



Brand
Guidelines

May 2025

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About us



Opportunity Collaboration Impact

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.

We work 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.

We dedicate the Trust's resources to the social, economic, personal and environmental well-being of our communities.

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 street art ever present in our community.



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 ubiqutous 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".



Minimum Sizing

The minimum size of the full logo should measure no smaller than 30mm in height when printed, or 100px when displayed on screen. Always maintain the aspect ratio in order to keep the correct width.

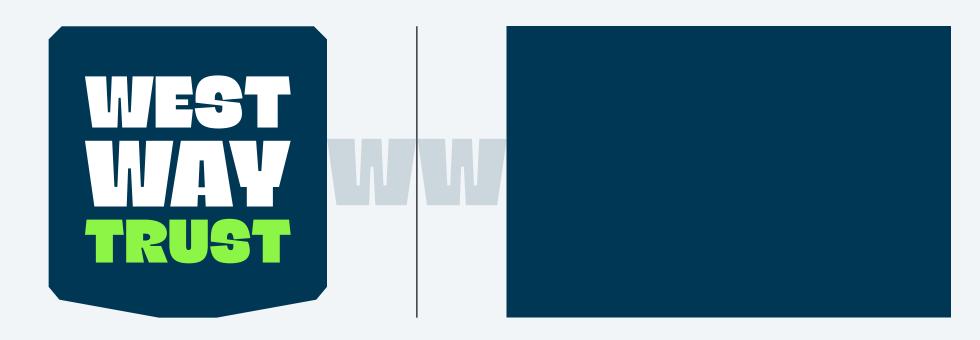
30mm / 100px



Partner branding

When our logo is located next to that of a partner, the two should be separated by a thin vertical line in the center of the space, which should be at a minimum the width of the "W" in "WAY", between the two.

The logos should be the same height where possible.



Community Partners

Our Community Partner graphic can be used for partners to show their connection to the Trust. The same rules for minimum sizing and clearspace for the primary logo apply to the Community Partner graphic. COMMUNITY PARTNER



Don't

To ensure the consistency of our brand, it is important to only use the permitted variations of the logo.

Under no cirmustances should you:

- · Change the colours of the logo
- · Change the fonts of the logo
- · Use the full logo in one, solid colour
- Use insufficent contrast with the background
- Rotate or stretch the logo
- Outline or create a stencil of the logo
- Use the old logo or any of the old logo colours

This list is not exhaustive, and if you are at all unsure if the usage is permitted, please check page 9 to confirm.









X



X



X





X



X





Typography

Our fonts

We use different fonts for our headings and for body copy. For large headings, we use Catalpa ExtraBold throughout.

For smaller headings and body text, we use Inclusive Sans to help make our content as accessible as possible. Bold, SemiBold and Regular are available to provide clear hierarhy of information.

AaBb(Geb) Ad Bbccbbc Ad BbCcbd AdBbccbd

System fonts

Where Catalpa and Inclusive Sans may not be available, we use Prompt Extra Bold and Helvetica.

AaBbCcbd AaBbCcbd AaBbCcbd

Westway Trust Brand guidelines

Typesetting

The following typographic structure should be observed to ensure clarity of communication, consistency and strong information hierarchy.

Heading 1 - Catalpa ExtraBold 48pt / 62pt Leading

Heading 2 - Catalpa ExtraBold 40pt / 52pt Leading

Heading 3 - Catalpa ExtraBold 30pt / 40pt Leading

Heading 4 - Inclusive Sans Bold 24pt / 28pt Leading

Heading 5 - Inclusive Sans SemiBold 20pt / 24pt Leading

Heading 6 - Inclusive Sans SemiBold 18pt / 24pt Leading

Paragraph - Inclusive Sans Regular 16pt / 22pt Leading

4 Colour

Our Colours

Our colour palette has been designed to reflect be as vibrant as the communities we serve. Navy and Green are our core brand colours, supported with Yellow and Red as Accents and a Neutral Dark and Light Grey.



Colour Pairings

In order to ensure suitable readability, it's important to maintain colour contrast between any text or graphics and the background colour.

The following options are permitted configurations which maintain this ratio when using text and background colour.

