

Green Impact

May 2018

Branding guidelines





green impact



**effaith gwyrdd
green impact**



Bilingual version

Identity

Ensure that the Green Impact identity is included on all materials related to the funded project. If there will be a significant problem with this, please contact the ACTS Green Impact team to discuss the matter.

Always reproduce the visual identity from a master reference.

EPS/AI

This version works for all professional design software like InDesign, Illustrator and Photoshop. Use it for everything you need professionally produced.

JPEG

This is compatible for all Microsoft software, such as Word and PowerPoint.

PNG

Use this format for emails and online.



Do not change the colours

Do not change the size relationship between the elements



Do not apply a drop shadow or any other effect



Do not alter or add any elements



Do not use the Green Impact logotype independently. It must always be supported by the presence of the ACTS logo



Do not distort the shape or proportion



Do not alter the angle



Do not place onto backgrounds with poor contrast or visibility

Identity

What not to do!

Ensure the visual identity is always clearly recognisable by using it correctly. Use the most appropriate version for the environment in which it appears. Here are some examples of what not to do with our logo.



Minimum height

54 pixels
20mm



Exclusion zone

Roughly the size of the 'i' in impact.



Logo placement

Identity

Sizes and placement

Consistency in the size of our visual identity, how it's used and where it's placed are important to ensure our voice is clearly heard.

Placement

Our visual identity is designed to occupy any of the four corners of page, screen or environment.

Minimum size

Recommended minimum size is 54 pixels or 20mm height. Ensure the type is clearly legible.

Exclusion zone

Our visual identity deserves to stand on its own for maximum visibility and impact. To make sure this happens we need to protect it with an exclusion zone – calculated by the height of the 'i' in impact. Don't crowd the logo, give it sufficient space and don't let any other graphic elements intrude into its exclusion zone.

Further information

Need the logo files or guidance on how to use them? Contact the ACTS Green Impact team for further advice.

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