# SOMERSET COMMUNITY FOUNDATION – BRAND CHEAT SHEET

The icon must always be used to the right of the name in the logo.

A stacked version of the logo is available for use when space available

is not large enough for the long version on request.

The logo should not be altered in terms of proportion by either x or y alone and

should be scaled by both x and y at the same time.

The logo should not be altered in any way by adding other graphic elements,

such as drop shadows, etc.



This has been scaled correctly
in both directions (x and y)

This has been scaled incorrectly from left to right (x)

This has
been scaled
incorrectly
from top to
bottom (y)

The logo should not be used with additional
graphic elements, eg. drop shadow

**BRAND COLOURS**

The corporate colours are Pantones 159 and Black 2.

Colour breakdowns are shown below.

Pantone 159U

Spot: Pantone 159U
CMYK: C3 / M52 / Y95 / K6
RGB: R201 / G113 / B70
WEB: C97146

Pantone Black2 U

Spot: Pantone Black2 U
CMYK: C36 / M35 / Y83 / K61
RGB: R100 / G96 / B82
WEB: 646052

For a black & white version of the logo or any other variations, please contact Sue Wheeler on sue.wheeler@somersetcf.org.uk or on 01749 344949.