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5 Graphics & Imagery

Our shapes

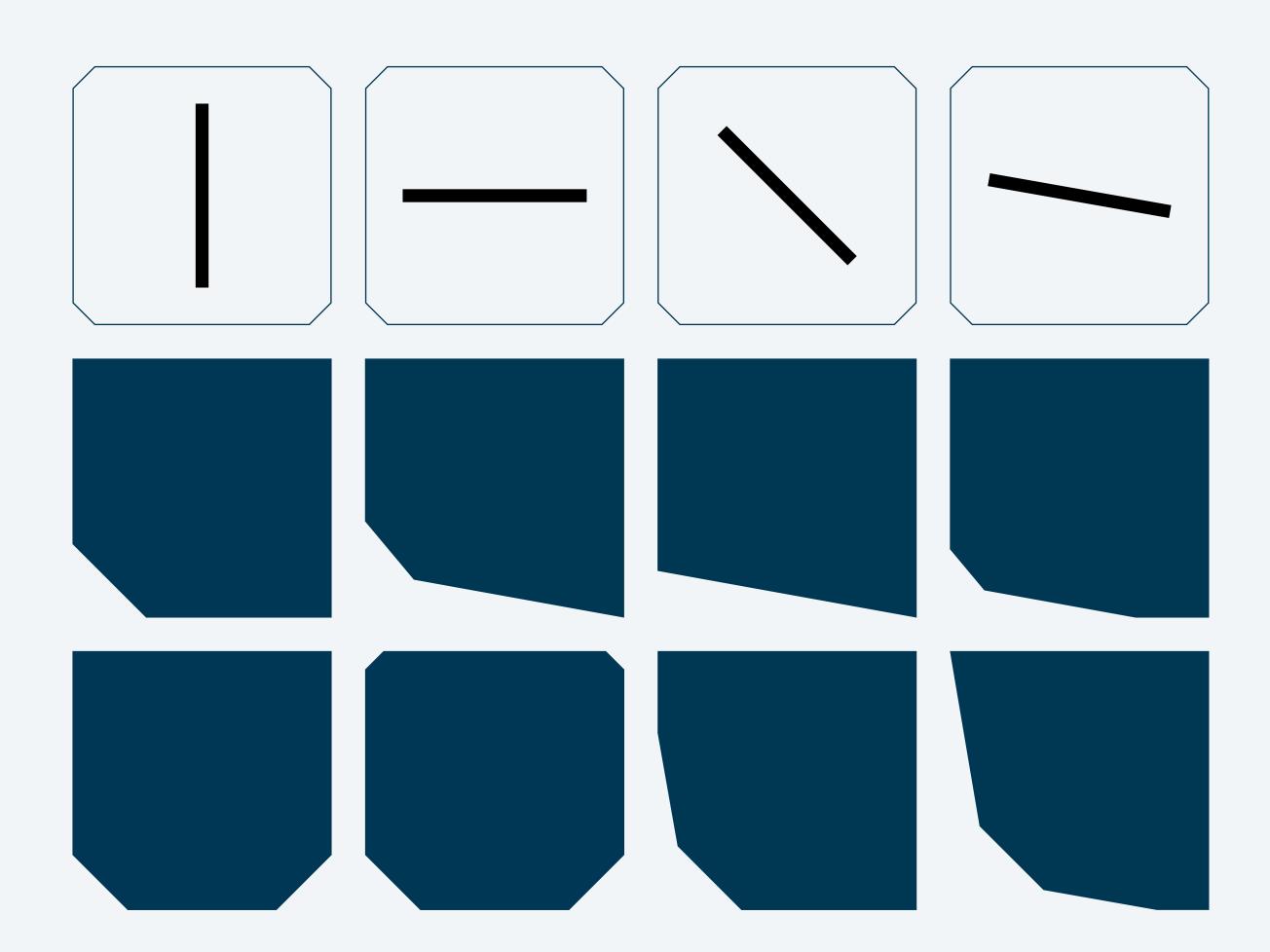
Our brand is inspired by the shapes and forms of the Westway. Sharp, angled lines are used throughout the brand to create a dynamic, professional visual identity.

We use 4 different lines to provide continuity across our materials:

- Vertical
- Horizontal
- Diagonal
- · 10 Degrees

These lines can be used in any configuration to build shapes to add energy to our visuals. Examples of shapes that can be built are shown opposite. When using chamfered edges on the top and bottom of a shape, the top edges should never be large than the bottom ones.

These shapes can be used as accent graphics, image holders or callout boxes for key content.



Icons

We have a set of bespoke icons which can be used to highlight our 5 strategic outcomes, our main areas of work and our values.

