

# NATIONAL GARDEN SCHEME BRAND ESSENTIALS

Our name is:

**National Garden Scheme**

We don't use the acronym:

**NGS**

Our logo:



Black logo



Black logo on yellow wash

Stay true to the logo.. don't:



Change the aspect



Alter an individual element



Add elements



Add colour

Our fonts:

**Headlines: NGS 2017**

- download from the brand hub

**Text: Georgia**

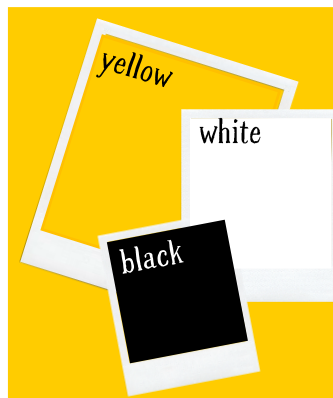
- readily available on PCs

Our colours:

**YELLOW**

Digital: RGB  
255/204/000

Print: CMYK  
00/20/90/00



Photography - showcase the quality



**Add a regional flavour through local content:**

local news, your open gardens, your garden owners stories/gardening tips, photography, your own friendly voice