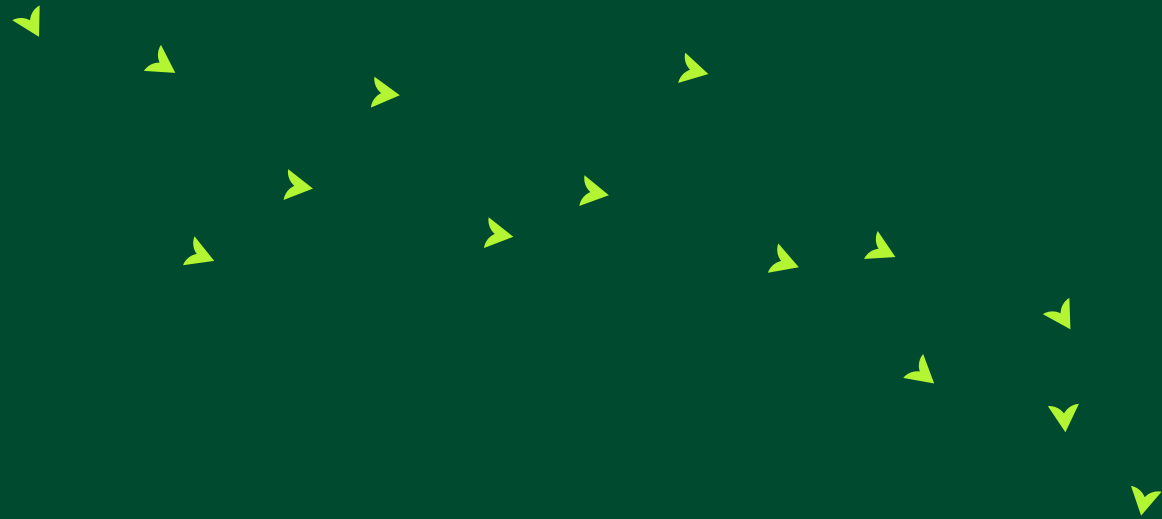
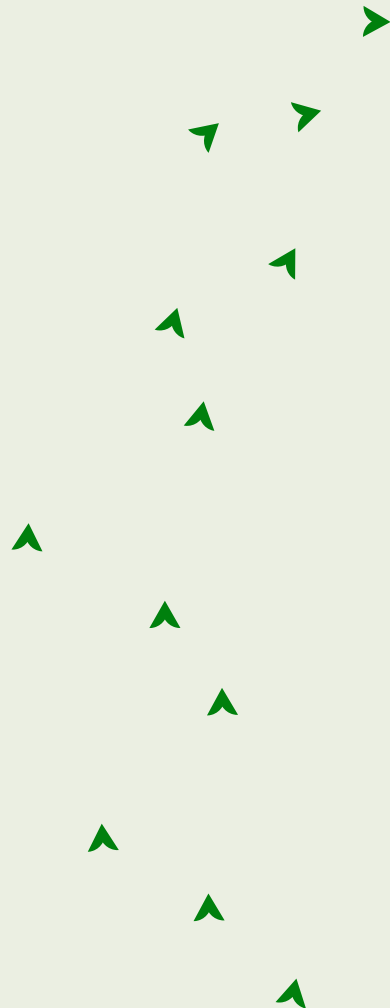


BRAND GUIDELINES

FINAL VERSION | MARCH 2023



CONTENTS



INTRODUCTION

Introduction 3

VISUAL IDENTITY

Primary components 5

Logo variants 6

Icon variants 8

Logo usage 9

Prohibited use of the logo 10

Positioning our logo 11

Co-branding 12

Subbrands 13

Colour 14

Typography 18

CONTACT

Contact and review 22

INTRODUCTION

A strong visual identity is essential for projecting our distinctive personality and boosting our brand recognition.

Our brand is expressed by our logo, graphic language and tone of voice, these differentiate us from other brands and identify our offering.

Our brand is the single most tangible asset that we have in communication with our audience. For this reason the integrity of the brand must be protected to ensure the underlying values and personality are not diluted or distorted.

These guidelines form the blueprint of how the brand identity is to be used to achieve maximum clarity and consistent application.

OUR VISUAL IDENTITY

Our brand expression has three key components: font, colour and logo, to be used consistently across the brand experience.