Our strategic outcomes are:

- 1. Encourage connectivity and understanding between communities and reduce barriers to mutual engagement.
- 2. Increase community and citizen participation.
- 3. Ensure greater access to the land, environmental improvements and increase space for community use.
- 4. Encourage access to the range of life chances and therefore opportunities to fulfil potential.
- 5. Ensure a well-led workforce within an organisation that is structured for good performance and supports continuous improvement and staff well-being.

Outcomes



Outcome 1



Outcome 2

Outcome 4



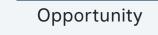
Values

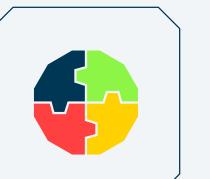


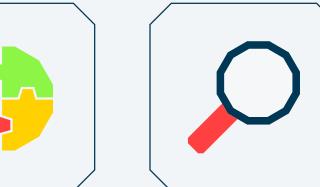


Tagline









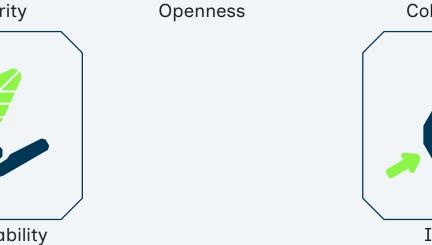


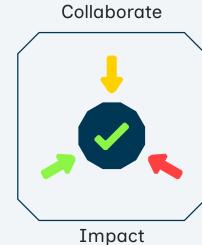
Outcome 3













To Let Sign

Work Areas







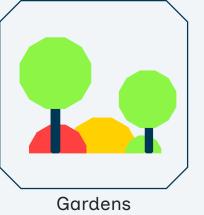






Events







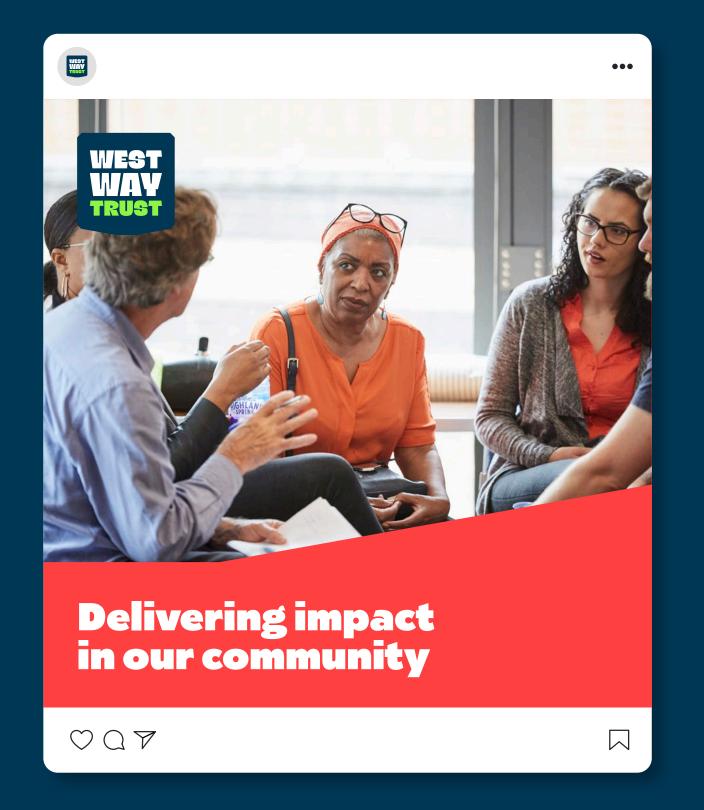
Imagery

Our imagery should reflect the vibrancy and diversity of our local community and the people who live in it.

They should feel natural, not staged, have good natural lighting and be appropriate for the context of their use.

















To determine our outcomes we have considered our operating context, some of the data relating to this is shown on the back cover of this plan. We are working for 5 outcomes which are underpinned by 5 Values which set the tone for an enabling organsiatonal culture where people feel valued and respected for their contributions.



Wostway Trust - Horizon Plan

Encourage connectivity and understanding between communities and reduce barriers to mutual engagement

The communities of North Kensington are diverse and the resilience and quality of life for everyone. Covid-19 vibrant. Cultural and religious barriers can hinder the development of public and social spaces and social capital. This in turn can lead to instability, isolation, violence and increased poverty. Therefore, there is a need to create more opportunities for people of different ages and background to regularly connect with each other and gather together to establish common ground. This will increase conviviality, improve

has reminded us that the need for social connection and community has never been greater. Transitions to online environments are helpful and important, but they simply cannot replace the face to face interactions so needed in order to build greater trust and understanding among our communities. Working together makes driving positive change easier.



