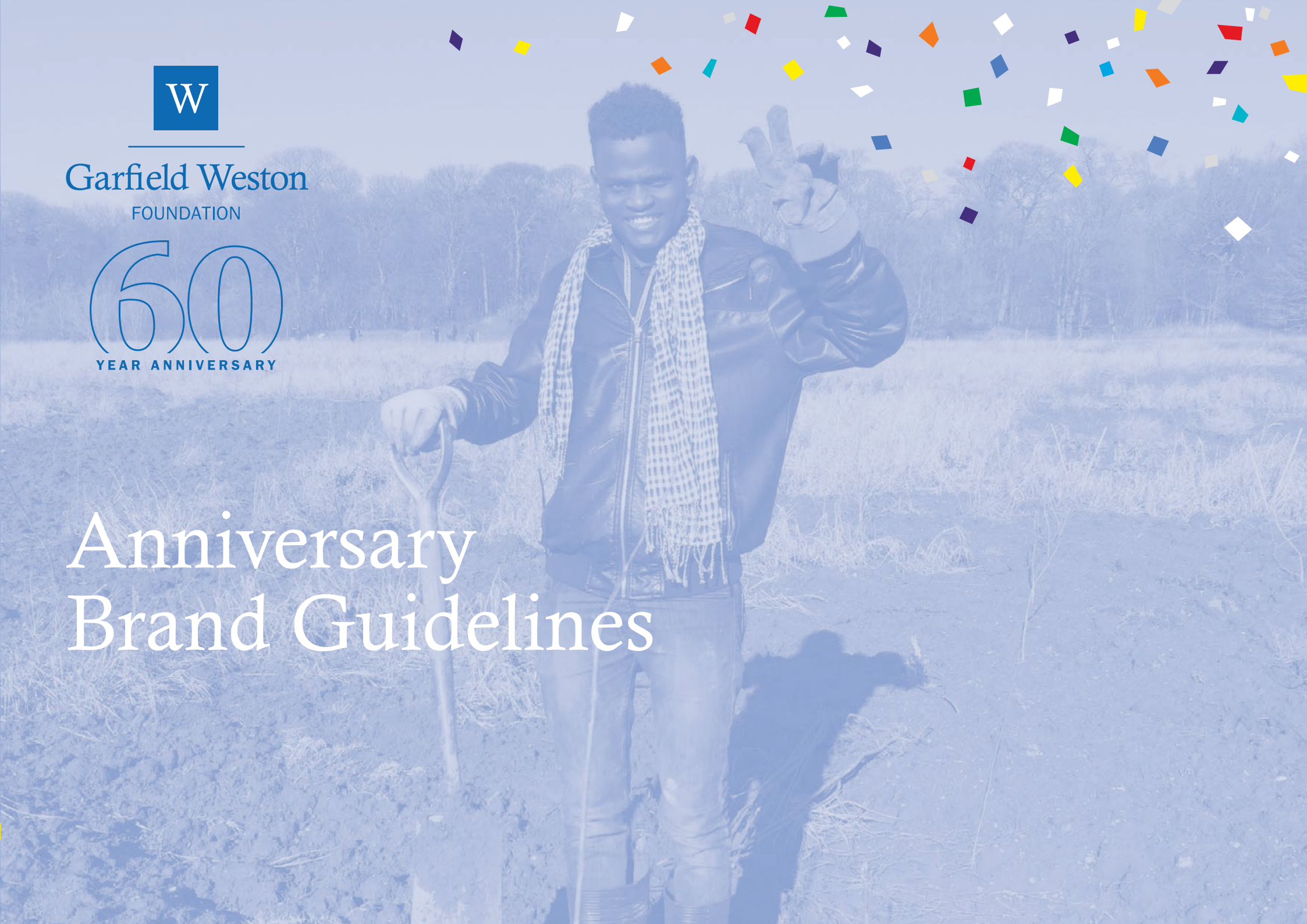




Garfield Weston
FOUNDATION

60
YEAR ANNIVERSARY

Anniversary Brand Guidelines





The Garfield Weston Foundation logo represents us, it appears in almost everything we produce and it is important to us that it is presented in a consistent way. This guide will help you in recognising the Foundation with the use of our branding.

- 1 Minibus Branding
- 2 Building Recognition
- 3 Website & Publications
- 4 Contact us

www.garfieldweston.org

These guidelines contain the following sections:

1. Minibus Branding
2. Building Recognition
3. Website & Publications
4. Contact us

You can go directly to the section you desire by clicking on the title in the contents in the left margin. Please read the relevant sections and follow the guidelines before using the Garfield Weston Foundation logo.

