



Introduction



The Vegan Society is...

Ethical

Open to communication

Forward thinking

Professional

Health-conscious

An authority

Compassionate

Dynamic

Warm

Educational

Modern

Engaged

Inclusive

Welcoming

Open-minded

Inspirational

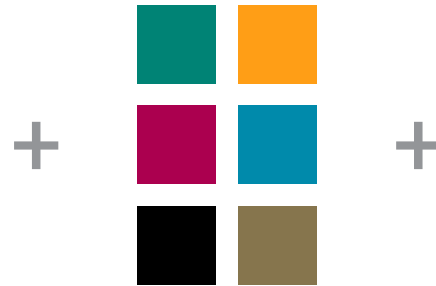
Core elements

These are the five main core elements that make up our new identity: logo, colour palette, typography, imagery and tone of voice. When used in combination they create an identity which is both distinctive and adaptable.

The following pages will give a more detailed explanation of correct and effective use.



Logo



Colour palette

ABC
ABC

Typography



Imagery

Positive
Inclusive
Inspiring

Tone of voice

Masterbrand logo





Masterbrand logo with strapline Exclusion zone

In order for the logo and strapline to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan. The dotted lines in the diagram to the right indicate the exclusion zone area.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.



Masterbrand logo with strapline Colour variations

The masterbrand logo with strapline can be reproduced in only three colourways:

Green and orange (two-colour logo)

(Please see page 59 for colour references to Pantone, four-colour process & RGB.)

The two-colour logo with strapline must always be on a white background.

Black

The logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

White

The logo in white can be used on photographs and on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

It must be produced at 100% white with no transparency.

Please note that the white version of the masterbrand logo with strapline has been optimised. Do not convert any colour logo file to white but use the [vegan_society_logo_strap_white2014.ai](#) file.



Masterbrand logo White logo on photography

The white logo with and without the strapline can be placed over photography. The elements of the photo must not be too light or complicated. A simple photographic background or a background that creates sufficient contrast is required to ensure legibility and maximum standout.





Masterbrand logo Exclusion zone

In order for the logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan. The dotted lines in the diagram to the right indicate the exclusion zone area.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.



Masterbrand logo Colour variations

The masterbrand logo can be reproduced in only three colourways:

Green and orange (two-colour logo)

(Please see page 59 for colour references to Pantone, four-colour process & RGB.)

The two-colour logo must always be on a white background.

Black

The logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

White

The logo in white can be used on photographs and on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

It must be produced at 100% white with no transparency.

Please note that the white version of the masterbrand logo has been optimised. Do not convert any colour logo file to white but use the [vegan_society_logo_white.ai](#) file.



Masterbrand logo Minimum sizes

To maintain impact and legibility, a minimum size has been defined.

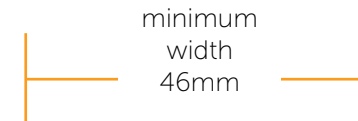
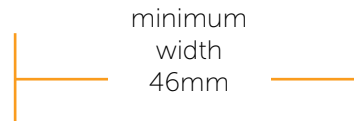
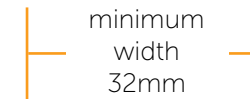
The recommended minimum size of the colour and black logo is a width of 29mm for print applications and 120 pixels for online applications.

The recommended minimum size of the white logo is a width of 32mm for print applications and 130 pixels for online applications.

The recommended minimum size of the logo with the strapline is a width of 46mm for print and 185 pixels for online use.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.



Masterbrand logo

Logo usage do nots

1 Do not rotate the logo.

2 Do not distort the logo.

3 Do not place the two-colour logo on a coloured background. It is only to be viewed on a white background.

4 Do not put the colour logo on a photograph.

5 Do not add effects to the logo (e.g. drop shadows).

6 Do not reproduce the logo in any other colour combination.

7 Do not change the typeface.

8 Do not delete elements of the logo. The words 'Vegan' and 'Society' must always be together.

Always use the provided logo files to maintain the correct usage and dimensions.

