



THAMES VALLEY
AIR AMBULANCE



SUPPORTER LOGOS

Last Updated February 2026

BRAND ELEMENTS**SUPPORTER LOGOS****Usage**

When members of the public are fundraising on our behalf, they should use the 'in aid of' or the 'proudly supporting' logo lock up. This is used when Thames Valley Air Ambulance are not running an event or activity ourselves, and is important from a liability point of view.

The 'in aid of' logo lock up should be used on blank fundraising material and provided as part of the fundraising kit.

Use the Thames Valley Air Ambulance logo as provided, without making any alterations and always ensure the logo's legibility before sending to production.

The full colour logos shown here are the preferred options.

The logo is available in Pantone, CMYK and RGB versions to accommodate digital and print needs.

IN AID OF**THAMES VALLEY
AIR AMBULANCE****In Aid of – Master Logo**

Should be used in almost all cases but only ever on a white background.
If on a red or black background please use examples overleaf.

PROUDLY SUPPORTING**THAMES VALLEY
AIR AMBULANCE****Proudly Supporting – Master Logo**

Should be used in almost all cases but only ever on a white background.
If on a red or black background please use examples overleaf.

BRAND ELEMENTS

SUPPORTER LOGOS

Colour Variations

Colour variations of the Thames Valley Air Ambulance 'in aid of' and 'proudly supporting' logos ensure legibility on various colour backgrounds. The logo in full colour (as shown on the previous page) is always preferred.

The use of these colour variations must be checked with the Communications Team:

Communications@tvairambulance.org.uk

In Aid Of

Proudly Supporting



Red Lead



White Lead



White: for use on a red background only



Mono



Red Lead



White Lead



White: for use on a red background only



Mono

BRAND ELEMENTS

SUPPORTER LOGOS

Secondary Logos

A landscape version of the Thames Valley Air Ambulance supporter logos enable flexibility of usage.

The landscape versions of these logos should be used with discretion and only when it is not feasible to use the primary logo.

All usages of the landscape logos should be on request only:

Communications@tvairambulance.org.uk



In Aid of – Secondary Logo

Should be used in almost all cases but only ever on a white background.

If on a red or black background please use examples overleaf.



Proudly Supporting – Secondary Logo

Should be used in almost all cases but only ever on a white background.

If on a red or black background please use examples overleaf.

BRAND ELEMENTS

SUPPORTER LOGOS

Secondary Logo – Colour Variations

Colour variations of the secondary Thames Valley Air Ambulance 'in aid of' and 'proudly supporting' logos ensure legibility on various colour backgrounds. The logo in full colour (as shown on previous page) is always preferred.

The use of these colour variations must be checked with the Communications Team:

Communications@tvairambulance.org.uk

In Aid Of

Proudly Supporting



Red Lead



White Lead



White:
for use on a red
background only



Mono



Red Lead



White Lead



White:
for use on a red
background only



Mono

BRAND ELEMENTS

SUPPORTER LOGOS

Clear space

Apply one "X" clear space around the Thames Valley Air Ambulance supporter logos when possible to ensure the logo is not impacted by any other visual elements. "X" can be determined by the width of one of the points on the star of life.

See layouts page for guidance on placement.



Minimum size recommendation

To ensure legibility of the logo we recommend that it is shown no smaller than at **16mm height for print comms** and **40 pixel height in digital comms**.

Examples are shown at the correct minimum height.

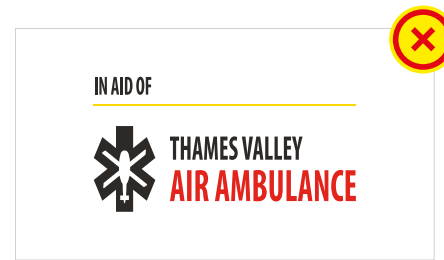


BRAND ELEMENTS

EXAMPLES OF SUPPORTER LOGO MISUSE



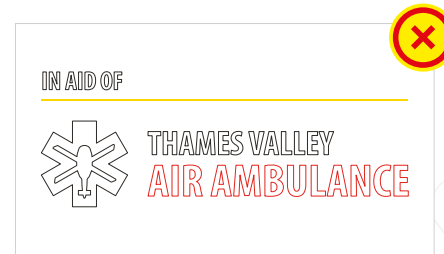
DO NOT use the full colour logo over images that do not provide enough contrast for legibility.



DO NOT distort



DO NOT rotate



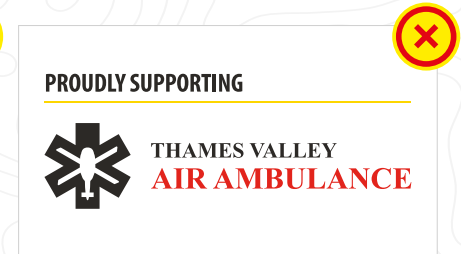
DO NOT outline



DO NOT re-arrange



DO NOT alter the colours



DO NOT alter the font



DO NOT add another logo



DO NOT use shadows



TVAIRAMBULANCE.ORG.UK



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AIR AMBULANCE**