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1 Minibus Branding

1.1 Logo usage on a minibus

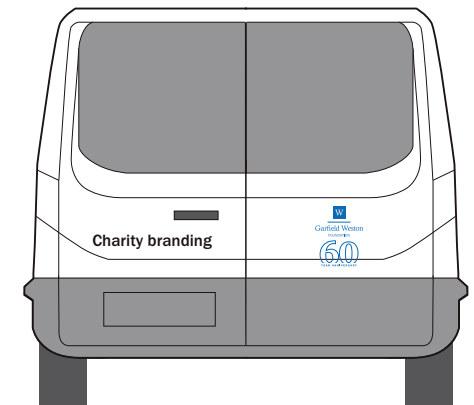
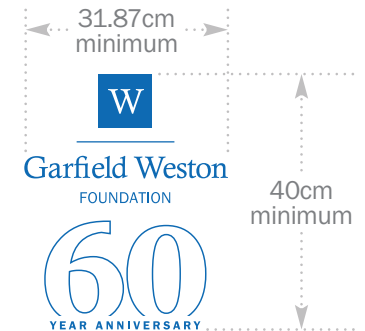
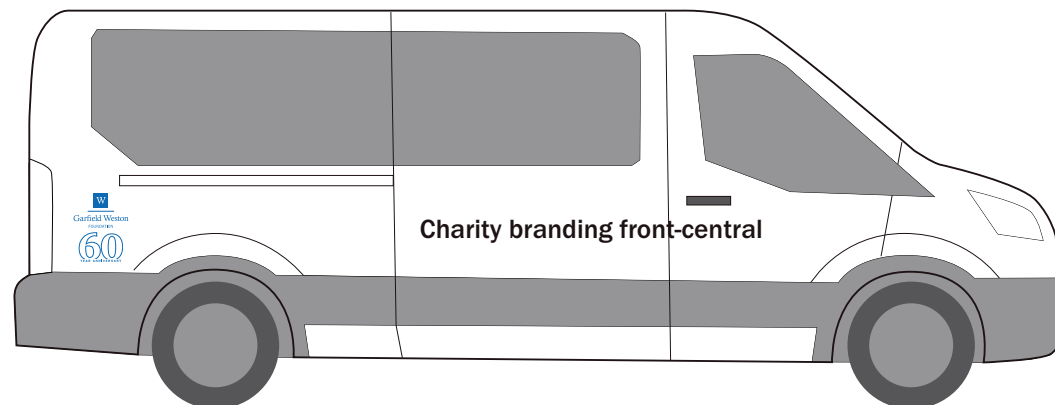
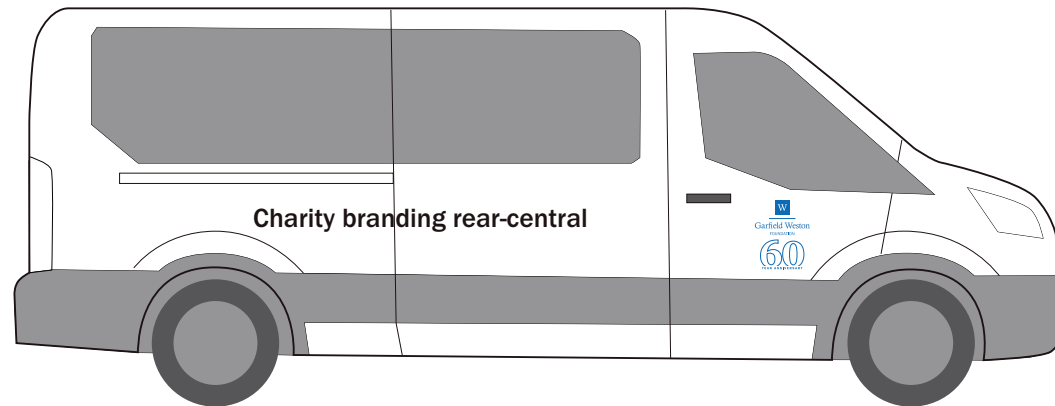
The total height of the logo must be a **minimum of 40cm** and a **width of 31.87cm**. The logo must always be enlarged in its original proportions. Never stretch, skew or distort the logo.

The Garfield Weston 60th Anniversary logo should be placed in a position with as much space as possible from other branding. For example, if the charity's branding appears on a side panel or sliding side door, the Anniversary logo should be placed on the driver's door.

The Anniversary logo must appear in exactly the same position on the corresponding side of the minibus. If space allows, the anniversary logo should appear on the front doors and on the rear of the minibus, rather than the side towards the rear.

On the rear of the minibus, if possible, the Anniversary logo should appear on the right side.

Avoid placing the Anniversary logo over sharp angles such as wheel arches. In relation to objects such as door handles and bumper plastic, the logo exclusion zone rules apply (3.1 p6).



