

## OUR LOGO

The Acorn logo is central to the Foundation's brand and should be used thoughtfully and consistently.

Most often, the stacked logo will be used, as presented on the top left. However, in situations where vertical space is limited, the landscape version may be used (top right).

At all times, ensure that sufficient white space surrounds the logo. The space guidelines are as shown in the middle row (the dotted line is the minimum space required and solid black line is the recommended space).

A white background is always preferable but if it's not possible, do not place the colour logo on a colour background. Instead, use the white versions as shown at the bottom left and right.



## LOGO DO's & DON'T's

✗ Do not stretch or distort the dimensions of the logo.

✓ Do keep the original ratios intact.



✗ Do not place colour logo on colour background.

✓ Do place on white background or use the white version of the logo on a coloured background.



✗ Do not use the tree without the wording, or with only some of the wording.

✓ Do always include all wording as seen here.

