

A large, abstract graphic on the left side of the page, consisting of a thick, curved line that starts at the top left and curves downwards and to the right, ending in a pointed shape at the bottom left. The line is a gradient of colors, starting with purple at the top and transitioning through light blue to a teal-green at the bottom.

# 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' wording 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

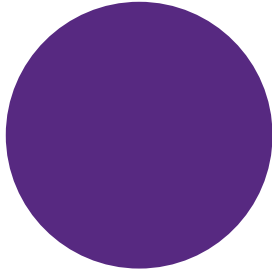
You may want to use the logo over a photographic background or a coloured image. You can do this as long as the brand remains distinct. Only use the logo on a background image that provides sufficient contrast and does not clash with the logo colours. Always use the logo with a transparent (rather than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



# Colours

The logo contains two main colours:

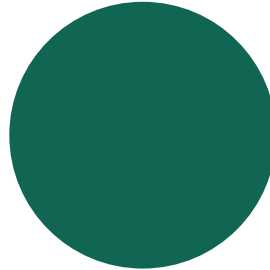
**Purple**



<b>C</b>	<b>81</b>
<b>M</b>	<b>100</b>
<b>Y</b>	<b>11</b>
<b>K</b>	<b>2</b>
<b>R</b>	<b>90</b>
<b>G</b>	<b>40</b>
<b>B</b>	<b>130</b>

**#5a2882**

**Green**

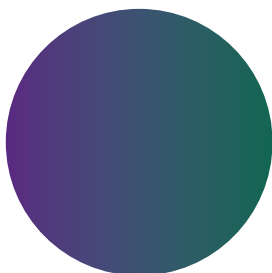


<b>C</b>	<b>88</b>
<b>M</b>	<b>38</b>
<b>Y</b>	<b>71</b>
<b>K</b>	<b>26</b>
<b>R</b>	<b>16</b>
<b>G</b>	<b>101</b>
<b>B</b>	<b>82</b>

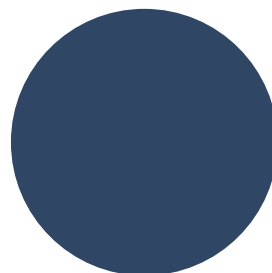
**#106552**

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

**Gradient**



**Blue**



<b>C</b>	<b>88</b>
<b>M</b>	<b>68</b>
<b>Y</b>	<b>37</b>
<b>K</b>	<b>27</b>
<b>R</b>	<b>43</b>
<b>G</b>	<b>72</b>
<b>B</b>	<b>101</b>

**#2b4865**

# 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:

**T: 01296 330134**

**E: [marketing@heartofbucks.org](mailto:marketing@heartofbucks.org)**



**UKCF**  
MEMBER



Registered with  
**FUNDRAISING  
REGULATOR**



New Road, Weston Turville,  
Aylesbury, Bucks, HP22 5QT  
Phone: 01296 330134

[heartofbucks.org](http://heartofbucks.org)  
• Charity no. 1073861  
• Company no. 03662246