

RANO COMMUNITY TRUST

Brand Guidelines

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VERSION 1.0

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Creating Consistency.

Rano Community Trust Brand Guidelines



Brand Guide

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1.0 Brand Guide

Rano Community Trust Brand Guidelines



1.1 Brand Overview

Rano Community Trust Brand Guidelines

Welcome to our brand guidelines which explain how to use the new Rano Community Trust visual identity with confidence and clarity.

These guidelines have been designed to ensure consistency within our brand, helping to create strong, recognisable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, colour palette and typographic style creates distinctive frameworks for our brand which help us stand out as an organisation.

2.0 Brand Logo

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2.1 Logo Overview

Rano Community Trust Brand Guidelines

Our logo is an important asset for Rano Community Trust and should serve as a foundation for all visual communications.

The logo can only make a positive impact if used consistently and correctly throughout all communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted.

Its colour, position and size are all specified within this document.

2.2 Logo Rano Community Trust

The Rano Community Trust Standard logo is in brand yellow and is to be used in most situations when applicable to use and when on a light coloured background.

It is important that the minimum size guidelines are followed to ensure the tagline is legible.



2.3 Logo Colour Variations

The Rano Community Trust logo is designed to work across a range of specific brand colourways.

Unique versions of the Rano Community Trust brand logo have been created for situations where use of the mark is required for the different coloured backgrounds, whilst maintaining legibility and consistency.

No other backgrounds should be used with the logo.



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COMMUNITY TRUST



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2.4 Logo Greyscale Use

The Rano Community Trust logo can be used in black & white format when colour cannot be used.

Examples of use of the black & white logo versions are: black and white press ad, support logo on third party collateral where all logos are single colour.



Ranō
COMMUNITY TRUST



Ranō
COMMUNITY TRUST

2.5 Logo Clear Space

Clear space around the Rano Community Trust logo ensures maximum visibility and impact in every communication.

Avoid crowding the logo with other graphic elements such as typography and imagery. As illustrated, the height of the 'x' is the standard unit of measurement for calculating the **bare minimum** clear area.

This rule applies to **all logo** versions.



2.6 Logo Minimum Size

Minimum sizing guidelines seek to ensure that all versions of the logo are always legibly and accurately reproduced.

Never reproduce the logos at sizes less than those specified below. As illustrated, the minimum size is determined by measuring the width of the logo. The sizing of the lettering is scaled proportionately.



2.7 Logo Responsive /Scalable

To provide a comprehensive user experience across multiple mediums, a true responsive design isn't limited to context or shrinking content on a page.

Subtle design considerations, such as the icons and logos should also be flexible enough to follow similar contextual responsive principles.

Since logos are the cornerstone of branding, it's only natural to hardwire them to cater to the responsive web space.



3.0 Brand Colour

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3.1 Colour Overview

Rano Community Trust Brand Guidelines

Colour is a powerful tool that adds impact and personality to Rano Community Trust communications materials.

The primary palette presents a strong, engaging proposition.

3.2 Brand Colour Palette

Colour is a powerful tool that adds impact and personality to Rano Community Trust communications materials.

The logo uses 3 colours - Yellow, ink blue and light beige.

There are also additional complementary/secondary support colours to extend the colour palette.

Examples of how the brand colours including support colours are used, are on the following pages.

Primary Colour

CMYK: 0 / 30 / 100 / 0
RGB: 253 / 185 / 19
HEX: #FDB913

Secondary Colour

CMYK: 80 / 74 / 41 / 30
RGB: 61 / 65 / 91
HEX: #3D415B

Secondary Colour

CMYK: 8 / 6 / 15 / 5
RGB: 221 / 218 / 204
HEX: #DDDACC

Complimentary Colour

CMYK: 0 / 0 / 0 / 93
RGB: 57 / 56 / 57
HEX: #393839

Complimentary Colour

CMYK: 53 / 25 / 14 / 0
RGB: 123 / 165 / 193
HEX: #7BA5C1

Complimentary Colour

CMYK: 4 / 42 / 80 / 0
RGB: 239 / 161 / 75
HEX: #EFA14B

3.3 Brand Colour Media Applications

This chart outlines recommended reproduction methods of the logo for specific applications.

These are recommendations for typical applications.

Always consult your printing specialist to ensure proper format use.