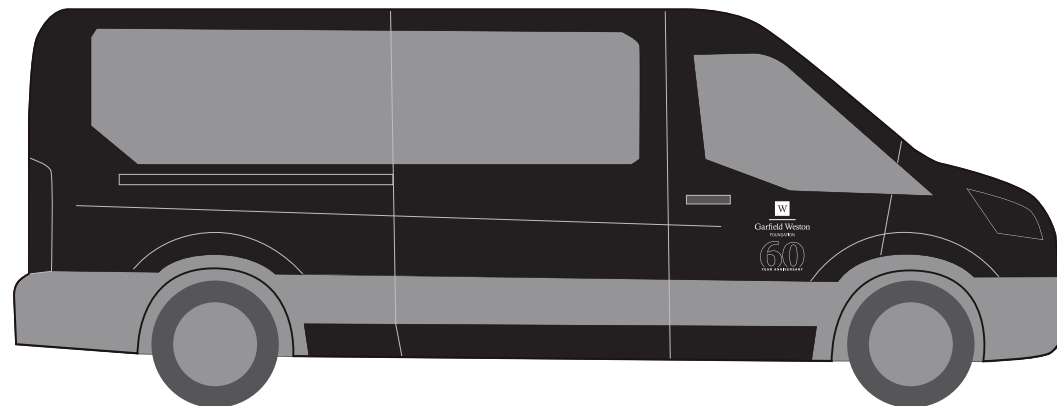
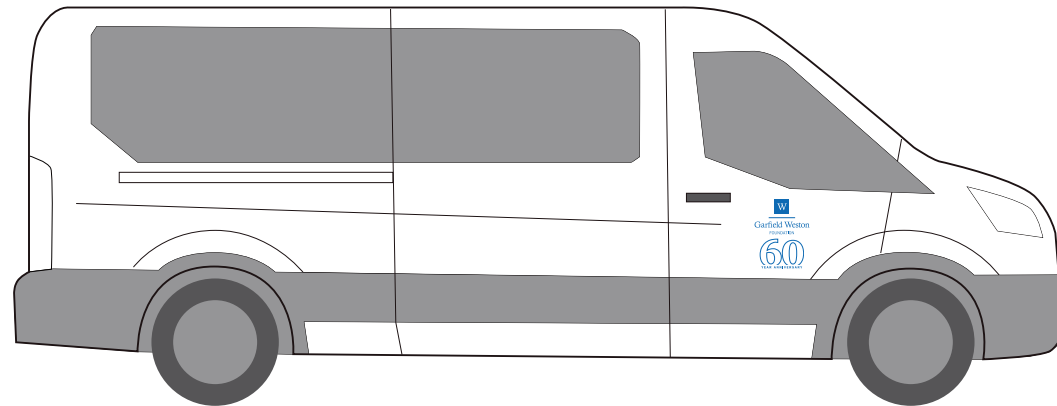
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1.2 Logo colour

Whoever you use to produce the logo for your minibus, please let them know that it needs to be in a specific colour called **Pantone PMS660**. The logo must always appear in this colour on white and pale coloured minibuses.



Pantone PMS660
CMYK: C90, M57, Y0, K0
RGB: R2, G108, B182
HEX: #026CB6



If the vehicle is a dark colour, then a white version of the logo may be used.



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2 Building Recognition



- If you have received funding for refurbishments or improvements to an existing building or towards the purchase of a property, please acknowledge the '**Weston Anniversary Fund**' on a donor board or similar and display this prominently in a well-used place within your building such as a main hall or reception area.
- You may want to consider naming all or part of the building after the Weston Anniversary Fund or Weston Family e.g. **Weston Hall**, **Weston Learning Space** or whatever is appropriate for your facility. Please contact us for guidance should you wish to do this.



- 1 Minibus Branding
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3 Website & Publications

3.1 Logo Publications

You may wish to use our logo on your website, social media or other publications. Please find below details on our branding guidelines for this purpose.

Standard blue



Black and white publications



On a background



When using the logo on a background photo or graphic, please ensure the background has low contrast and does not detract from the anniversary logo. See examples top left of this page or the home page of our website.

Exclusion zone

To allow “breathing space” around the anniversary logo, please do not place other objects, logos or text too close to our logo. Allow a margin of the same size as the ‘W’ in our logo as a guide.



Scaling

The anniversary logo must not be distorted in any way. When scaling in applications such as Microsoft Word, use only the corner handles to ensure proportions are maintained.





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3.2 Written publications

- Please include our name in your annual report and accounts. We should be listed as - **Garfield Weston Foundation**
- In any other publications please refer to the grant received as being a **Weston Anniversary Fund** grant.



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If you have any questions regarding these guidelines, or need any artwork files please contact us.

Thank you.

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