersey Harbours blue, the use of which is established across recent Jersey Harbours literature, can also be seen as a reference to the Blue Ensign **Fig.2** which the Port of Jersey are authorised to fly
- Evolution of Jersey imagery **Fig.5** is essential to keeping it alive and relevant



**PORT OF  
JERSEY**

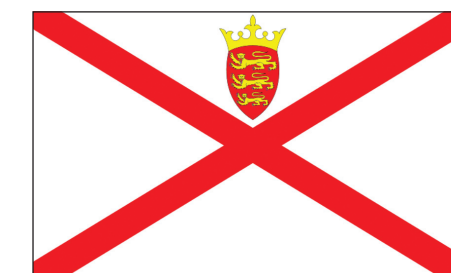
**Fig.1** Current Three Leopards crest mark



**Fig.2** Blue Ensign

States of Jersey

**Fig.4** States of Jersey identity



**Fig.3** Jersey Flag



**Fig.5** Example evolution of heraldry over time