HOG FRIENDLY

OUR BRAND

A guide to using the
Hog Friendly branding

Our logo

We use three different versions of our logo - please use the one that best fits your requirements in its entirety.

The round logo is extremely versatile and can be used almost anywhere. It's really good for social media or 'badging' items. It can also be used at any size.

The 'ribbon' landscape banner logo is best used across the top or bottom of documents or marketing material. It is best not to use these versions too small as the wording becomes illegible.

HOG FRIENDLY

HEDGEHOG FRIENDLY CAMPUS

Please see page 10 for examples of how we use our brand.

Logo specifications

A certain amount of space must surround the logo at all times so that it doesn't appear crowded.

The amount of negative space can be measured by the height of the letter "O" from the work Hog in the logo. This area is to be kept clear of any other visual elements.

Minimum size

To ensure legibility the minimum size the landscape 'ribbon' versions of the logo should be used no smaller than shown below:

40mm

60mm

If you need to use the logo any smaller than a width of 40mm please use the circle version to ensure the words remain legible.

Please don't...

X Recreate the logo

X Change spacing

X Use without the ribbon device

X Distort it

X Change the layout

X Put it in a box

X Change any colours to a non-brand colour

Using your logo with our brand

We are happy for you to use your branding or name alongside ours as long as you follow a few simple rules as illustrated here and on page 6:

If your **logo is portrait or square**, place it next to or below our round Hog Friendly logo

The clear space between the two logos is the depth of the 'O' in the Hog Friendly logo

Keep both logos the same depth/width

Please don't...

❌ Please don't make your logo much bigger or smaller than ours. They should be in proportion to each other.
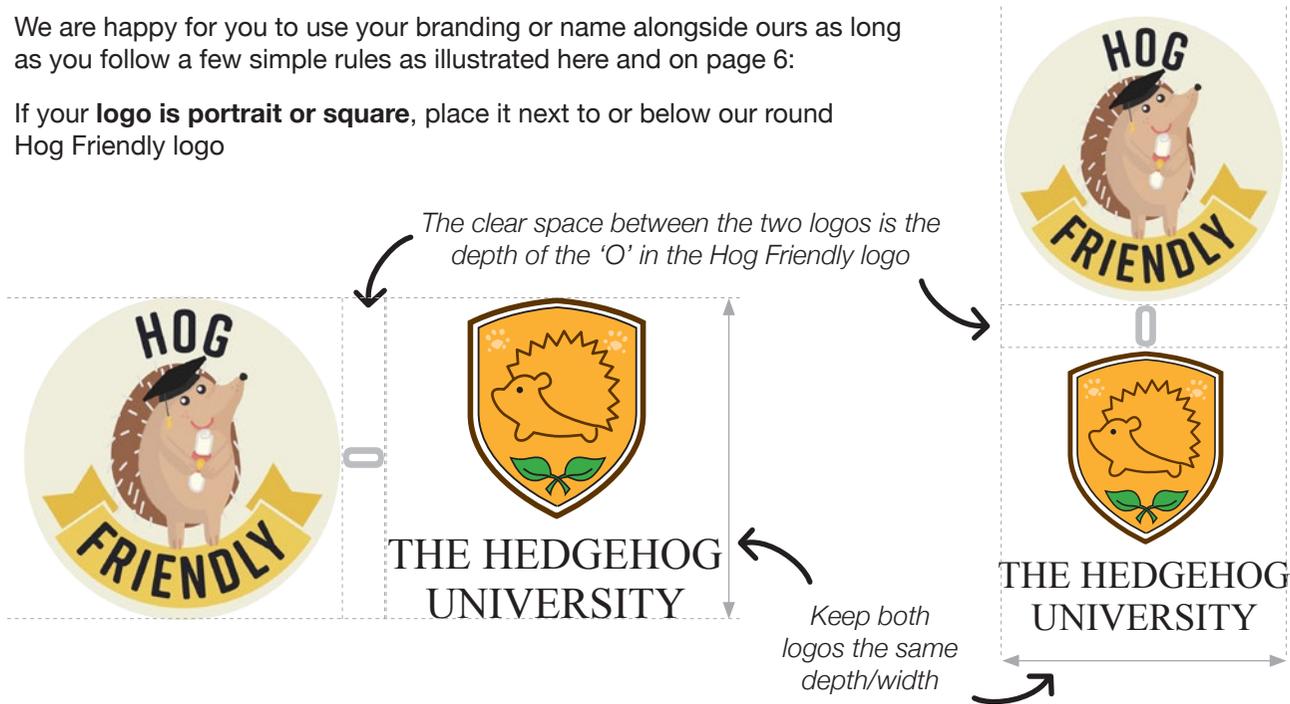
If your **logo is landscape** place it next to, or below, our Hog Friendly ribbon logo:

The clear space is the depth of the 'O' in the Hog Friendly logo

Keep both logos the same depth/width
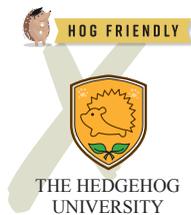
Using your name with our brand

Your campus or comapny name can be used alongside our logos as long as you follow the guidleines below:

Clear space is the depth of the 'O' in the Hog Friendly logo

The Hedgehog University

The Hedgehog University of Manchester

Keep your name within the width of the Hog Friendly logos

Use Helvetica Neue Bold or Helvetica Bold in black (or white if reversed out). If these are not available use Arial Bold.

HOG FRIENDLY

The Hedgehog University

HOG FRIENDLY

The Hedgehog University of Manchester

Please don't...

✗ make your name much bigger or smaller than ours. It should be in proportion and no wider than the Hog Friendly logo

HOG FRIENDLY

The Hedgehog University

HOG FRIENDLY

The Hedgehog University

The Hedgehog University

The Hedgehog University

✗ change font or colour of your name

HOG FRIENDLY

The Hedgehog University

The Hedgehog University

The Hedgehog University

COLOURS

Core colour palette

This is our main colour pallete and should always be used unless otherwise stated.

Hog Friendly Yellow
CMYK 9/18/73/1
RGB 237/204/91
Web #edcc58
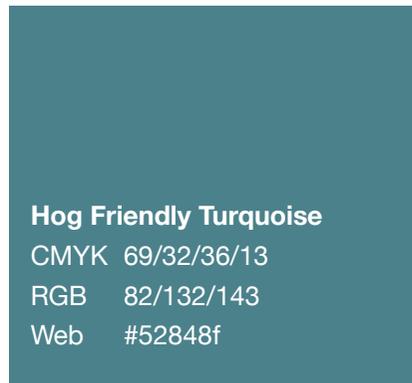
Hog Friendly Turquoise
CMYK 69/32/36/13
RGB 82/132/143
Web #52848f
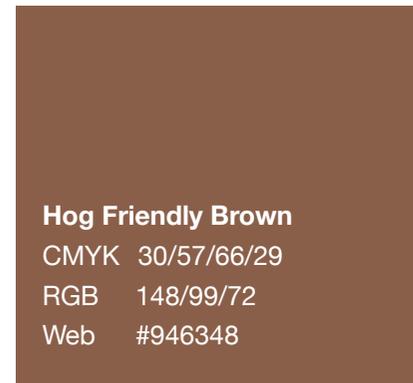
Hog Friendly Brown
CMYK 30/57/66/29
RGB 148/99/72
Web #946348

Hog Friendly Neutral
CMYK 8/14/17/0
RGB 240/238/220
Web #F0EEDC

Vibrant Hog Friendly Yellow
CMYK 0/25/90/0
RGB 253/196/31
Web #fcc41e
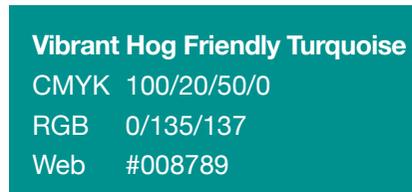
Vibrant Hog Friendly Turquoise
CMYK 100/20/50/0
RGB 0/135/137
Web #008789

Vibrant colour palette

Based on our core colours (above) the selection below should only be used when appealing to a young audience, for example school children. Only use these colours if asked to do so.

Do **not** mix the colour pallettes.

Hog Friendly Brown
CMYK 30/57/66/29
RGB 148/99/72
Web #946348

Hog Friendly Neutral
CMYK 8/14/17/0
RGB 240/238/220
Web #f0eedc

Main headings

We use a bold condensed headline in capitals - as an example we regularly use a font called Cheap Pine - it's bold, but slighly relaxed and has a 'natural' feel.

It can also be used for quotes/pull out panels.

One of the brand colours should be used on the headline.

CHEAP PINE

It is OK to use a similar looking font if that's all you have available.

Below are a couple of examples - both have had a squeeze applied to them to make them narrower and appear similar to above.

RIFT SOFT BOLD
ARIAL NARROW
HELVETICA NEUE CONDENSED
BALLOON

Sub headings

For subsequent headers use Helvetica Neue Bold or Helvetica Bold. One of the brand colours should be used for sub headings to help them stand out from the body text.

Helvetica Neue Bold
Helvetica Bold

When these are not available Arial Regular should be used instead.

Arial Bold

Body text

Please use Helvetica Neue regular or Helvetica Regular in 10pt.

When these are not available Arial Regular should be used instead.

Footprint

The footprint graphic can be used in two ways:

1. In the neutral brand colour in the background as though a hedgehog has wandered across the page:

2. As a bullet point for lists in body copy:

   - Bullet point one
   - Bullet point two
   - Bullet point three

Hedgehogs are vulnerable to extinction in Britain – they've declined by up to 50% since 2000

Coloured block

Use coloured blocks to highlight quotes or points of information. It can also be used for short sub headings to break up blocks of text.

Hedgehog graphic

It is OK to use the hedgehog graphic on it's own, facing in either direction, as long as a version of the full logo is used too.

The hedgehog should NEVER be distorted or altered in any way.

## Ribbon

You can use the ribbon shape from the logo in your designs. It can be used effectively for straplines or contact details.
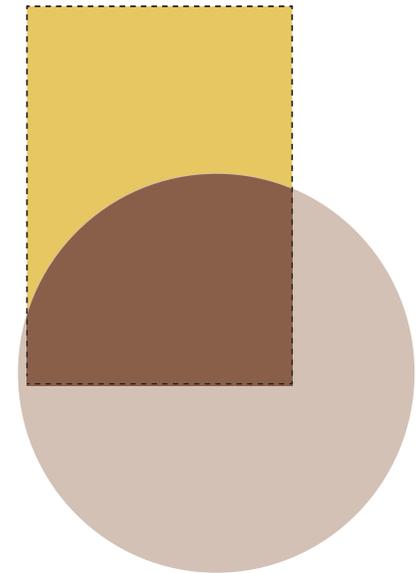
Coloured background shapes

The coloured shapes in the background are always a section of a perfect circle, not an oval.

Turn over for examples of how we use our brand.

EXAMPLES

Fact sheets and flyers

An example of the use of the vibrant colour scheme

TOOLBOX TALK: HEDGEHOGS

WHAT?
- Western European hedgehog (Erinaceus europaeus)
- Nocturnal mammal, active through night
- Characteristic spines for protection
- Just less than a foot in length
- Hibernates from October/November to March/April
- Diet consists of beetles, worms, caterpillars and other insects as well as fruit, bird eggs and carrion
- Droppings are cylindrical and tapered, roughly an inch long, dark brown or black in colour with shiny specks of beetle shell

WHERE?
- Found across the UK
- Found in both urban and rural settings (increasingly moving towards urban areas)
- Habitat includes hedgerows and dense scrub, fields, short or long grass, log and leaf piles, woodland edges and gardens
- Ground nesting species. Nest throughout the year in day nests, breeding nests and hibernation nests
- Presence can be identified via (i) footprint tunnel surveys, (ii) droppings, (iii) camera trapping or (iv) maps such as The Big Hedgehog Map

WHY?
- Declined by up to 50% since the year 2000
- Very vulnerable to development & grounds management due to year-round nesting
- Immediate threats include strimming, poisoning, trapping, road traffic, burning, drowning and lack of access to suitable feeding, breeding and nesting habitat

LEGISLATION It is illegal to kill or capture wild hedgehogs under Schedule 6 of the Wildlife and Countryside Act (1981). Cruel treatment of hedgehogs prohibited under the Wild Mammals Protection Act (1996)

DO
- Check thoroughly for hedgehogs before strimming, or consider if strimming is necessary
- Remove environmental poisons including slug pellets and rat poison
- Consider alternatives to pesticides and herbicides that threaten their primary food source
- Beware when turning compost – some hedgehogs nest in compost heaps
- Contact the British Hedgehog Preservation Society if concerned for the welfare of a hedgehog on 01584 890801

DON'T
- Strim or mow without first checking for hedgehogs
- Leave a hedgehog found out in the daytime unless it's moving with purpose – it may be sick. Contact the British Hedgehog Preservation Society on 01584 890801 for more information
- Remove shrubs, hedgerows or bramble unless necessary – hedgehogs rely on this habitat
- Remove a hedgehog from its environment unless you are worried for its safety

Date:

Name of attendee	Signature

Funded by the British Hedgehog Preservation Society

For further information please contact Hog-Friendly

HEDGEHOG FRIENDLY CAMPUS DELIVERY MENU

WE CAN DELIVER A RANGE OF FREE WORKSHOPS, TALKS AND ACTIVITIES TO SUIT YOUR CAMPAIGN!

HEDGEHOG SURVEY WORKSHOP:
Want to know if you've got hedgehogs on campus? Book us in for a hedgehog survey workshop between April and September to learn the ropes! No prior experience is needed and we'll bring the resources.
** This workshop is great for both staff and students.

HEDGEHOG ECOLOGY AND LAND MANAGEMENT COURSE:
Typically a full day, this free course covers hedgehog ecology and behaviour, threats and the law and (importantly) how to manage your land with hedgehogs in mind. Book us in at any time of year!
** This course is aimed at Estates, Grounds and Landscape teams (or others who manage land).

Funded by the British Hedgehog Preservation Society

HEDGEHOG FRIENDLY CAMPUS STUDENTS!
Help your campus become a HedgehogFriendlyCampus

BECOME A STUDENT HEDGEHOG AMBASSADOR

Do you want to:
- Gain CV skills?
- Stand out from the crowd?
- Help the Nation's favourite mammal?
- Make a difference?

FREE RESOURCE PACK, CERTIFICATE AND CV REFERENCE

NO EXPERIENCE OR PRIOR KNOWLEDGE NEEDED

GET IN TOUCH: Email info@hedgehogfriendlycampus.co.uk

Funded by the British Hedgehog Preservation Society

HEDGEHOG-FRIENDLY FACTSHEET!

Hedgehogs are vulnerable to extinction in Britain – they've declined by up to 50% since 2000

WORRIED ABOUT A HEDGEHOG? Contact the British Hedgehog Preservation Society on 01584890801

Photo: British Hedgehog Preservation Society

Our hedgehog is the West European Hedgehog. The African Pygmy Hedgehog is not native to the UK.

Hedgehogs are nocturnal. Contact the British Hedgehog Preservation Society on 01584890801 if you're worried about a hedgehog out in the day.

Photo: Aleksandra Madziarni via Hedgehog Street

In the wild, hedgehogs forage mostly for bugs and grubs. However, if you want to feed hedgehogs a supplement, feed meaty cat or dog food.

Provide a shallow dish of fresh water for hedgehogs all year-round.

Hedgehogs usually hibernate in winter, when it's cold and there is less food. Most hedgehogs will move nests at least once in this time. They emerge from hibernation in spring and will be very hungry!

Wild areas are crucial for hedgehogs – they need them to feed, breed and nest.

NO MILK TODAY

Hedgehogs are lactose-intolerant! Don't give them milk or cheese.

Hedgehogs can travel up to 2 kilometres per night! Think like a hedgehog and make sure you provide gaps and holes for them to travel through!

Never pick up a hedgehog (unless it needs your help). Just observe them from a distance!

Photo: Jean Nichols via Hedgehog Street

Photo: British Hedgehog Preservation Society

HOG FRIENDLY

For further information please contact Hog-Friendly on info@hedgehogfriendlycampus.co.uk

Funded by the British Hedgehog Preservation Society

Social media

Hedgehog Friendly Campus
March 15 at 2:44 PM ·

A fun opportunity for any budding wildlife photographers out there!

HEDGEHOG FRIENDLY CAMPUS

HEDGEHOGS HAVE DECLINED BY UP TO 50% SINCE THE YEAR 2000.

MAKE YOUR UNIVERSITY CAMPUS A PLACE WHERE HEDGEHOGS CAN THRIVE.

www.hedgehogfriendlycampus.co.uk

@hogfriendly   @hogfriendly

@hedgehogfriendlycampus

Email: info@hedgehogfriendlycampus.co.uk

Funded by the British Hedgehog Preservation Society

Pull-up banner

Have a question?

Please stick as closely to our brand as you can. If you are unsure or would like to run something past us first then please get in touch: **info@hedgehogfriendlycampus.co.uk**