London Wildlife Trust Brand Style Guide

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Inspiring people to connect with nature...

This brand style guide is designed to help us inspire people to connect with the work we do and the wildlife and wild spaces we look after by:

Being audience centric and putting the nature experience centre stage, using photography and illustrations to show what it feels like to engage with the city's nature and London Wildlife Trust - whether that's supporting us, visiting our sites or volunteering with us across a variety of activities.

Talking in an engaging and inviting way with the confidence of our expertise, using conversational style that captures our audience's interest while remaining informative and enlightening.

Increasing our support by taking opportunities to explain what we need. Encouraging our audience to find out more about what we do, why we do it, and how they can help.

Creating a greater awareness of London Wildlife Trust by using the branding in a consistent way that is instantly recognisable.

Using a bold, paired back, visual lexicon. Combining vibrant colours and clean layouts with bold, friendly typography to create an inviting personality, that encourages our audience to visit us, get involved or find out more.

This document sets out our brand guidelines, alongside a resource toolkit which contains various templates and files to help you get started and bring our brand to life.

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

Download Toolkit

Colours

Brand Colour Palette

Here are our colours. They are bold and vibrant and are the first consideration when adding colour to design elements.

Woodpecker is the preferred brand colour, with Teal and Robin as alternative secondary options.

Preferred

Woodpecker
R175 G205 B45
C40 M0 Y92 K0
HEX afcd2d

Woodland
R197 G212 B125
C30 M3 Y62 K0
HEX c5d47d

Secondary

Teal
R0 G140 B153
C81 M24 Y36 K4
HEX 008c99

Pond
R135 G217 B195
C49 M0 Y32 K0
HEX 87d9c3

Robin
R238 G92 B53
C0 M75 Y81 K0
HEX ee5c35

Hawkweed
R249 G169 B58
C0 M40 Y82 K0
HEX f9a93a

Heather
R145 G47 B86
C32 M88 Y34 K26
HEX 912f56

Heathland
R190 G145 B163
C27 M47 Y22 K4
HEX be91a3

Monotone

Coot
R0 G0 B0
C0 M0 Y0 K100
HEX 000

Heron
R178 G178 B178
C0 M0 Y0 K40
HEX b2b2b2

A second set of supporting colours are available to use. They are more subdued and designed to work in pairs with the main palette.

Download Colour Guide

Logos

Portrait Logos

LWT Logo. Positive

This is the primary logo, using a container box. It can be placed over any colour or image.

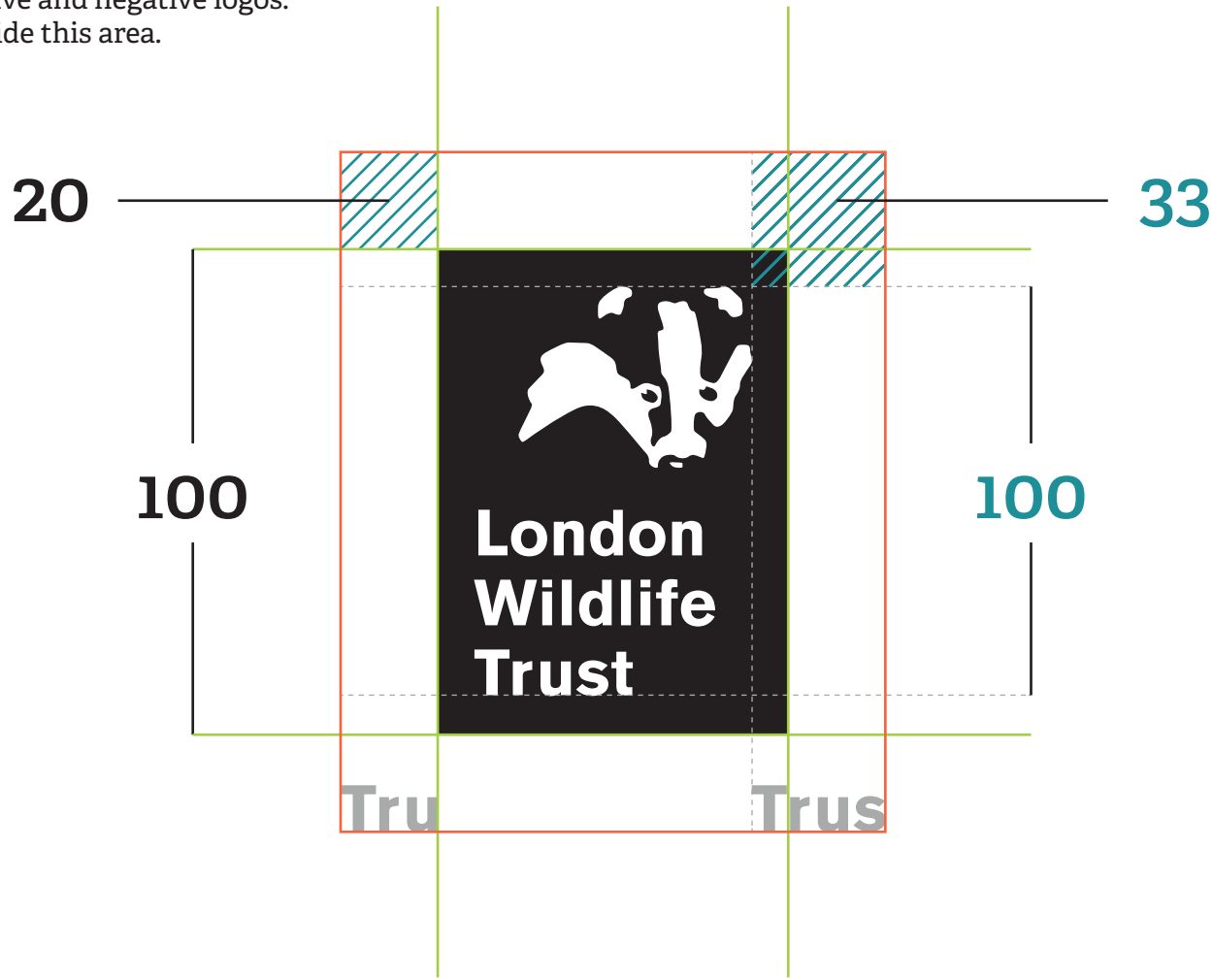
LWT Logo. Reversed

A white-out version, without the container box, can be used on the 4 colours from the primary palette.

