January 2021

Brand Guidelines

The
Gannochy
Trust

We have developed a set of brand guidelines to help you represent The Gannochy Trust brand accurately and consistently across all communications channels. Please contact us if you have any questions about the use of our brand assets.

Contents

01

Our logo

Our logo Versions

We have two logo versions each available in full colour, black and white. Where possible, please use the primary full colour logo. You can use the secondary logo where space is limited.

The white logo can be used on coloured or photographic backgrounds. Please only use one of our palette colours on page 6 for the background colour, and consider legibility if using a photographic background.

Primary logo

Full colour

Black

White

Secondary logo

Full colour

Black

White

Our logo Exclusion zone and positioning

Please ensure there is adequate space around our logo. You can use the 'T' in Trust as a guide to the minimum exclusion zone, as shown in the diagram opposite.

Where possible, the logo should be positioned on the right hand side of documents, with the exception of the website.

Do not use a logo smaller than the minimum size indicated in the diagram opposite. For consistency, try to use the same size of logo across all documents.

Primary logo

Secondary logo

Minimum size

Primary logo

15mm

Secondary logo

25mm

Our logo Examples of misuse

Please do not:

- change the size of the logo elements;
- add any graphical effects to the logo;
- change the colour of the logo;
- rotate the logo;
- place the logo on a busy background;
- remove the thistle from the logo;
- distort the logo;
- alter the typography; and
- change the hierarchy of the logo elements.

Our logo Relationship to other logos

Please use the minimum space as shown on page 2 between our logo and others.

If all logos require equal prominence, please ensure they are the same size and have equal space between them.

If the Gannochy Trust logo is leading, this can be represented by using a larger logo compared to the others. The other logos must have equal space between them and be aligned to the bottom edge of our logo. Our logo should also appear first in the sequence. See diagram.

Please refer to the brand guidelines provided by our partners when using their logos.

Equal prominence

The Gannochy Trust leads

Art direction

Art direction Colour palette

Please use the colour values opposite to ensure a consistent look across all our communications.

Primary colours

Pantone 348
CMYK 93/0/98/17
RGB 0/132/61
HEX 00843D

Pantone 2593
CMYK 66/92/0/0
RGB 132/50/155
HEX 84329B

White

Secondary colours

Pantone 717
CMYK 0/69/100/2
RGB 216/94/0
HEX D85E00

Pantone 7467
CMYK 100/0/35/0
RGB 0/161/175
HEX 00A1AF

Pantone Cool Gray 10
CMYK 57/46/40/25
RGB 100/101/106
HEX 64656A

We are using a pairing of Museo and Calibri to create a consistent look across our external brand communications. For internal documents, you can use Calibri as the headline and body text typeface.

Headline typeface

Museo 700
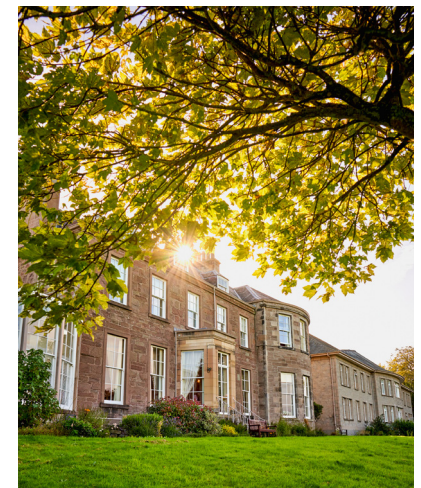# Museo 500
Museo 300

Body text typeface

Calibri Bold
Calibri Regular

Art direction Photography

For external agencies or organisations - please contact us to receive the correct pictures.

For Gannochy Trust staff - please only use the pictures saved in our Knowledge Centre.

Contacts

If you require any further help in applying these guidelines, please contact:

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