



Forestry Commission - linear version



Forestry Commission - stacked version



Forestry Commission England - linear version



Forestry Commission England - stacked version



Forestry Commission Scotland - linear version



Forestry Commission Scotland - stacked version



Forest Research - linear version



Forest Research - stacked version

The logo

Our logo is defined as the combination of the tree-symbol and our name and it is a valuable asset to us.

It is a visual expression of the Forestry Commission brand and therefore vitally important it is used following the guidance on these pages.

It should be used in its appropriate format for all parts of the Forestry Commission (Forestry Commission, Forestry Commission England, Forestry Commission Scotland and Forest Research). The logo should appear on all visual media and it should be applied consistently and correctly and must never be altered in any way.

There are two variants of the logo, linear and stacked, the linear version should be used in preference.


The logos and templates available to download from these pages will enable you to help the Forestry Commission maintain a strong, consistent and effective brand.

The guidance here is primarily for reproduction of the logo outwith the Forestry Commission literature systems.



Logo full colour specifications

Pantone:	PMS 349	PMS 369
CMYK:	c100m0y83k47	c65m0y100k8.5
RGB:	r0g112b60	r109g179b63
BS:	14 C 39	14 E 53

 Should only be used on a white or very light coloured background, for clarity, otherwise one of the variants below should be used.

The logo colours


The logo is made up of the two Forestry Commission corporate colours and should always whenever possible appear in this form.

In circumstances where full reproduction is not possible the logo may be used in the other formats illustrated on this page (note: all the colour combinations and guidance apply to all parts of the Forestry Commission (Forestry Commission, Forestry Commission England, Forestry Commission Scotland and Forest Research)).




Single colour logo variant

Pantone: PMS 349
 CMYK: c100m0y83k47
 RGB:

 Use in situations where there is limited colour reproduction and the full colour version cannot be used. Only use on a white or very light coloured background.


Black only logo variant

Pantone: PMS Black
 CMYK: c0m0y0k100
 RGB:

 Use where the logo is to be reproduced against a white background in a black and white only situation. Only use on a white or very light grey background.



Reversed out logo variant

 Use where the background colour is dark. Care should be taken to make sure that the background colour provides a suitable contrast for clear reproduction. This also applies where the logo is to be reversed out of an image, make sure the image area behind the logo is simple enough to allow the logo to be clearly seen.



Recommended sizes for 1/3A4 to A0 - linear logo



40 mm

1/3 A4 - 40 mm wide



50 mm

A5 - 50 mm wide



75 mm

A4 and A3 - 75 mm wide



100 mm

A2 - 100 mm wide



125 mm

A1 - 125 mm wide



150 mm

A0 - 150 mm wide

Absolute minimum size



The Forestry Commission linear logo must never be reproduced at a width less than 35 mm.



35 mm

Linear logo minimum sizes

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for application, outwith the Forestry Commission literature system, across standard 'A' sizes.

Within the Forestry Commission literature system the sizes of logos are strictly defined.

The sizes defined here are for use in circumstances where a Forestry Commission logo is requested for use on a partner publication, website, display, sign or any other type of media. The information here should guide the appropriate size to use.

The linear logo is the preferred version to use whenever possible.

Recommended sizes for 1/3A4 to A0 - stacked logo



1/3 A4 - 32 mm wide

32 mm



A5 - 39 mm wide

39 mm



A4 and A3 - 59 mm wide

59 mm



A2 - 78 mm wide

78 mm

Absolute minimum size



The Forestry Commission stacked logo must never be reproduced at a width less than 28 mm.



28 mm

Stacked logo minimum sizes

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for application across standard 'A' sizes.

The sizes defined here are for use in circumstances where a Forestry Commission logo is requested for use on a partner publication, website, display, sign or any other type of media. The information here should guide the appropriate size to use.

A1 and A0 - 117.5 mm wide



117.5 mm

Defining the clear space

➔ The minimum clear space is calculated by measuring the height of the broadleaf part of our tree symbol (the lighter green tree), then divide it by 0.5 and create a square box using this measurement for all four sides. Use the box to measure out from the furthest points of the logo, the outer edges of the boxes then give you the clear space to be left around the logo.



Minimum clear space - linear logo



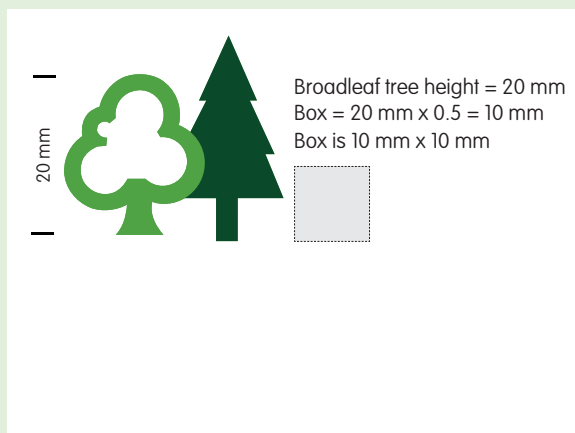
Minimum clear space

To further strengthen the Forestry Commission brand and ensure its clarity and visual presence, a clear space surrounding the logo must be maintained. No other visual element, logo or text must appear within this area.

The clear space (exclusion zone) will help to make sure that the logo will always appear on an uncluttered background.

The measurements shown are minimum and more space can be left if possible or necessary.

Minimum clear space - stacked logo



VAG Rounded Thin

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

VAG Rounded Light

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

VAG Rounded Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

The Corporate Typeface

The font used in our Forestry Commission logo, on all our corporate signs, our vehicle livery and as one of the main standard fonts in all our publishing (print media, e-media and on-site media) is VAG Rounded.

More guidance on its use within all of these areas is covered elsewhere in the brand manual.

VAG has three font weights:

VAG Rounded Thin

VAG Rounded Light

VAG Rounded Bold

Use of the typeface in our logo

 **Forestry Commission - VAG Rounded Bold** **Forestry Commission - VAG Rounded Bold** England - VAG Rounded Light **Forestry Commission/Coimisean na Coilltearachd
- VAG Rounded Bold** Scotland/Alba - VAG Rounded Light **Forest Research - VAG Rounded Bold**

Use of VAG in our logo

The Forestry Commission logo in all its forms uses VAG Rounded Bold for the words Forestry Commission and VAG Rounded Light for the name of the country in the English and Scottish versions.

All the versions of all the logos in all formats have the font embedded in them and do not require you to have VAG on your PC to use them.