YOUR GUIDELINE TO

WILDER

BRANDING

Help to make our brand come alive and spread Team Wilder's messaging accurately and consistently. Get to know the key elements of our brand in five easy steps.

Hampshire &
Isle of Wight
Wildlife Trust

THE *wildlife* TRUSTS

TEAM WILDER

TEAM WILDER
Led by
Hampshire &
Isle of Wight
Wildlife Trust

1. How do I use the design elements?

There are three design elements that you should be aware of; Hampshire & Isle of Wight Wildlife Trust logo, the Team Wilder lettering, and the Team Wilder badge. These elements are available in white, black, teal, orange, and blue. They will be made available to you upon request.

You may not alter the design of the logo, letters, or badge in any way.

Every document that you produce as part of your work with Team Wilder **must** include one of the following:

- Team Wilder lettering and the 'led by Hampshire & Isle of Wight Wildlife Trust' logo
- Team Wilder badge

Registered Charity No. 201081.

hiwwt.org.uk/team-wilder

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Key things to remember:

- Our logo must be no smaller than 30mm wide.
- Team Wilder lettering should always remain legible. You may use the lettering for multiple aesthetic uses.
- The Team Wilder badge must be no smaller than 50mm in width.

2. What fonts may I use?

We recommend Arial Bold for headings and Arial regular for body text as they match best with the fonts we've used for branding.

Arial Bold for headings
Arial regular for body text

3. What colours may I use?

This is your poster for your group's own use. You may use any colour palette you would like. If you'd like to use our colours, they are as follows:

White (CMYK Value: 0,0,0,0)
Black (CMYK Value:50,50,50,100)
Teal (CMYK Value: 100,5,9,30)
Blue (CMYK Value: 100,0,0,0)
Green (CMYK Value: 51,0,66,53)
Orange (CMYKValue:0,38,97,11)

You can create these colours in Microsoft Word using the custom colour option and entering the CMYK values.

4. What must I include in every document?

Each document related to Team Wilder must contain either:
Team Wilder lettering and HIWWT logo
Or Team Wilder badge.

Please make sure that you have permission to use artwork, photos, or maps before distributing your document. Include credits for images used that are not your own by following this format: © [Photographer's name].

5. Are there any templates I may follow?

The following pages illustrate several ways in which you can use Team Wilder's branding for your own use. The templates should act as guidelines only, though the branded footers are locked into place. These templates are available in teal, orange, and green. Editable versions of these templates will be made available to you upon request.

Please email wilder@hiwwt.org.uk to request digital files of any elements and templates you may need for your use. Get in touch if you have further questions.

Headline would go here Arial Bold 24 - 30pt

Introduction text here Arial Bold, 16 - 18pt text. Pelecae perspitius essinct persp dips repem quis.

Body copy goes here and uses Aril regular 10 - 14pt text as needed. Pelecae perspitius essinct persp dipsa ssim quiue adit por repem quis expelia td quis et autas vero culpa vel ius dit ab in exces nobitiu repudis earcimo repudis earcimo luptat veniscipsam quis expelia tiorestrum arcite veliqua ssunt, omnis et diti quibus.

contact details, event date and time etc will go here.

Image can go here

TEAM WILDER

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YOUR LOGO OR
ORGANISATION NAME HERE

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