



**AIR AMBULANCE
NORTHERN IRELAND**

OUR BRAND AND HOW WE USE IT





CONTENTS

- Our Logo - page 02 - 03
- Brand Marque and Logo Variations - page 04
- Logo No No's - page 05
- Logo Size Guide - page 06
- Colour Palette - pages 07- 08
- Typography - page 09
- Our Name - page 10

OUR LOGO

The Air Ambulance Northern Ireland Logo is used by fundraising supporters to promote activities hosted in aid of our charity. Please note to use this Logo, you must have written permission from a staff member of our Charity Team. Please follow these brand guidelines when using any of the Air Ambulance NI logo variants to ensure the consistency of our brand.

We use two colour variants of our logo, red and white. We also use two orientation variants of our logo, horizontal and vertical. These variants exist to ensure our logo is not compromised and can be adapted to suit diverse design uses.

OUR PRIMARY LOGO



LOGO VARIANTS



DISPLAYING THE AIR AMBULANCE NORTHERN IRELAND LOGO

If you are hosting an event or fundraiser in aid of Air Ambulance NI, displaying our logo on your promotional materials such as posters, can help legitimise fundraising efforts, increase awareness and improve levels of support.

If you are displaying our logo incorrectly, without written permission, or using our logo outside of your agreed time frame, Air Ambulance NI will ask you to cease usage of our logo until the issue is amended or resolved.

Additionally, we may develop partnerships with commercial companies or organisations, where use of the Air Ambulance NI logo is built into the terms of the partnership. This form of agreement requires a more involved process and will be reviewed on an individual case basis.

A STEP BY STEP GUIDE TO DISPLAYING THE AIR AMBULANCE NI LOGO

Step 1 If you wish to use our logo, please get in touch by calling **028 9262 2677** or emailing **info@airambulancenl.org**

Step 2 We will review the request, taking on board the opportunities and implications.

If you are requesting use of the logo for a fundraising event, (for example a poster for a sponsored walk) the review process will be very straightforward.

If use of the logo is for a physical item, product or asset, the review process will be more involved and we will want to understand the level of exposure, the timeframe involved, minimum level of income and carry out necessary due diligence. We may develop an agreement to be signed off by both parties.

Step 3 When we have agreed together how the logo will be used, we can send you a high res format in a relevant version for you. The logo should be displayed in strict accordance with these brand guidelines.

Step 4 Finally, we need to view the logo in draft position for Air Ambulance NI sign off, before production or promotion begins.

BRAND MARQUE AND LOGO VARIATIONS

Where possible our primary logo should be used in full colour against a white background.



Our white logo variations should be displayed against our red pantone colour 2347C (please see section on Colour Palette for more information).



On occasion these logos may appear against a photo background for example, when layered on top of a video.



Where these colour options are not available our logo may appear in black although this is not preferred.



LOGO NO NO'S AND RECOMMENDED SIZES

The Air Ambulance Northern Ireland 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.



The minimum size our horizontal logos should appear is 55mm (w).

The minimum size our vertical logos should appear is 27mm (w).

For more information please see our logo size guide.

LOGO SIZE GUIDE



A1
Logo width: 150mm



A2
Logo width: 110mm



A3
Logo width: 85mm



A4
Logo width: 70mm

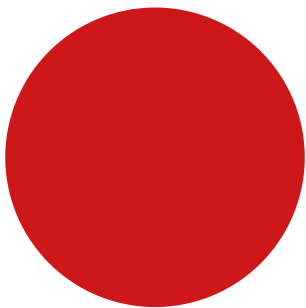


A5
Logo width: 55mm

Diagram not true to size

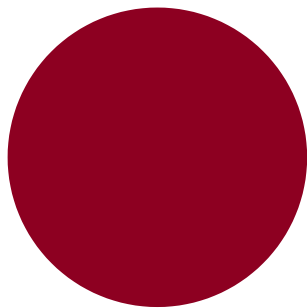
COLOUR PALETTE

Our colour palette is consistent throughout all of our communications and contains 3 shades of red, white and yellow although black and grey may also be used.



