



**THAMES RIVER ANGLERS ASSOCIATION
BRAND STANDARD
STYLE GUIDE**

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BRAND CHARACTERISTICS

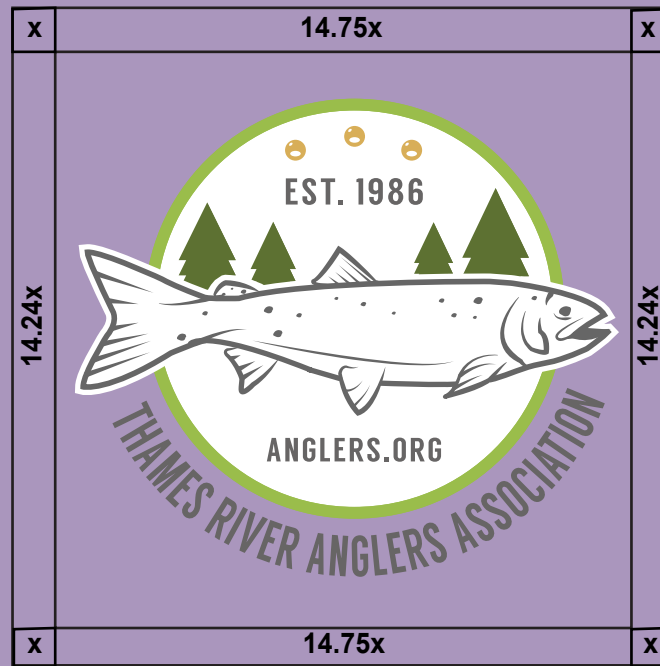
THESE ARE THE CHARATERISTICS THAT DESCRIBE
THAMES RIVER ANGLERS ASSOCIATION

TRUST: TRUST BETWEEN BOTH THE VOLUNTEER,
THE MANAGEMENT AND NATURE. ALL PARTIES
MUST HAVE TRUST BETWEEN EACH OTHER FOR
THE BETTERMENT OF OUR LIVES.

FRIENDLY: DOES OUR TEAM HAVE AN
ENVINROMENT WHERE ALL FEEL WELCOME TO
JOIN & ARE OUR PRACTICES ENVIROMENTAL
SAFE?

KNOWLEDGE: DOES ARE ORGANIZATION PROVE
TO HAVE A VARIETY OF INFORMATION PERTAINING
TO THAMES, NATURE IN GENERAL AND THE INNER
WORKINGS OF OUR ORGANZATION?

LOGO CLEAR SPACE



HIGH CONTRAST LOGO



COLOURED LOGO

LOGO MINIMUM SIZE



260.8px



276.8px

TO ENSURE LEGIBILITY, DO NOT REPRODUCE THE LOGO AT SIZES WHERE THE NAME IS SMALLER THAN 260.8px WIDE. FOR ON-SCREEN APPLICATIONS, DO NOT REPRODUCE THE LOGO AT SIZES WHERE THE NAME IS SMALLER THAN 276.8px WIDE. ALL OTHER ELEMENTS OF THE LOGO SHOULD REMAIN IN PROPER PROPORTION TO THIS WIDTH.

TYPOGRAPHIC STUDY

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
123456789



abcdefghi
jklmnopqr
stuvwxyz
123456789

THE LOGO PRIMARLY USES A
CUSTOM MADE FONT.

FOR DOCUMENTATION SUCH AS
THIS, ARIAL FONT BOLD IS
UTILIZED AND NO LOWER CASE FOR
ACCESSIBILITY REASONS.

FOR WEBSITES AND MOBILE
APPLICATIONS, BOTH ARIAL BOLD,
ARIAL BOLD ITALICS AND ARIAL
REGULAR ARE USED THROUGHOUT
THE MEDIUM



COLOUR STUDY

DOCUMENT & LOGO



RBG:251, 176, 59
HEX:#D8AE58
CYMK:0,35,87,0



RBG:154,189,75
HEX:#9ABD4B
CYMK:45,8,92



RBG:93,113,50
HEX:#5D7132
CYMK:64,37,100,22



RBG:103,101,101
HEX:#676565
CYMK:59,52,51,20

WEBSITE & MOBILE



RBG:169,179,0
HEX:#A9B300
CYMK:39,16,100,0



RBG:92,131,1
HEX:#5C8301
CYMK:68,29,100,12



RBG:52,73,3
HEX:#344903
CYMK:71,43,100,48



RBG:116,142,61
HEX:#748E3D
CYMK:59,28,98,9

THE LOGO COLOURS ARE USED WITHIN OUR
DOCUMENTS TO DISPLAY THE NATURE ATMOSPHERE
OUR LOGO DISPLAYS.

WEBSITE & MOBILE USE COMPLEMENTARY COLOURS TO
OUR LOGO BECAUSE AS A NON-PROFIT ORGANIZATION
OUR PURPOSE IS NOT TO BUILD OUR BRAND BUT TO
BRING AWARENESS. THESE COLOURS HELP EXEMPLIFY
OUR NATURE ORIENTED VALUES.

MARKETING EXAMPLE



TRA A PLAYING CARDS