Brand guidelines
Logo

Orientation
Choose the logo that fits best in the space available. The logo should not be altered, stretched or distorted in any way.

Legibility
Ensure the logo and ‘Community Foundation for Buckinghamshire’ endorsement are legible.

Minimum sizes
The logo must not be used in any form below the minimum sizes shown.

Spacing
An area of white space must be left around the logo, as shown in the first image below. This is relative to the size of logo used.
Mono/reversed versions

In circumstances where the full colour logo cannot be used, mono and reversed options are available. The guidelines for orientation, legibility, minimum sizes and spacing remain the same.

Images and photographs

You may want to use the logo over a photographic background or a coloured image. You can do this as long as the brand remains distinct. Only use the logo on a background image that provides sufficient contrast and does not clash with the logo colours. Always use the logo with a transparent (rather than white) background.
Colours

The logo contains two main colours:

Purple

C 81
M 98
Y 4
K 1
R 90
G 40
B 130

Green

C 87
M 35
Y 68
K 28
R 16
G 101
B 82

A secondary colour is created from the gradient on the heart:

Gradient

Blue

C 88
M 68
Y 37
K 27
R 46
G 69
B 100
Typeface

The corporate typeface is Tahoma.

Tahoma regular:

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is body copy. This is body copy. This is body copy. This is body copy. This is body copy.

Tahoma bold:

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is a heading. This is a heading. This is a heading. This is a heading.

Our secondary font is Kremlin Pro

Kremlin Pro (semi expanded):

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is a complementary font. This is a complementary font.
For any further information or advice on any aspect of the Heart of Bucks brand guidelines, please contact us:

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