



HARPUR
TRUST

BRAND
GUIDELINES
2012

VERSION ONE

Contents

Introduction	3
Our logo	4
Logo use	6
The logo - rules	7
Colours	8
Typography	9
Letterheads	12
Text layout for internal documents	13

HELLO.

Our visual identity helps emphasise who we are.

This is a guide to the elements that make up The Harpur Trust visual identity.

Our identity has been developed to reflect our Vision, Mission and Values.

Our full list of values are as follows:

- We are innovative and forward looking, striving to be dynamic and an inspiration to others
- We are caring, fair and respectful
- We are open and outward looking
- We act with integrity and believe in quality and effectiveness
- We are inclusive
- We are socially responsible

These guidelines have been produced to help those who create our brand communications to convey our identity in a clear and consistent manner.

Our logo is a valuable asset.
Please use it with care.



Consistency breeds trust

The logo was inspired by Sir William Harpur, who was a tailor, and by elements from the old Bedford Charity shield.

The strands represent all elements of The Harpur Trust's work, programmes, activities and initiatives and how they unite together to build a stronger whole. It embodies the attributes, history and reputation of the Trust and is the focal point for all that we offer within Bedford. Consistent use of the 'H' motif is very important in delivering a successful identity for The Harpur Trust.



Logo colour on grey



Logo mono



Logo reversed



Logo colour on white

The logo can be applied in 3 main ways:

1. The full colour logo which should be used on white or grey backgrounds (refer to the colours section for information on using the grey background).
2. The mono version which should be used on single colour documents.
3. The reversed logo which should be used on colour backgrounds.

Logo use

Width of stem in 'H'



Logo clear area



Logo minimum size - web



Logo minimum size - print

Keep it clear.

The Harpur Trust logo needs breathing space.

The exclusion zone is calculated by the width of the stem in the 'H' motif. Please use this to ensure no type or page elements get too close to the logo.

Size does matter.

For optimum reproduction of The Harpur Trust logo, please adhere to these minimum logo sizes for print and screen formats.

The logo - rules

To retain the integrity of The Harpur Trust identity, it is important not to change any element of the logo or adjust it in any way.

Here are some examples of how not to use the logo.

1. **DON'T** tint the logo
2. **DON'T** rearrange the logo elements
3. **DON'T** alter the proportions of the logo
4. **DON'T** rotate the logo
5. **DON'T** change the colours
6. **DON'T** change the font
7. **DON'T** use the logo on complex backgrounds



Colours

Our colours.

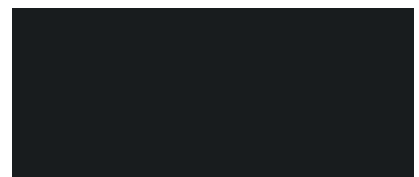
The primary colours for the identity have been selected to reflect the personality of The Harpur Trust; inspiring, supporting, forward looking, caring and innovative.

The greys should be used to colour large background areas on report covers, folders etc. Please ensure you use the correct colour values depending on if you plan to print on coated or uncoated stock.



Dark grey on coated.

CMYK: 0/0/0/95
Pantone coated: 425c
Websafe: #333132
RGB: 51/49/50



Dark grey on uncoated.

CMYK: 76/67/63/76
Pantone uncoated: 426u



Turquoise.

CMYK: 100/9/38/34
Pantone coated: 322c
Pantone uncoated: 321u
Websafe: #00747b
RGB: 0/116/123



Aqua.

CMYK: 99/0/30/0
Pantone coated: 7467c
Pantone uncoated: 7467u
Websafe: #00abbd
RGB: 0/171/189



95%



75%



45%

Greys in body text.

Please use tints of black in any printed type to avoid any registration issues through using CMYK. Preferred tints are shown here.

Typography

Our typeface - print.

Avenir is our main corporate typeface. This should be used on printed material, not in-house documents

This has been chosen for its clean, modern feel. A number of font weights are available making it a versatile font for display and body copy.

