



Wiltshire
Air Ambulance
our brand and how to use it

Our logo

and how to use it

Please note, if you are creating promotional materials to support your fundraising or event, you must use the expression **'in aid of Wiltshire Air Ambulance'**.

This is set out by the Fundraising Regulator to distinguish your fundraising from the charity's own fundraising.

[Click here to read more >>](#)

If you produce any fundraising handouts yourself these must also include:

Registered charity number 1144097
Telephone number: 01225 300536

To help you with this, we have a logo available to download and use within your design.

We are happy to help, so please get in touch for any design guidance and proofing to ensure anything you produce complies with Fundraising Regulations.

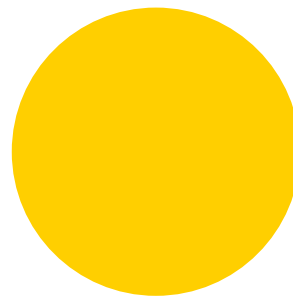
Please let us know if you would like any leaflets about our work to hand out at your event.

Get in touch:

hello@wiltshireairambulance.co.uk
01225 300536

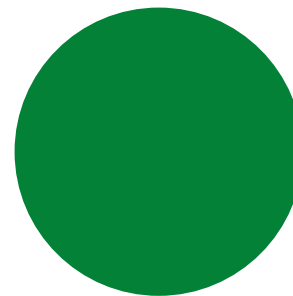


Colour references



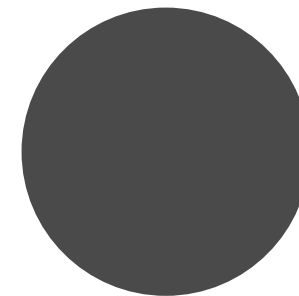
Yellow

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: P 172-15 C
RGB: 74 / 74 / 74
CMYK: 63 / 53 / 51 / 50
HEX: #4A4A4A

Our logo

and what it means

Teamwork

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

Without one, there wouldn't be the other.

Patients

Excellent care

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

Community

Aircrew

Innovation

The Bell 429 is one of the most advanced light twin engine helicopters ever developed, with the very latest in-flight technology and 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 critical care paramedics, doctors and pilots on board.

Charity