PRIMARY COMPONENTS

The Somerset Community Foundation logo can be used in two instances: the full logo which includes the wordmark, or the logomark separately.

1. SOMERSET COMMUNITY FOUNDATION LOGO

The logo consists of two elements, the bird logomark and the wordmark. It should be represented correctly across all marketing collateral.

2. SOMERSET COMMUNITY FOUNDATION LOGOMARK

For smaller sizes, we recommend using the logomark on its own.



LOGO VARIANTS

Our logo can be reproduced in four different ways. The logo should only be used on white or dark backgrounds, except where the background photograph has sufficient contrast and clear space.

1. Full colour logo
2. Single colour black logo
3. Single colour white logo
4. Inverted for use on dark backgrounds

1

Somerset 
Community
Foundation

2

Somerset 
Community
Foundation

3

Somerset 
Community
Foundation

4

Somerset 
Community
Foundation

LOGO WITH STRAPLINE VARIANTS

The logo can also be used with the strapline in the following colourways. The same rules apply as the previous page – the logo should only be used on white or dark backgrounds, except where the background photograph has sufficient contrast and clear space.

1. Full colour logo
2. Single colour black logo
3. Single colour white logo
4. Inverted for use on dark backgrounds

1

Somerset 
**Community
Foundation**

**Directing Funds
Driving Change**

2

Somerset 
**Community
Foundation**

**Directing Funds
Driving Change**

3

Somerset 
**Community
Foundation**

**Directing Funds
Driving Change**

4

Somerset 
**Community
Foundation**

**Directing Funds
Driving Change**

ICON VARIANTS

We use the bird icon independently as a favicon or avatar icon on social media. This approach helps establish a robust and unique brand identity.

1. Full colour icon
2. Single colour black icon
3. Single colour white icon
4. Single colour Sand on dark backgrounds

1



2



3



4



LOGO USAGE

EXCLUSION ZONE

The logo exclusion zone is defined by the height of the logomark. No other element should encroach into this space, such as typography or graphics.

MINIMUM SIZE

The standard logo should be a minimum of 30mm or 85px wide.

SOMERSET COMMUNITY FOUNDATION LOGOMARK

If a smaller logo is required, please use the icon on its own.



PROHIBITED USE OF THE LOGO

DOS AND DON'TS

The logo must always be reproduced using the original master files and must not be modified in any way.



Don't recreate the logo, adapt it or change the font.



Don't apply transparency to the logo.



Don't stretch, distort or recolour the logo.



Don't add drop-shadows or any other effects.



Don't alter the colours in any way

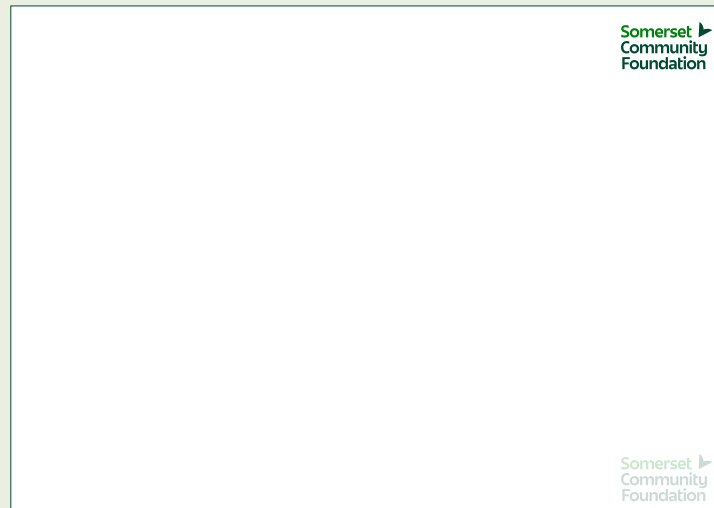
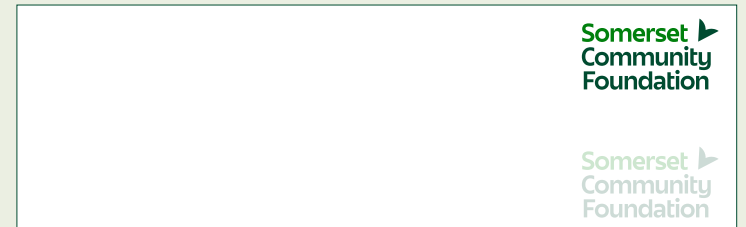
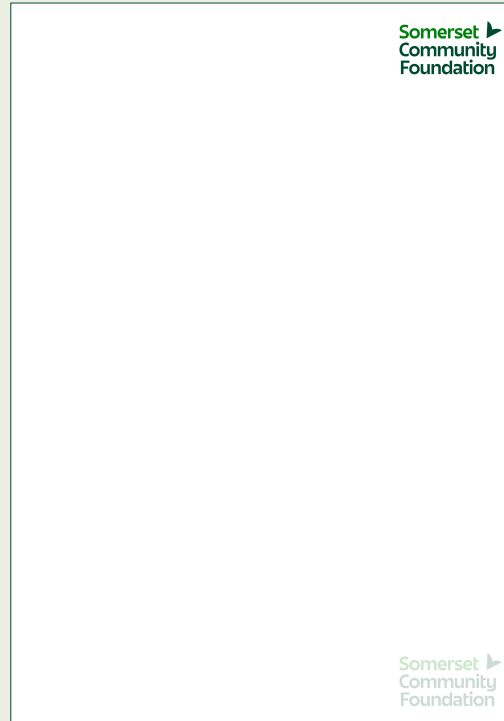


