



# Brand Guidelines

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# LOGO

The logo is the visual identity associated with Calder Rivers Trust. It comes in one colourway as shown, as well as black and white. The logo must not be stretched or distorted in anyway and used only according to these guidelines. To enable its use across a wide range of materials, it is available in filetypes .AI .EPS .JPEG .PNG.



The logo must not be distorted or altered in any way

Do not distort



Do not tilt



Do not alter



# LOGO

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The minimum area within and surrounding the logo should be kept clear of any other typography or graphic elements.

The logo can sit over background photos, so long as clearance rules are followed and the image does not distract from the legibility of the logo.

Minimum clear space on all sides is equal to the width and height of the capital letter 'T', taken from the word 'TRUST' that appears in the logo.

To ensure legibility in print applications, the minimum size for the logo is 30mm wide.

The logo should always be positioned in the top left hand corner of any document.

Always apply the clearance area when positioning the logo.

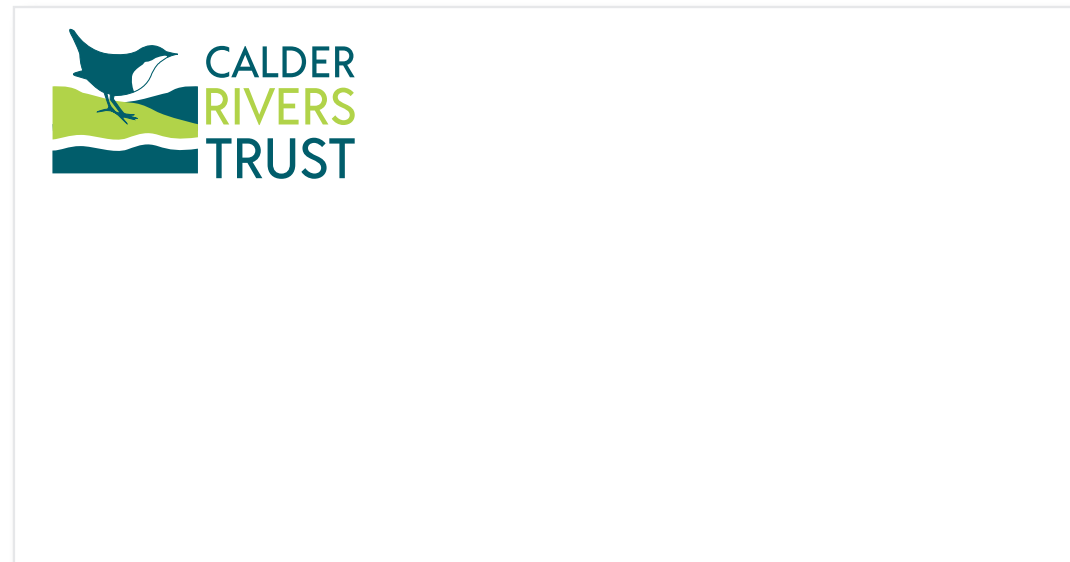
Minimum size



Clearance area equivalent to the letter 'T' from 'TRUST'



Logo position top left corner



# TYPOGRAPHY

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The typeface used in the logo is called Acre. It's a free font available to download here:

[www.fontsquirrel.com](http://www.fontsquirrel.com)

ACRE MEDIUM

# COLOUR

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Core green

C35 M0 Y90 K0  
R187 G208 B52  
HEX #BBD034



Core blue

C75 M12 Y22 K56  
R11 G95 B109  
HEX #0B5F6D



The brand colours provide a consistent look and feel across all collateral.

There are two core brand colours.