



Visual identity

Guidelines



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Introduction

Our brand identity guidelines have been designed to help you when producing communication materials that carry The Mersey Forest brand.

The key purpose of the guide is to advise on how to get the best from The Mersey Forest brand and to illustrate how its correct usage will not only enhance the brand's visibility, but ultimately the work we do.

The guide will illustrate how the logo should be used, whether preparing in-house materials such as presentation documents and PowerPoint slides or whether commissioning printed materials from outside suppliers.

While consistency is important across the materials we produce, we recognise that our business is a vibrant, diverse and creative one. For that reason, we have created a set of guidelines that act as a framework yet still offer a degree of creative flexibility.



At a glance

Logo

Available in both vertical and horizontal formats, though the vertical format is always the preferred option. See page 5.



Colour palette

The logo is made up of two key Pantone colours as illustrated here. There is also a supporting palette of extra colours. See pages 10 and 11.



Typeface

The Franklin Gothic font family has been chosen for its clarity and legibility. Its in house substitute is Arial. See pages 8 and 9.

Franklin Gothic
Book
Medium
Demi

The logo

Although the vertical logo is always the preferred option, we realise that in some exceptional cases there may be a need to use the secondary horizontal version.



Preferred



In exceptional cases

Logo size guide



50mm

Example uses:

- Presentation covers (portrait & landscape)



37.5mm

Example uses:

- A5 covers and leaflets (portrait & landscape)
- 1/3 A4 leaflets



25mm

Example uses:

- Business cards



Minimum size

Example uses:

- Partner support role

To achieve consistency and clarity across both internal and external publications the following sizes are offered as a general guide.

In promotion, exhibition and display, there will be the need for flexibility in logo size.

Minimum logo size

Our logo often appears alongside that of our other partners, usually on the back page of a report or leaflet. In such cases, and particularly if there are many partner logos to accommodate, it is often difficult to adhere to any hard and fast rule on minimum size usage.

In some rare cases the logo may need to appear below the minimum size stated here, i.e. on promotional items – in these cases the 'more from trees' tagline may be removed but **please seek approval (see page 12) before using it in this way.**

Logo reproduction

Dark background



Light background



Photographic background



In terms of backgrounds, sufficient contrast to be able to read the logo comfortably is important.

The preferred option is always to use the main colour logo on a white background.

When the logo is to appear on a dark or light background or image, care should be taken and either the full white or black version should be considered. If in doubt, use the version that offers clearest legibility.

If the logo is to be used on a photographic background, always try to ensure that it is positioned on a clear section of the image and avoid busy areas of the image that will make the logo hard to read.

Primary typeface

Aa Aa Aa

ITC Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£% &()

ITC Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£%&()

ITC Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£%&()

For use in professionally designed publications

ITC Franklin Gothic font family

We have selected Franklin for use in all professionally designed publications.

It is a classic and highly legible typeface which offers a range of weights which can be used to create a solid typographic style with emphasis and contrast.

Secondary typeface

For internally produced and online applications

The Arial font family

Chosen for its clarity and legibility, the Arial font family should be used when preparing internal documents such as correspondence or presentations or when creating web pages.

Aa Aa

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&()**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&()

Corporate colours



CMYK Breakdown

C: 50 M: 0 Y: 100 K: 0

RGB Breakdown

R: 141 G: 198 B: 63

Hex

8DC63F



CMYK Breakdown

C: 65 M: 58 Y: 100 K: 35

RGB Breakdown

R: 82 G: 79 B: 38

Hex

524F26

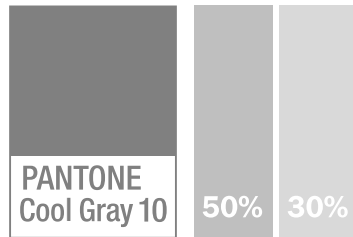
These are our corporate colours and it is these Pantone colours that should be used whenever the logo is printed in two colours.

Where the logo is to be printed in four colour process, the CMYK version of the logo should be used. A full set of logos including Pantone and CMYK versions are available.

RGB versions of the logo are also available for use when applying the logo to electronic communications, for example websites, emails or PowerPoint presentations.

To obtain copies of the logos see page [12](#).