Don't place the full colour logo on a coloured background.

POSITIONING OUR LOGO

Our logo can be positioned top or bottom right depending on the content. Please use your discretion to decide what looks best on the page. Shown here are a few examples of how the logo can be positioned on different formats.

Always include the necessary clear space plus margin allowances.



CO-BRANDING

Well managed co-branding will help us reinforce our brand integrity and protect our visual assets.

Logos should be sized so they are visually equal and spaced at a comfortable, equal width apart (W) and centred horizontally (H).

Permission must be sought from Somerset Community Foundation for co-branding use.



SUB BRANDS

We have a set of subbrands that must be applied in the same way as our logo.

1. Full colour logo
2. Single colour black logo
3. Single colour white logo
4. Inverted for use on dark backgrounds

1

Somerset 
Funders
Forum

2

Somerset 
Funders
Forum

3

Somerset 
Funders
Forum

4

Somerset 
Funders
Forum

COLOUR

We have a palette of five core colours inspired by the natural landscape of Somerset. Please always use the exact specifications shown across the next few pages.



PRIMARY PALETTE

PRINT

CMYK colours are used to print the designs, and when required Pantone colours are provided.

SCREENS

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

PROPORTIONAL USE OF COLOUR

This page guides the use of colour proportionally, it helps achieve the right balance of brand colours.

Use pale 20% tints of the colour palette when needed for tables charts and graphics.

NOTE:
WE CONSISTENTLY
EMPLOY OUR DARK
GREEN SHADE FOR BODY
COPY, OPTING FOR IT
OVER BLACK.

FOREST GREEN

PMS C: 3308
PMS U: 3500
HEX: #004b30
C92 M42 Y85 K48

SAND

PMS C: 9101
PMS U: 9101
HEX: #ebef2
C10 M3 Y14 K0

HUNTER GREEN

PMS C: 348
PMS U: 2426
HEX: #00800d
C86 M22 Y100 K10

APPLE GREEN

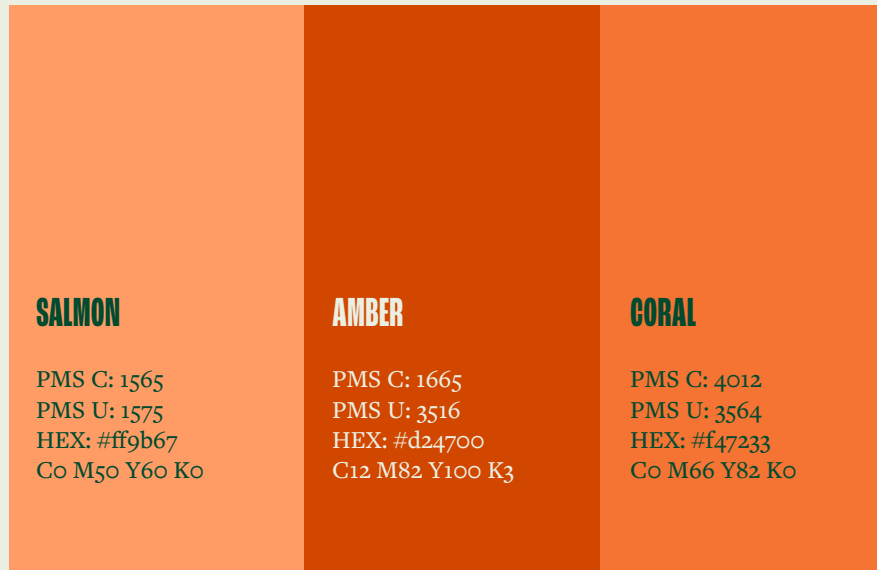
PMS C: 2287
PMS U: 375
HEX: #69ca00
C62 M0 Y100 K0