These guides apply to the logo with and without the strapline.

The same principles apply to all The Vegan Society colour logos.

1 X



5 X



2 X



6 X



3 X



7 X



4 X



8 X



Masterbrand logo with strapline

Strapline usage do nots

When the logo and the strapline are used together the strapline must always be in the same position under the logo.

- 1 Do not move the strapline or alter the relationship between the logo and the strapline
- 2 Do not break up the strapline
- 3 Do not change the colour of the strapline
- 4 Do not change the font of the strapline

Always use the provided logo files to maintain the correct usage and dimensions.

There is a minimum size with the strapline under the logo (see p16). When the strapline is too small to be read next to the logo, it must be placed apart from the logo.



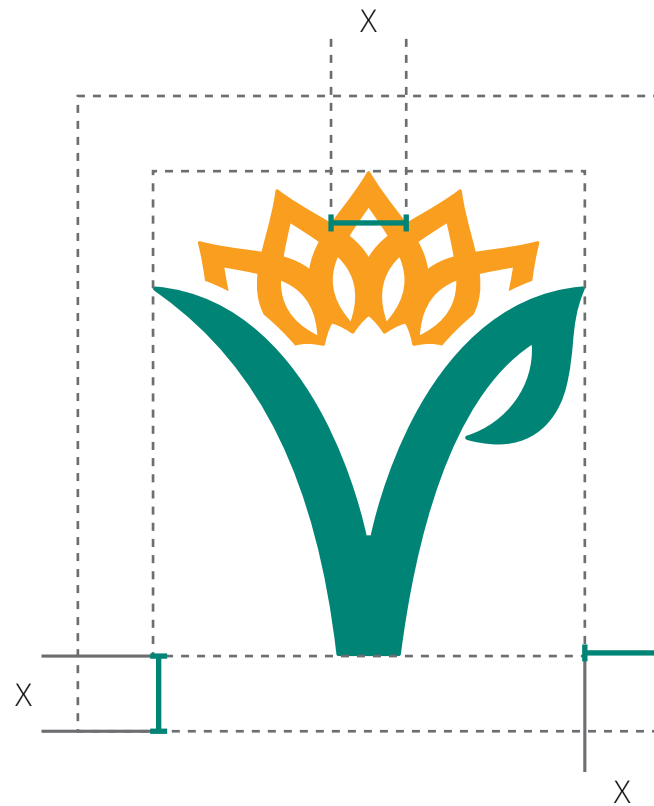
V mark

The V with the sunflower can be reproduced as a standalone mark.



V mark Exclusion zone

When the V mark is not placed in a circle the exclusion zone is the width between the petal as shown. No typographic or graphic elements can encroach on this space. This is the minimum amount of space but more is advisable.



V mark Circle

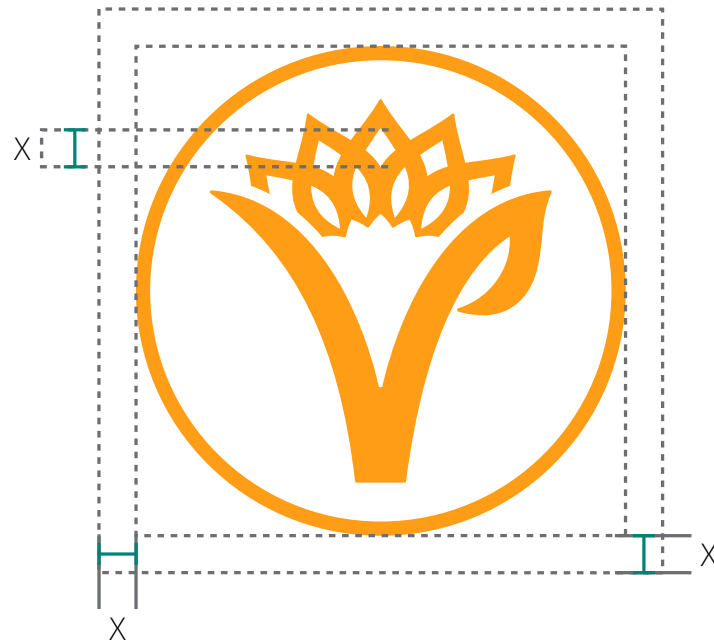
The V mark can also be placed in a circle.



