THE
CLARE MILNE
TRUST

Brand Guidelines

The Brand System

This guide is intended for anyone producing communications for The Clare Milne Trust and outlines the different elements that make up our brand identity.

The purpose is to ensure the all our work embodies The Clare Milne Trust brand attributes, expresses them consistently and helps to build a strong and continued awareness of the brand.

The brand system covers 4 key elements:
logo, colour, composition and typography.

Additional elements to consider in retaining a strong brand recognition include a consistent tone of voice across all media and platforms as well as a consistent style of photography and illustration style.

THE
CLARE MILNE
TRUST

LOGO

COLOUR

COMPOSITION

Aa

TYPOGRAPHY

Logo

Our logo has been created to be contemporary, striking and elegant, whilst also feeling friendly and inviting. The logo consists of a clean, clear and highly legible all-capitals typeface, paired with a strong and colourful graphical element representing a butterfly.

The **primary logo** has been designed to work at a size no smaller than 40mm wide to preserve impact and ensure full legibility and brand recognition. Please see Logo Variations for uses of the logo under 40mm wide.

Dependant on the use, the logo will appear in its **colour**, **reversed** or **mono** forms. Where possible, it is preferred to use a single block colour from one of the brand colours behind the reversed and mono forms of the logo. Please see Logo Variations for uses of the reversed and mono forms.

THE
CLARE MILNE
TRUST

PRIMARY LOGO - COLOUR

THE
CLARE MILNE
TRUST
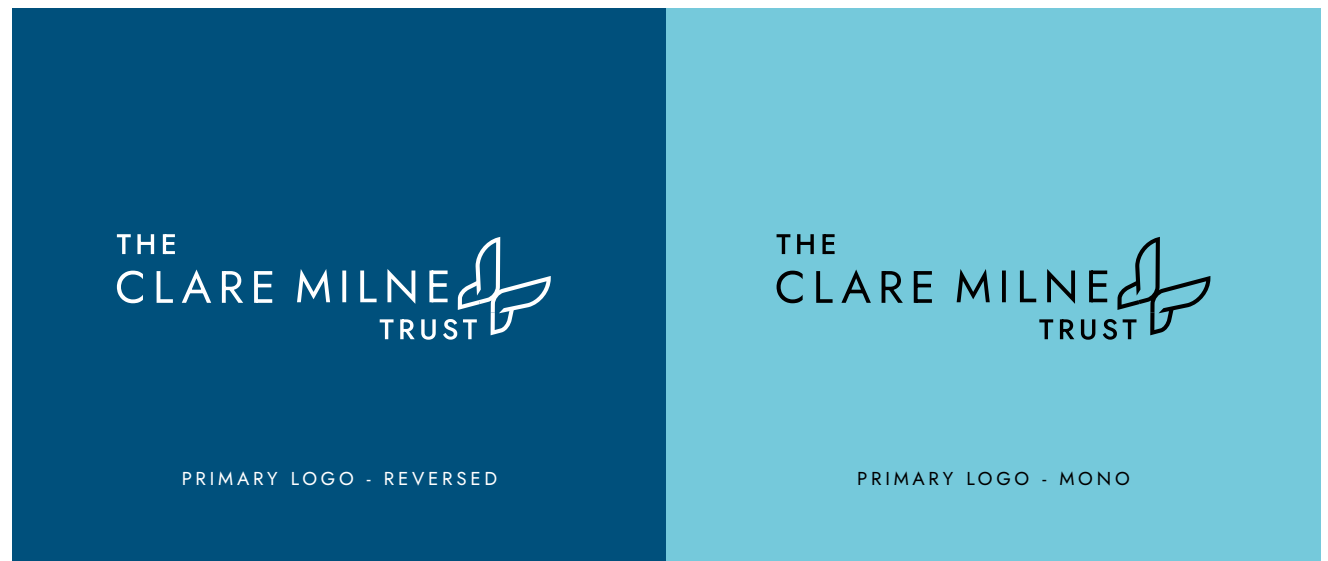
PRIMARY LOGO - REVERSED

THE
CLARE MILNE
TRUST

PRIMARY LOGO - MONO

Logo Variations

A number of variations of The Clare Milne Trust logo have been created to suit a number of requirements and ensure maximum legibility and brand recognitions no matter the size of the intended application.