Download Logos

Portrait Safe Areas

The safe area (LWT Robin Red) is in the same position for both the positive and negative logos. No elements should sit inside this area.



Positive logo:
20% of the container height or letters ‘Tru’.

Reversed logo:
33% of the logo height or letters ‘Trus’.

Landscape Logos

LWT Landscape Logo. Positive

An alternative logo, using the container box. It can be placed over any colour or image.

LWT Landscape Logo. Reversed

This logo can also work without the container box, and can be used on the 4 colours from the primary palette.

Download Logos

Landscape Safe Areas

The safe area (LWT Robin Red) is in the same position for both the positive and negative logos. No elements should sit inside this area.

Positive logo:
36% of the container height or letters ‘Tru’.

Reversed logo:
50% of the logo height or letters ‘Trus’.

Alternative Logo

LWT Alternative Logo. Positive

This version can be used when greater legibility of text is needed, such as smaller logo sizes in print.

LWT Alternative Logo. Reversed

A white-out version, without the container box, can be used on the 4 colours from the primary palette.

Download Logos

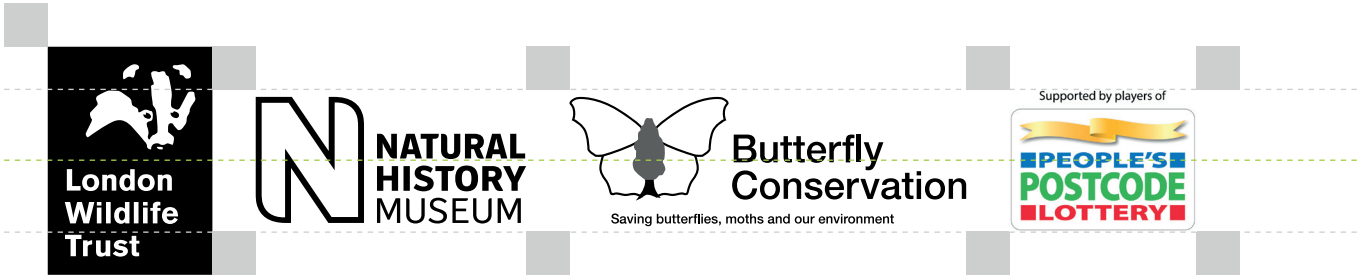
Alternative Safe Areas

The safe area (LWT Robin Red) is in the same position for both the positive and negative logos. No elements should sit inside this area.

Positive logo:
36% of the container height or letters 'Wi'.

Reversed logo:
50% of the logo height or letters 'ildli.

Partnership Logos



Colour Version

Monotone Version

There are two options for partnership logos. Both are structured using our 20% safe zone block. They can be aligned centrally, or to the baseline of the logo when incorporating the 'In Partnership With' text.

Coloured logos are fine to use, but where possible - monotone versions are preferred as they detract less from the LWT logo. Logos should be 60% the height of the container , as depicted by the grey dotted lines.

Download Partnership Guide

Strapline

Our strapline can be used alongside the positive, portrait and landscape logos.

Centred:

Protecting London's
wildlife for the future

Justified left:

Protecting
London's
wildlife for
the future

Protecting London's
wildlife for the future

A text only version exists in 4 layouts, and uses the main brand font Adelle SemiBold.

1 line:

Protecting London's wildlife for the future

2 lines centred:

Protecting London's
wildlife for the future

2 lines justified left:

Protecting London's
wildlife for the future

4 lines justified left:

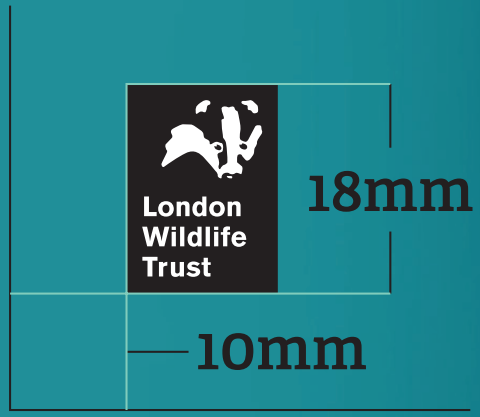
Protecting
London's
wildlife for
the future

Download Strapline Logos

A4 Sizing

On A4 layouts, partnership logos are to sit bottom left whenever possible.

On both portrait and landscape formats, the minimum size for the LWT logo is 18mm high, with a 10mm margin from the papers edge on both sides.



Typography

For Designers

Our main brand font is Adelle. It is to be used by designers for all official communications.
Please check licensing conditions.

Font: Adelle

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789 - !@£%&*)

Download Adelle Font

For Staff

Bitter is an OFL alternative (Open Font License) to the brand font, to be used by London Wildlife Trust staff for internal communications only.
Such as on-site posters and notices.

Font: Bitter

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789 - !@£%&*)

Download Bitter Font

For Designers and Staff

Rubik (also an OFL Font) is our supporting font to be used for captions and photo credits, and can be used by everyone across all outputs.

