

BRAND AND DESIGN GUIDELINES

How to use the Bedford Charity (Harpur Trust) logo.

This document provides basic brand and design guidelines for organisations and community groups who wish to use the Bedford Charity logo in their publicity materials. It is important to use the Charity's logo in the appropriate way to protect and build on our identity and recognition of our work within the local community.

DESIGN GUIDELINES

The Bedford Charity logo must:

- be reproduced from original files provided by us – please liaise with your Bedford Charity contact
- not be changed or distorted in any way
- always appear horizontally – not turned on its side
- not be embedded in text or sentences
- not be used as a pattern or as a design feature

COLOUR

- The logo may be reproduced in full colour or white / blue only
- The Pantone reference numbers are:
 - Blue - Pantone 280C
 - Red in logo - Pantone 201C
 - Yellow in logo - Pantone 120C



FONTS

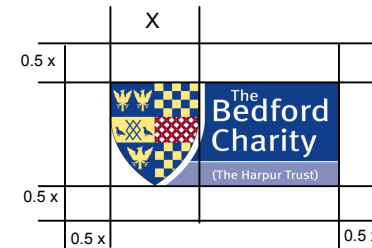
- The font used within the logo is MetaPlusBook.

BACKGROUND

- The logo must be clear and legible and should be produced on a clear, pattern free background – preferably white.
- It must not be produced on a patterned background or overlaid onto any pictures or images.

EXCLUSION ZONES

- The minimum exclusion zone around the logo is half the width of the logo's shield
- Third-party logos should be placed at an appropriate distance from the Bedford Charity logo so as to provide all logos with sufficient space to communicate their individual messages.



MINIMUM SIZE

- The **minimum size** for the Bedford Charity logo is 20.5 mm wide.
- The size of the logo must be proportionate to other logos



ADDITIONAL INFORMATION

- The Bedford Charity may be referred to in text and should always appear as The Bedford Charity (The Harpur Trust).
- The preferred wording is either **Supported by the Bedford Charity (The Harpur Trust)** or **With the support of the Bedford Charity (The Harpur Trust)**
- The final artwork or copy, that includes our logo or reference to the Charity, should be approved by Suzanne Sharp, Communications Manager prior to publication.

Suzanne Sharp, Communications Manager

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