

# How to use the *giftaid* standard designs

Be a  
*giftaid*  
visitor

give a little, help a lot

THE GIFT AID BRAND IS  
IMPORTANT.

PLEASE HELP US TO PROTECT IT.

A strong brand identity is very important.

It lets people know what we stand for. And, used consistently, it builds trust and confidence out there in the market.

These simple guidelines show the do's and don't's to maintain the look of the identity. Please follow them closely to keep the brand strong.



## THE MASTER LOGOS.

This is the master logo. It should be used wherever possible.

Below are the correct colours which should be used at all times.



PANTONE SPOT  
COATED RHODAMINE RED



PANTONE SPOT  
COATED 127



## GRAYSCALE VERSIONS OF THE LOGO

It's always preferable to use the full colour version of the logo but obviously it's not always possible. Here are the guidelines for the greyscale executions.

The box must always be in solid black with the words in white except for 'giftaid', the 'it' in visitor and little and lot in the strapline which appear in a 20% tint of the black.

It cannot be overstated how important it is to us to use the correct colours, especially on the logo. The Pantone Spot numbers given here are for coated stocks only. For other stocks it's important to check that these colours are reproduced accurately. So please advise your printers to match the colours to Pantone Spot Coated Rhodamine Red and PMS 127 (yellow). If in doubt we can provide your printers with colour swatches.



60mm or greater

## SIZE.

The master colour logo and the greyscale version should never be used smaller than 60mm wide as this would impair the legibility of the type on the logo.

If you require the logo at a smaller size there is a version which has been specially adapted for this purpose. These are shown in the examples below. Although they have been adapted to work at a smaller size they should never be used smaller than 20mm. The maximum size should be 60mm.



60mm or greater



20mm



20mm

## A FEW GOLDEN RULES.

Always use the correct colours for both the logo versions.

Never manipulate the logo – no stretching, condensing etc.

Never use additional elements like drop shadows.

Never try to create the logo from scratch. Always use the official logo artwork.



## IF IN DOUBT, JUST SHOUT!

If you have any questions or a special application not covered in this guide, please contact [jeremy@cravens.co.uk](mailto:jeremy@cravens.co.uk)

The Attractions Gift Aid Liaison Group is grateful to the Zoological Society of London and their creative agency Cravens ([www.cravens.co.uk](http://www.cravens.co.uk)) for creating the 'Be a Giftaid Visitor' identity for the benefit of all qualifying attractions: free use may be made of the designs and wording on this sheet.