Wiltshire
Air Ambulance

our brand and how we use it
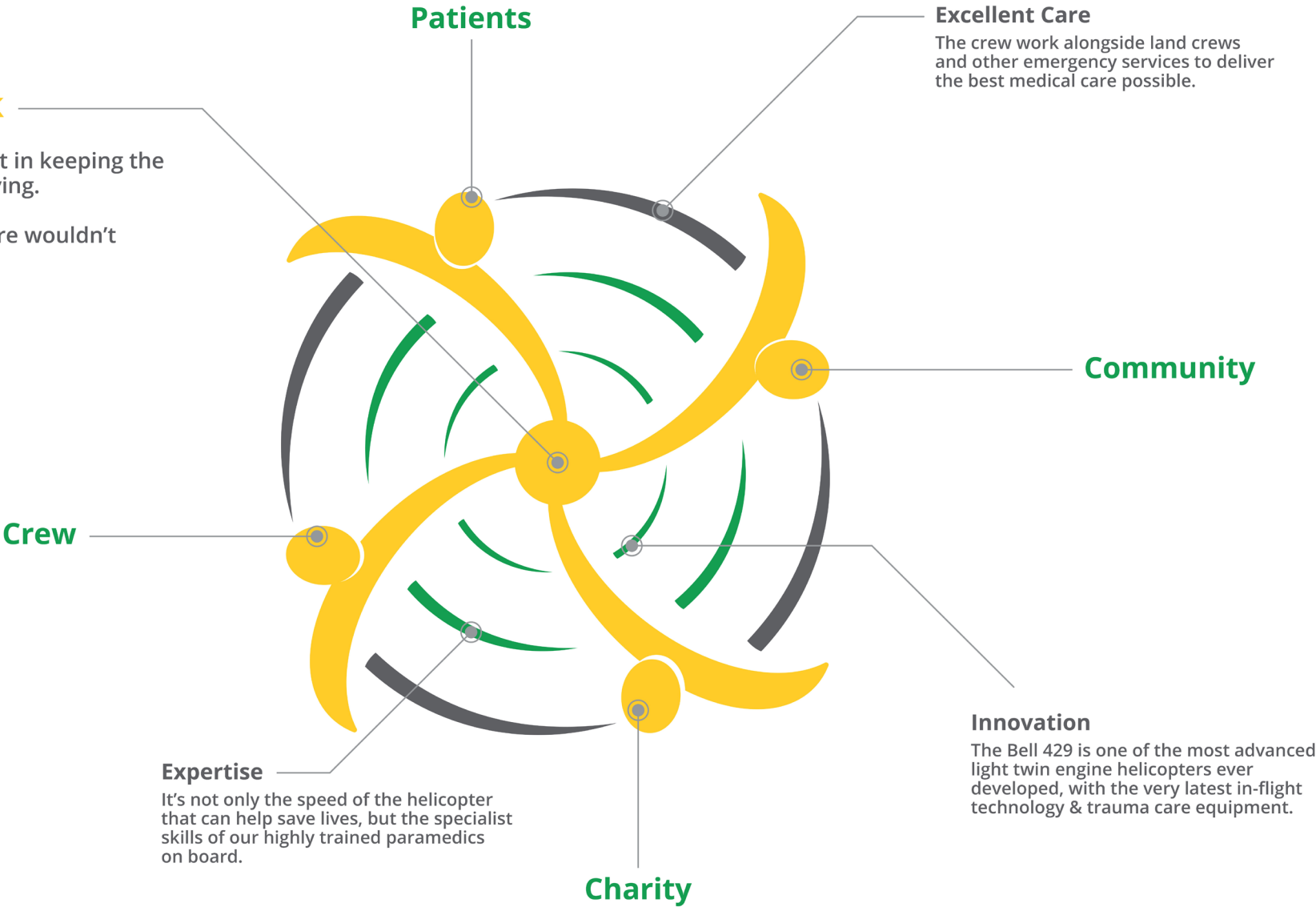
Our logo

and what it's all about

Patients

Excellent Care
The crew work alongside land crews and other emergency services to deliver the best medical care possible.

Teamwork

We all have a part in keeping the air ambulance flying.

Without one, there wouldn't be the other

Community

Crew

Innovation
The Bell 429 is one of the most advanced light twin engine helicopters ever developed, with the very latest in-flight technology & trauma care equipment.

Expertise
It's not only the speed of the helicopter that can help save lives, but the specialist skills of our highly trained paramedics on board.

