



BRAND STANDARDS

1. Grassroots Logo

1.1 Logo - Main Version

The logo consists of the word "grassroots" in a bold, lowercase, green sans-serif font. A small registered trademark symbol (®) is located at the top right of the "s". Below "grassroots", the word "trust" is written in a smaller, lowercase, grey sans-serif font, aligned to the right side of the word above it.

grassroots[®]
trust

1.2 Logo - Version with website

This version of the logo includes the website address. It features the word "grassroots" in the same green font as above, with the ® symbol. Below it, the website address "grassrootstrust.co.nz" is written in a smaller, lowercase, grey sans-serif font, aligned to the right side of the word above it.

grassroots[®]
grassrootstrust.co.nz

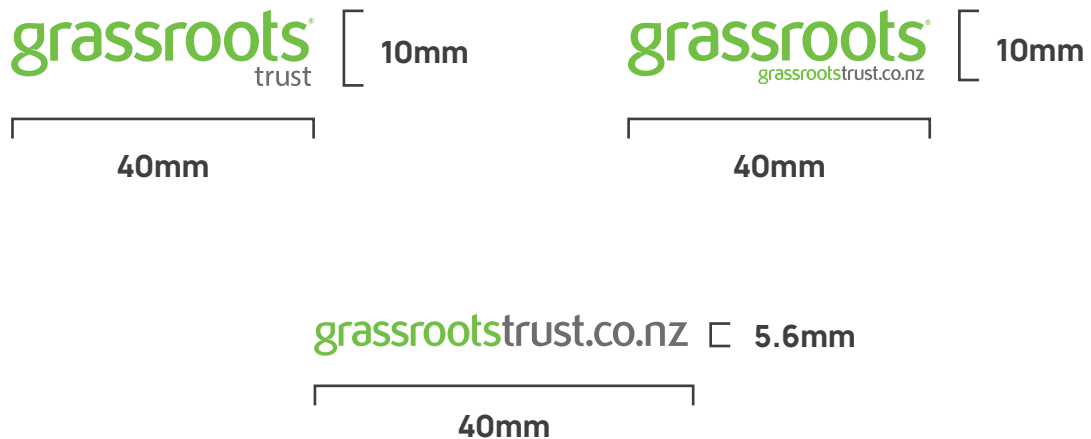
The website address "grassrootstrust.co.nz" is displayed in its full form. The word "grassroots" is in green, and "trust.co.nz" is in grey, all in a lowercase sans-serif font.

grassrootstrust.co.nz

1. Grassroots Logo

1.3 Logo Sizing

The Grassroots Trust logos should not be reproduced smaller than shown below, except in the business card



1.4 Colour Logo

grassroots
trust



HEX: 72bf44
RGB: 114, 191, 68
CMYK: 60, 0, 100, 0



HEX: 656868
RGB: 101, 104, 104
CMYK: 60, 50, 50, 20

1. Grassroots Logo

1.5 Mono Colour Logo

The full colour logo is the preferred logo for use. The mono logo should only be used when it is not possible to print in colour.



grassroots[®]
trust



grassroots[®]
grassrootstrust.co.nz



grassrootstrust.co.nz

2. Do's and Don'ts

2.1 Clear Space

Always leave some space around the logo. No objects should sit within the clear space boundary shown below.



2. Do's and Don'ts

2.2 Brand Integrity

Do not customise the logo in any way



grassroots[®]
trust



grassroots[®]
trust



grassroots[®]
trust



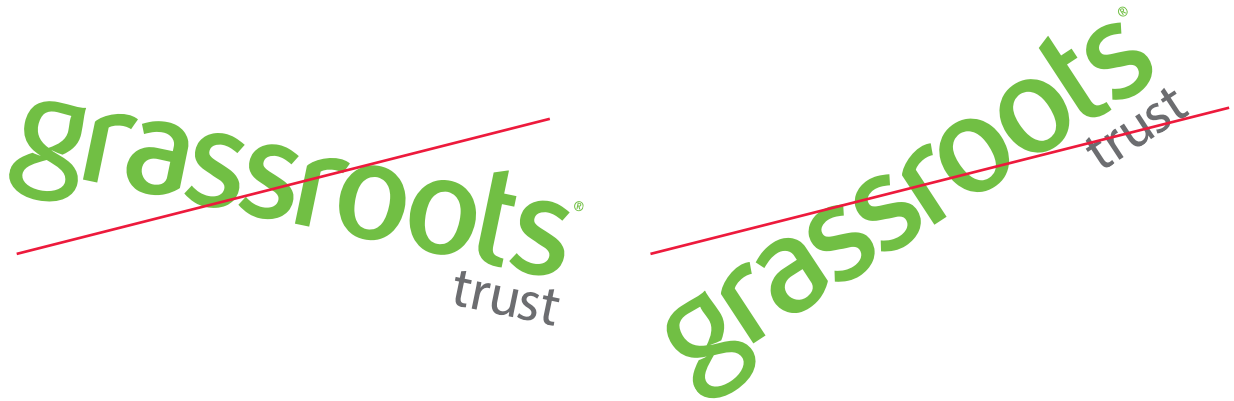
grassroots[®]
trust



grassroots[®]
trust

2. Do's and Don'ts

2.3 Logo Placement - Angles



2.4 Logo Placement - Proportions



3. Typography

3.1 Manrope Bold

Manrope Bold is the font that is used for all headings.

**A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z
0 1 2 3 4 5 6 7 8 9**

3.2 Manrope Regular

Manrope Regular is the font that is used for all sub-headings and body copy. If this font is unavailable, it should be substituted with Tahoma or Arial.

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z
0 1 2 3 4 5 6 7 8 9

4. 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 1 – 88.35cm x 131cm



Banner 2 – 196.5cm x 79cm



Banner 3

5. Enquiries

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

0800 957 960

info@grassrootstrust.co.nz

PO Box 9019, Hamilton

grassroots[®]
trust