Ensure greater access to the land, environmental improvements and increase space for community use

The land is entrusted to us because of the creation of the Westway. It is in one of the most densely populated districts in the country, therefore, it is our duty to look after it for the long term benefit of all. It can also deliver shorter term social and economic benefits. For example, the Trust is stewarding assets in a part of the borough where some people are living in overcrowded housing, or temporary accommodation. The land can therefore be a route to addressing the need for access to green space, for recreational, health and well-being activities, for practical purposes such as running businesses or storage and for the development of skills. The land is also an important symbol of togetherness across communities, a place for gathering in good or bad times, a place of commune and belonging. This is why it matters so much to our communities and we all need to respect this.



Increase community and citizen participation

Participating is a route to making lives better. We want to encourage the view that people should be valued for their community spirit, and to believe that getting involved makes a difference. We want to amplify the voices of our communities, so that their priorities can be understood and acted upon by public servants or others in powerful positions. We want to reduce barriers to participation, enable community action and be a step in their journey to full civic empowerment. This is key to our community centering approach.



Ensure a well-led workforce within an organisation that is structured for good performance and supports continuous improvement and staff well-being

Encourage access to the range of life chances

and therefore opportunities to fulfil potential

We are currently living in a society, where resources

and opportunities are concentrated in the hands of the

few, particularly in the south of the borough. Despite

greatest social and economic divides in the developed nations and this is reflected in the statistics relating

to our own borough, which is one of great contrasts

that inequality between groups is becoming greater.

Inequality means obstacles to achievement, talent

is wasted and people can become disenfranchised.

In spite of the resilience of communities it can lead

to tensions and people not having the energy or the

desire to have a stake in shaping the society around

economic growth and the resulting prosperity.

them. Everyone has a right to participate and share in

in income, assets and opportunity. All data tells us

us being in the G10 globally, we have one of the

In order to deliver the best impacts for our community in the most efficient way we need to have the right expertise in place and effective plans in place. Staff should be clear on their objectives and we can explain clearly what we are doing and when we plan to do it to different stakeholders. A purposeful environment is also a key factor in staff well-being, individuals can plan their effort accordingly. We want this to be one of the best places to work in the sector where staff can visibly see their work making a difference in the community.

Westway Trust - Horizon Plan





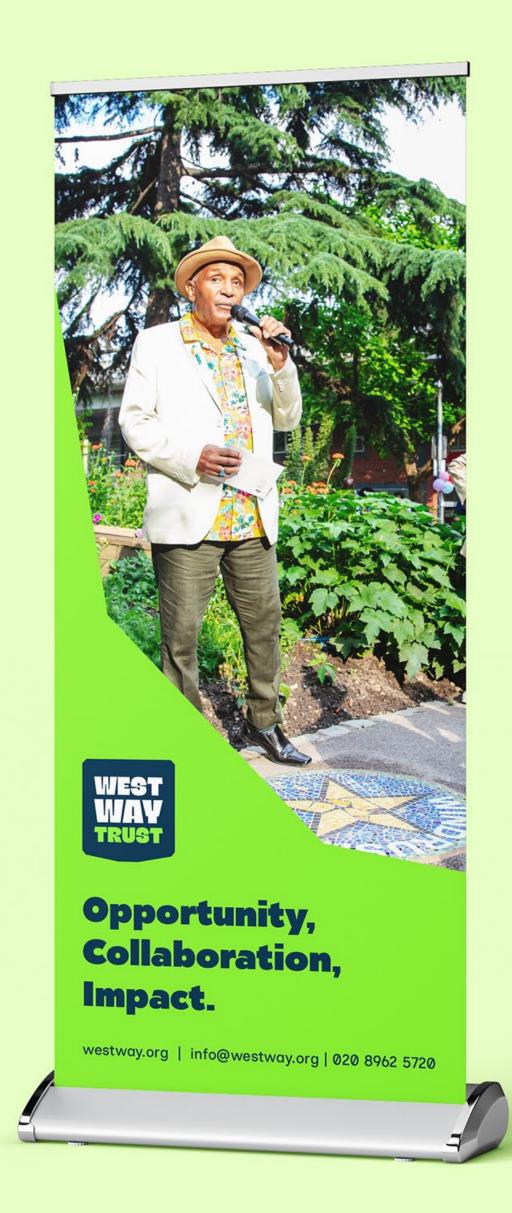


Opportunity
Collaboration
Impact

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