Font: Rubik

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789 - !@£%&*)

Download Rubik Font

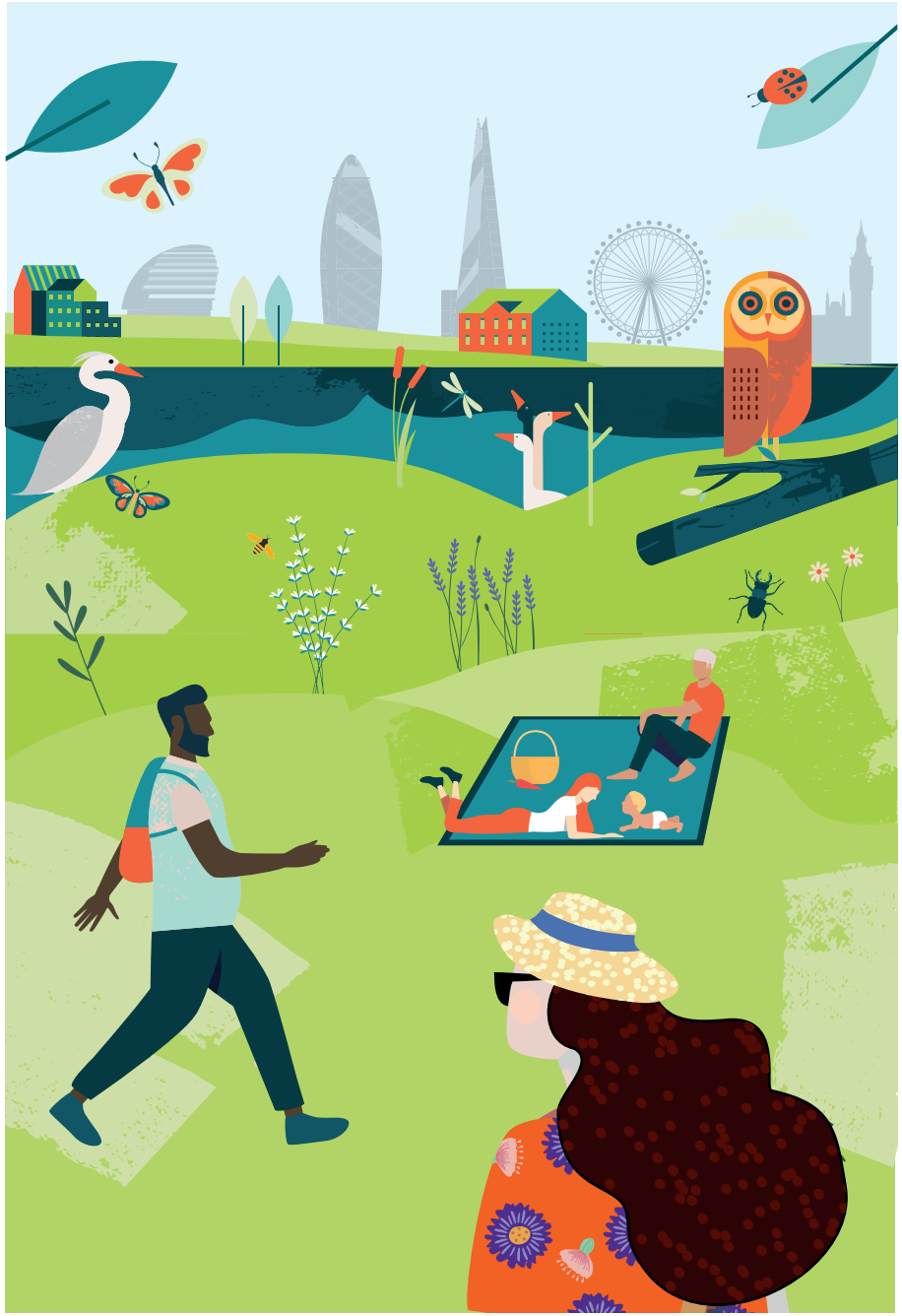
Usage	Size	Line	Font
Hero	60 pt	60 pt	Adelle Bold
Headline	60 pt	60 pt	Adelle SemiBold
Large Title	40 pt	40 pt	Adelle SemiBold
Title - Title	30 pt	30 pt	Adelle Bold - Adelle SemiBold
Large Caption - Large Caption	20 pt	22 pt or 30pt	Adelle SemiBold - Rubik Regular
Paragraph 1 - Paragraph 2	13 / 15 pt	15 / 17 pt	Adelle SemiBold - Rubik Regular
Body Small Caption **Small Caption**	11 pt	13 pt	Adelle Regular Rubik Regular Rubik Medium
Mini Caption	9 pt	11 pt	Rubik Regular
Photo Credit	6 pt	7 pt	Rubik light

Illustrations

We are working on a set of themed graphic illustrations that can be used to complement design work. These will be formatted for use in assets like powerpoint presentations where they can be used alongside a photographic approach.

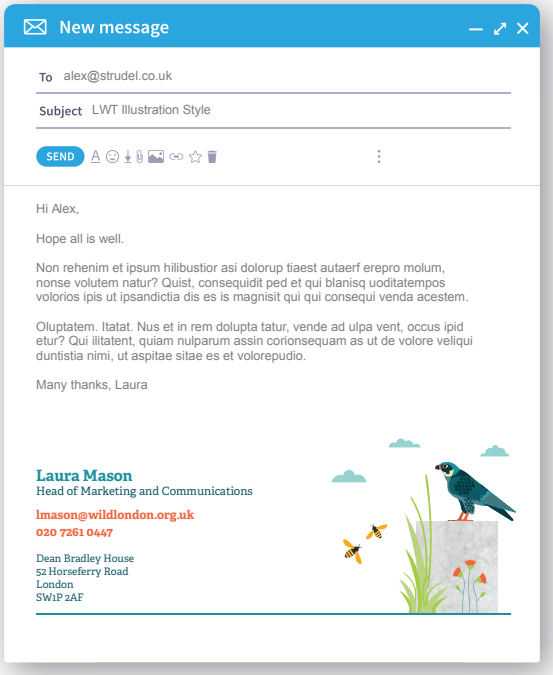
These will be themed around waterways, woodlands, meadows and the city. We will update with more progress on this as we go.

