BRAND GUIDELINE SHEET

PRIMARY LOGO

SECONDARY LOGOS

SECONDARY LOGOS

BRAND MARK



This should be used first if space allows for it. Use it on websites, footers, stationery,



USAGE:For when the primary logo needs to be used on a white background. Used on websites, printed materials and larger elements.



For when the primary logo needs to be used on a coloured background (that isn't red or navy). Used on websites, printed materials and larger elements.



USAGE:

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOUR PALETTE

signage etc.

СМҮК:

USAGE:

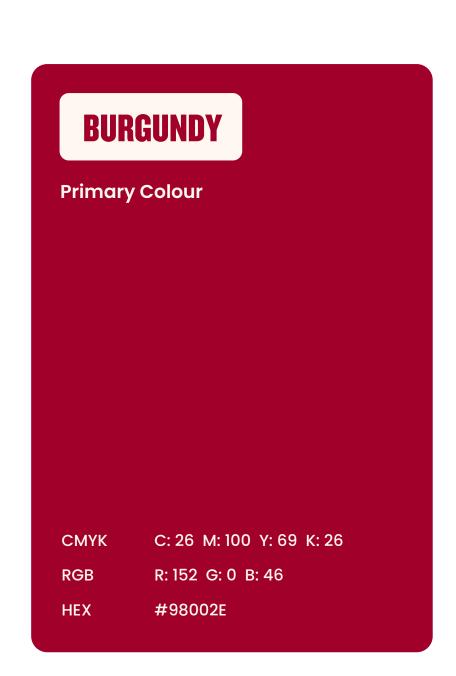
They are the colours used in printed materials.

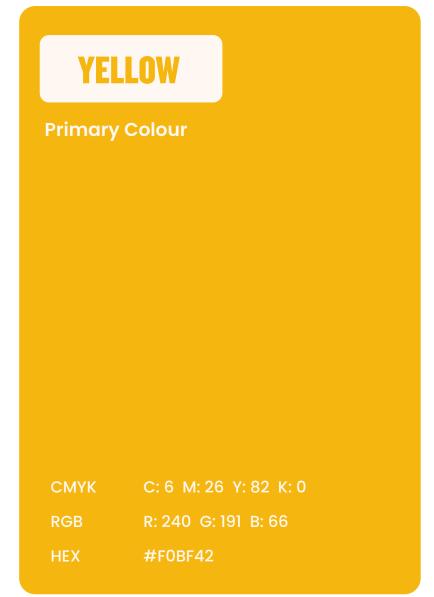
RGB:

This is used on-screen and for web design.

HEX Code:

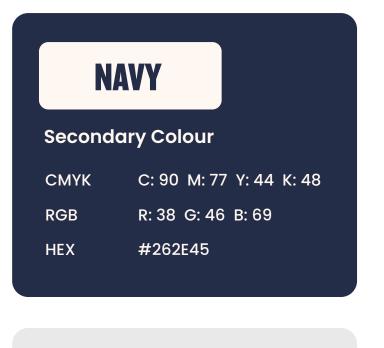
This colour code is used on-screen and for web design.











GREY Secondary Co

 Secondary Colour

 CMYK
 C: 8 M: 5 Y: 7 K: 0

 RGB
 R: 238 G: 238 B: 238

 HEX
 #EEEEEE

PRIMARY FONT

Sen Bold

IISAGE:

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

Sen Regular

IISAGE:

The secondary font compliments your primary font. This will be used on subheadings and body copy.

SUPPORTING FONT

ZUUME ROUGH BOLD

IISAGE:

Use to compliment the other font and to make things stand out, for example infographics, numbers or one of titles.

BRAND ASSETS

We have multiple tracks we can use throughout websites, stationery, packaging, printed materials, social posts etc as you can see from the example below.



Drawing and the contraction of t

Read about the events



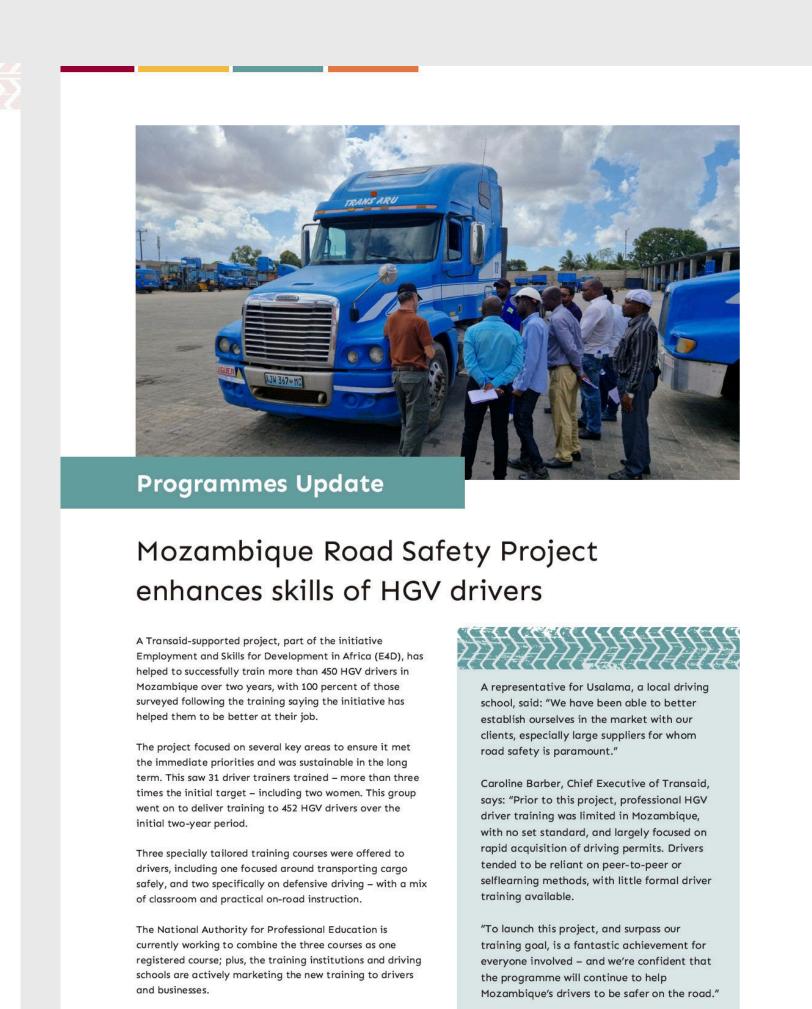


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QUICK UPDATES

Transaid was delighted to attend the BIFA Freight Service
Awards, the CPT Annual Dinner, the UKWA National Conference,

and the Microlise Transport Conference and Dinner during this quarter. We were pleased to meet new and existing supporters



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Read the full story



- Where possible, please always try to use the logo displayed on the quarterly report example above (white and yellow on a red background.)
- Never use the supporting font (ZUUME Rough Bold) in large chunks of text or long titles. It should be used only in small areas.
 Always aim to keep at least half the height of the track assets on display. These can be full colour or lower opacity like in the document example above.