



# BRAND GUIDELINES

# 2

## OUR PRIMARY LOGO

Our logo mark is our key brand asset.

Community Foundation for Merseyside's primary logo may appear both with and without its strapline "GROWING STRONGER COMMUNITIES TOGETHER".

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## OUR SECONDARY LOGO

For smaller marketing and promotional materials, as well as logo blocks alongside our partners, we prefer the use of our logo without the strapline (which might appear too small/illegible).



GROWING STRONGER COMMUNITIES TOGETHER



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## LOGO FORMATS

The logo samples have been created as Ai (EPS) files, JPEG, PNG and SVG. All elements of the logo must be clear and legible when placed on a background image.

**Ai** (EPS) files are for professional use with Adobe Suite software. These are Illustrator vector files that can be reproduced at any size.

**JPEG** files are for office use with Microsoft software. These do not enlarge.

**PNG** files are for office use with any Microsoft software that can be placed on any background as the files are with transparent backgrounds.

**SVG** Scalable vector graphic files are for use on the website and can be reproduced at any size.



Primary logo



Primary logo reversed out



Primary logo with background image  
text reversed out



Secondary logo



Secondary logo reversed out



Main logo with background image  
text reversed out



Centered logo



Centered logo reversed out



Centered logo with background image

# 4

## APPLICATION OF OUR LOGO

### Clear Space

Leave space around the logos. We recommend leaving at least the equivalent to the size of the blue circle. This is intended to prevent the logo appearing too close to other elements or the edge of a page. The clear space recommendation is for both of the versions with and without the strapline.

### The Best Fit

Use whichever version of our logo provides the best fit and/or maximum impact for the context. That might include, for example, using the centred version of our logo for social media profiles and limited spaces.

## COMMUNITY FOUNDATION FOR MERSEYSIDE BRAND GUIDELINES

### CLEAR SPACE



### PRIMARY LOGO RECOMMENDED MINIMUM SIZES



MIN SIZE  
50mm - 190px

### SECONDARY LOGO RECOMMENDED MINIMUM SIZES



MIN SIZE  
12mm - 46px



MIN SIZE  
35mm - 132px



MIN SIZE  
45mm - 170px

### INCORRECT USAGE



## BRAND ASSETS

The colours of the logo are the basis of the colour palette for our communication materials.

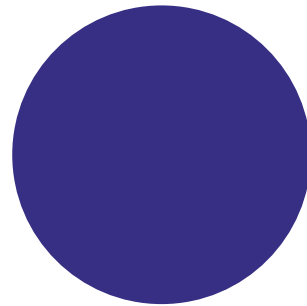
### Pantone

The colours specified are the nearest Pantone colours that matches the CMYK values.

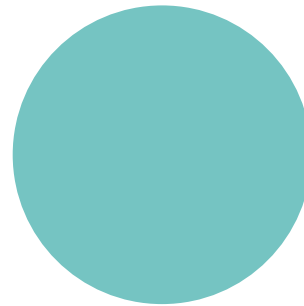
### RGB and HEX (HTML)

The RGB and HEX values are specified for digital purposes (on screen).

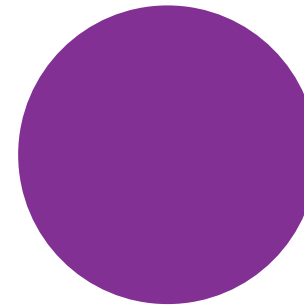
Gradient values and transparencies of each colour are acceptable.



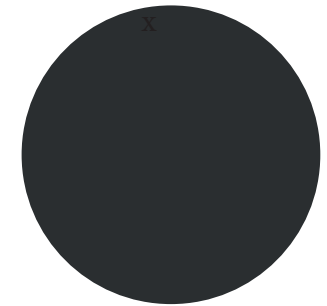
PANTONE SOLID COATED  
269C  
RGB 56, 40, 121  
CMYK 97, 100, 11, 2  
HEX/HTML 372878



PANTONE SOLID COATED  
325 C  
RGB 117, 196, 194  
CMYK 56, 1, 28, 0  
HEX/HTML 76C4C2



PANTONE SOLID COATED  
254 C  
RGB 130, 48, 148  
CMYK 62, 90, 0, 0  
HEX/HTML 823094



PANTONE SOLID COATED  
BLACK C  
RGB 52, 52, 52  
CMYK 0, 0, 0, 80  
or 80% BLACK  
HEX/HTML 343434

## TYPEFACE

**External Communications**

Use Gotham for any professionally produced item if possible. Otherwise, if this font is not available, Metropolis or Raleway are acceptable alternatives.

Acceptable weights are Light, Book, Medium, Bold and Ultra. Italic versions are acceptable for quotations and other limited use.

Leading for most cases is set at -20.

**Internal Communications**

Calibri and Calibri Light are available on Microsoft and used for internal communications and for non-public reports/documents

AaAaAaAaAa

GOTHAM LIGHT & ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**



If you have questions or feedback about using our Brand Guidelines, please contact our Marketing and Communications Manager:

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