



This document provides guidelines to ensure the correct use of the Westway Trust brand identity. Applying these guidelines to all communications and materials will strengthen the Westway Trust brand image and enhance the visibility of the organisation.

# Brand guidelines

October 2018



# Introduction

Westway Trust exists to work together with the local community to enable North Kensington to thrive. The Trust dedicates itself to the wellbeing of this vibrant community working with over 60 member organisations ranging from community groups and residents' associations to schools and sports clubs, as well as other local groups and people.

## Our vision

People are given opportunities to participate and their voices are heard. People to feel proud of the area – its heritage, culture and creativity. Where everyone has the opportunity to be active and healthy, get the skills and qualifications to get on in life and are engaged in a strong community eco-system and have a sense of belonging.

An improved public realm, where green space is cherished, protected and enhanced. Public consciousness of environmental issues heightened and behavior modified. Environmental sustainability at the heart of every development along the 23 acres and high standards sought at every opportunity.

A flourishing local economy, where many more local people, including tenants, traders and earners, directly benefit. Local start-ups supported to get on their feet and develop sustainable enterprises; innovation and entrepreneurship is encouraged; and all tenants are playing a part in building a robust local economy. An economically sustainable organisation that raises income to reinvest in, improve and grow the value of the land.



# Identity overview

Our visual identity allows a high degree of flexibility with choice of colour, photography and other elements.

We do however, still want to create a level of consistency. This means that we have provided guidance on how to choose from our pre-selected elements.

The idea is that everything we create should 'feel the same' but not necessarily 'look the same.'

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# 1. Logo

As the Westway Trust is such a recognisable brand it is vital that the the logo must be applied consistently in the most suitable approved colour.

Wherever possible the logo should be highly visible and compliment the tone and design of branded collateral.

The logo must always appear within the box - never as stand alone lettering.

The unique shape of the lozenge was created by taking the shape of Westway road and simplifying it to create an underline to the logo.

The logo in this format allows flexibility in it's positioning on a piece of literature. The use of different colours or images can put different emphasis on the logo.

The strength of the box helps it stand out on all colours and on photographs with different contrasts.



# 1. Logo

To ensure consistency and visibility the following rules need to be adhered to.

## Clear space



The clear space is based on the width of the W of "WAY"

## Some no no's

Whilst it is intended that the logo can be used flexibly regarding colours and position there are things that shouldn't happen. Here are a few examples



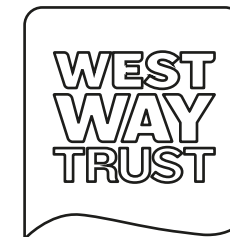
Do not stretch or compress the logo



Do not reproduce the logo in two colours



Do not reproduce the lettering without the lozenge



Do not outline



Do not change the proportions of lettering to box

## 2. Colour

### Primary colours

There are six primary colours within the Westway Trust palette and the logo can appear in any of them.

The colour should be chosen to suit the piece of collateral that it is appearing on.

The lettering must ALWAYS appear in white.



**PINK**  
Pantone 198C  
CMYK 0 82 37 0  
RGB 223 70 97



**ORANGE**  
Pantone 171C  
CMYK 0 61 72 0  
RGB 255 92 57



**AQUA**  
Pantone 321C  
CMYK 96 3 35 12  
RGB 0 140 149



**VIOLET**  
Pantone 2665C  
CMYK 70 76 0 0  
RGB 125 85 199



**GREEN**  
Pantone 375C  
CMYK 46 0 90 0  
RGB 151 215 0



**YELLOW**  
Pantone 1235C  
CMYK 0 31 98 0  
RGB 255 184 28

# 2. Colour

## Secondary colours

To support the six primary colours there are dark and light versions of the same colours

