



Great Western
Air Ambulance Charity

GWAAC Logo Guidelines



March 2021

Our logo



There are two primary versions of the logo available, with and without our strapline.



File ref. GWAAC_Logo_2021



File ref. GWAAC_Strap_Logo_2021

Artwork file types

Our logo and strapline artworks have been produced in two file types that have either a .png or .eps suffix.

.png files are for use in office documents that will be printed internally or used to create PDFs. They are also for use in web and digital applications. The .png artworks are supplied in two sizes, regular and large, denoted by addition of either REG or LRG to the file name. For optimum quality do not enlarge them above 100% scale.

Example: GWAAC_Logo_2021_REG.png / GWAAC_Logo_2021_LRG.png

.eps files are for commercial use where documents will be digitally or litho printed, or for use in large format graphics. They can be scaled to any size without loss of artwork quality.

Example: GWAAC_Logo_2021.eps

Logo: Clearance



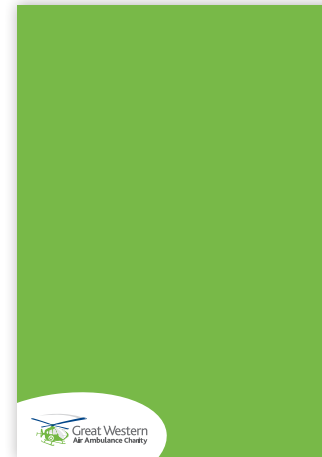
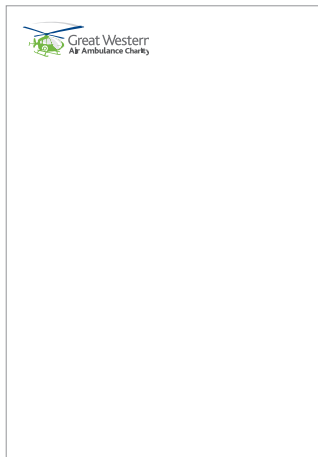
Always maintain a minimum area of clear space around our logo so that it doesn't become crowded by other elements on the page. As seen below, the minimum clearance area is equal to the cap height of the W in 'Western'.



Logo: Size & position



Where possible, the preferred position for our logo is in either of the top corners, but it can be reproduced in any corner as required by your design. It can be placed within a white ellipse when placing it against images or coloured backgrounds. Please see page 13 for a guide to drawing the ellipse and ensure that minimum clear space rules (page three) are applied.



Recommended logo sizes

Logo width at **A3**: 100mm

Logo width at **A4**: 75mm

Logo width at **A5**: 60mm

Logo width at **A6**: 45mm



Minimum size

Logo: Mono versions



White-out and GWAAC dark blue versions of the logo are available.



File ref. GWAAC_Blue_Logo_2021



File ref. GWAAC_White_Logo_2021



File ref. GWAAC_Blue_Strap_Logo_2021



File ref. GWAAC_White_Strap_Logo_2021

Logo: Backgrounds and clarity



Our logo can be placed over images and coloured backgrounds provided that they are not too busy, and that background colours have enough contrast to ensure legibility.

