

# YOUR GUIDELINE TO



BRANDING



SOMERSET

Help to make our brand come alive and spread Team Wilder's messaging accurately and consistently. Get to know the key elements of our brand in five easy steps.

## 1. How do I use the design elements?

There are three design elements that you should be aware of; Somerset Wildlife Trust logo, the Team Wilder lettering, and the Team Wilder badge. These elements are available in brown/green and blue. They will be made available to you upon request.

You may not alter the design of the logo, letters, or badge in any way.

Every document that you produce as part of your work with Team Wilder must include one of the following:

- Team Wilder lettering and the Somerset Wildlife logo
- Team Wilder badge

Key things to remember:

- Our logo must be no smaller than 30mm wide.
- Team Wilder lettering should always remain legible. You may use the lettering for multiple aesthetic uses.
- The Team Wilder badge must be no smaller than 50mm in width.



SOMERSET



## 2. What fonts should I use?

We recommend Arial Bold for headings and Arial regular for body text as they match best with the fonts we've used for branding.

### Arial Bold for headings

Arial regular for body text

## 3. What colours should I use?

This is your poster for your group's own use. You may use any colour palette you would like. If you'd like to use our colours, they are as follows:

White C0 M0 Y0 K0

Black C0 M0 Y0 K100

Brown C52 M59 Y93 K51

Green C52 M41 Y99 K21

Deep blue C100 M89 Y10 K2

Blue C79 M23 Y15 K0



You can create these colours in Microsoft Word using the custom colour option and entering the CMYK values.

Please make sure that you have permission to use artwork, photos, or maps before distributing your document. Include credits for images used that are not your own by following this format: © [Photographer's name].

## 5. Are there any templates I can use?

The following pages illustrate several ways in which you can use Team Wilder's branding for your own use. The templates should act as guidelines only, though the branded footers are locked into place. These templates are available in greens and blues. Editable versions of these templates will be made available to you upon request.

Please email [teamwilder@somersetwildlife.org](mailto:teamwilder@somersetwildlife.org) to request digital files of any elements and templates you may need for your use. Get in touch if you have further questions.

**YOUR LOGO OR  
ORGANISATION NAME HERE**

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Somerset  
Wildlife Trust



Registered Charity Number: 238372

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