The primary logo has been designed to work at a size no smaller than 40mm wide to preserve impact and ensure full legibility and brand recognition. For any instance where it is thought legibility may be compromised, and for any use under 40mm wide, the **logo icon** should be utilised instead.

As with the primary logo, and dependant on the use, the logo icon can appear in its colour, reversed or mono forms. The reversed form of the primary logo and logo icon should only be used against dark backgrounds, preferably colours from the brand's 'dark palette'. The mono form of the primary logo and logo icon should only be utilised on a light background or against a colour from the brand's 'light palette'. Please see Colour for further information on the two palettes.

When utilising a white background, the colour forms should always be used - with the exception of single-colour print which will use the mono form.
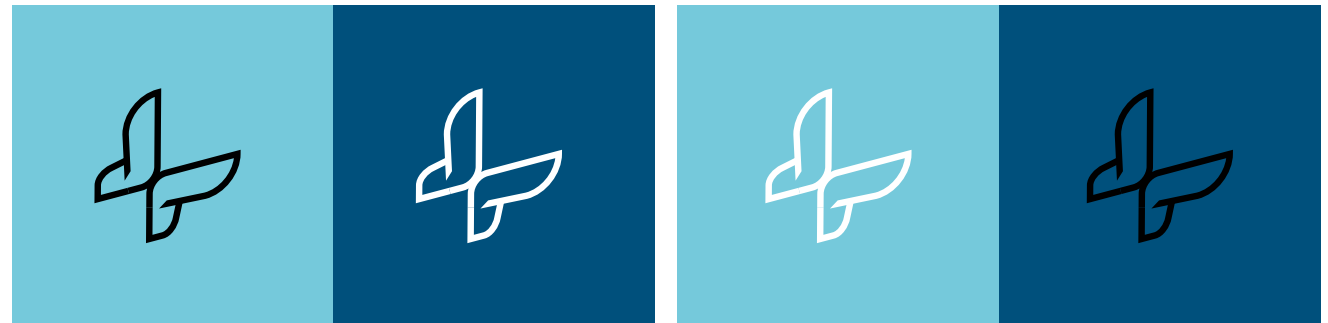
LOGO ICON - COLOUR

LOGO ICON - REVERSED

LOGO ICON - MONO

Logo Usage

In order to retain a strong brand identity and continued brand recognition, we have implemented a number of rules when using the logo.

- The logo should always be scaled proportionately, and never stretched, squashed or skewed.

- Elements should not be added to or removed from the logo. The primary logo should not appear as typography alone.

- The logo, or any parts therein, should not be rotated.

- The logo should never be recoloured or displayed in any way not described on the Logo Variations page.

- Additional effects, such as drop shadow, should never be used.

To ensure a strong, clear identity, and to avoid clashing with or overlapping any other elements, a **minimum invisible clear space equal to the height of the capital 'C'** should be utilised around the primary logo at all times. For the logo icon, the minimum clear space is **equal to the height of the lower wing** on all sides.

This is only a minimum clear zone - more space should be allowed for if possible.

MINIMUM CLEAR SPACE ALLOWANCE EXAMPLES

Using the Logo over Photography

When using photography in conjunction with The Clare Milne Trust logo, considerations should be made to which form of the logo will allow for maximum legibility over the selected image.

Whilst in most instances it would be preferable to utilise the reversed or mono forms of the logo with a colour panel behind it, in cases of very light images, it is permitted to use the colour form as long as legibility is not impacted. Please see Colour for further information on the brand colours to use.

For very dark images the reversed form may be used without a colour panel.

The logo should always take a prominent position, suitable for the intended use of the photograph, and without obstructing any important aspect of the image. When using a colour panel for the reversed or mono forms, the logo panel should be aligned with one of the four corners of the image.
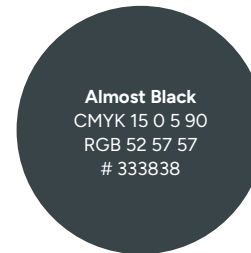
Colour

