



Identity Guidelines

Version 1.0

Introduction

Our brand
proposition

For thriving rivers and communities.

Introduction

Our brand narrative

Rivers shape our landscapes and provide the foundations for our cities, towns and countryside. When they thrive, so do we.

The Rivers Trust are conservation experts with a wealth of data and expertise at our fingertips. We work with our member Trusts to make our shared vision a reality: wild, healthy, natural rivers, valued by all.

We want all life to thrive in and around our rivers. Whether you enjoy fishing, swimming or a riverside stroll, our rivers need us more than ever to recover and revive.

With our expertise, reach and our member Trusts' local knowledge, we work with farmers, government and businesses to provide advice and resources for their communities. We bring together the people, knowledge, data and intelligence to help rivers thrive again; for us and future generations.

Our rivers are an integral part of our communities and we are leading the movement to protect them.

The Rivers Trust. Join us to save our rivers and help communities to thrive.

Introduction

How to refer to The Rivers Trust

When referring to The Rivers Trust

We are **The Rivers Trust**

We are the umbrella organisation for the **Rivers Trust movement**

We have member Rivers Trusts, also known as **member Trusts**.

Good copy examples

“2020 proved an outstanding year for the **Rivers Trust movement**”

“Our **member Rivers Trusts** work in the heart of the community”

“Thames21 is a member of the **Rivers Trust movement**”

“We work with **our member Trusts** to make our shared vision a reality”

“South East Rivers Trust is one of our local **member Trusts**”

“... and the **Trust** really made a difference...” (singular)

“United Utilities worked with The Rivers Trust to...”

Bad copy examples

“emerging local **rivers trusts**”

“...will be responsible for supporting existing **rivers trusts**”

“South East Rivers Trust is one of our local **member trusts**”

“We work with **our member trusts** to make our shared vision a reality”

Brand overview

Our logo

The Rivers Trust logo comprises of two key elements:

Logomark:

A dynamic and vibrant evolution of the previous roundel, now with a gradient flowing through the river area of the shape.

Logotype:

With a keen focus on accessibility, this font is reserved only for use in the logo and should not be used anywhere else.



Logomark

The
Rivers
Trust

Logotype

NB.

This logo exists in a variety of file formats and no attempts should be made to recreate, update the colours or alter in any way.

Brand overview

Logo variations

There will be instances in which The Rivers Trust logo appears on a variety of alternative backgrounds, therefore we have created a suite of alternate logos.

All versions of these logos exist as master digital artwork files and no attempt should be made to recreate them in any way.

Full Colour



Mono



White Text and Full Colour



White



Brand overview

Clearance zone

The Rivers Trust logo should always be surrounded by a minimum amount of space known as a 'clearance zone'.

This zone ensures that headlines, text or other visual elements do not encroach on the logo.

The zone is defined by using the height of the letter 'R' from the logo.



Brand overview

Minimum sizes

To retain legibility, it is important to use The Rivers Trust logo at the correct size.

This page shows minimum sizes for both print and web use.

In instances where the logo needs to be smaller than the minimum size, only the favicon should be used.

The Rivers Trust logo does not have a maximum height and can be scaled proportionally to suit the format in which it is being used. Discretion should always be used when using the logo at larger sizes.



