



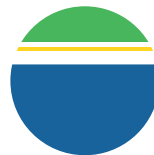
BALANCED HORIZON

BRAND GUIDELINES



When one tugs at a single thing in nature,
he finds it attached to the rest of the world.

John Muir



INDEX

OUR VISION	3
MISSION STATEMENT	4
MASTER LOGO	5 - 6
LOGO VARIATION WITH STRAPLINE	7
BRAND COLOURS	8 - 9
SUB-BRANDS CONCEPT	10
SUB-BRAND LOGOS	11
SUB-BRAND LOGO EXCEPTION	12
LOGOS BLACK, WHITE AND GREYSCALE	13 - 14
SOCIAL LOGOS	15 - 16
MINIMUM SPACE AND MINIMUM SIZE	17 - 19
INCORRECT USE OF LOGO	20 - 21
TYPOGRAPHY	22 - 25
ICONOGRAPHY	26 - 27

When engaging with external suppliers ensure that copy of these guidelines are supplied and adhered to ensure the integrity of the brand logo is kept intact.

OUR VISION

To work in Partnership with Nature
to challenge the Environmental Crisis.

We advocate Environmental
Restoration, Education, and Community.

MISSION STATEMENT

“At Balanced Horizon, we are driven by a commitment to protect and restore our seas, forests, and wild places, honouring nature and biodiversity as intrinsic values.

Through our actions, we strive to rebalance nature’s role in our world, ensuring its vitality for generations to come.”

MASTER LOGO



RATIONALE

The logo draws inspiration from the Fibonacci sequence, nature's inherent numerical system, which reflects the Universe's foundational ratio of 1:1.618. This sequence, woven into the fabric of the cosmos, is found in DNA, flower petals, seed arrangements, pinecones, tree branches, shells, hurricanes, and spiral galaxies, embodying the natural world's symmetry and harmony.

Our logo, like the Fibonacci sequence, symbolizes growth, balance, and the interconnection of all living things. It reflects our mission to nurture and protect our seas, forests, and wild landscapes, preserving nature's intrinsic beauty and value for future generations.

LOGO VARIATION



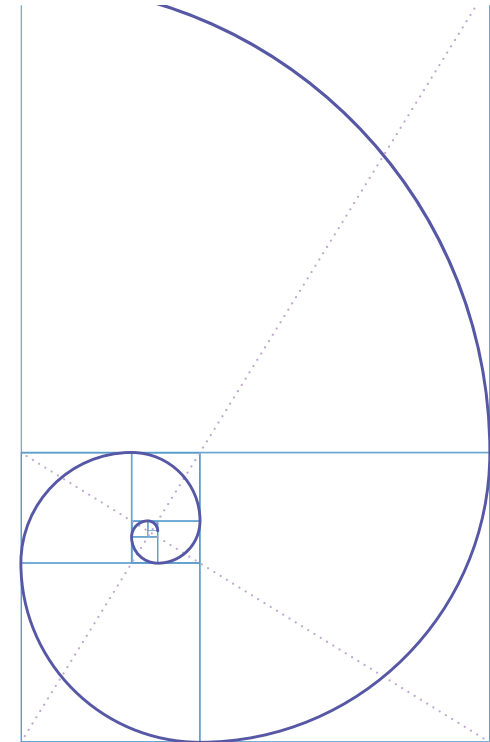
INTRODUCING OUR STRAPLINE

The phrase “In partnership with nature” encapsulates Balanced Horizon’s core philosophy and mission. It positions the brand not merely as a protector or steward of the environment but as an active collaborator with the natural world. This wording suggests a relationship of mutual respect and shared purpose, highlighting that humans are integral parts of a broader ecosystem rather than separate from it.

By framing the relationship as a partnership, the strapline reinforces the brand’s commitment to coexistence and balance. It reflects an understanding that nature’s health is deeply interconnected with human well-being, aligning with Balanced Horizon’s mission to protect and preserve biodiversity and natural resources. This collaboration is timeless, with an eye toward sustaining nature’s vital role for future generations.

Ultimately, “In partnership with nature” embodies Balanced Horizon’s values of respect, reciprocity, and action, inspiring audiences to view environmental preservation as a shared journey, rather than a singular responsibility.

MASTER LOGO



LOGO CONSTRUCT

The above image shows the construct concept of the logo in relation the Fibonacci sequence.

