

Riverwoods

Brand guidelines

The Riverwoods logo

The Riverwoods logo is available in two versions.

Font: Chelsea Market

VERSION 1: Stacked

This is the primary logo and should be used on the website and all official documentation.



VERSION 2: Horizontal

This version can be used on marketing materials such as leaflets and posters if preferable to version 1.

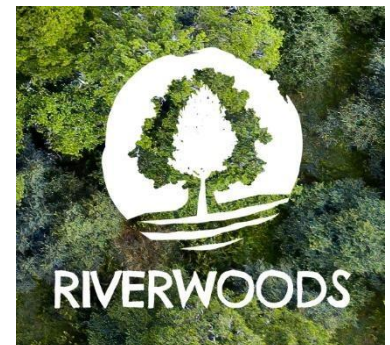


Reversed (white-only) colours are available for both of the above versions for use on a coloured background.

LOGO TREATMENT

The logo should never be distorted or recoloured and the coloured versions should not be used on top of an image.

The logo should appear as standard in the top right-hand corner of any Riverwoods printed materials.



BREATHING SPACE

A width equivalent to the width of the 'R' in Riverwoods should be left around the Riverwoods logo to ensure it is visually distinct from content around it.



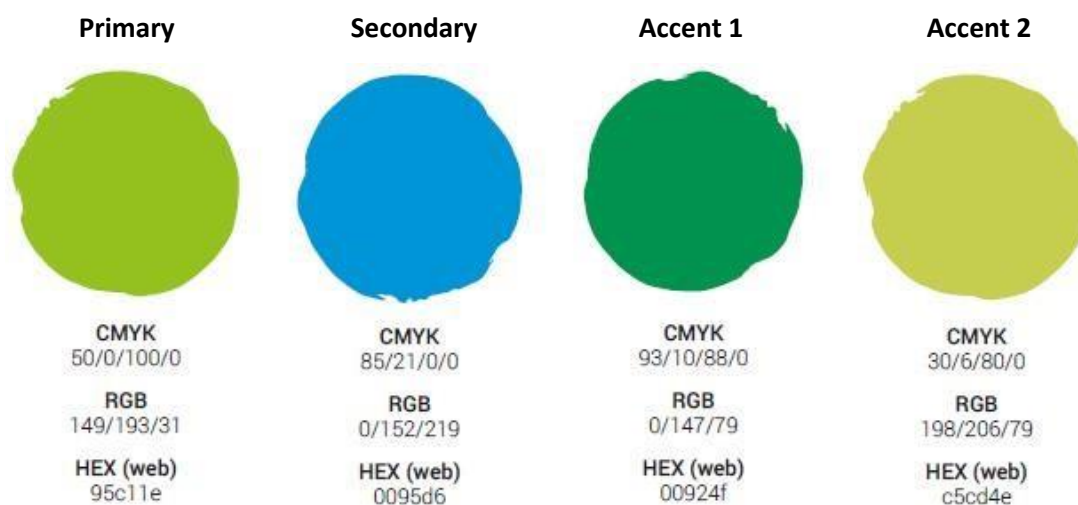
Fonts

The font used in the logo is 'Chelsea Market' which can be downloaded from [Google fonts](#). This font can also be used for titles in Riverwoods publications etc.

'Calibri' should be used for all other written content in Riverwoods publications.

Colours

Four colours make up the brand palette for Riverwoods.



Referring to Riverwoods

The name 'Riverwoods' should always be written in full:

- As a single word (NOT 'River Woods')
- With one upper case letter at the beginning (NOT 'RiverWoods')
- In the plural (NOT 'Riverwood')

When referring to a site that is contributing to the Riverwoods vision, phrases such as 'a Riverwoods site' or 'a river woodland' (all lower case) can be used.

Riverwoods should be described as a partnership initiative to create a network of thriving riverbank woodlands and healthy river systems across Scotland. The initiative is led by the Scottish Wildlife Trust but the Scottish Wildlife Trust does NOT need to be referenced every time Riverwoods is talked about unless required by the context.

Where appropriate, the Riverwoods website - riverwoods.org.uk - (or any specific page within it) should be included in communications.