If you need illustration work for a particular project, please get in touch and we can help put together a brief.



City
UNDERGROUND

UNDERGROUND
City Stree ts
of Wild London


New message
To alex@strudel.co.uk
Subject LWT Illustration Style
SEND
Hi Alex,
Hope all is well.
Non rehenim et ipsum hilibustior asi dolorup tiaest autaerf erepro molum, nonse volutem natur? Quist, consequidit ped et qui blanisq uoditatempos volorios ipis ut ipsandictia dis es is magnisit qui qui consequi venda acestem.
Oluptatem. Itatat. Nus et in rem dolupta tatur, vende ad ulpa vent, occus ipid etur? Qui ilitatent, quiam nulparum assin coriosequam as ut de volore veliqui duntistia nimi, ut aspitae sitae es et volorepudio.
Many thanks, Laura
Laura Mason
Head of Marketing and Communications
lmason@wildlondon.org.uk
020 7261 0447
Dean Bradley House
52 Horseferry Road
London
SW1P 2AF

Wood

Photography

Photography

Photography is key when creating emotive communications that are meant to engage and motivate people into action.

A great image will go a long way to helping your designs stand out and have the desired impact.

It can also be a powerful way of getting your message across, without needing to use copy to explain in detail.

Choosing an image

Images that have authenticity resonant more with our audience. Capturing real-life, enjoyable, experiences at one of our reserves allows people to imagine themselves in a similar situation, which in turn helps to inspire them to support and participate.

When choosing photos for your project, it is important to consider the following statements:

Inspiring a diverse range of people to connect with nature

Placing the person-nature experience centre-stage

Illuminating the value of London's wildlife and wild spaces

Marsden road frog © Penny Dixie

© Paul Hobson

© Penny Dixie

© David Tramontan

These sort of images won't always be the best fit – for example as when species or venues need to be shown, or when using portraits for PR purposes.

It is fine, in these circumstances, to deviate from the 'audience experience' concept. However, the same sensibilities of using natural, real-life situations should be adopted wherever possible and avoid posed photos.

Remember to ask yourself:

If the photo shows a group of people, is it a diverse group?

Does the image evoke an experience or feeling and does that match what you want to say?

Are there people in the photo, and should there be?

Is this the approproate species or habitat?

In our written communication it's good to keep things as concise and accessible as possible. Using images to convey meaning, or in addition to text, can bring much more meaning to our audience. For example:

"Our volunteer community is made up of a diverse range of people, from nature novices to ecology experts, individuals from all backgrounds, experience levels and interests are welcome."

Vs

Always be aware that images may need the appropriate credits. These are placed 5mm in from the photo edge on either the left or right side and read downwards.

They are set in Rubik Light at 6pt as below:

Marsden road frog © Penny Dixie / © Penny Dixie

The © Symbol can be accessed via:

PC: Hold down "ALT" and type "0169" on the numeric keypad.
Mac: Hold down "Option" and press "g" key on the keyboard.

Image Sources

Internal online

There is a London Wildlife Trust image bank resource containing some great photography from various sources within the Trust for you to use.

The Wildife Trust's WildNet image library is also a good resource for high quality images, such as those you might want to include when utilising the poster templates included as part of this brand guide.

View Image Bank View WildNet Images

External online

Alternatively there are some great websites out there that offer royalty free images at no cost, or with no commercial restrictions.

Here are a few suggestions to try:
unsplash.com - **pexels.com** - **picspree.com**

Sharing your own photos

Our use of images can be roughly split into two categories: very high quality, professionally captured 'evergreen' images which will be stored on the image library and used in print, as banners on the website, shared with the media.

The other category includes a much wider variety of 'snaps' which won't be stored long-term but will be used primarily on social media accounts to document events and wildlife spots, and the majority of images we receive from staff will fall into this – no less important – category.

Here are a few tips to help you take a great photo:

1 Take photos as landscapes rather than portraits.
2 If there is bright sunlight, take the photo with your back to the sun.
3 Don't use filters – let the camera use natural light and use flashlight for night-time only.

To share your images, send them to the Marketing and Comms team along with any supporting information – eg funder thanks, social media text – and it will either be saved temporarily on Teams (social media use) or uploaded to the London Wildlife Trust image library (evergreen, high quality content).

New commissions

There won't always be a photo that exactly shows what you want to portray and we're aware that our photography bank is far from covering every eventuality. If there's any imagery that you feel would be helpful to have that you can't find, let the marketing and comms team know, we'll likely be able to find you a work around. If we get enough requests for something, we can commission new photography.

A note on artistic licence

If you need to, it's ok to use some artistic licence. For example, the photo to the right is taken at West Kent Golf Course. It could also be used for a piece promoting volunteering at Hutchison's Bank as there's nothing too specific in the photo (and remember, an external audience won't notice the level of detail that we do internally.)

This won't apply in every situation. If you know that you're writing for an audience with a very specific knowledge base and interest then you'll need to be more accurate. If you're writing for a new audience who don't know much about what we do yet, then being engaging might be more important than being detailed and accurate.

