

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

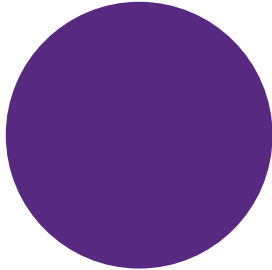
You may want to use the logo over a photographic background or a coloured image. You can do this as long as the brand remains distinct. Only use the logo on a background image that provides sufficient contrast and does not clash with the logo colours. Always use the logo with a transparent (rather than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



# Colours

The logo contains two main colours:

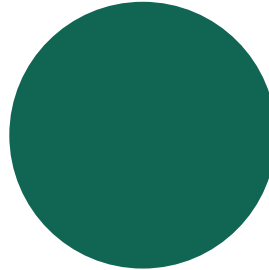
**Purple**



|          |            |
|----------|------------|
| <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**

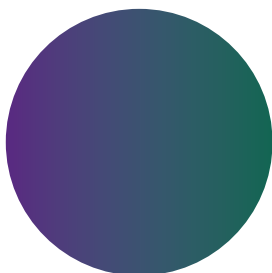


|          |            |
|----------|------------|
| <b>C</b> | <b>88</b>  |
| <b>M</b> | <b>38</b>  |
| <b>Y</b> | <b>71</b>  |
| <b>K</b> | <b>26</b>  |
| <b>R</b> | <b>16</b>  |
| <b>G</b> | <b>101</b> |
| <b>B</b> | <b>82</b>  |

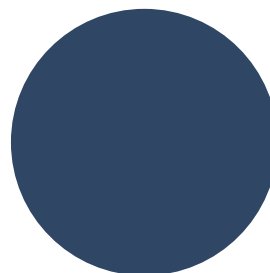
**#106552**

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:**

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**FUNDRAISING  
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