

## 1. Primary Logo



This is the primary Samworth Foundation, and is available in jpeg, png and vector formats, downloadable at [samworthfoundation.org.uk/press-publicity/](http://samworthfoundation.org.uk/press-publicity/)

## 2. Logo Variations



The Samworth Foundation logo is also available in both black and white formats for whenever the design requires a single colour or reverse option.

## 3. Logo Clearance



Please allow adequate spacing around the logo in all instances it is used. The minimum clearance space around the logo should be the scale of the SF brand mark.

## 4. Colours



**Primary Green**  
C48 M0 Y72 K0  
R152 G198 B105  
#98C669



**Navy Blue**  
C91 M75 Y33 K23  
R46 G64 B103  
#2E4067



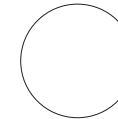
**Light Grey**  
C5 M4 Y5 K0  
R245 G243 B242  
#F5F3F2



**Secondary Green**  
C66 M30 Y88 K15  
R96 G129 B62  
#60813E



**Text Grey**  
C60 M50 Y50 K40  
R89 G88 B87  
#575756



**Paper White**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



**Tertiary Green**  
C72 M48 Y88 K44  
R65 G84 B45  
#40532C



**Mid Grey**  
C55 M43 Y43 K30  
R107 G109 B109  
#6B6D6D

## 5. Type

Headline - Montserrat / Semi-Bold & Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890  
!@£%&()\***

Headline typeface to be used for large type such as headings.

Secondary - Lora / Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890  
!@£%&()\*

The secondary typeface can be used for any sub-headings, intro copy or quotes.

Body - Open Sans / All Weights

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890  
!@£%&()\*

The body typeface can be used for all types of content.