Contact details on stationery should be set all in caps. You can use all caps for headings and introductory paragraphs. Body copy should be set in sentence case.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir
35 Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir
45 Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir
65 Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir
85 Heavy

Typography

Our typeface - internal communications.

Arial has been chosen to compliment the Avenir typeface and should be used in conjunction with the stationery set for typing letters, invoices and notices.

Aa

Arial
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Arial
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Our typefaces - online.

Varela and Arial are the typefaces to be used for online communications including websites, emails and digital communications using HTML.

Varela should be used for headings and pull-out text only.

This font is available from: www.google.com/webfonts

Arial should be used as the primary typeface for body copy on emails and websites, using a minimum size of 10 points or pixels and a colour of 80% grey (RGB 88/89/91) .

Varela

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial
Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Letterheads

How to use the letterhead template.

Digital and printed letterheads are available. A template for composing your letters has been created in Word. Letters should be composed as illustrated on the right, using a 45mm margin on the left and 81mm from the top of the page. Text should extend no further than 151mm from the 45mm margin or 36mm from the bottom of the page.

HARPUR TRUST

81mm

PRINCETON COURT
PILOM CENTRE
BRICKHILL DRIVE
BEDFORD
MK41 7PZ
TEL: 01234 36500
FAX: 01234 36505
EMAIL: info@harpustrust.org.uk
WEB: www.harpustrust.org.uk

Subject: Title here
Date: Date here

Dear Sir/Madam

Olore susdam hilitio. Ipsae con prorestiatem hiciumque net aut voluptate et lam a aut ant laborem rero torpor aut esti velignam quiatistrum ut aut quam et lab incatatas re nonsequo omniatur most aciam aut exlab into cuscillore nobis consecra borrhunt am, in conem evere et experum enimetur sequo dusci de sit eatate vel invenient hillant quam si doluptur, si con poreius aspienditati cuptas dolupta neces diosam dolupta tiundam sinum quate simus doluptatur sedi opta simpennam que erumquasi aut atusaped mos dollab ipistiunt laborest, velliat.

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Yours faithfully,

151mm

David Russell

36mm

HARPUR TRUST is a company limited by guarantee. INCORPORATED IN ENGLAND. COMPANY NUMBER 012345678. REGISTERED OFFICE: PRINCETON COURT, BRICKHILL DRIVE, BEDFORD MK41 7PZ. REGISTERED NUMBER: 123456789.

Text layout for internal documents

Internal documents should use Arial as the primary typeface.

Please use these sizes and weights as a general guide:

Header 1

Arial Bold 20pt
Aqua colour

Header 2

Arial Bold 16pt
Grey tint (75%)

Subheaders

Arial Bold
Same size as body copy
95% black

Body copy

Arial Regular
95% black
10pt minimum
14pt leading
10pt space after para

Header 1 style

Header 2 style

Intro paragraph in Arial Bold. Sit, alite molo quam qui voluptati odi que liquas exceaquunt quam, se venis modiae volorum rehenditati voloreptatem dolupta pe voluptatur, quibus mo dit mos non num velibus antiam que volore que volorpo reiciae laccuptius duciatur?

Body copy in Arial. Ovit etur ma nonsent dellaci entinis voloruptatus molor alitius simus de voloreperat rem que es audicil landae voloruntur? Dolupta tectio beatur?

Subheader

Udit voluptatur solut eaquodi doleseque uaepudaecti optaspis et perro blaborenis consectio. Mus quas quiamus.

Aborempor autates est, ullent ex esciusdam nim corrum volor accuptiatur andelli ctatur sam, excepel igenis velendelesti non con et ut quia volessit, voluptatis duntem ipiet, quatem exerum et et que exceptatis vellace prorehenimet porendam erehenis ilitaturitat il mo es am, adicien ectae. Nempore repedit vellaccus res moleni consenditia paris explisi ncipsa sus, unt, cupa quateni dollacc usdant autectatur?

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THE HARPUR TRUST

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