



Using our logo

July 2024

BRAND ELEMENTS

Our logo

Colourways

Our logo is available in a range of options.

Core

Use on white or pale backgrounds.

Reversed (white)

Use on black or our dark green background.

Core for teal or violet background

Slightly lighter cross for our teal or violet background.

Single colour (black or white)

Only to be used if full colour print is unavailable.

File formats

Always reproduce our logo from a master reference.
It's available in the following formats:

EPS/AI Use with professional design applications, such as the Adobe Creative Suite. These vector files can be scaled to any size without losing quality.

JPEG Use with Microsoft software, such as Word and PowerPoint.

PNG Use for websites, social media and emails.

Social media icon (favicon)

On social media we use the icon separately from the logo.



barts
CHARITY

Reversed



barts
CHARITY

Core for teal or violet background



barts
CHARITY

Core



Social media icon



barts
CHARITY

Reversed

BRAND ELEMENTS

Our collaboration logos

Specially created versions of our logo are available for organisations who fundraise for us or projects that have benefitted from our funding and support.

Colourways

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EPS/AI Use with professional design applications, such as the Adobe Creative Suite. These vector files can be scaled to any size without losing quality.

JPEG Use with Microsoft software, such as Word and PowerPoint.

PNG Use for websites, social media and emails.

Funded by

for any projects, spaces, equipment etc funded by a Barts Charity grant.

Funded by

barts
CHARITY



In aid of

for any fundraising in aid of Barts Charity.

In aid of

barts
CHARITY



Supported by

for any projects, spaces, equipment etc that are part funded by Barts Charity, or developed in collaboration with other partners, or otherwise supported by us.

Supported by

barts
CHARITY



BRAND ELEMENTS

Logo sizes, clear space and placement

Logo sizes

Recommended logo sizes are shown opposite, these are just a guide. These are referenced to the width of the logo. Reduce or enlarge proportionately for different formats.

Clear space

Keep the area around the logo free from straplines, text or graphics. We recommend that this clear space is the height of the amplifier icon within our logo.

Placement

Our logo is flexible: placement is dependent on the media you choose. It can be placed in any corner of the page, screen or environment. It can also be centred.



Logo sizing guidance

Minimum size 100 pixels, 19mm
A5/DL 38mm
A4 50mm
A3 70mm



Exclusion zone

Placement suggestions





bartscharity.org.uk



GET IN TOUCH

Any questions?

Need help with our brand?
Contact the marketing and
communications team for advice
and guidance.

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