

Campaign Brand

How to use it



When working with the 'Wide Skies, Open Minds' campaign brand, there are a few guidelines that we would like you to adhere to. If you have any additional queries, please contact us at wideskies.openminds@horizon.co.fk

Do...

- Request permission for use of our campaign brand via our email address
- Ensure the scale reproduction of the logo and strapline is legible on whatever the application
- Use our campaign logo in it's approved colourways and placed on solid or simple backgrounds
- Ensure you use the correct version of the logo for your use, please consult the brand toolkit www.falklands.gov.fk/publichealth/resource-centre/downloads
- Contact the local shop Warrah Workshop info@warrah.shop to order products who hold the embroidery template if required
- Submit/share photos of your group/club/organisation, tag us on your social media with **#wideskiesopenminds**

Don't...

- Stray from the guidance in our toolkit: Don't change our messaging, or adapt our graphic landscapes or photographic style
- Alter our logo: Don't change the font, colour, or proportions of the logo
- Alter our logo's proportions: Don't squeeze, stretch, or distort the logo
- Make our logo or strapline too small, compromising it's legibility.

