



Brand & Identity Guidelines

The Isaac Newton Trust



The logo mark

The Isaac Newton Trust Brand



The logo must be placed in sufficient space to ensure surrounding content does not interfere with it.

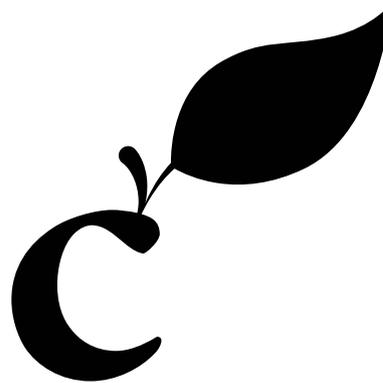
The exclusion area is the distance equivalent to the height of the "l" in the logo.



The letter mark

The Isaac Newton Trust Brand

An important part of our identity is our letter mark, the letter c shaped like an apple. This letter mark can be used alongside the full logo mark to further strengthen our brand, or where the full logo mark becomes illegible due to size restrictions.



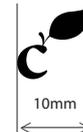
Logo size

The Isaac Newton Trust Brand



To ensure legibility the minimum reproduction width for the full logo mark is 25mm.

The letter mark may be used for smaller sizes, but the only in conjunction with the full logo mark. The absolute minimum reproduction width for the letter mark is 10mm.



Typeface & Typography

The Isaac Newton Trust Brand



Typography plays an important role in strengthening our brand and enforcing its identity. A clear, clean and precise typographic style is essential across all our communications.

There typefaces used in our logo is Garamond Premier Pro Semibold.

Garamond Premier Pro

The quick brown fox jumps over the lazy dog

Identity & Photography

The Isaac Newton Trust Brand



The use of high quality images is integral to how we are perceived and attention must be paid when selecting imagery for use within our brand.

The content of photographs can differ greatly but only imagery with enough visual empty space should be considered when using in conjunction with the logo. As a general rule always allow for maximum contrast between the two.



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The logo for the Isaac Newton Trust is contained within a white rounded square on a dark background. It features the text "Isaac Newton Trust" in a black serif font. A small leaf icon is positioned above the letter 'c' in "Isaac".

Isaac
Newton
Trust