	RGB	CMYK	Pantone	Gray
4 Colour process print		•		
Spot colour/PMS print			•	
1-colour printing				•
Desktop printing	•			
Word processing	•			
Website/Powerpoint	•			
Television	•			
Newspaper, magazine		•	•	•
Billboard, sign, poster		•	•	•
Embroidery			•	
Silkscreen			•	
Embossing, etching, engraving				•
Flexography			•	

4.0 Brand Typography

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4.1 Typography

Overview

Rano Community Trust Brand Guidelines

Helvetica Neue is our primary typeface. This should be used in all instances where type is required. It is Swiss-Designed, a classic, clean and legible typeface that compliment our logo.

We use three weights of Helvetica Neue, Regular, Medium and Bold and three weights of Inter, Light, Regular, Bold.

Helvetica Neue is to used for all titles and headings in lowercase and uppercase and for body copy.

Where **Helvetica Neue** isn't able to be used, such as Microsoft suite applications, **Google font, Inter** can be used. When the primary, secondary and Microsoft suite fonts are unable to be used, due to individual systems, such as email signatures and email templates, **Arial** can be used as a substitute for Helvetica Neue and Google font, Inter.

Typography shouldn't be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement to help achieve **brand consistency** throughout.

4.2 Typography

Primary Typeface

Helvetica Neue is a google font, which can be used universally.

It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

It is to be used for all titles, headlines, sub headlines, pull quotes, intro paragraphs and body copy.

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)

Primary Typeface

LIGHT

REGULAR

BOLD

4.3 Typography

Secondary Typeface

Inter is a google font, which can be used universally.

Inter can be used as a substitute for Helvetica on digital applications, such as websites.

Inter doesn't compromise, allowing letters to be settled into their natural width.

This makes for a more natural reading rhythm more commonly found in humanist and san-serif types.

Inter Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)

Inter Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)

Inter Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)**

Secondary Typeface

LIGHT

REGULAR

BOLD

4.4 Typography

Microsoft Suite Typeface

Arial

Arial is a digital sans-serif typeface family in the humanist or modern style. It is designed to work well with Microsoft's ClearType text rendering system, a text rendering engine designed to make text clearer to read on liquid-crystal display monitors.

It is to be used for all titles, headlines, sub headlines, pull quotes, intro paragraphs and body copy.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)

Arial Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)

LIGHT
REGULAR
BOLD

5.0 Brand
File Formats

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5.1 File Formats

Overview

Rano Community Trust Brand Guidelines

The following formats of the Rano Community Trust brandmark ensure that every application of the brand is able to be applied correctly and consistently.

The two formats for each version/variation cover both print and screen use.

5.2 File Formats

Logo Formats

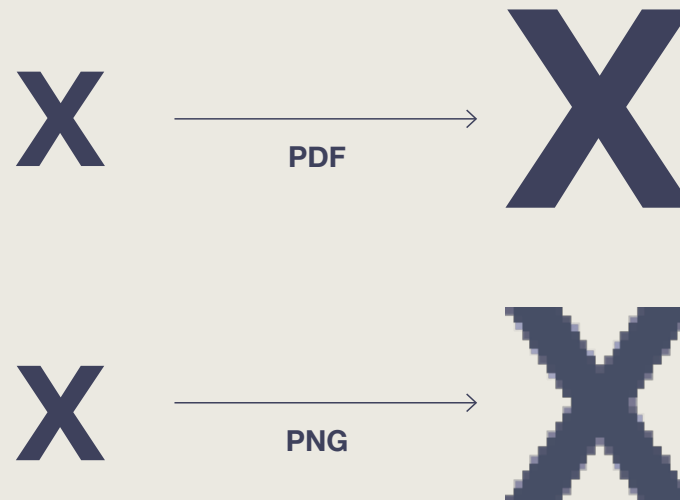
For best quality always use vector-based formats for professional printing

EPS + PDF

The standard format used for high quality, professional printing. Scaling the logo larger or smaller does not result in any loss of quality.

PNG + SVG

SVG is the preferred format when applicable, as like the print formats, scaling the logo larger or smaller does not result in any loss of quality. If using PNG, only use this format for previews, on-screen applications (i.e. Web, PowerPoint) and when PDF or SVG files cannot be used. Scaling the logo results in a loss of image quality and should be avoided.





**Providing funding
will be given to amateur
sport, religion, education
and not-for-profit
organisations.**



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