V mark Circle. Exclusion zone

When the V mark is placed in a circle the exclusion zone is approximately the height between the petal as shown. No typographic or graphic elements should encroach on this space.

The V mark must never touch the edges of the circle. There must always be breathing space around the mark.



V mark Colour variations

It is suggested that the V mark is reproduced primarily in these colours:

Green and orange

Orange

Green

Black

White

(Please see page 59 for colour references to Pantone, four-colour process & RGB.)

The white version of the mark can be placed over photography. The elements of the photo must not be too light or complicated. A simple photographic background or a background that creates sufficient contrast is required to ensure legibility and maximum standout.

The white version of the mark must be produced at 100% white with no transparency.

When resizing the mark always keep the same proportions and do not distort it in any way.

Please note that the white version of the logo mark has been optimised. Please do not convert any colour logo mark file to white but use the [vegan_society_V_mark_white.ai](#) file.



V mark Mark usage do nots

1 Do not rotate the mark.

2 Do not place any colour mark on a coloured background. Marks in colour are only to be viewed on a white background.

3 Do not put any colour mark on a photograph.

4 Do not distort the mark.

5 Do not add effects to the mark (e.g. drop shadows).

6 Do not flip the mark.

Always use the provided files to maintain the correct usage and dimensions.

The same principles apply to all the colour marks that the Society uses.

1 X



4 X



2 X



5 X



3 X



6 X





Additional logos



Volunteer logo Exclusion zone & minimum size

Exclusion Zone

In order for the Volunteer logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.

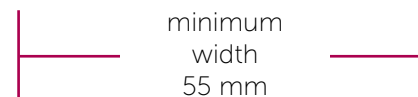
Minimum size

The recommended minimum size of the logo is a width of 55mm for print applications and 220 pixels for online applications.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.

Please see p17 logo usage do not's. This will demonstrate how not to use the logo as the same principles apply for all The Vegan Society logos.



Volunteer logo Colour variations

The Volunteer logo can be reproduced in only three colourways:

Pink

(Please see page 60 for colour references to Pantone, four-colour process & RGB.)

The pink logo must always be on a white background.

Black

The logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

White

The logo in white can be used on photographs and on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

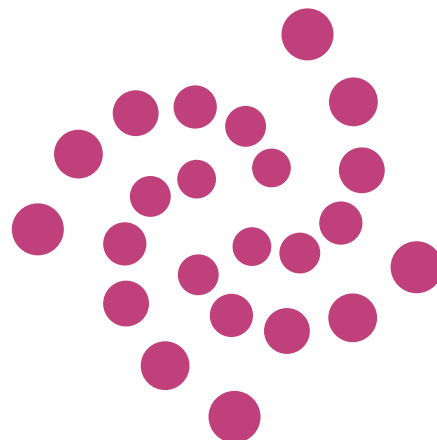
It must be produced at 100% white with no transparency.

Please note that the white version of the Volunteer logo has been optimised. Do not convert any colour logo file to white but use the [vegan_society_volunteer_logo_white2014.ai](#) file.



Volunteer mark

The volunteer mark can be reproduced as a standalone mark.