BRAND COLOURS



Dominant Blue: Since water covers 71% of the Earth's surface, a deep, rich blue would be fitting - a deep ocean blue. This shades of blue convey trust, stability, and calmness.





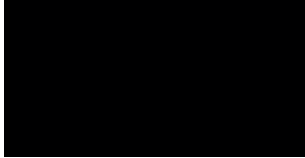


Green: To represent land, use a shade that evokes nature and vitality - a fresh, natural green. Green is associated with growth, freshness, and balance.

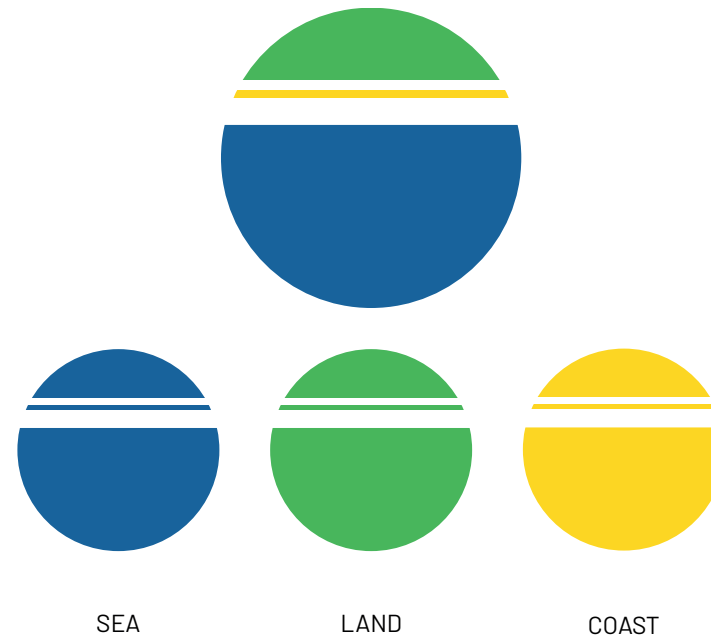


Yellow Accent: A touch of yellow represents the coastline, a sandy beach bringing a sense of energy and optimism. A warm golden yellow can add a lively contrast and highlight the logo elements effectively.

BRAND COLOURS

Color Palette	Color Name	CMYK	RGB	Hex Number
	Blue	100 / 35 / 0 / 0	0 / 120 / 210	#045C98
	Green	71 / 1 / 86 / 0	76 / 174 / 80	#4CAE50
	White	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF
	Yellow	1 / 14 / 91 / 0	255 / 214 / 17	#FFD611
	Black	0 / 0 / 0 / 100	19 / 19 / 19	#131313

SUB-BRANDS



SUB-BRAND CONCEPT

To build a unified yet flexible identity system for Balanced Horizon's three flagship projects, a sub-branding approach has been developed based on the existing brand language. This ensures all initiatives remain visually connected to the core charity while having distinct, recognisable expressions.

Core Structure: each project adopts the Balanced Horizon social circular logo as its base. This rounded shape was chosen for its approachable, active feel - representing community engagement, environmental action, and forward momentum. The circle also lends itself well to both digital and print applications, and establishes a consistent structure across all projects.

Colour-Coding System: each sub-brand is visually distinguished by a dedicated colour, taken directly from the Balanced Horizon brand palette:

- Yellow – Scottish Coastal Clean Up
- Green – Muir to Forth
- Blue – Forth Marine Hatchery

These colours reflect the environmental focus of each project (coast, land, sea) and create clear visual signposting within the overall brand family.

SUB-BRANDS LOGOS

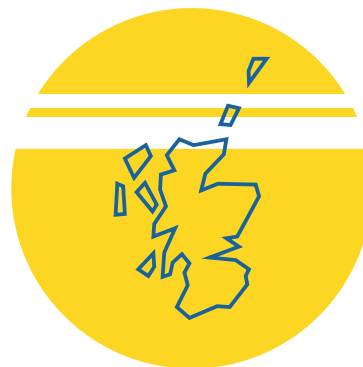


Each logo is accompanied by a short descriptor, set in the same brand font as the master logo to maintain consistency.

Forth Marine Hatchery: Deep blue evokes marine restoration and environmental care.

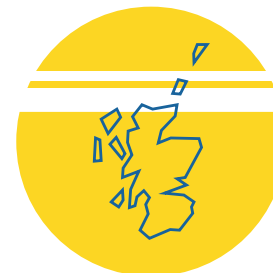
Muir to Forth: Fresh green symbolises land stewardship and ecological renewal.

Scottish Coastal Clean Up: Vibrant yellow reflects coastal energy and community action.



Scottish Coastal Clean Up

SUB-BRANDS LOGO EXCEPTION



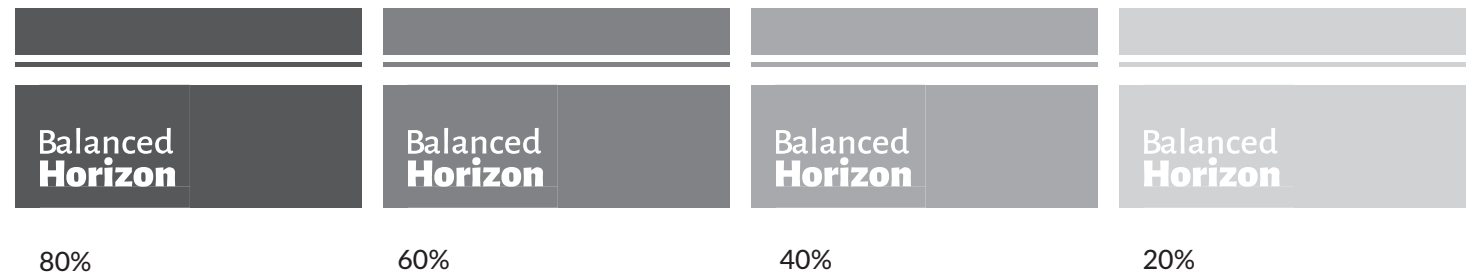
MAP ICON VARIANT

This version is used exclusively within project-level communications and not in contexts where the main Balanced Horizon brand is present. It provides the project team with a flexible identity tool for local engagement, volunteer outreach, and community-facing materials.

Its distinctive visual references - the yellow representing the coast and the map signalling national scope - reinforce the project's grassroots and geographical focus while remaining visually linked to the wider brand system.



BLACK AND WHITE



The black and white version of the Balanced Horizon logo is a versatile and essential element of our brand identity. It ensures that our brand remains recognisable and impactful, even in monochrome settings.

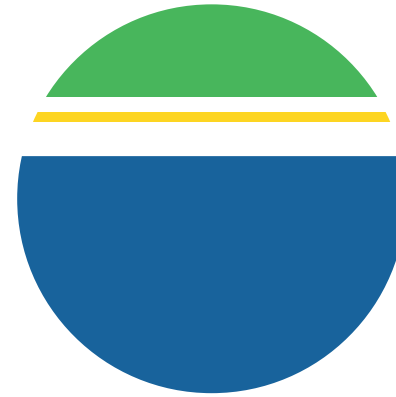
To allow for greater variation the logo can be used in greyscale using percentage of black as shown above.

BLACK AND WHITE



The black and white version of the Balanced Horizon sub-brand logos is a versatile and essential element of the brand identity. It ensures that our brand remains recognisable and impactful, even in monochrome settings.

SOCIAL LOGO

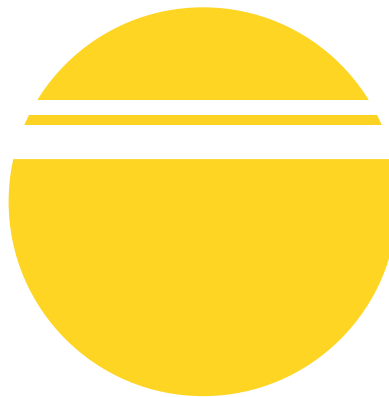
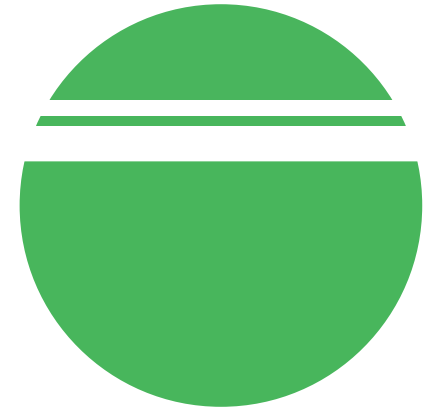
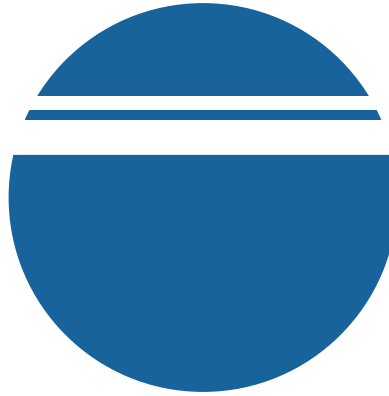


SOCIAL LOGO VERSION

Social media platforms require a profile image for the business and this is also used alongside each post / comment made.

The common format for these is a circle which means many brand logos don't work in this format. For this reason a social version of the logo has been developed. In it's form as circle this represent the world as a whole.

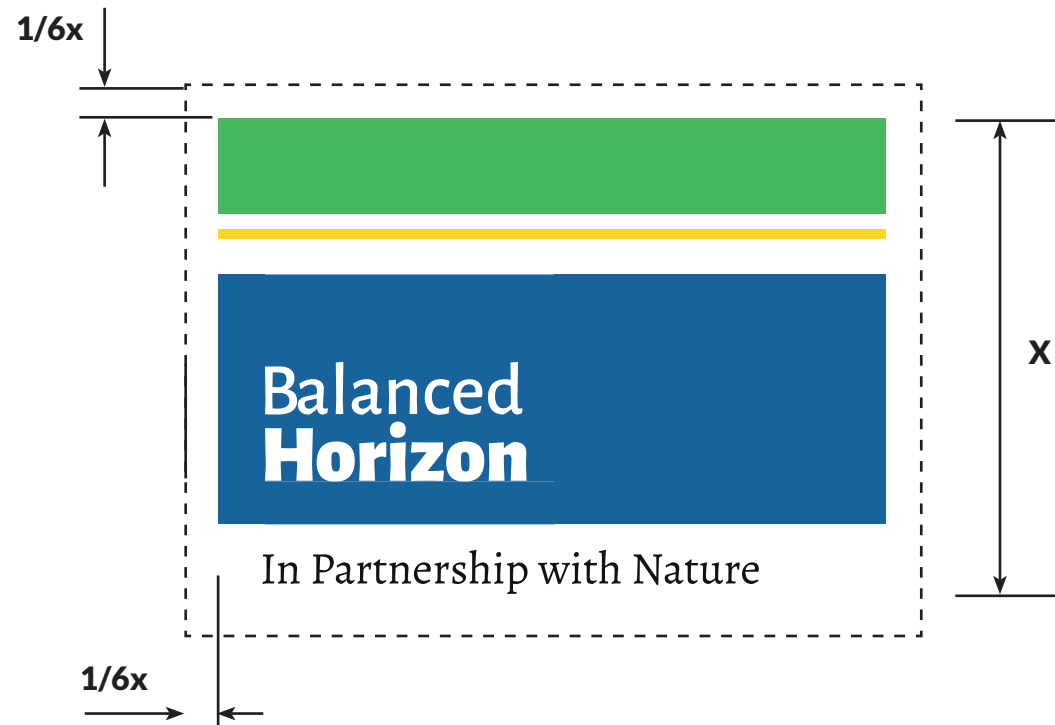
SOCIAL SUB-BRAND LOGOS



SOCIAL LOGO VERSION FOR SUB-BRANDS

Social media platforms require a profile image for the business and this is also used alongside each post / comment made.

MINIMUM SPACE
AND MINIMUM SIZE



The Balanced Horizon logo should have a minimum space around it as shown above when printing and in digital media.

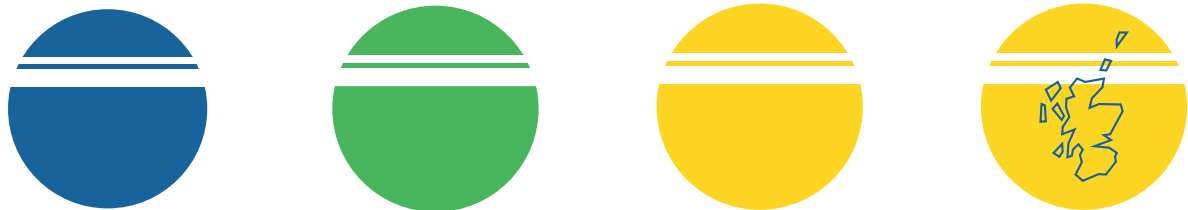
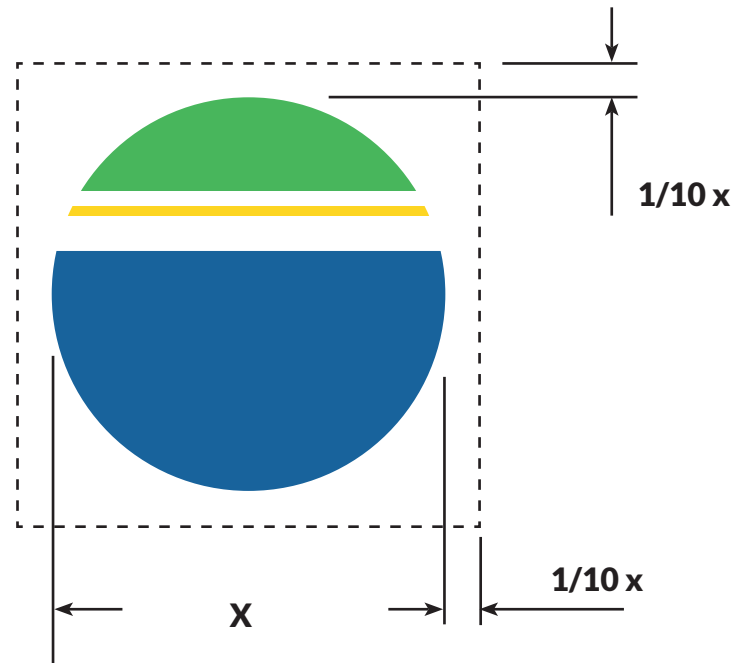
BALANCED HORIZON
BASIC BRAND GUIDELINES

MINIMUM SPACE
AND MINIMUM SIZE



The Balanced Horizon sub-brand logos should have a minimum space around it as shown above when printing and in digital media.

MINIMUM SPACE AND MINIMUM SIZE



The Balanced Horizon social logo should have a minimum space around it as shown above when printing and in digital media.

The same spacing applies to sub-brand social logos.

INCORRECT USE OF LOGO

**DO NOT ALTER THE
PROPORTION OF ELEMENTS**



**DO NOT ALTER THE
COLOUR COMBINATIONS**



**DO NOT ALTER THE
COMPOSITION OF ELEMENTS**



Always use approved artwork and whenever possible, use eps file format as this will give the best results.

As shown in the incorrect examples above the logo proportions, colour combinations and composition should never be changed.

When engaging with external suppliers ensure that copy of these guidelines are supplied and adhered to ensure the integrity of the brand logo is kept intact.

BALANCED HORIZON BASIC BRAND GUIDELINES

INCORRECT USE OF SUB-BRAND LOGOS

DO NOT ALTER
THE PROPORTION
OF ELEMENTS



DO NOT ALTER
THE COLOUR
COMBINATIONS



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THE COMPOSITION
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TYPOGRAPHY



In Partnership with Nature

Composition within logo

Balanced Horizon's mission is deeply connected to the idea of equilibrium between humanity and nature. By using a mix of weights, title case, and left-alignment within a structured rectangular container, this logo design mirrors that core idea of balance.

The contrast in font weights reinforces the idea of balancing strength (protection of the environment) with lightness (community, education, and action). It shows that your organisation is serious and authoritative, but still approachable and welcoming.

The left-aligned positioning adds a touch of modernity and simplicity, making the logo visually accessible and clean. It also reflects the organisational aspect of your mission—fostering structure, citizenship, and community development. This logo design works exceptionally well for Balanced Horizon because it communicates your brand's core values of balance, professionalism, trustworthiness, and approachability. The combination of title case, weight differentiation, left alignment, and a structured rectangle container conveys your commitment to environmental protection and community development, while remaining visually clean, modern, and flexible for multiple uses.

TYPOGRAPHY

Alegreya Sans + Alegreya Implementation

Logo: Use Alegreya Sans for a clean, modern look. You can explore different weights for the name “Balanced Horizon” to emphasise key aspects of your identity.

Headings and Subheadings: Use Alegreya Sans here, makes sure it ties back to the logo and keeps a consistent modern feel across your materials.

Body Text (long-form content): Use Alegreya for all educational and informational materials, printed reports, and other long-form content. The serif style will give a strong, readable, and professional appearance.

Digital Use: For the website, newsletters, or other online content, mixing both fonts will maintain clarity and readability across devices while reinforcing the brand's tone.

TYPOGRAPHY

Alegreya - For use in all communications both printing and online.

This is a Google font with many variants allowing for versatility when used for both print and digital purposes.

Regular:	The quick brown fox jumped over the lazy dog.
Medium:	The quick brown fox jumped over the lazy dog.
SemiBold:	The quick brown fox jumped over the lazy dog.
Bold:	The quick brown fox jumped over the lazy dog.
ExtraBold:	The quick brown fox jumped over the lazy dog.
Black:	The quick brown fox jumped over the lazy dog.

Alegreya is a serif font known for its warm, inviting character and exceptional readability, even in smaller sizes. Its organic curves and subtle, calligraphic touch convey a sense of elegance and natural flow, aligning perfectly with Balanced Horizon's connection to nature. Alegreya's unique, hand-crafted look evokes tradition and care, suggesting that the brand values the enduring beauty of natural landscapes and biodiversity. Its serif style gives it a grounded, trustworthy appearance, reinforcing the brand's commitment to thoughtful, impactful environmental action.

TYPOGRAPHY

Alegreya Sans - For use in all communications both printing and online.

This is a Google font with many variants allowing for versatility when used for both print and digital purposes.

Light:	The quick brown fox jumped over the lazy dog.
Regular:	The quick brown fox jumped over the lazy dog.
Medium:	The quick brown fox jumped over the lazy dog.
Bold:	The quick brown fox jumped over the lazy dog.
ExtraBold:	The quick brown fox jumped over the lazy dog.
Black:	The quick brown fox jumped over the lazy dog.

Alegreya Sans, the sans-serif counterpart, complements the classic feel of Alegreya while introducing a modern, clean look. This font brings a sense of clarity and openness, making it well-suited for digital applications or body text, where readability is paramount. Alegreya Sans maintains the gentle, humanistic qualities of Alegreya but in a contemporary form, symbolising Balanced Horizon’s progressive approach to conservation. The simplicity of the sans-serif style speaks to transparency and directness, qualities that reinforce the brand’s honest and approachable mission.

ICONOGRAPHY



Impact Icons

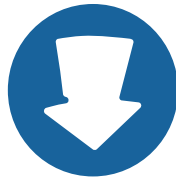
The Balanced Horizon icon system is designed to visually represent key impact metrics in a friendly, engaging, and brand-aligned format. Each icon comprises two parts:

A primary icon in white, placed within a green circular background (using the brand's primary green). This main icon visually depicts a specific impact figure or initiative as shown below each icon.

A supporting category icon in a smaller blue circle, positioned at the bottom-right of the main green circle. This icon indicates the type of action the primary icon represents, chosen from five standardized categories: Reduction, Delivered, Community Engagement, Achievement, and Goal Set.

Together, this dual-circle system creates a layered, informative, and easily navigable icon language that is both visually cohesive and strategically purposeful. It allows stakeholders and audiences to quickly read and interpret impact at a glance while reinforcing the Balanced Horizon brand identity.

ICONOGRAPHY



reduction



delivered



community
engagement



achievement



goal set

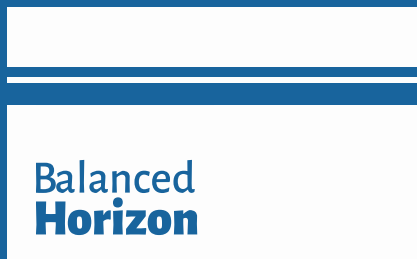
Impact Icons Categories

To create a consistent and intuitive visual language, each impact icon is accompanied by a supporting category icon.

The category icons are white and designed to represent five core themes:

- Reduction: Representing actions that minimise environmental harm (e.g. waste reduction, carbon reduction).
- Delivered: Representing completed actions or initiatives (e.g. number of beach cleans held).
- Community Engagement: Representing volunteer involvement, outreach, and educational activity.
- Achievement: Representing milestones or completed goals (e.g. oyster release targets met).
- Goal Set: Representing forward-looking commitments and targets not yet completed.

These category icons serve to group and clarify the type of impact represented, helping viewers quickly understand the nature of each initiative.



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Registered Charity No. SC052496

In Partnership with Nature

balancedhorizon.org/our-brand-guidelines