



Supporting Great Communities

Brand Guidelines 2015

01. Logo Mark

Accurate representation of the BayTrust logo is essential and the following guidelines must be adhered to whenever the logo is used.



02. Logo Colour and Background Options

Preferred Option:

Wherever possible use the **BayTrust** FULL COLOUR version of the logo.



White Oval Background Option:

When the preferred option is not suitable, the alternative is to use the **BayTrust OVAL** logo.



Black Option:

If only single colour printing is available use the black version of the logo. This must be 100% black and not a screen of black.



02. Logo Colour and Background Options

Coloured Background:

On some occasions the BayTrust logo may need to appear on a dark background colour or a photographic image. If the standard BayTrust logo is difficult to see, the BayTrust OVAL logo must be used.



03. Logo Clear Space + Minimum Size

Logo Clear Space:

Use the letter 'T' as a guide for identifying the clear space required around the BayTrust logo.



Minimum Logo Size and Clear Space:

With Tag Line: The BayTrust logo must not be reproduced smaller than 45mm or 230px in width.

Without Tag Line: When the BayTrust logo needs to be smaller than 45mm or 230px in width, the logo without the tag line can be used. This must not be reproduced smaller than 30mm or 200px in width.



04. Brand Colours

These are the colour specifications for the BayTrust logo mark and branding that are to be used at all times.

These are the specifications for the **BayTrust BLUE** that is to be used for the BayTrust Logo text.

These are a range of support colours that are to be used in BayTrust collateral.

The **BayTrust DARK BLUE** is used for extra strength and emphasis.

The **BayTrust TEAL** and the **BayTrust GREEN** add warmth and vibrancy. They can also be used to add emphasis to messages, charts, diagrams and designs.



Pantone 314C

CMYK

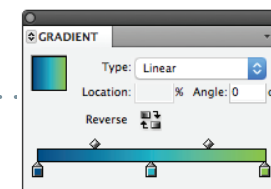
C:..... 100 %
M:..... 0 %
Y:..... 9 %
B:..... 30 %

RGB

R: 2
G: 128
B: 170



BayTrust Vignette



Pantone 287C

CMYK

C:..... 100 %
M:..... 68 %
Y: 8 %
B: 12 %

RGB

R: 0
G: 83
B: 155



Pantone 3265C

CMYK

C:..... 69 %
M: 0 %
Y: 37 %
B: 0 %

RGB

R: 53
G: 189
B: 178



Pantone 360C

CMYK

C:..... 58 %
M: 0 %
Y: 80 %
B: 0 %

RGB

R: 115
G: 193
B: 103

05. Brand Fonts

Open Sans is the Brand Font to be used. This font is the standard BayTrust font and should be used at all times on all collateral.

- Where Open Sans cannot be used ie. for inhouse collateral in word or powerpoint or emails Arial should be used.

Bree Serif is the Supporting Font.
Bree Serif can be used for headlines.

Open Sans - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans - SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans - SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bree Serif

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

06. Collateral Examples



06. Collateral Examples