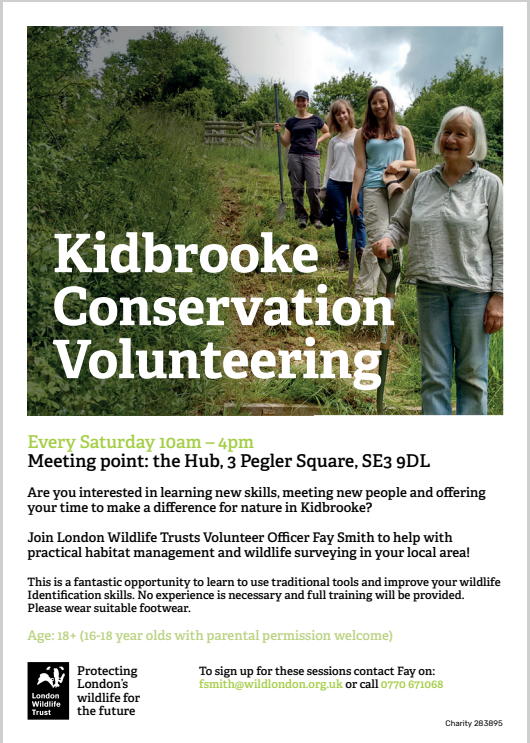
Posters

Basic Example Templates

You now have access to the toolkit assets that will allow you to produce your own posters and communications.

A collection of basic A4 templates are available for you to download and populate with your own content, specific to your project.

This can be done using the blank templates or the pre-existing ones, that have content in place for you to change to suit your needs.



Download Basic Poster Templates

Advanced Example Templates

Alongside these, is a more advanced set of templates. which takes into account full bleed imagery for professional printing. These are starting points and inspiration as to what is possible when applying the rules of this guide.

You may want to start with a totally blank page and go wild, or amend an existing poster that has been created in the past. Whatever your requirements the advanced templates will cover your needs.

Download Advanced Poster Templates

Grid Structure Portrait

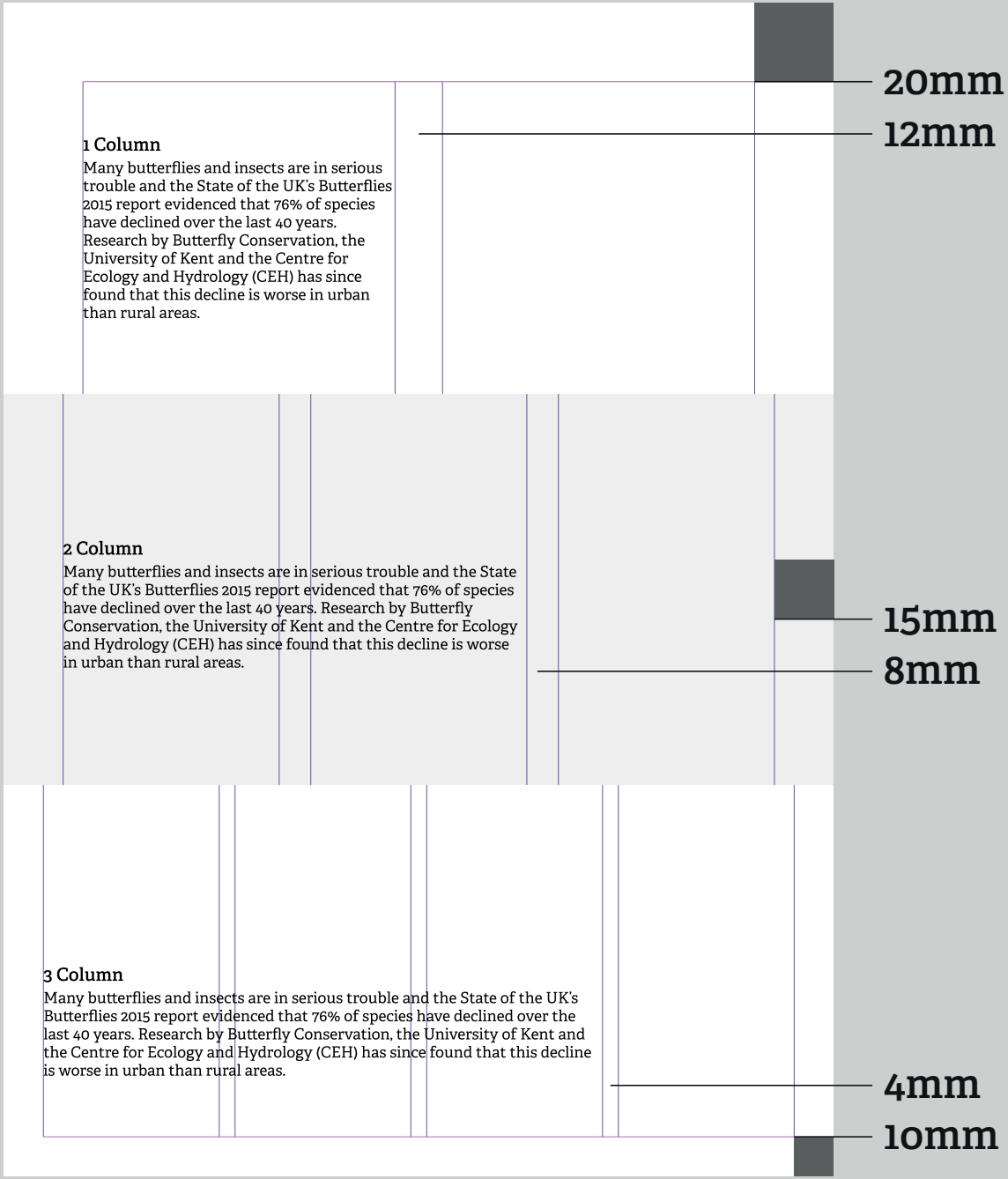
There are 3 grid styles to choose from. They are starting points to help structure your design and to accommodate a variety of different content possibilities from bold, hero posters to more detailed designs containing larger amounts of written copy.

