

Logo Usage

The two components that make up our logo include the Logomark jaguar graphic and Rainforest Trust Wordmark.

While we tend to use the Horizontal Logo most frequently because the Rainforest Trust name is most legible, our logo can be positioned in either a horizontal or vertical orientation, depending on what complements your design most effectively.

In most cases, the black logo version will be used on white or light backgrounds.



Horizontal Logo | Full Color



Logomark

RAINFOREST
TRUST®

Wordmark



Vertical logo



Horizontal Logo | One Color

Logo Usage

Less frequently, the Wordmark Logo is used, usually in instances where the Jaguar Logomark would be difficult to see (over a detailed photo), or too distracting (as an overlay in social media images.)

Rarely is the Jaguar Logomark used by itself and without the Rainforest Trust name. It tends to be used in unique situations, such as embroidering on shirt sleeves.

In most cases, the white logo version will be used on dark or color backgrounds.



Horizontal Logo | Full Color



Logomark

RAINFOREST
TRUST®

Wordmark



Vertical logo



Horizontal Logo | One Color

**Secondary
Logos for
UK Affiliate**

The same parameters used for the global logo, also apply for use of the UK affiliate logo.

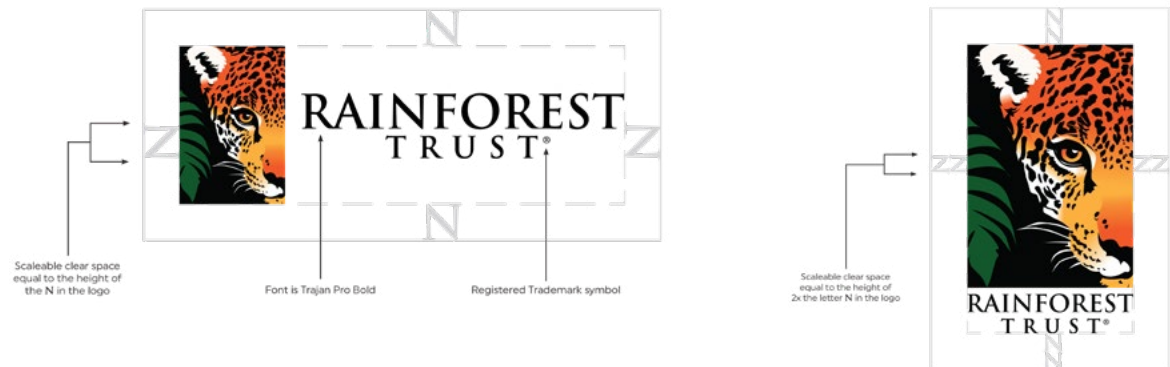


Logo Positioning & Sizing

The clear space surrounding the logo is determined by the height of the letter N on all sides. This scaleable point of reference should be used 1x on all sides for the horizontal logo, and 2x on all sides for the vertical logo. Clear space can be larger, but this is the minimum space required.

Incorrect Logo Usage

Misuse of the Rainforest Trust logo devalues its brand. Do not stretch or distort the logo. Ensure that you maintain the aspect ratio when enlarging the logo, and that logo is not pixelated.



Incorrect Logo Usage



RAINFOREST
TRUST®

RAINFOREST
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Color Palette

The primary colors associated with Rainforest Trust are orange and green. Using our primary colors is one of the most effective ways to build a consistent identity.

But sometimes we need to mix it up, and for those situations we have additional secondary or accent colors associated with Rainforest Trust.

These colors should be seen and used as our color palette in all media, including print, video, and on the web.

PRIMARY



PMS 1645C
RGB 252/110/47
CMYK 0/71/90/0
HEX FC6E2F



PMS 349C
RGB 4/106/56
CMYK 90/33/99/25
HEX 046A38

SECONDARY



RGB 17/32/25
CMYK 78/60/71/77
HEX 112019



RGB 57/71/96
CMYK 82/69/41/28
HEX 394760



RGB 134/164/235
CMYK 46/30/0/0
HEX 86A4EB



RGB 174/194/243
CMYK 29/18/0/0
HEX AEC2F3



RGB 169/210/117
CMYK 37/0/71/0
HEX A9D275



RGB 236/151/74
CMYK 5/47/80/0
HEX EB964B