LIME GREEN

PMS C: 2290
PMS U: 2291
HEX: #b2f533
C39 M0 Y96 K0

SECONDARY PALETTE

This is our secondary palette and it is used to enhance applications under limited circumstances. These colours must be used when combined with colours from our primary palette. Use to add pops of colour, for highlighting content and adding calls to action.



ACCESSIBILITY

We have many different shades of greens so it's important to make sure we're using the correct shades together to give maximum contrast for accessibility.

The same principles here apply for the murmuration expressions.

LIME ON FOREST

FOREST ON LIME

FOREST ON SAND

FOREST ON APPLE

APPLE ON FOREST

SAND ON HUNTER

HUNTER ON LIME

APPLE ON SAND

FOREST ON SALMON

SALMON ON FOREST

SAND ON AMBER*

AMBER ON SAND*

CORAL ON FOREST*

FOREST ON CORAL*

*Only to be used for graphic components and large text. Not to be used for body copy.

TYPOGRAPHY

Typography plays a large part in conveying our clear and confident voice. Consistent typesetting helps communicate our attention to detail.



TYPOGRAPHY

TYPOGRAPHY STACK:

We employ two distinct typefaces, Roc Grotesk Compressed and Freight Text Pro, to offer maximum design flexibility. For the recommended typography stack, ensuring consistent usage across all materials, see opposite.

1. Roc Grotesk Compressed is our brand font. Used across headlines and body copy. We only use one weight; Bold.
2. Freight Text Pro Medium is used for secondary headlines and body copy. Always pair with Roc Grotesk Compressed for sub headings.

1

ROC GROTESK COMPRESSED BOLD IS OUR BRAND FONT. WHEN USING IT IN HEADINGS, ALWAYS SET IT IN CAPITALS AND ADJUST THE LEADING TO 90% TO CREATE A STRONG AND COMMANDING STYLE.

Roc Grotesk lowercase can be used sparingly to draw attention, such as in subheadings, bullet points, pull quotes and stats.

2

Freight text pro medium is used for body copy and opening paragraphs.

MICROSOFT OR OTHER OPERATING SYSTEMS

For electronic and portable documents such as Microsoft Word, to ensure our content is accessible to all recipients (not just those with these fonts installed on their devices), use Impact in replace of Roc Grotesk Compressed, and Georgia Regular in replace of Freight Text Pro.

- 1 **IMPACT IS USED AS A PRIMARY HEADLINE FONT ON ELECTRONIC DOCUMENTS.**
- 2 Georgia is used for secondary headings and body copy on electronic documents.
- 3 When producing financial reports, use Arial Narrow Bold for numbers.

GOOGLE SUITE SUBSTITUTES

1. Anton is the Google-Suite font to use when Roc Grotesk Compressed is not available (Google Docs, Slides, etc).
2. Frank Ruhl Libre Regular is used in replacement of Freight Text Pro SemiBold for secondary headings and body copy.

1

ANTON IS USED AS A PRIMARY HEADLINE FONT WHEN ROC GROTESK IS NOT AVAILABLE.

2

Frank Ruhl Libre is used for secondary headings and body copy when Freight Text Pro is not available. We use this in Regular rather than SemiBold.

CONTACT AND REVIEW

Everything you need should be outlined in these brand guidelines. However if you need further information or advice, please contact Sue Wheeler: sue.wheeler@somersetcf.org.uk