

Corporate Style Guide

FONTS

Century Gothic may be used for body text and headings in Plain, Bold or Italic formats.

Binghams hand may be used only as sub headings or for sign off and strap lines. This font may only be used in title case and not as uppercase only.

The fonts should **not** be bastardised in any way i.e. drop shadows etc. They should only appear in their pure states (Plain, Bold & Italic).

Arial should be used as a default font when typing letters, press releases, reports etc but should not exceed 11pt

Text on the corporate blue should be reversed out white and may be reversed out or black on the corporate green. Body copy should always appear black but headings/subheadings may appear in corporate blue or green (promotional documents only)

Aa Primary Font
CENTURY GOTHIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa Secondary Font
BINGHAMS HAND

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

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THE LOGO

This is the new corporate logo which replaces all previous logos. It has been designed to be used in a variety of applications as listed below. If you have a requirement that is not covered in this style guide please contact Lucinda Wray-Wear (Marketing and Fundraising Manager) at NFYFC

LOGO ON WHITE

If a logo is to appear on a white background it may only do so in one of these three colours



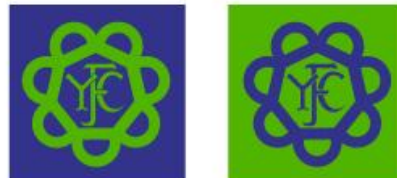
LOGO ON A COLOUR BACKGROUND

If the logo is to appear on a coloured background e.g. a county federation rugby shirt it should always be reversed out in white.



LOGO ON A CORPORATE COLOUR BACKGROUND

When the logo appears on the corporate blue or green backgrounds it should generally appear reversed out white. However in certain circumstances e.g. corporate clothing, it may appear in an opposing colour as illustrated.



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COLOURS

The following are YFC's corporate colours. The blue and green may be used in blocks with copy reversed out of them, the yellow is an accent colour and should be used sparingly. The colours are shown as Pantones, CMYK (cyan, magenta, yellow, black) split for full colour printing and RGB (red, green, blue) for web applications. The RGB mix may also be used to produce the corporate colours on PCs when running off in-house documents.

NB There will always be a slight colour variation between Pantone, CMYK and RGB colours and they are dependent upon the medium and the application.



Pantone 072
100c 79m 0y 0k
51r 51g 139b



Pantone 375
43c 0m 79y 0k
81r 180g 0b



Pantone 109
0c 8m 94y 0k
255r 188g 0b

NATIONAL FEDERATION OF YOUNG FARMERS' CLUBS

Corporate Style Guide

CONTACTS

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