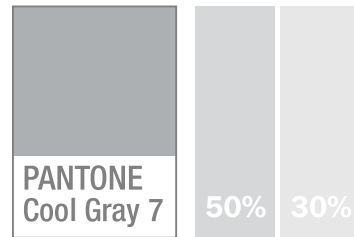
Supporting colours



CMYK Breakdown
C: 0 M: 0 Y: 0 K: 60

RGB Breakdown
R: 127 G: 127 B: 127

Hex
7F7F7F



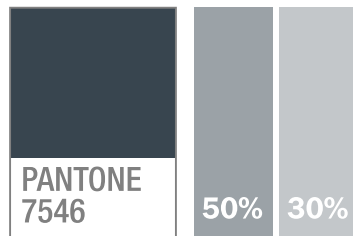
CMYK Breakdown
C: 0 M: 0 Y: 0 K: 37

RGB Breakdown
R: 173 G: 175 B: 178

Hex
B7AFB2

We have developed a complementary colour palette to support our core colours. These can be used to accent design features such as headlines or break-out panels within leaflets, brochures or reports.

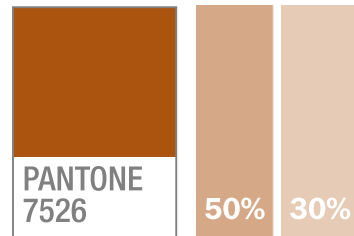
We've also shown here how further interest can be added by using subtle tints. The use of tints can be particularly useful when producing something like a 'What's On' list where the tints can help visually separate the different events or dates.



CMYK Breakdown
C: 33 M: 4 Y: 0 K: 7 2

RGB Breakdown
R: 55 G: 70 B: 80

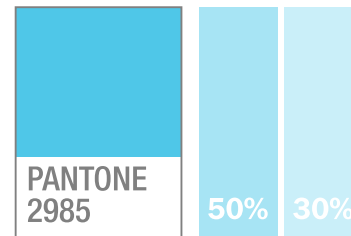
Hex
374650



CMYK Breakdown
C: 0 M: 65 Y: 100 K: 35

RGB Breakdown
R: 171 G: 84 B: 16

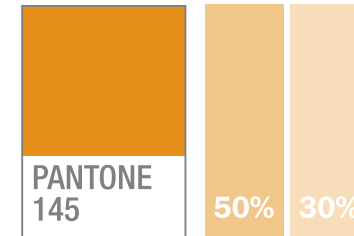
Hex
AB5410



CMYK Breakdown
C: 59 M: 0 Y: 6 K: 0

RGB Breakdown
R: 80 G: 200 B: 232

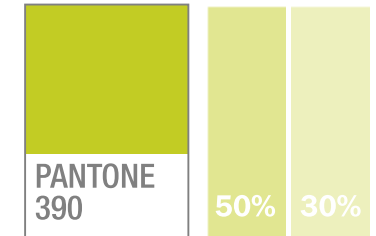
Hex
50C8E8



CMYK Breakdown
C: 0 M: 47 Y: 100 K: 8

RGB Breakdown
R: 229 G: 142 B: 26

Hex
E58E1A



CMYK Breakdown
C: 22 M: 0 Y: 100 K: 8

RGB Breakdown
R: 194 G: 205 B: 35

Hex
C2CD23

Resources & contacts

Any questions?

These guidelines have been produced to help you get the most out of The Mersey Forest brand and we've endeavoured to make using them a satisfying rather than stressful exercise. If however you don't find the answer to your particular query in these pages then just ask and we'll be pleased to help.
Simply contact:

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Logos

A full set of Mersey Forest logos is available to download from www.merseyforest.org.uk/logo where you will find the logo in a range of formats. Please remember that the vertical logo is always the preferred option.

Core messages and house writing style

The Mersey Forest little book of messages is a resource which sets out in crisp, clear terms what the Forest is, what it has achieved and where it is going next. You can borrow paragraphs, facts and figures from the book of messages to slot into Mersey Forest publications.

It is available at www.merseyforest.org.uk/messages.pdf.

A useful (and brief) house writing style document can also be found at www.merseyforest.org.uk/houstyle.pdf.