

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 color at the bottom.

Brand guidelines

Logo

Usage

We reserve the right to refuse the use of our logo on any and all publications, digital and print, that do not align with our charitable purposes and values.

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

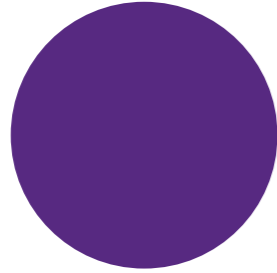
You may want to use the logo over a photographic background or a coloured image. You can do this as long as the brand remains distinct. Only use the logo on a background image that provides sufficient contrast and does not clash with the logo colours. Always use the logo with a transparent (rather than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



Colours

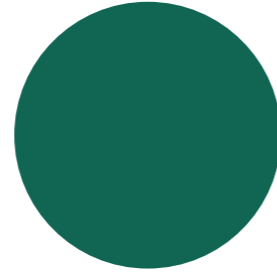
The logo contains two main colours:

Purple



C	81
M	100
Y	11
K	2
R	90
G	40
B	130
#5a2882	

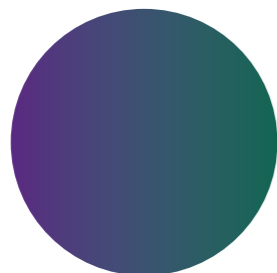
Green



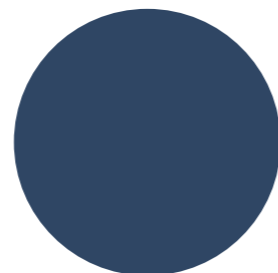
C	88
M	38
Y	71
K	26
R	16
G	101
B	82
#106552	

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

Gradient



Blue



C	88
M	68
Y	37
K	27
R	43
G	72
B	101
#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



UKCF
MEMBER



Registered with
**FUNDRAISING
REGULATOR**



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

heartofbucks.org
• Charity no. 1073861
• Company no. 03662246