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About us

We are a charity which manages the 23 acres of land underneath the Westway Flyover.

We create opportunities for local growth by providing grants, learning programmes and spaces, collaborating with our communities to drive positive impact for North Kensington.

Our mission

We exist to work together with the local community to enable North Kensington to thrive.

We dedicate ourselves to the wellbeing of this vibrant community.

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Our logo

Our logo

A strong visual identity is based on a consistent use of the logo and its colour scheme. Our logo takes inspiration from the architecture and forms of the Westway, using sharp, angled lines to form our crest.

The logo font draws inspiration from the vibrant

Clearspace

Always ensure there is sufficient space around the outside of the logo. There should be a margin a minimum the width of the “W” in “WAY”. Please note this is a minimum distance not a ubiquitous rule. Where possible, space greater than the minimum clearspace should be left.

Reversed

On darker backgrounds, the reversed version of our logo should be used. The “Trust” is at 30% opacity to maintain the separation between “Westway” and “Trust”.



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Typography

