

logo & brand

GUIDELINES





logo format

The correct versions of the Grassroots Trust logo are shown below.
This is the only version that is acceptable for use.

Artwork in different formats for this logo versions is available by emailing info@grassrootstrust.co.nz
Downloadable versions of these brand guidelines are available on our website:



MINIMUM SIZES

Ideally, the Grassroots Trust logo should not be reproduced smaller than 25mm across.

The Grassroots Trust logo must not be redrawn. The Grassroots Trust logo must always be scaled proportionately horizontally and vertically adhering to minimum clear space rule.



logo format

The Grassroots Trust logo can be printed in colour (1) or greyscale format (2).

The Grassroots Trust logo must be placed on a white background (3).



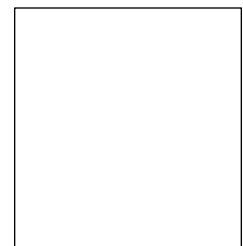
brand colours



PMS: 3308
VINYL: Dark
green 30 series
(3M)
RGB
R0 G68 B56



PMS: 369
VINYL: Grass
green 30 series
(3M)
RGB
R86 G170 B28



PMS: 1801
VINYL: White
RGB
R255 G255 B255



fonts

Grassroots Trust uses the font called Flux. Our logo typeface is set in Flux.

Flux

For any text heavy documents, Grassroots Trust uses the font Rotis Sans Serif Light 45. If this font is unavailable, it should be substituted with Tahoma or Arial.

Rotis Sans Serif Light 45



event signage

Grassroots Trust has some branded signage available for use at events where Grassroots Trust has contributed funding to. Signage and event material can be booked by contacting Grassroots Trust.

BANNER SIGNAGE



1980mm (W) x 790mm (H)



1300mm (W) x 885mm (H)



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CORFLUTE SIGNAGE



945mm (W) x 730xx (H)



contact

If you have any questions about the Grassroots Trust brand and how to use it, contact:

grassroots trust

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Hamilton

0800 957 960

info@grassrootstrust.co.nz

