Heart of Bucks
COMMUNITY FOUNDATION

Marketing pack

Congratulations on receiving a grant from Heart of Bucks.

Please use this pack to promote your project and how we have helped to fund the great work you are doing for the local community.

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Acknowledging your grant

There are several ways you can acknowledge your grant from us, such as:

Mentioning us on social media:

Links to our socials:	Image resources (click to download):
Facebook - Heart of Bucks Instagram - @heart.of.bucks Linkedin - Heart of Bucks	Funded through graphic (square) Funded through frame (square} Or to access these resources via Canva click here **Please ensure you save a new copy first to avoid editing the template for the next person.**

Writing a press release:

If you would like to write a press release, we will happily provide a quote. Our boilerplate is as follows:

Heart of Bucks is a community foundation that raises funds across Buckinghamshire to then distribute money directly to local causes. Heart of Bucks operate to ensure any form of philanthropy, whether from an individual or an organisation, is effective and brings the greatest benefit to those in need across Buckinghamshire. Heart of Bucks is proud to be one of 47 members of UK Community Foundations.

Your own publications:

We encourage you to use information about Heart of Bucks and our logo in your own materials. Please refer to the brand guidelines. We don't need to see this before you publish.

Impact reporting and photographs:

If you can provide them, we would love to see photos of your work when you submit your end of grant monitoring form. These are fundamental to bringing our monthly grant impact stories to life. Ideally the photos would be of the project we funded, but if you have other representative images showcasing your work we would gladly receive them. Send the highest resolution you have and make sure you have permission from anyone appearing.

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.

30mm

40mm

Mono/reversed versions

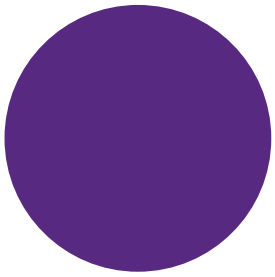
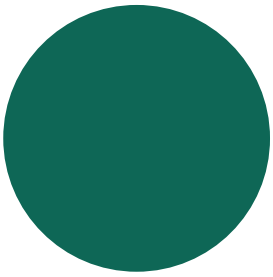
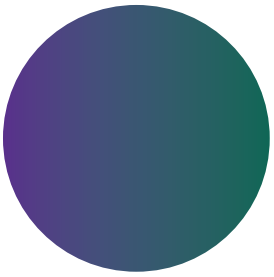
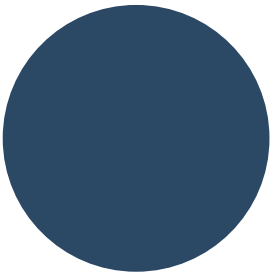
In circumstances where the full colour logo cannot be used, mono and reversed options are available. The guidelines for orientation, legibility, minimum sizes and spacing remain the same.

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 and a secondary colour created from the gradient on the heart

Purple	Green	Gradient	Blue
			
C 81 M 100 Y 11 K 2 R 90 G 40 B 130 #5a2882	C 88 M 38 Y 71 K 26 R 16 G 101 B 82 #106552		C 88 M 68 Y 37 K 27 R 43 G 72 B 101 #2b4865

Typeface

The corporate typeface is Tahoma.

> Tahoma regular: This is body copy
>
> **Tahoma Bold: This is a heading**

> Our secondary font is Kremlin Pro
>
> Kremlin Pro (semi expanded): This is a complementary font

Download logos

Click the relevant link below to view and then save the image

Landscape logo:

High-res logo

Low-res logo

Logo on transparent background

Stacked logo:

High-res logo

Low-res logo

Logo on transparent background

For white or mono versions of the logo, or further information/advice about any aspect of the marketing pack, please get in touch:

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