



**Cumbria**  
Wildlife Trust

# Wilder

## Cumbria

Cumbria Wildlife Trust's  
Wilder Cumbria brand toolkit

# Wilder Cumbria branding at a glance...

We want to inspire everyone in Cumbria to be part of the Wilder Cumbria movement.

That's why we've created the Wilder Cumbria logo, so you can 'badge' your positive actions for nature.

There are three options for you to choose from:

Primary logo

**Wilder**  
Cumbria

Secondary logo (wildlife)



**WilderCumbria**

Secondary logo (people)



**WilderCumbria**

## A few things to consider...

Available to download as JPEG and PNG files, and in purple and white colourways, the Wilder Cumbria logo can be used across a wide variety of designs.

Here are some things for you to consider when using the logo:

### Size and clearance

The Wilder Cumbria logo should be used at a size that's easy to read with breathing space around it.

### Colour

Use the logos provided and do not change the colour of the text or graphic elements.

### Editing

Please do not alter the logos by editing them in any way. This includes removing, rotating, or repositioning elements, or distorting the proportions by stretching or cropping it.

## Where to use the logos

If you don't already have a logo, you are welcome to use the Wilder Cumbria logo as your primary branding. If you already have a logo, the Wilder Cumbria logo can be included alongside your existing branding.

The logos can be used across a range of digital and printed materials, such as

- Posters
- Signs
- Interpretation
- Websites

## Working with Cumbria Wildlife Trust

If we have worked collaboratively with you on a project, our 'Supported by' logo may be used alongside the Wilder Cumbria logo. Please contact us for this by emailing [community@cumbriawildlifetrust.org.uk](mailto:community@cumbriawildlifetrust.org.uk)