

# Brand Toolkit

For external organisations

**ann craft trust**  
acting against abuse

**2025**

This brand toolkit is designed to give you information on how to apply the Ann Craft Trust style consistently across your documentation.

# Brand name

When we work with you, we want you to share about the work we've been doing. But would appreciate notification that you plan to use our logo. If you'd like advice on how to use it best, please get in touch at **[anncrafttrust@nottingham.ac.uk](mailto:anncrafttrust@nottingham.ac.uk)**

## Ann Craft Trust

The Ann Craft Trust supports organisations to safeguard adults and minimise the risk of harm.

Please refer to the Ann Craft Trust as the Ann Craft Trust, and **do not use the acronym ACT in external communications.**

# About

The Ann Craft Trust is a national charity committed to safeguarding adults from abuse.

We work with individuals and organisations to improve their practices, strengthen their awareness of safeguarding, and help them share our commitment to ensuring that everyone can live free from abuse.

Our aim is to stop the abuse of adults. Through training, audits, and consultancy we can embed safeguarding best practice in organisations to create safer cultures and communities.

We contribute to pioneering research projects to develop better standards in safeguarding. Thanks to our teams' excellent reputation we are expanding our services into new sectors that recognise the impact safeguarding adults has on creating a safer culture for all.

# Logo Style

Only two font styles are used for the logo, and they are both from the same typeface family: Poppins. And there are two variations – with the strapline and without.

**The logo with the strapline should always be used by our partners.** The logo without the strapline is for Ann Craft Trust use only.



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# Logo Colour

Our logo is available in green and white. Green should only be used on a white or very light background. White should be used in other circumstances where there is adequate contrast.



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# Logo on Imagery

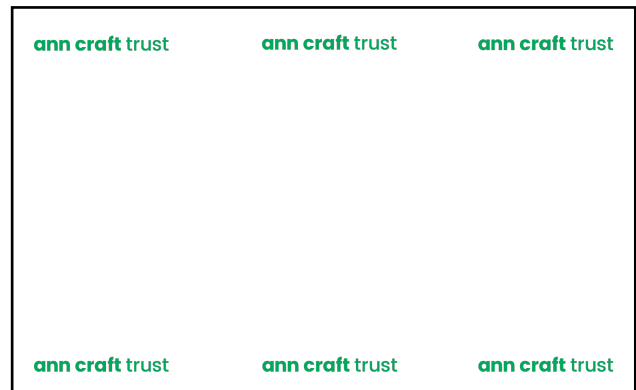
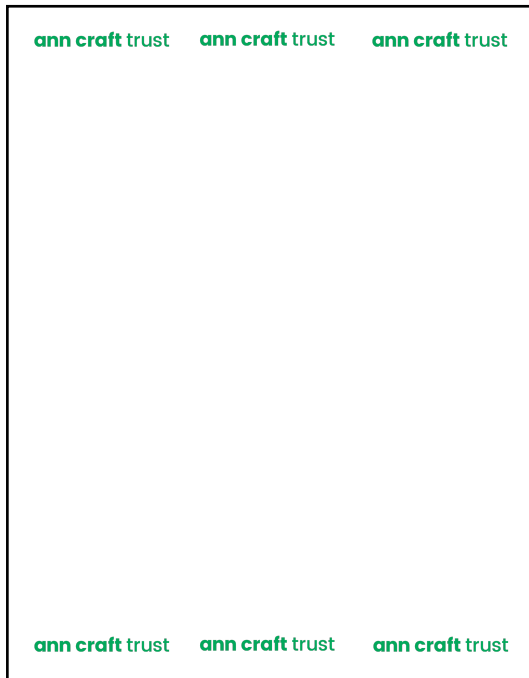
If you're going to use the Ann Craft Trust logo on an image, we recommend selecting the colour which will make it easiest to read.

If you are going to use the logo on an image, we would like to sign this off to ensure the content of the image is fitting and we can give advice on how to make the logo easily visible.



# Logo Position

The Ann Craft Trust logo should appear either in the centre or corner of a communication.