It is fine to use more than 1 grid structure per poster, and will often be necessary to accommodate a variety of elements such as; headings, sub text, key images, partnership logos and body copy.

They and are supplied as Microsoft Word documents for use by internal staff and Adobe InDesign documents for external designers.

Portrait Grid Rules

Columns	Margin	Gutter
2	20mm	12mm
3	15mm	8mm
4	10mm	4mm



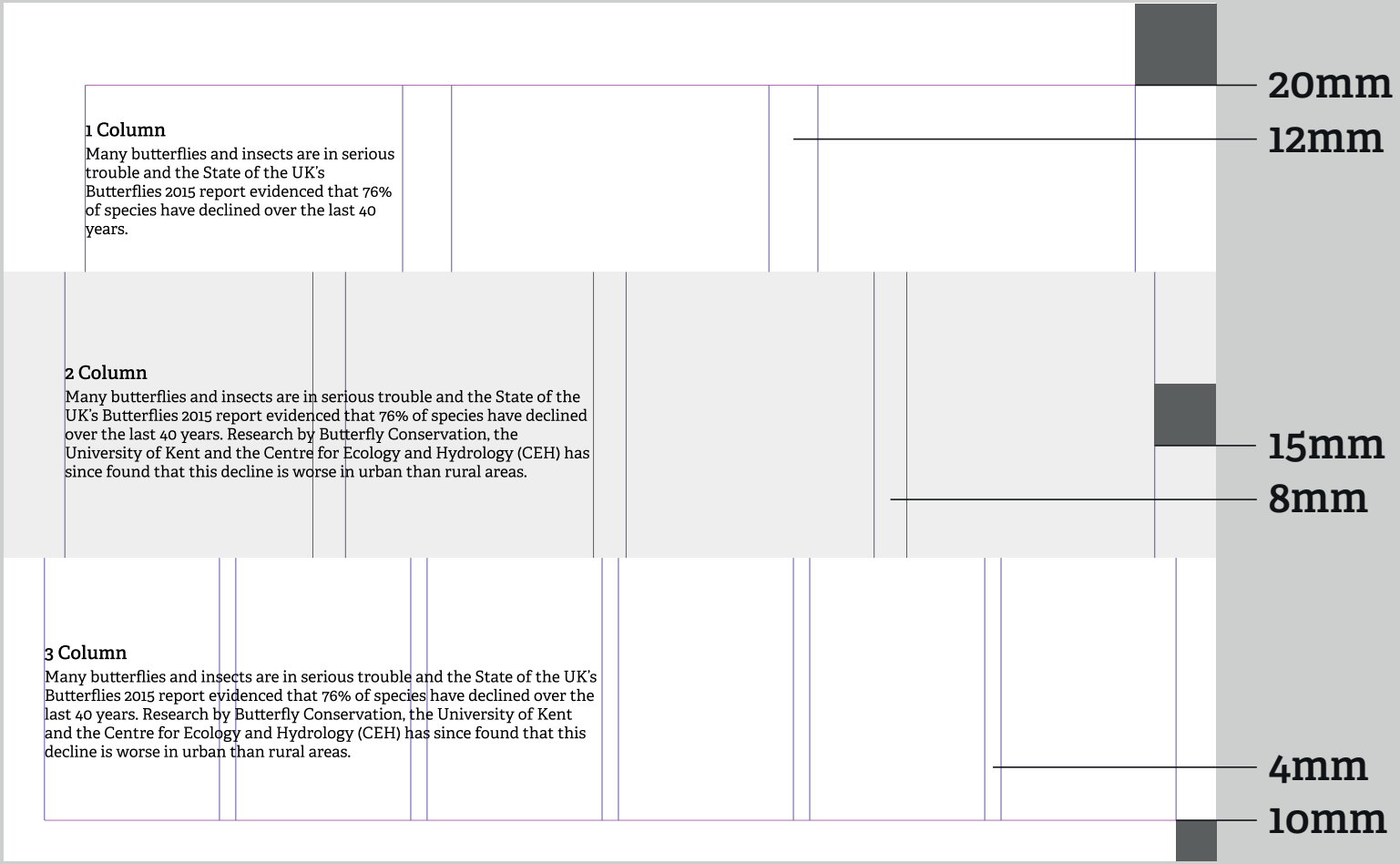
Grid Structure Landscape

There are also 3 grid styles for landscape format. Again it is fine to use more than 1 grid structure per poster to accommodate your needs.

They and are supplied as Microsoft Word for use by internal staff and Adobe InDesign for designers.

