

BRAND GUIDELINES



THE LOGO

MAIN LOGO



Building communities. Transforming lives.

Colours:



Pantone 485



Pantone 328



Pantone 445

USAGE

Any printed material produced as part of a project should acknowledge the contribution made by Biffa Award. We also ask that you include our logo wherever possible on your website or social media pages.

The logo must be a minimum of 35mm x 12mm. There is no restriction on the maximum size, but it should not be disproportionate to other logos featured in the same document. If in doubt please contact us.

FILE FORMATS

Use the correct format for the purpose:

EPS: Signs, merchandise, print stationery

GIF/PNG: Online

JPEG: Office, electronic templates, social media

The Biffa Award logo GIF and JPEG will be emailed to you by the media team, should you need any other versions please email media@rswt.org

ALTERNATIVES



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FULL COLOUR

The full colour version should be used wherever possible:



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BLACK AND WHITE

Use the black and white version when not printing in colour, or when any coloured backgrounds make the full colour or white versions difficult to read.



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WHITE

Use the white version when the background is too dark for the colour version of the logo to be readable.

WHAT NOT TO DO

RESTRICTIONS

Our brand identity is very important, please ensure that you are not using the logo in an incorrect way. Remember that the Biffa Award communications team need to sign off all signage and press releases so if you are unsure just ask... we won't bite!

What not to do:



Place the logo at an angle



Alter the proportions of the logo



Use a JPEG on a coloured background as this will leave a white box, contact the team for an alternative format



Recolour the logo



Place the logo on a background that makes it difficult to read