

THE BOURNEMOUTH 2026 TRUST LOGO INFORMATION FOR MEMBER ORGANISATIONS

ABOUT THE LOGO

Bournemouth 2026 Trust logo is a registered trade mark with the Intellectual Property Office and therefore gives the Trust the exclusive right to use the mark in the United Kingdom (UK).

The logo illustrates the overall objectives of Bournemouth 2026 Trust as a Community Land and Development Trust.

- The symbol reflects the purpose of the Trust: to improve the lives of people living and working in Bournemouth, particularly the most vulnerable and deprived and those not achieving their full potential; and, to make a lasting and worthwhile difference to the overall quality of life in Bournemouth, helping to ensure the town is inclusive, fun, safe, healthy and green.
- The hand, which is blue, depicts a hand as well as still reflecting the ocean in its wave-like graphic similar to the previous logo. The hand represents the 'helping hand' role that the Trust offers in its role of facilitating sustainable strategic change in Bournemouth.
- Sitting in the palm of the hand is a graphic of a house and tree in green representing the land, homes and nature. The house and tree both reflect the Trust's function as a Community Land and Development Trust reflecting projects similar to Gladstone Mews.
- The green and tree represent the general value that the Trust upholds towards sustainability and a healthy and green community.

USE OF BOURNEMOUTH 2026 TRUST LOGO

Use of either the membership or standard logo is only permitted as indicated within these guidelines and no one else is permitted to use the Bournemouth 2026 Trust logo in any form.

If your membership of Bournemouth 2026 Trust has lapsed or if it has been cancelled your organisation will no longer be entitled to use the logo as described and you must remove it from your website, office and any publicity. If you observe use of the logo or membership logo by an organisation that you do not know to be a member of Bournemouth 2026 Trust, please report it in confidence to the Trust office – contact details below.

MEMBERSHIP LOGO



As an affiliate member of Bournemouth 2026 Trust your organisation can benefit from using the membership logo on your website or publicity. By using the logo your organisation can display that it is:

- Part of a network dedicated to improving Bournemouth & surrounding area
- Willing to work in partnership for the benefit of the community of Bournemouth
- Supporting a charitable organisation that is driving social change for the benefit of the community

STANDARD LOGO



The standard logo is available to full supporting members only (that is members who have made a donation of £1000 or more) to use on their own publicity and website within these guidelines.

HOW TO USE THE BOURNEMOUTH 2026 LOGO – Do's and Don'ts

Do:

- Use the logo to publicise events that brings together members of Bournemouth 2026 Trust
- Use the logo to indicate that your organisation is willing to work in partnership for the benefit of the community of Bournemouth
- Use the logo to show that you are a member of Bournemouth 2026 Trust

DON'T:

- Change the colour of the logo or make it too small (no smaller than 30mm in width)
 - Indicate that your use of the logo means that Bournemouth 2026 Trust endorses your organisation or project, unless you have written permission to do so.
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- Where possible use the logo directly onto a solid white background
 - If the background is a solid colour then grey circled version must be used to protect its readability
 - If the background contains complicated imagery that could affect the visibility then the logo should be contained within a solid white box
 - Where possible the logo should always be used in full colour as provided

LOGO SPECIFICS

The font used in the logo are: Arial Rounded MT Bold

The colour used for the text is: Grey: R:148 G:149 B:153

The colours in the logo are: Green: R:216 G:213 B:93
Blue: R:156 G:208 B:210

Contact:

For further information and to get a copy of either logo contact:

Clare Hirst

Business Support Manager

Phone: 01202 392053

Email: clare.hirst@bournemouth2026.org.uk