Portrait Grid Rules

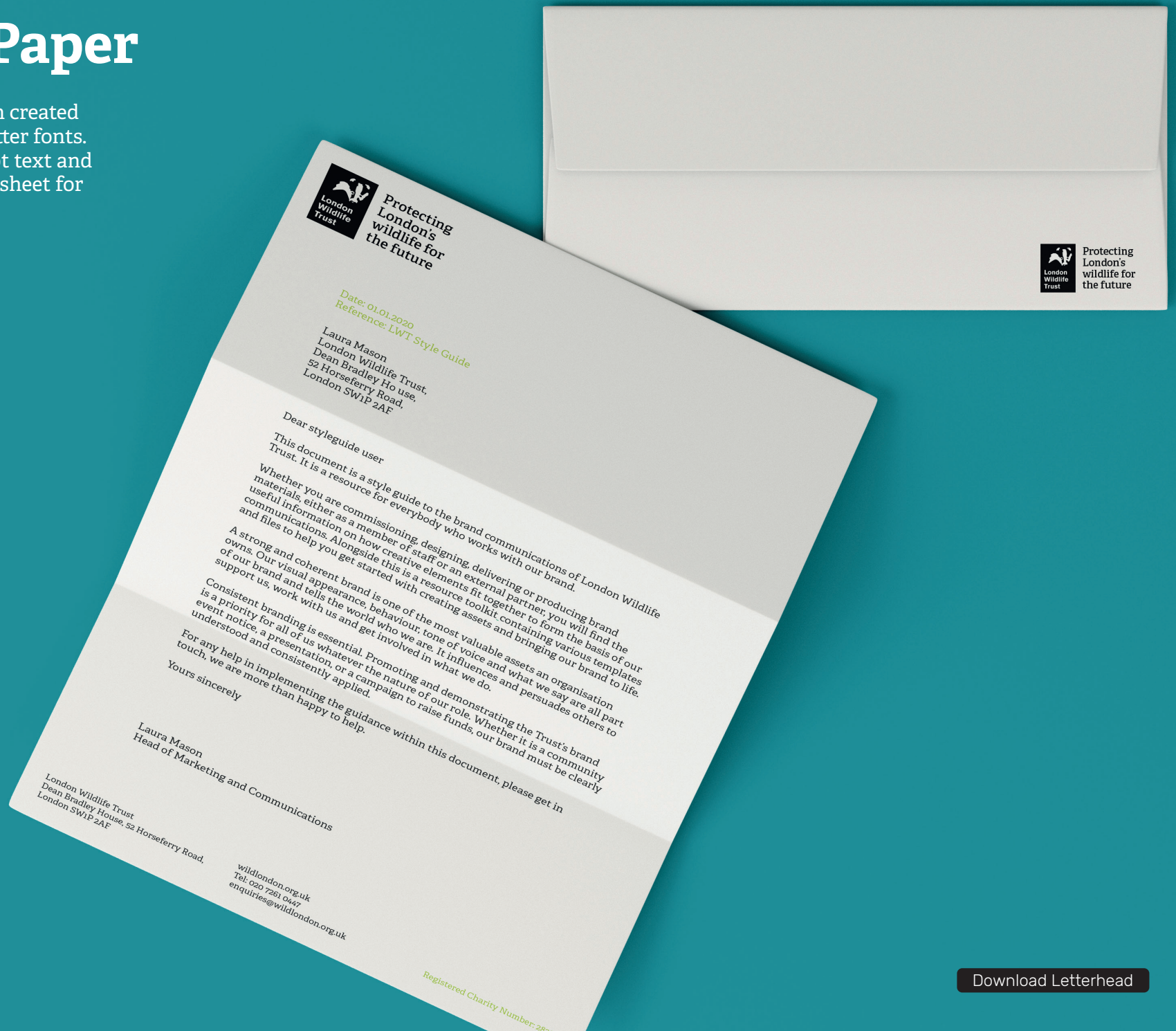
Columns	Margin	Gutter
3	20mm	12mm
4	15mm	8mm
6	10mm	4mm



Letterhead

Headed Paper

A typeset letter has been created with both Adelle and Bitter fonts. It is set using 11pt on 13pt text and includes a continuation sheet for additional pages.



Download Letterhead

Presentations

A4 Grid Structure

There is a working file for A4 presentations, which is supplied in Microsoft PowertPoint and Apple Keynote..

It consists of 8 columns, and this style guide has been designed in accordance to it.

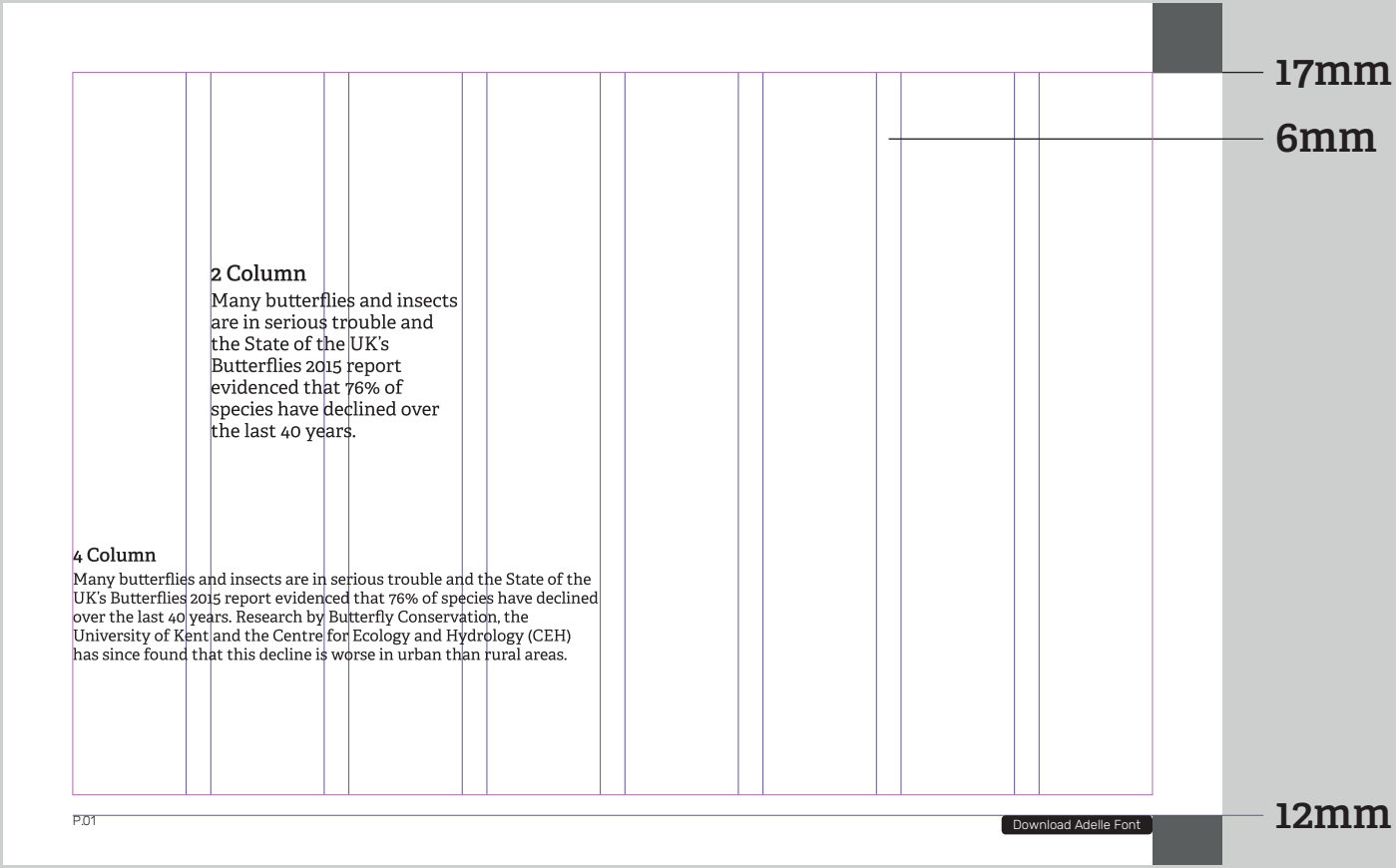
It contains 4 master slides for guidance:

1. Cover Page
2. Title Page
3. Content Page
4. Content Page - incl. illustration

However, this grid structure can accommodate a wide variety of layouts and designs by following the guidance within this style guide.

Grid Rules

Margin	17mm	(48px)
Gutter	6mm	(17px)
Page margin	12mm	(34px)



Download Presentations

16:9 On-Screen Grid Structure

There is an equivalent 16:9 version for on screen presentations, also supplied in Microsoft PowertPoint and Apple Keynote..

It contains 4 master slides for guidance:

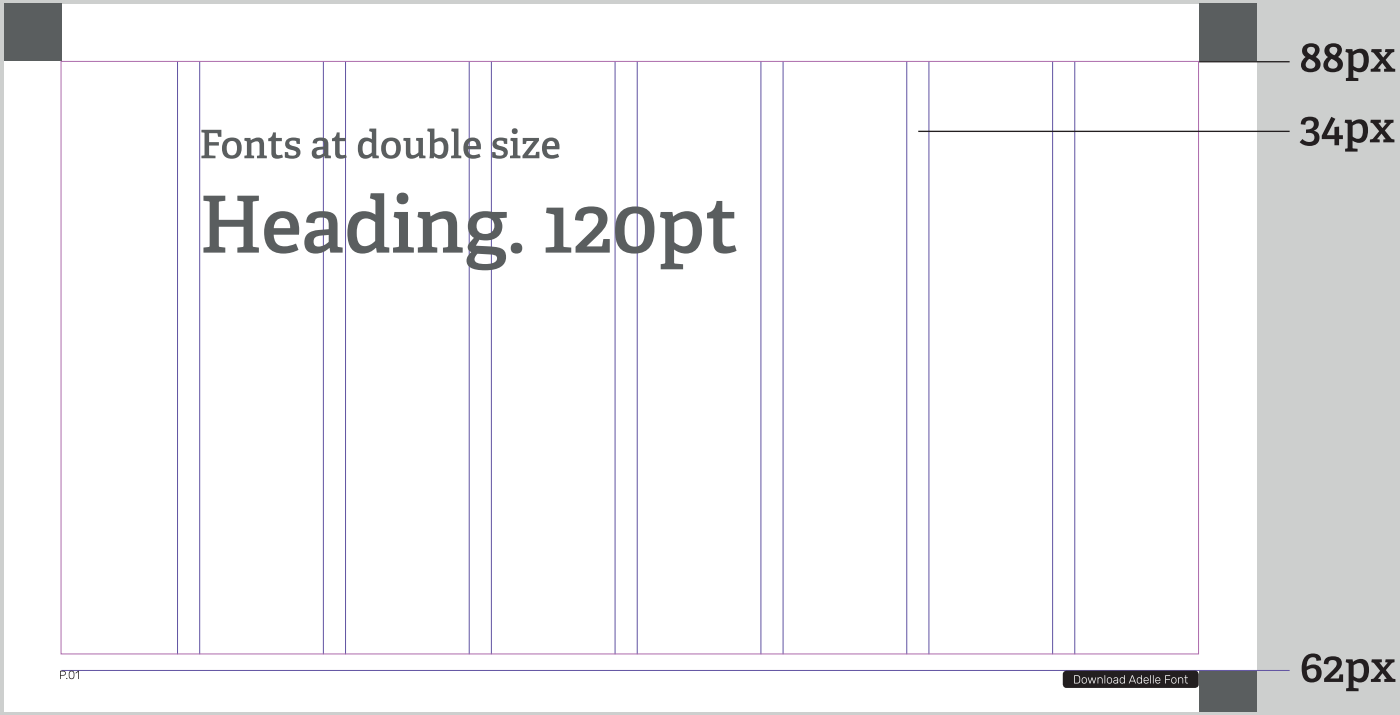
1. Cover Page
2. Title Page
3. Content Page
4. Content Page - incl. illustration

Grid Rules

Margin	88px
Gutter	34px
Page margin	62px

*Note.
For 16:9 files, all fonts need to be double the sizes stated on page 22 of this guide.

Therefore a heading needs to be displayed at 120pt instead of 60pt and body copy is displayed at 22pt instead of 11pt.



Download Presentations

Thank you

© Daniel Greenwood

London Wildlife Trust

Protecting London's wildlife for the future