## Body copy colour

In body copy on white only black or grey should be used



BLACK



GREY

Pantone Cool Grey 9  
CMYK 30 22 17 57  
RGB 117 120 123

### DARK VERSION

**DARK PINK**  
Pantone 201C  
CMYK 7 100 68 32  
RGB 157 34 53

**DARK ORANGE**  
Pantone 174C  
CMYK 8 86 100 36  
RGB 150 56 33

**DARK AQUA**  
Pantone 323C  
CMYK 96 16 42 57  
RGB 0 95 97

**DARK VIOLET**  
Pantone 2685C  
CMYK 90 99 0 8  
RGB 51 0 114

**DARK GREEN**  
Pantone 378C  
CMYK 47 11 99 64  
RGB 89 98 29

**DARK YELLOW**  
Pantone 1395C  
CMYK 9 55 100 39  
RGB 153 96 23

### BRAND COLOURS

**PINK**

**ORANGE**

**AQUA**

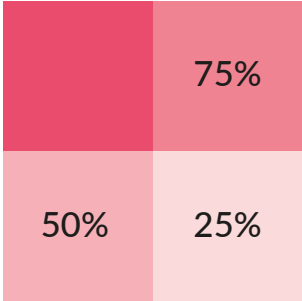
**VIOLET**

**GREEN**

**YELLOW**

### LIGHT VERSION

The lighter versions are tints of the main colour in increments of 25% of all colours



## 2. Colour

### Secondary colours

The dark and light versions of the colours can be used together for highlighting etc. however, when using text within a stand alone box only the same colour range should be used

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## 2. Colour

### Colour combinations

Any combination of the six brand colours can be used together (including light and dark versions) but a maximum of three colours (including the logo) should be seen together at one time.

By making the colours transparent and overlaying other colours, more colours can be created, however only white type should be used in these instances

It's important that our branding is accessible, so high contrast is important for those with limited sight.

White lettering must be used against dark background colours, while dark lettering must be used on lighter backgrounds - particularly yellows, on pale greens and blues.

“ Our new strategy rebalances the use of the estate and charitable spending towards North Kensington residents ”

“ Our new strategy rebalances the use of the estate and charitable spending towards North Kensington residents ”

“ Our new strategy rebalances the use of the estate and charitable spending towards North Kensington residents ”

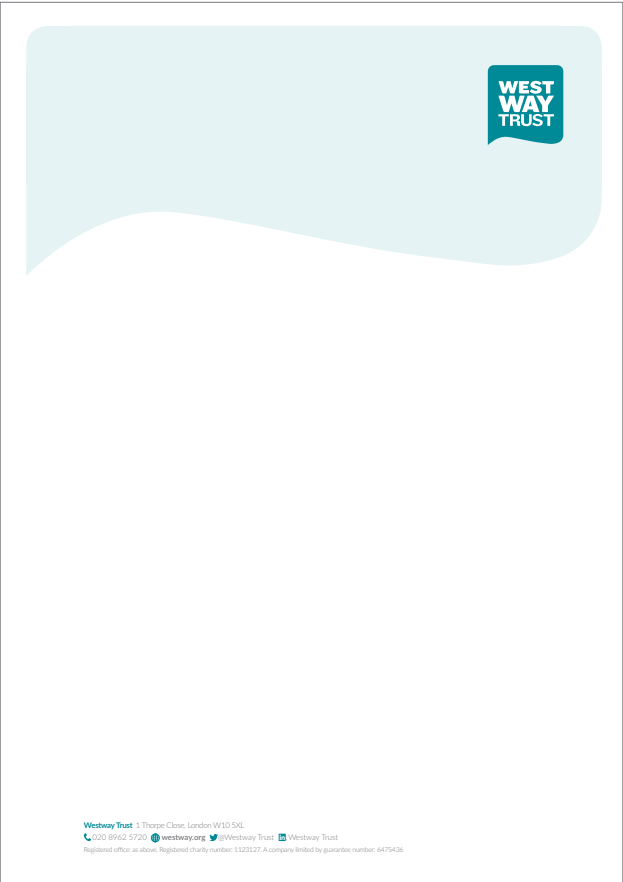
Only use white type when mixing colours

Only use white type when mixing colours

Only use white type when mixing colours

# 3. Stationery

All stationery is available in the 6 primary colours.



# 3. Typography

There are two typefaces in the Westway Trust identity and they are a unifying thread that run throughout all our communication and work best in combination.

The typefaces are Lato and Rubik. Both have individual characteristics and strengths. Lato is a sans-serif font created to look neutral in body copy but have some unique traits at larger sizes. Rubik has the same rounded corners as the logo shape and letters and compliments the Lato face. As can be seen on the example opposite the typefaces work best together in different colours and weights.