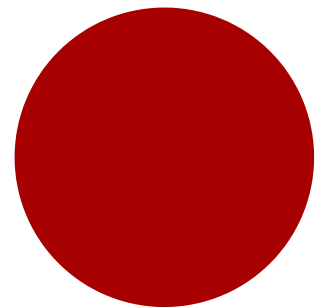
MAIN COLOUR RED

Pantone: 2347C
RGB: 205 / 23 / 23
CMYK: 15 / 100 / 100 / 0
HEX: #CD1719



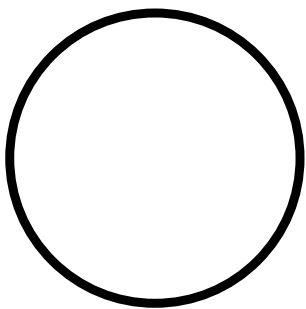
SECOND RED COLOUR

RGB: 141 / 0 / 33
CMYK: 35 / 100 / 85 / 15
HEX: #8d0021



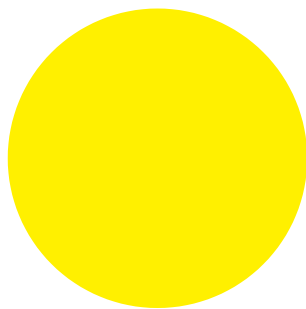
THIRD RED COLOUR

RGB: 166 / 0 / 0
CMYK: 35 / 100 / 100 / 0
HEX: #a60000



WHITE

RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
HEX: #ffffff

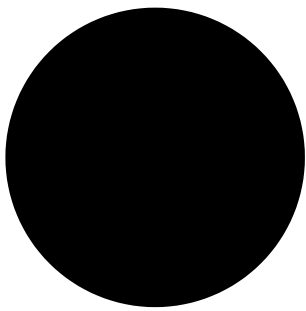


YELLOW

RGB: 255 / 240 / 0
CMYK: 0 / 6 / 100 / 0
HEX: #fff000

COLOUR PALETTE

When using black and grey:

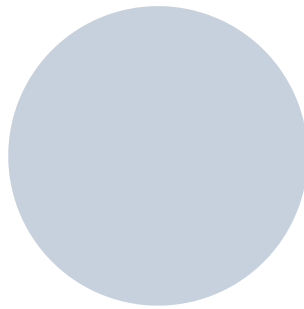


BLACK

RGB: 0 / 0 / 0

CMYK: 0 / 0 / 0 / 100

HEX: #000000



GREY

RGB: 199 / 209 / 211

CMYK: 6 / 1 / 0 / 17

HEX: #c7d1d3

TYPOGRAPHY

Our brand typeface is Arial and Calibri.

Arial and Calibri should be used wherever possible, if it is not possible to use either of these fonts, please use Open Sans as a substitute.

We sometimes use Red and Yellow for large headings or to emphasize key points within documents and designs.

LETTERS & CORRESPONDENCE

Heading: Arial Bold. Size 14pt. Black.

Text body: Arial Regular. Size 11pt. Black.

EMAIL

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

PRESENTATIONS

Text Body: Arial or Calibri.

Powerpoint presentation templates available upon request.

POSTERS AND ADVERTISEMENTS

Heading: Various Fonts

Text Body: Arial, Calibri, or Open Sans

Design guidance and proofing available.

OUR NAME

The full name of our charity is Air Ambulance Northern Ireland. You may see it shorten to Air Ambulance NI or shortened again to AANI.

When referring to our charity please always use its full name in the first instance, it can then be shortened thereafter.

OUR CHARITY NUMBER

NIC103900

Must appear on all printed collateral.

NEED MORE INFORMATION?

Our logo is available in a variety of formats upon request. A range of templates is also available.

To request these logos or for design guidance and proofing please contact: **info@airambulancenir.org** or call us on **028 9262 2677**