



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 strapline if used is easily 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



80mm

Mono/reversed versions

The standard full colour logo to use is the coloured writing with square on a white background. 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.



Imagery

Photographs

The brand uses photographic images. Images should be bright and colourful, cheerful and have a positive, uplifting feel. Images can be contained within a coloured frame - see below - or used full width.



Illustration - used in animations

A line either as a solid colour (as above around the image) or as a gradient (see below) can be used alone or in conjunction with a cut out photograph to illustrate the role or impact of the Young Futures Fund. Line should be between 5 pt and 10 pt in videos and animations.



Tone of voice

Strapline

Investing in Buckinghamshire's next generation.

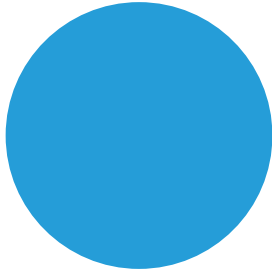
Copy

Copy should always be simple, clear, concise, and informal. The language should be inclusive, relatable, professional and respectful.

Colours

The logo contains three main:

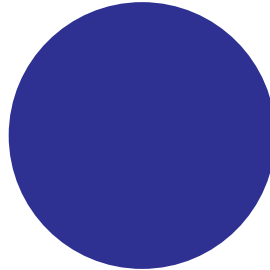
Blue



C	100
M	0
Y	0
K	0
R	0
G	159
B	227

#009FE3

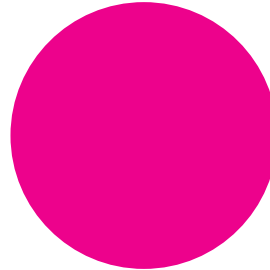
Dark blue



C	100
M	100
Y	0
K	0
R	49
G	39
B	131

#312783

Pink

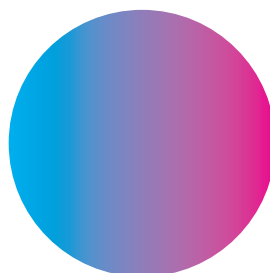


C	0
M	100
Y	0
K	0
R	230
G	0
B	126

#E6007E

The colours can also be used as a gradient:

Gradient



Typeface

Corporate font is Montserrat.

Montserrat light

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This is body copy. This is body copy. This is body copy.

Montserrat light italic

ABC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

This is body copy. This is body copy. This is body copy

Montserrat Bold

ABC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

This is body copy or heading copy. This is body copy or heading copy

**The logo typeface is Cafeteria black and this font should ONLY be used for headings.
It should not be used in point size less than 14 pt.**

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This is a heading. This is a heading. This is a heading.

For any further information or advice on any aspect of the Young Futures Fund brand or guidelines, please contact us:

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UKCF
MEMBER



Registered with
FUNDRAISING
REGULATOR



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• Company no. 03662246