Both these fonts are from the Google collection and can be downloaded via Google fonts.

## STANDARD LETTER FONT

**Lato light**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

**Lato medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

**Lato bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

**Lato black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

## HEADLINE TYPEFACE

**Rubik black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

**Rubik bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

**Rubik regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!"/@ ( )

Typical example of type use

Header one

Header two

Header three

Header four

Header five

Body copy

Highlighted text

Rubik black

Rubik bold

Lato Black

Lato Black

Lato Bold

Lato light

Lato medium

## 4. Imagery

The distinctive shape that has been created for the logo can also be used to hold images and pull out messages.

The Westway curve should always remain the same so the images should not be stretched at all. There are a series of templates of different sizes that can be used.

The use of this device should be used sparingly so that it doesn't become overused and lose its impact. These shapes should be mixed with other conventional shapes on the page (although these too can have rounded corners).



The Westway curve can be used in certain circumstances as a temporary replacement for the Trust logo to celebrate or acknowledge locally and culturally-significant events. The Trust's Equalities Working Group will work with the Communications & Marketing team to determine which may be appropriate. Permission must be sought to create a logo such as this.

“Our new strategy rebalances the use of the estate and charitable spending towards North Kensington residents”



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## 4. Imagery

A unique set of punctuation marks and symbols has been created to be used large in marketing material, both printed and digital.

The logo itself has the feel of a speech bubble and this idea of using large punctuation marks sits well with the design of the logo and allows for strong messaging in a very colourful graphic way. This is another element that makes the identity instantly recognisable

The shape of the punctuation follows the softened edges of the logo and Rubik typeface.

These graphic devices can be used with photography or colour and type or both colour and type together.

Again we would advise to use sparingly so as not to lose the impact.



# 5. Voice

The tone and way we write will tell people as much about us as the message we’re trying to get across.

Our audience is smart and informed. They understand what we’re doing and in many cases they know more about the context than we do. We speak as part of the community of North Kensington, not to it or for it. The tone of our writing should always be appropriate for the context but in general it should be closer to an email to a friend than an essay for a teacher.

Choose words carefully – **community**, **stakeholders**, **residents**, and **beneficiaries** all refer to the same group of people but will be understood in very different ways, so we should be deliberate in choosing the right word.

We speak clearly and concisely, always using the simplest language and the fewest words needed. Remember that many of those we are talking to do not speak English as a first language.

The Plain English Campaign have some useful guides about writing clearly for audiences

<http://www.plainenglish.co.uk/free-guides.html>

All of our writing should reflect our values as an organisation:

Openness	Credibility	Reliability	Responsibility
Always be honest and friendly in what you are writing. Make sure to include all the relevant information. Address difficult issues directly rather than being vague or sugar-coating things.	Make good use of facts, and examples from our work to show that we are expert in what we’re talking about.	Ensure that all the information you include is correct - don't guess. Don't make promises that we might not be able to keep.	The things we write should demonstrate that we understand our role in the community, particularly the importance of representing the diversity of the area.

## Glossary

In general, we refer to the Guardian Style Guide <https://www.theguardian.com/guardian-observer-style-guide-a> -

for clarity on grammar, punctuation and word use but opposite are some examples specific to Westway Trust.

Abbreviate our name to **‘Westway’** or **‘we’**. Try to favour the use of **‘we’**, **‘our’**, and **‘us’** when referring to the organisation and its activities.

**“Are”**, not **“is”** to refer to Westway Trust - *“Westway Trust are making grants”* but *“The Trust is making grants”* when abbreviated.

**board**, **trustee**, **committee** should not be capitalised unless...

**Board of Trustees**, **Property and Regeneration Committee** referring to a specific title.

**Dates** should be written **Monday 6 September 1982** with no ordinal letters (th,rd,st) and no commas.

**Times** should be written as **6pm** or **6:30pm**; not 6.00pm. Use a : between hours and minutes, where needed (not a fullstop).

**The Westway** is the road above us. Also known as **the flyover**, the Westway, or **the A20**. Do not refer to the road as **the motorway** or **the highway**.

**Westway Trust** not *“the Westway Trust”*.



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