



# Protecting London's wildlife for the future

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Reference: LWT Style Guide

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Dear styleguide user

This document is a style guide to the brand communications of London Wildlife Trust. It is a resource for everybody who works with our brand.

Whether you are commissioning, designing, delivering or producing brand materials, either as a member of staff or an external partner, you will find the useful information on how creative elements fit together to form the basis of our communications. Alongside this is a resource toolkit containing various templates and files to help you get started with creating assets and bringing our brand to life.

A strong and coherent brand is one of the most valuable assets an organisation owns. Our visual appearance, behaviour, tone of voice and what we say are all part of our brand and tells the world who we are. It influences and persuades others to support us, work with us and get involved in what we do.

Consistent branding is essential. Promoting and demonstrating the Trust's brand is a priority for all of us whatever the nature of our role. Whether it is a community event notice, a presentation, or a campaign to raise funds, our brand must be clearly understood and consistently applied.

For any help in implementing the guidance within this document, please get in touch, we are more than happy to help.

Yours sincerely

Laura Mason  
Head of Marketing and Communications

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