

National Garden Scheme Brand Guidelines and use of logo

Our Name

Please can you make sure that you always reference us as the **National Garden Scheme** in full. We no longer use the acronym NGS.

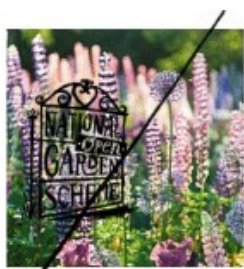
Our logo

Our primary logo is the black gate on a white background. This is always our preference.

However we also have a version of the logo with a yellow painted background if you need extra standout. You can also use a white version of the logo if your website has a dark background



Our logo should never be used in a different colour, altered in any way or placed on a very busy background.



Spacing

Our logo needs a bit of breathing space around it. Can you please make sure you leave a space the width of the 'G' around our logo.



Due to the complexity of the logo it should never be used at a size less than 15mm.



Thank you so much for your support in helping us to present a strong and consistent brand across all channels.