Volunteer mark Colour variations

It is recommended that the mark is reproduced in these colours:

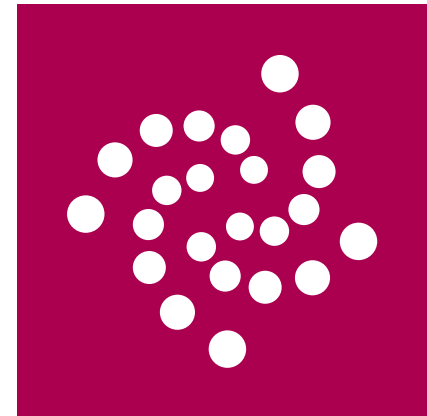
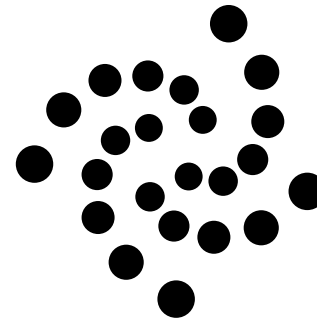
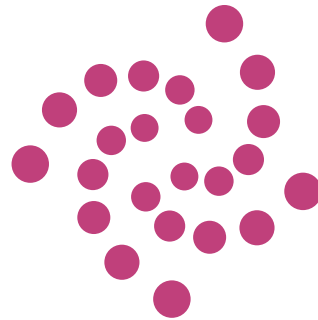
Pink
Black
White

(Please see page 60 for colour references to Pantone, four-colour process & RGB.)

The white version of the mark can be placed over photography. The elements of the photo must not be too light or complicated. A simple photographic background or a background that creates sufficient contrast is required to ensure legibility and maximum stand out.

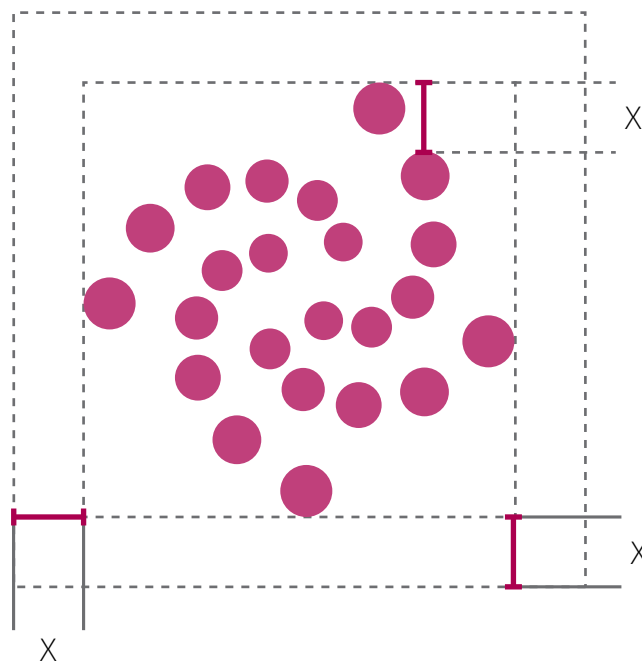
The white version of the mark must be produced at 100% white with no transparency.

When resizing the mark always keep the same proportions and do not distort it in any way.



Volunteer mark Exclusion zone

The exclusion zone is the width between the circles as shown. No typographic or graphic elements can encroach on this space. This is the minimum amount of space but more is advisable.





Learning logo Exclusion zone & minimum size

Exclusion Zone

In order for the Learning logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.

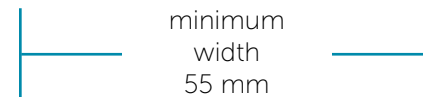
Minimum size

The recommended minimum size of the logo is a width of 55mm for print applications and 220 pixels for online applications.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.

Please see p17 logo usage do nots. This will demonstrate how not to use the logo as the same principles apply for all The Vegan Society logos.



Learning logo Colour variations

The Learning logo can be reproduced in only three colourways:

Blue

(Please see page 60 for colour references to Pantone, four-colour process & RGB.)

The blue logo must always be on a white background.

Black

The logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

White

The logo in white can be used on photographs and on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

It must be produced at 100% white with no transparency.

Please note that the white version of the Volunteer logo has been optimised. Do not convert any colour logo file to white but use the [vegan_society_learning_logo_white2014.ai](#) file.



Learning mark

The learning mark can be reproduced as a standalone mark.



Learning mark Colour variations

It is recommended that the mark is reproduced in these colours:

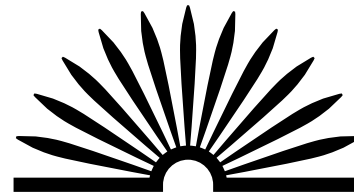
Blue
Black
White

(Please see page 60 for colour references to Pantone, four-colour process & RGB.)

The white version of the mark can be placed over photography. The elements of the photo must not be too light or complicated. A simple photographic background or a background that creates sufficient contrast is required to ensure legibility and maximum standout.

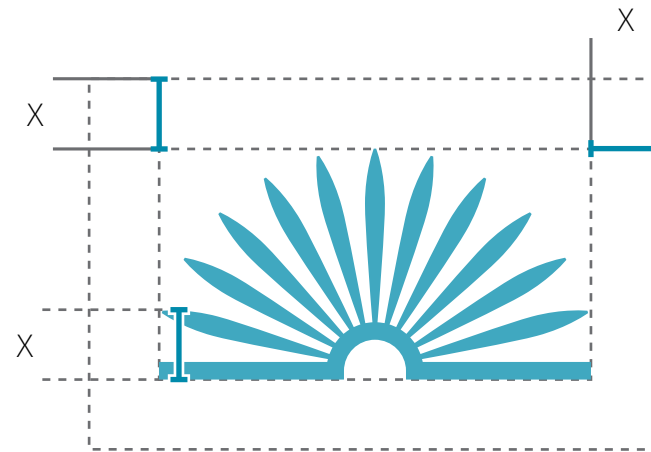
The white version of the mark must be produced at 100% white with no transparency.

When resizing the mark always keep the same proportions and do not distort it in any way.



Learning mark Exclusion zone

The exclusion zone is the width between the lines as shown. No typographic or graphic elements can encroach on this space. This is the minimum amount of space but more is advisable.





Supporter logo Exclusion zone & minimum size

Exclusion Zone

In order for the Supporter logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan.

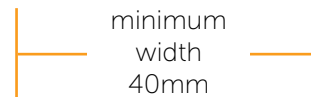
No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.

Minimum size

The recommended minimum size of the logo is a width of 40mm for print applications and 130 pixels for online applications.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.



Supporter logo Colour variations

The Supporter logo can be reproduced in two colourways:

Green and orange (two-colour logo)

(Please see page 59 for colour references to Pantone, four-colour process & RGB.)

The two-colour logo must always be on a white background.

The two-colour logo is preferred and is to be used whenever possible.

Black

The Supporter logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.



Supporter logo

Logo usage do nots

- 1 Do not rotate the logo.
- 2 Do not distort the logo.
- 3 Do not place the two-colour logo on a coloured background. It is only to be viewed on a white background.
- 4 Do not put the two-colour logo on a photograph.
- 5 Do not add effects to the logo (e.g. drop shadows).
- 6 Do not reproduce the logo in any other colour combination.
- 7 Do not change the typeface.
- 8 Do not rearrange elements of the logo.

Always use the provided logo files to maintain the correct usage and dimensions.





Partner logo Exclusion zone & minimum size

Exclusion Zone

In order for the Partner logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.

Minimum size

The recommended minimum size of the logo is a width of 40mm for print applications and 130 pixels for online applications.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.



Partner logo Colour variations

The Partner logo can be reproduced in two colourways:

Green and orange (two-colour logo)

(Please see page 59 for colour references to Pantone, four-colour process & RGB.)

The two-colour logo must always be on a white background.

The two-colour logo is preferred and is to be used whenever possible.

Black

The Partner logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.



Partner logo Logo usage do nots

1 Do not rotate the logo.

2 Do not distort the logo .

3 Do not place the two-colour logo on a coloured background. It is only to be viewed on a white background.

4 Do not put the two-colour logo on a photograph.

5 Do not add effects to the logo (e.g. drop shadows).

6 Do not reproduce the logo in any other colour combination.

7 Do not change the typeface.

8 Do not rearrange elements of the logo.

Always use the provided logo files to maintain the correct usage and dimensions.



A close-up photograph of a sunflower head. The left side shows the dark brown, textured seed head with individual seeds visible. The right side shows several bright yellow, elongated petals with prominent veins, radiating from the center. The background is a soft, out-of-focus field of more sunflowers under a bright sky.

Trademark

Trademark

Vegan trademark

The Vegan trademark, introduced in 1990 is the leading symbol of vegan-friendly products and services worldwide. With over 14,000 products currently registered with us, our trademark team have worked with more businesses than any other vegan registration body.

The charity brand and the trademark work together

The trademark represents the international standard for authentic vegan products and services which are free from animal testing and animal ingredients. The new charity logo and branding will reach out to new audiences and help them to consider veganism from a fresh perspective and as a desirable lifestyle that is easy to maintain. They will complement each other, supporting each other in their areas of expertise.

Placement of the masterbrand logo and the trademark together

It is essential that the charity and business brands work in harmony. Any communications from the charity to trademark clients must have the masterbrand logo placed top left. At events where the trademark is being promoted, the trademark must be more prominent but the two elements must always be together.

Wording

It is important that we refer to our registered trademark as the Trademark and The Vegan Society logo as the logo to avoid unnecessary confusion. The Trademark can also be referred to as 'the international Vegan Trademark', 'Vegan Trademark', or 'Trademark'. When the words, 'logo', 'the logo', or 'our logo' are used, they refer to the new charity logo.

Trademark Colour. Minimum size. Exclusion zone.

Colour

It is recommended that the trademark is produced in three colours for publications created by The Vegan Society:

- Green
- Black
- White

(Please see page 59 for colour references to Pantone, four-colour process & RGB.)

The preferred colour is green. When the trademark is in green it should be placed on a white background.

Trademark holders may change the colour to fit the design of their packaging. It should always be one solid colour and adhere to the minimum size and exclusion zones shown in these guidelines.

The Vegan Society trademark should include the registered trademark sign.

Minimum size

The recommended minimum size of the trademark is a width of 12mm for print applications and 70 pixels for online applications.

Exclusion zone

The exclusion zone is the width between the top of the trademark ® and the baseline of the letter 'n'. No typographic or graphic elements can encroach on this space. This is the minimum amount of space but more is advisable.



Principal colours

These are the principal colours to use:

The Vegan Society green

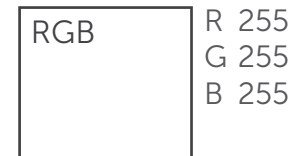
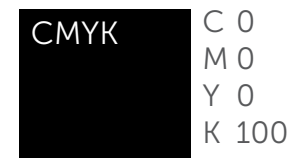
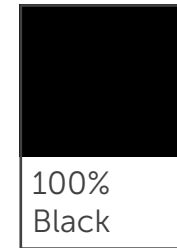
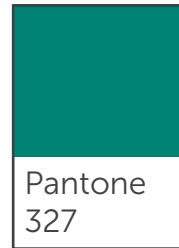
The Vegan Society orange

Black

White

Please note that the CMYK values have been optimised. Please do not convert the Pantone colours directly to CMYK.

Whenever possible the Pantone colours should be used for print.



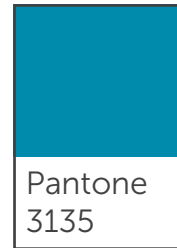
Additional logo colours

These are the additional colours to use for the logos stated below:

Volunteer logo pink

Learning logo blue

Whenever possible the Pantone colours should be used for print.



Typography Primary typeface

The primary typeface is Museo Sans.

It comes in five weights and all italicised versions of these weights can be used.

Museo Sans can be used for body copy, sub headings and if desired, titles. It is recommended to use Museo Sans 300 for body copy and for longer passages of text. Museo Sans 500 can be used for shorter passages of text in standard sized publications (for example A4 and A5).

It is preferable that body text is left aligned.

Primary typeface Museo Sans

AaBbCc**0123**

100 300 500 **700 900**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890!**@£\$%^&*()**

Museo Sans

Ebis ipidebitate quate volectotatus ut assuntium quam ra dolore, tet venimin cipsameniat lab ipictiumquid et harum reptaec aborenis am de serore non pliqui id et enet laut pero quasperro mint porenim fugitat urerempos esci verspit dios sed modi rehene nonsequi doluptius renditi osapicient earum sita comni ommod eum volum ea nime sequam is velibus simporepudi dolore solupta dignam quia am raerro illorer spelici liquis doluptam, ut andam amus, oditiosam dolorit fugia nobit alia dolorerum num velicaeped quatum unt vent parum experi cuptatus volenet autatus.

Typography Secondary typeface

The secondary typeface is Museo Slab.

Five weights including all italicised versions of these weights can be used.

Museo Slab is mainly to be used for headlines and titles. It can be applied to shorter passages of text with discretion.

For most titles a weight of 300 or 500 is recommended for standard sized publications (A4 and A5).

Secondary typeface Museo Slab

AaBbCc0123

100 300 500 700 900

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@£\$%^&*()

Museo Slab

Ebis ipidebitate quate volectotatus ut assuntium quam ra dolore, tet venimin cipsameniat lab ipictiumquid et harum reptaec aborenis am de serore non pliqui id et enet laut pero quasperro mint porenim fugitat urerempos esci verspit dios sed modi rehene nonsequi doluptius renditi osapicient earum sita comni ommod eum volum ea nime sequam is velibus simporepudi dolore solupta dignam quia am raerro illorer spelici liquis doluptam, ut andam amus, oditiosam dolorit fugia nobit alia dolorerum num velicaeped quatum unt vent parum experi cuptatus volenet autatus.

Image styles photography



Image styles People

The wide demographic that is targeted needs to be shown. Modern, lively images should be used, when possible with different age ranges and cultural backgrounds represented, showing that the vegan diet is accessible to all.

Favoured styles

- Lifestyle photography
- Approachable
- Relaxed
- Healthy
- Natural situations
- Active
- Positive



Image styles Prepared food

Focus should be on food in a real home environment. Both natural lighting and flash can be used but the emphasis is on natural, healthy, wholesome food.

Favoured styles

- Lifestyle setting
- Appetising
- Healthy
- Inviting
- Natural or home setting



Image styles Growing food

Food and plants that are growing or recently harvested show the connection to the earth.

Favoured styles

- Connection to nature
- Ripe
- Fresh



Image styles Close-up food photography

Close-up and macro photography can be used to highlight the colour and form of the food. These images can also be used as a background with logos reversed in white over them.

Favoured styles

- Modern
- Abstract
- Colourful
- Appetising



Image styles Natural world

Images should highlight veganism's connection to nature. Photographs show a celebration of the continuation of life and a respect for the environment. A range of imagery can be used varying from macro to wide-angle photography.

Favoured styles

- Natural
- Fresh
- Beautiful
- Inspiring



Image styles Animal life

The images used should enable the viewer to connect with the animal and highlight the value of all life. Images that can be used include wildlife photographs of animals taken in their natural habitat, animals with people in approved situations and close-up images. No images of animals in distress are to be used in publications. Photographs of animals in farms should be avoided. However, farm animals in animal sanctuaries can be shown.

Favoured styles

- Connectivity
- Empathy
- Images with eye contact
- Respectful
- Warm tone
- Highlighting one world, many lives



Tone of voice



The brand in words

Our tone of voice is:

Positive Inclusive Inspiring

These are human characteristics and should be expressed in all communications. If the Vegan Society was a person, what would they be like? What would their voice be? In order for our brand to have depth, we need to ensure that our communications are authentic and interesting, and also reflects and inspires our target audiences.

Our tone of voice communicates the personality of our brand in written form and is developed to create consistency throughout all written communications both internally and externally. Our writing focuses on making veganism more accessible and mainstream, emphasising that veganism is a positive, inclusive and inspiring lifestyle choice.

