

Take a *friend* Fishing

Colour palette

Our core brand colour is navy.

It is used to provide consistency across all Angling Trades Association's initiative brands.

For print...

c 100
m 80
y 30
k 20

For digital...

r 25
g 55
b 105

Using the logo

Our logo is very important to us. So please use as supplied and do NOT alter or stretch it. You can either present both logos side-by-side, or, standalone logo with supporting statement.

Lockup version

Take a Friend Fishing initiative logo with Angling Trades Association logo.



Logo + statement

Take a Friend Fishing initiative logo with text line, presented somewhere on artwork.



Take a Friend Fishing
is an Angling Trades
Association initiative,
presented in partnership.

Alternative options

There are two alternative mono versions - white, to sit on a single colour or image; and a mono black option.

These two should only be used when it is not possible to use the full colour logo.

