grassroots®
trust

1. Grassroots Logo

1.1 Logo - Main Version

grassroots® trust

1.2 Logo - Version with website

grassroots®

grassrootstrust.co.nz

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

grassroots trust — 10mm — 40mm

grassroots grassrootstrust.co.nz — 10mm — 40mm

grassrootstrust.co.nz — 5.6mm — 40mm

1.4 Colour Logo

grassroots trust

Pantone 375U

Pantone 426U

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
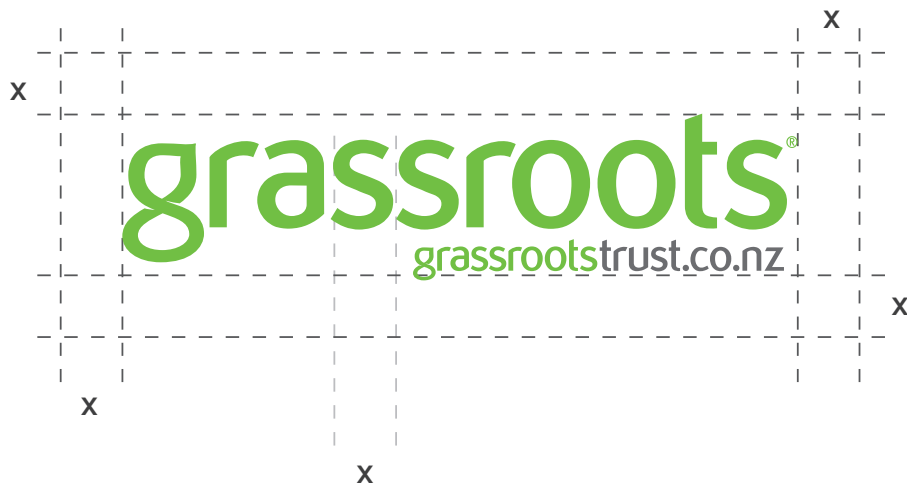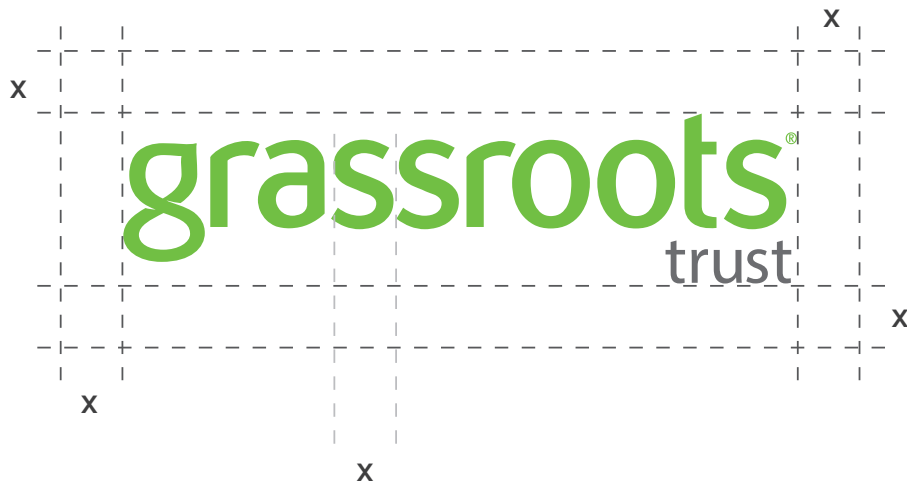
grassrootstrust.co.nz

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.

x

x

grassroots®
trust

x

x

x

x

grassroots®
grassrootstrust.co.nz

x

x

x

x

grassrootstrust.co.nz

x

x

x

2. Do's and Don'ts

2.2 Brand Integrity

Do not customise the logo in any way

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.

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
0123456789

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.

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz
0123456789

4. 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

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