



braidedrivers
COMMUNITY TRUST
ASHBURTON

**Braided Rivers Community Trust
Brand identity guidelines**

Version 01

Date 18/12/2018

The brand identity

The success of the Braided Rivers Community Trust visual identity is dependent on the accurate and consistent use of the logo and support elements. Defining our brand allows for correct brand interpretation.

Supplying the technical references means use of our brand identity will always be as intended.

Combining the two ensures the representation of our branding is consistent in application and constant in its message.



The logo

The Braided Rivers Community Trust logo can not be modified under any circumstances without permission. Please follow these guidelines with regard to colour, spacing, sizing and usage at all times.

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:



1. No elements of the logo artwork may be recreated, deleted, cropped or reconfigured.
All logo artwork is provided as Adobe Illustrator based EPS.
2. A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined on Logo Clear space page.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the letterforms.
4. Logo artwork should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

Logo usage

Do not alter the logo files in any way. Do not change the colour or proportions of the logo file.

There must be sufficient contrast for the identity to be effectively seen. It is preferred that the Braided Rivers Community Trust logo appear in full colour, although alternative options are shown to the right.

Primary logo



Primary logo reversed



Black & White logo



Black & White logo reversed



Logo clearance

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space.

This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and less the overall impact.

Clear space has been shown here with a dotted line. The area of isolation is defined by the width of the 'b' in the Braided Rivers Community Trust logo and should never be smaller.

In advertising the logo without should never be smaller than 30mm wide.



Minimum size



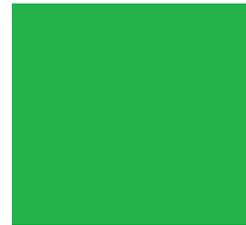
30mm

Colour palette

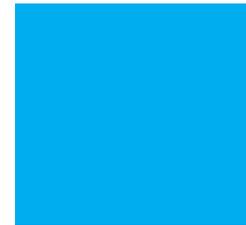
The colour palette has been developed to reflect the look and feel of the Braided Rivers Community Trust brand.

The palette is a vital part of the brand identity.

Colours must appear as indicated. No colour(s) may be added or substituted. Any deviation to colour must be approved by Braided Rivers Community Trust.



Pantone 7481
C-80, M-0, Y-100, K-0
R-13, G-177, B-74



Pantone 801
C-100, M-40, Y-0, K-0
R-0, G-174, B-239



Pantone Neutral Black
C-0, M-0, Y-0, K-100
R-35, G-31, B-32

Fonts

Typefaces are absolutely integral to the Braided Rivers Community Trust brand. Under no circumstances should any other fonts be used on any Braided Rivers Community Trust branded work.

The 'Formata' font family should be used for all copy.

Fonts

Formata - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Formata - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Formata - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Formata - Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz