MASSEY SHAW
EDUCATION TRUST

"The little ship that helped save St. Pauls"

Brand Guidelines

ABOUT US

Massey Shaw Education Trust has been established to advance public education in the history of marine vessels in particular by the preservation and public display of the Massey Shaw Fireboat.

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Contact

For any logos, imagery or questions:

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OUR LOGO

Our logo is based on our primary asset, the Massey Shaw Fireboat.

The logo is available for both print and web formats. Always use the EPS file for any professionally printed materials, as it is scalable to any size without losing quality.

Spacing
Always give the logo sufficient space on all edges

Backgrounds
When using a background image, the logo is placed inside of a white box

32mm

Minimum size
Make sure the logo is at least 32mm wide

Greyscale
If colour is not available, use the greyscale version

LOGO USAGE

✅ Correct colours and scale

❌ Logo has been skewed and is no longer in proportion

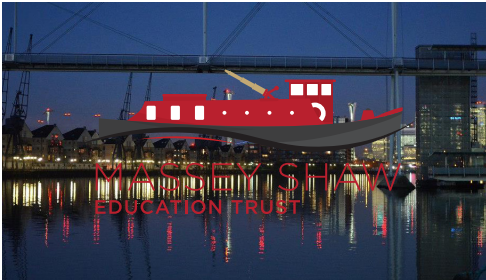❌ When colour is available, always use the brand colours

❌ Do not adjust the positioning or scale of the logo and type

❌ Do not use drop shadows or any other effects

❌ Do not place the logo on coloured backgrounds

❌ Never place the logo directly on top of an image

❌ Do not recreate the logo with different fonts

FONTS

For all print materials, Gotham Medium and Gotham Light are the only fonts that are needed. They are clean, modern and easy to read.

The Gotham family of fonts is available to purchase from www.typography.com.

For internal communications:
Gotham is not a system font, so it shouldn't be used for emails and Microsoft Office documents; Arial should be used.

For headlines and subheads:

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For body copy:

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOURS

Colour is important for our brand: it differentiates and distinguishes us. Only four colours are needed.

Use Pantone colours, when available, for the two blue colours on all printed materials.

Pantone 1805 C

C5 / M96 / Y80 / K22
R175 / G39 / B47

Our main colour
For headlines and large blocks of colour.

Pantone 1815 C

C16 / M97 / Y86 / K54
R124 / G37 / B41

Accent colour
Use sparingly; for subheads or bullet points.

90% Black

C0 / M0 / Y0 / K90
R63 / G63 / B63

Body text colour
A dark grey to use instead of black on all body text.

45% Black

C0 / M0 / Y0 / K45
R160 / G160 / B160

Secondary text colour
For bold body text, e.g. subheads or titles.