The Rivers Trust

8mm / 30px



<8mm / 30px - Favicon only



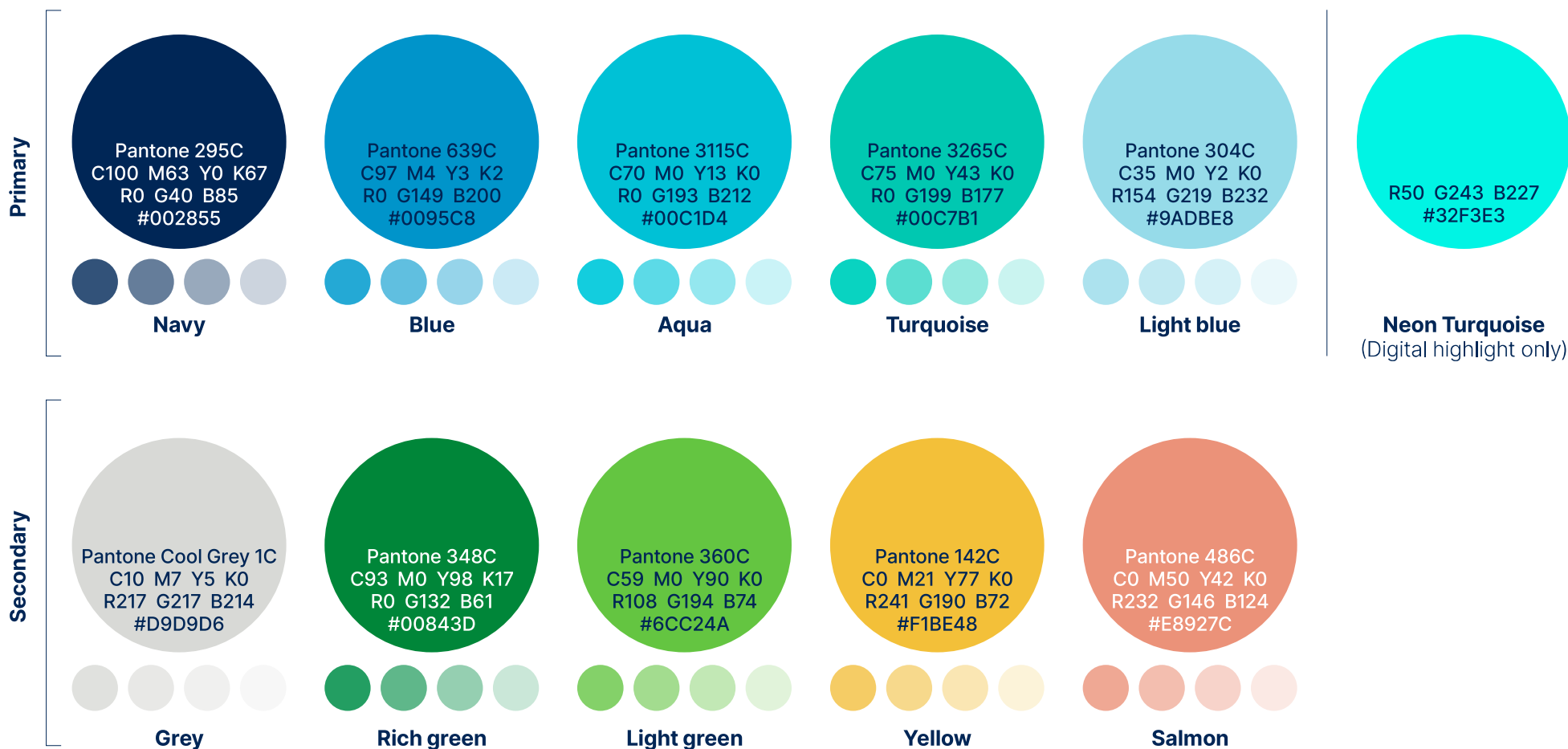
Brand overview

Colour palette

The updated, vibrant colour palette portrays confidence and positivity.

The primary colour palette should be used for the majority of the time.

The secondary palette should be used in the minority of cases. For example: bar charts in PowerPoint presentations, tints in 20% increments can be used for extra shades and variety.



Brand overview


The gradient

The colour references found within the The Rivers Trust logo are listed below.



 Pantone 639 C
C80 M25 Y7 K0
R0 G149 B200
#0095C8

 Pantone 3265 C
C75 M0 Y43 K0
R0 G199 B177
#00C7B1

 Pantone 3115 C
C75 M0 Y43 K0
R0 G199 B177
#00C7B1