Charity

Brand marque

and logo variations

Where possible the full colour Wiltshire Air Ambulance master logo should lead, it can also be used on any of the brand colours in white and in some cases the logo can be applied in black.

The logo can appear without the 'funded by you, flying for you' text, this is available as a secondary logo (on request) and should not be removed from the master.

The minimum size the logo may appear is 55mm (w).

Grey padding indicates the logo's minimum clear space, an area where no other elements should encroach.

Use of avatar

In some cases the WAA avatar may be used as a stand-alone logo although it isn't preferred.

Logo no no's

and recommended sizes

The logo should never be skewed, distorted, squashed, replicated, placed onto a background that makes it illegible or reproduced in a colour not specified within these brand guidelines.

No

No

No

A1
Logo width: 150mm
Margins: 30mm

A2
Logo width: 110mm
Margins: 20mm

A3
Logo width: 85mm
Margins: 15mm

A4
Logo width: 70mm
Margins: 10mm

A5/DL
Logo width: 55mm
Margins: 10mm

Not true size

Colour Palette

and how to use correctly

Our colour palette is consistent throughout all of our communications and contains only three colours, although black and white may also be used.

A clear colour hierarchy has been established, ranging from yellow as the most important to the Wiltshire green and then grey.

Yellow and green are mainly used for conveying importance while the grey is predominantly used for text. Where yellow is dominant, green should be used as an accent to compliment it and reflect the helicopter.
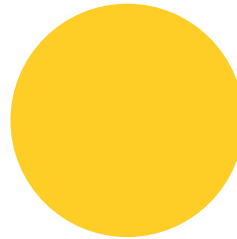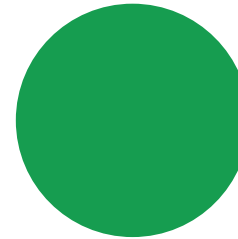
Yellow

Pantone: 116C

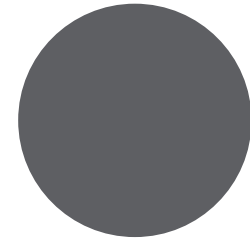RGB: 255 / 206 / 5

CMYK: 0 / 19 / 93 / 0

HEX: #FFCE05

Green

Pantone: 356C

RGB: 0 / 129 / 53

CMYK: 87 / 23 / 100 / 9

HEX: #008135

Grey

Pantone: 11C

RGB: 103 / 100 / 103

CMYK: 56 / 48 / 43 / 32

HEX: #676467

Three simple colours

A limited colour palette with intentional messaging.

Typography

and how to style

Our brand typeface is Open Sans.

Open Sans should be used wherever possible, if it is not possible to use Open Sans use Calibri as a substitute font.

It is important to keep typography simple, try not to use too many weights or sizes within a document. Instead use font weights to emphasise, and when possible try to keep italics to a minimum.

Yellow should only be used for large headings. Green may be used for standard sized headings.

Open Sans

is available to download upon request

Letters and correspondence:
Heading: Open Sans Semibold. Size: 14pt. Black.

Text Body: Open Sans Regular. Size: 11pt. Black

Email:
Text Body: Calibri Regular. Size: 11pt. Black.

Forms:
Heading: Open Sans Semibold. Size 14pt. Green / Black.

Text Body: Open Sans Regular. Size: 11pt. Grey / Black

Web Forms:
Open Sans Semibold / Open Sans Regular.

Design guidance available.

Presentations:
Open Sans Semibold / Open Sans Regular.

Powerpoint presentation templates available.

Posters:
Open Sans Semibold / Open Sans Regular.

Poster template available.

Advertisements:
Design guidance and proofing available.

Our name

and how to say it

Although the full name of the charity is Wiltshire Air Ambulance Charitable Trust it is only to be referred to as Wiltshire Air Ambulance which may also be shortened to WAA.

Ways our name shouldn't appear

The Wiltshire Air Ambulance

Wiltshire Air Ambulance Appeal

Wiltshire Air Ambulance Charitable Trust or WAACT

Our strapline must always appear in lowercase text:

funded by you, flying for you

Our charity number

1144097

Must appear on all printed collateral

Need more information?

Our logo is available in variety of formats upon request.

Our font and a range of templates are also available.

For complex design guidance and proofing please contact
hello@wiltshireairambulance.co.uk

WAA Brand Guidelines © Wiltshire Air Ambulance