The colours of The Clare Milne Trust branding were chosen to promote the brand as modern, friendly and trustworthy, whilst also remaining clean, clear and professional.
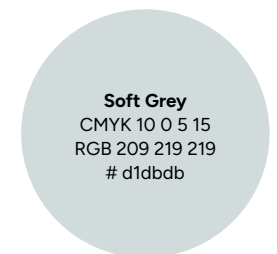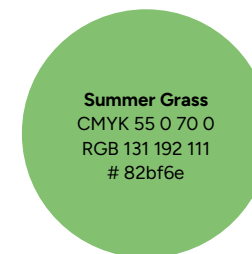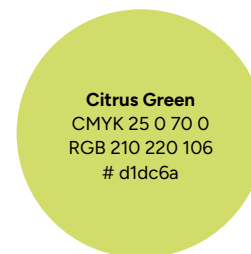
The brand colours have been split into two palettes, dark and light, for the purpose of ensuring maximum legibility of the reversed or mono forms of the logo when placed over these respective colours, as well as any typography placed over these colours, in accordance to the Web Content Accessiblity Guidelines (WCAG) 2.1. Please see Logo Variations for uses of the reversed and mono forms.

Whilst some of the colours are featured in the brand's primary logo, others are intended as secondary or supporting colours.

DARK PALETTE

Uniform Blue
CMYK 100 65 30 10
RGB 0 80 124
00507b

Cerulean Blue
CMYK 95 20 20 10
RGB 0 132 171
0083aa

Neon Raspberry
CMYK 0 95 20 0
RGB 231 29 114
e61d72

Red Violet
CMYK 30 100 0 0
RGB 184 14 128
b70d7f

Royal Purple
CMYK 60 100 0 0
RGB 131 31 130
821f81

Almost Black
CMYK 15 0 5 90
RGB 52 57 57
333838

Mono Black
CMYK 0 0 0 100
RGB 0 0 0
000000

LIGHT PALETTE

Hazy Sky Blue
CMYK 55 0 15 0
RGB 117 201 218
75c8da

Citrus Green
CMYK 25 0 70 0
RGB 210 220 106
d1dc6a

Summer Grass
CMYK 55 0 70 0
RGB 131 192 111
82bf6e

Soft Grey
CMYK 10 0 5 15
RGB 209 219 219
d1dbdb

Typography

Typography is a key element to the overall brand recognition and forms a large portion of the brand identity.

The Clare Milne Trust branding utilises two versatile and highly legible typefaces, 'Jost' and 'Figtree'. Both fonts are available to download for free from fonts.google.com which means they are both ideal for use online (digital media) as well as in print.

The brand's primary typeface, Jost, is reserved mostly for the logo, as well as for use in sub-headings. For the purposes of maintaining the brand identity, Jost should only be used in all-capitals at the regular or medium weight. Letter spacing / tracking of at least 150 thousandths of an em should also be used where possible.

The secondary typeface, Figtree, is highly versatile and clear with good legibility. Figtree should be used for all areas of copy in its regular to bold weights. For headings, it is preferred to use the semi bold or bold weights and a larger physical size than the regular body copy. Italicised versions for each of these weights can also be utilised.

Use of additional typefaces is not recommended without prior consent from The Clare Milne Trust, and **use of different fonts for the purposes outlined above is not permitted** in order to maintain a strong brand identity, continued brand recognition and a high level of legibility for the end user.

Body copy should appear in either 'Mono Black' or 'Almost Black' in most instances. Use of any of the colours from the dark palette is permitted to emphasise specific words or short lines of text. For use on dark backgrounds, body copy should be white to allow for maximum legibility.

Aa

JOST

Regular:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Medium:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Aa

FIGTREE

Regular:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Medium:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Semi Bold:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Bold:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Photography

These images are examples of the style of photography that should be used to represent The Clare Milne Trust.

All photography should have a genuine, 'real life' feel. All images should convey a positive message rather than negative feelings which could have a detrimental effect on brand perception.

Where possible, all photography should be taken by a professional photographer with the necessary equipment, such as lighting, to help maintain a consistent, professional visual identity.

It is important to include a range of genders, races, ages and disabilities when using photography of people, in order to best reflect the people who benefit from The Clare Milne Trust's help and support.

Composition

These images are intended as examples of print design for The Clare Milne Trust and use the brand guidelines to inform their composition.

PRINT FEATURE / ADVERT EXAMPLE

LETTERHEAD PAPER EXAMPLE

BUSINESS CARD EXAMPLE