# Logo Size & Exclusion Zone

Minimum logo size:

150px wide

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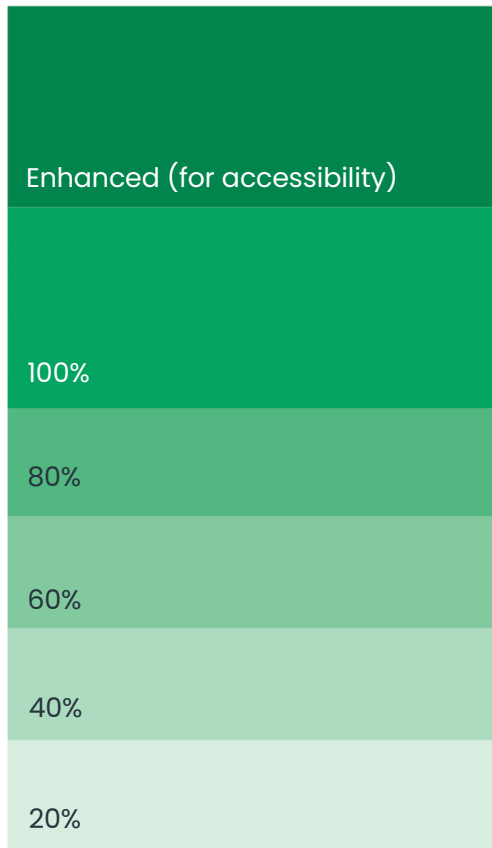
Exclusion zone:

The exclusion zone is a space around the logo which should remain empty to avoid it looking too cramped. This space is the same width and height as the 'a' as is appears in the logo.



# Brand Colours

If you're going to use the Ann Craft Trust colours, we recommend selecting the colour which will be simple and clear and as easy to read as possible, if you're using text.



#00854b

**RGB:** 0, 133, 75

**CMYK:** 84, 10, 86, 14

**Text:** White text/on white for large text only

#00a45e

**RGB:** 0, 164, 94

**CMYK:** 79, 2, 81, 2

**Text:** None

#33b67e - **RGB:** 51, 182, 126 - **CMYK:** 69, 1, 62, 0

**Text:** Dark text (#29343D) for large text only

#66c89d - **RGB:** 102, 200, 157 - **CMYK:** 52, 0, 43, 0

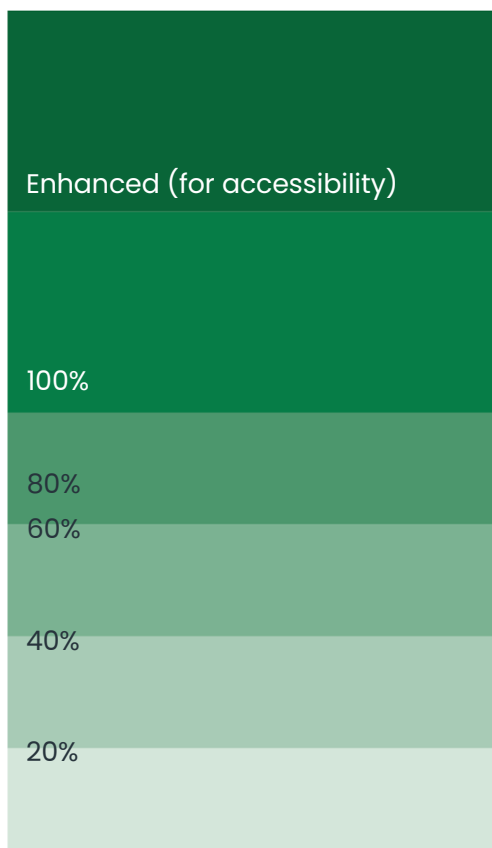
**Text:** Dark text (#29343D) for large text only

#99dbbe - **RGB:** 153, 219, 190 - **CMYK:** 35, 1, 26, 0

**Text:** Dark text (#29343D) for all text sizes

#cceedf - **RGB:** 204, 236, 223 - **CMYK:** 18, 1, 11, 0

**Text:** Dark text (#29343D) for all text sizes



#066537

**RGB:** 6, 101, 55

**CMYK:** 85, 18, 89, 33

**Text:** White text/on white for all text sizes

#077d47

**RGB:** 7, 125, 71

**CMYK:** 84, 13, 86, 18

**Text:** White text/on white for large text only

#39976c - **RGB:** 57, 151, 108 - **CMYK:** 76, 11, 67, 4

**Text:** None

#6ab191 - **RGB:** 106, 177, 145 - **CMYK:** 58, 6, 46, 1

**Text:** Dark text (#29343D) for large text only

#9ccbb5 - **RGB:** 156, 203, 181 - **CMYK:** 38, 4, 28, 0

**Text:** Dark text (#29343D) for all text sizes

#cde5da - **RGB:** 205, 229, 218 - **CMYK:** 18, 3, 11, 0

**Text:** Dark text (#29343D) for all text sizes

You can use any transparency of the primary 100% shades to help with design and flexibility. The details for 80%, 60%, 40% and 20% are included here as examples.

## Get In Touch

If you're planning to use the Ann Craft Trust Logo or imagery, we'd appreciate if you're able to get in touch with any questions or for any additional permissions not covered in this guide.

To contact us, please email:

[anncrafttrust@nottingham.ac.uk](mailto:anncrafttrust@nottingham.ac.uk)

and request to be passed through to the marketing team.