Somerset
Wildlife Trust

Team Wilder

Help to make our brand come alive and spread Team Wilder's messaging accurately and consistently. Get to know the key elements of our brand in five easy steps.

1. How do I use the design elements?

There are three design elements that you should be aware of; Somerset Wildlife Trust logo, the Team Wilder lettering, and the Team Wilder badge. The Team Wilder badge is available in green and blue.
They will be made available to you upon request.
You may not alter the design of the logo, letters, or badge in any way.
Every document that you produce as part of your work with Team Wilder must include the Team Wilder badge.
Key things to remember:
• Our logo must be no smaller than 30mm wide.
• Team Wilder lettering should always remain legible. You may use the lettering for multiple aesthetic uses.
• The Team Wilder badge must be no smaller than 50mm in width.
• Do not use Team Wilder brand elements on unrelated media, or in a way that goes against brand guidelines.

Somerset
Wildlife Trust

Somerset
Wildlife Trust

Team Wilder
Together for a Wilder Somerset

Team Wilder — Somerset Wildlife Trust

Team Wilder — Somerset Wildlife Trust

Team Wilder — In aid of Somerset Wildlife Trust

Team Wilder — In aid of Somerset Wildlife Trust

2. What fonts should I use?

We recommend Arial Bold for headings and Arial regular for body text as they match best with the fonts we've used for branding.

Arial Bold for headings
Arial regular for body text

3. What colours should I use?

This is your poster for your group's own use. You may use any colour palette you would like. If you'd like to use our colours, they are as follows:

White C0 M0 Y0 K0
Kelp C82 M28 Y33 K11
Forest C73 M13 Y100 K1
Kingfisher C85 M48 Y0 K0
Moss C35 M0 Y96 K0

You can create these colours in Microsoft Word using the custom colour option and entering the CMYK values.

Please make sure that you have permission to use artwork, photos, or maps before distributing your document. Include credits for images used that are not your own by following this format: ©

[Photographer's name].

5. Are there any templates I can use?

There are multiple poster templates on the Wilder Resources page on the website. The templates should act as guidelines only, though the branded footers are locked into place. These templates are available in greens and blues. Editable versions of these templates will be made available to you upon request.
Please email teamwilder@somersetwildlife.org to request digital files of any elements and templates you may need for your use. Get in touch if you have further questions.
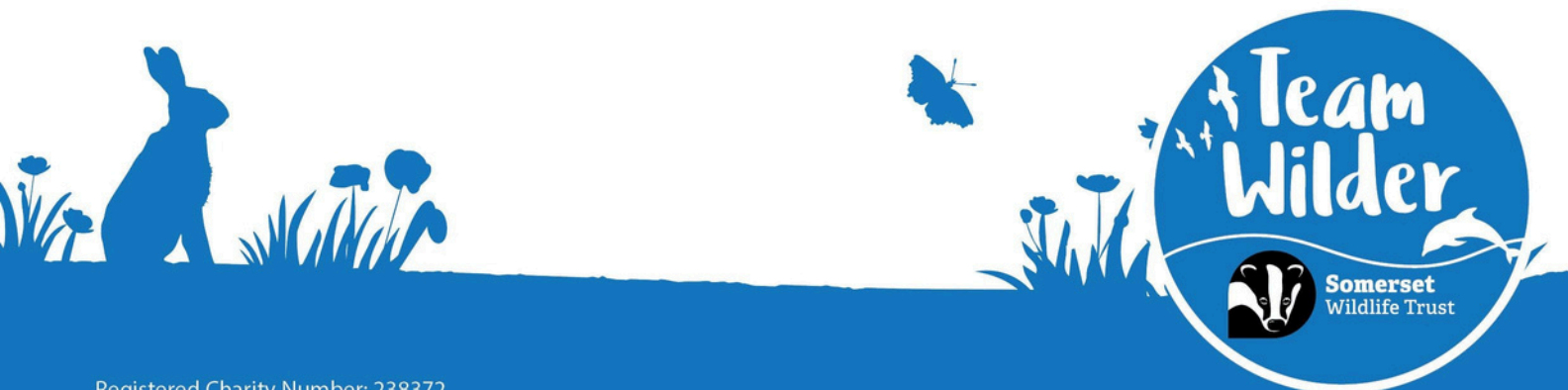
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