A clear, consistent writing style reflects a unified body and shows our organisation to be both recognisable and trustworthy.

How we talk about what we do and who we are

We are positive

Our language is never predictable or standardised, rather it is smart, savvy and clear, so we can promote a fresher, understanding of veganism and the work that we do. Sugarcoating everything and over claiming how brilliant we are quickly becomes tiring so focus on making the actual message unique and special.

We are inclusive

We use language to open up possibilities, not close boundaries. We help people understand veganism a little better than they did before. While our messages can be serious we should convey them in a way that demonstrates our good nature. Nobody wants to be talked at – they want to join in the conversation. We do have a sense of humour and it's OK to use it where appropriate. Imagine you are having a conversation with a good friend and relax a little and be enthusiastic about what you are writing about.

We are inspiring

We believe our knowledge and experience is most valuable when it is shared. Say something new, avoid clichés and overused messages. If you've written something that sounds familiar, try rewriting it from a different angle, as it could make long established messages sound more compelling.

How to write

Living vegan is kinder to animals. You can enjoy a variety of delicious and nutritious vegan food with a clear conscience, avoiding the cruelty of animal farming industries.

How not to write

Living vegan means that animals won't experience a terrifying death in the slaughterhouse, calves won't be separated from their mothers to bring you your daily pint and male chicks won't be gassed as by-products of the egg industry.

Reason

We don't use negative, angry and shaming judgemental language. Instead, we are positive and inclusive offering a joyful and accessible alternative.

How to write

With so many varieties of delicious plant milks available it is easier than ever to become and remain vegan.

How not to write

A "dairy-free" lifestyle can seem tricky to maintain.

Reason

It is negative, uninspiring and undermining to say that veganism is difficult to maintain. We are solution-focused and inclusive.

How to write

Vegan-friendly food is a great opportunity for hospitals. Delicious plant-based meals appeal to just about everyone, helping your hospital meet duties of care, equality and sustainability.

How not to write

We are disgusted at this hospital catering - the patient was offered fish, cheese or endless jacket potatoes as the so-called 'vegan option'. The NHS should be ashamed of themselves.

Reason

We wish to collaborate with service providers and being judgemental will impair this. Acknowledging differences but working towards similar goals is essential.

In application



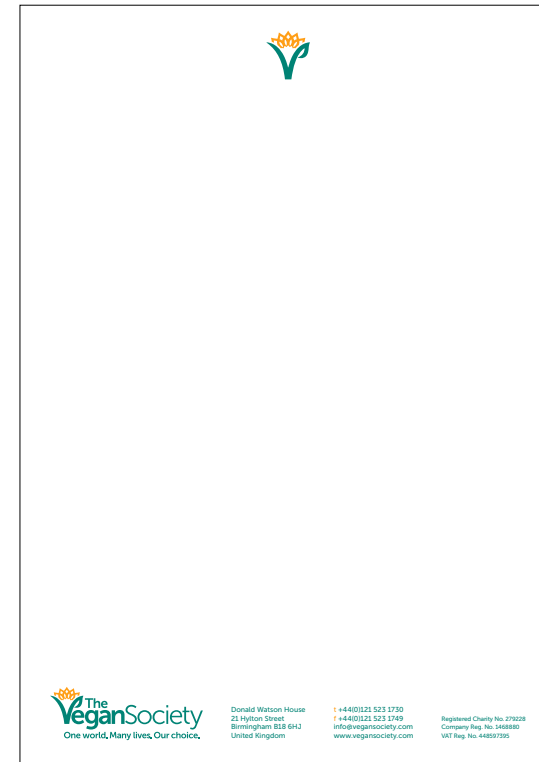
Application Placement of logo

For covers of publications and general internal use it is recommended that the logo is aligned top left.

When contact information is displayed with the full logo, the logo can be aligned bottom left as in the examples shown right.

Text should also be left aligned.

The logo can be centrally aligned on different smaller formats: for example on one side of the business cards when the logo fills most of the designed area.



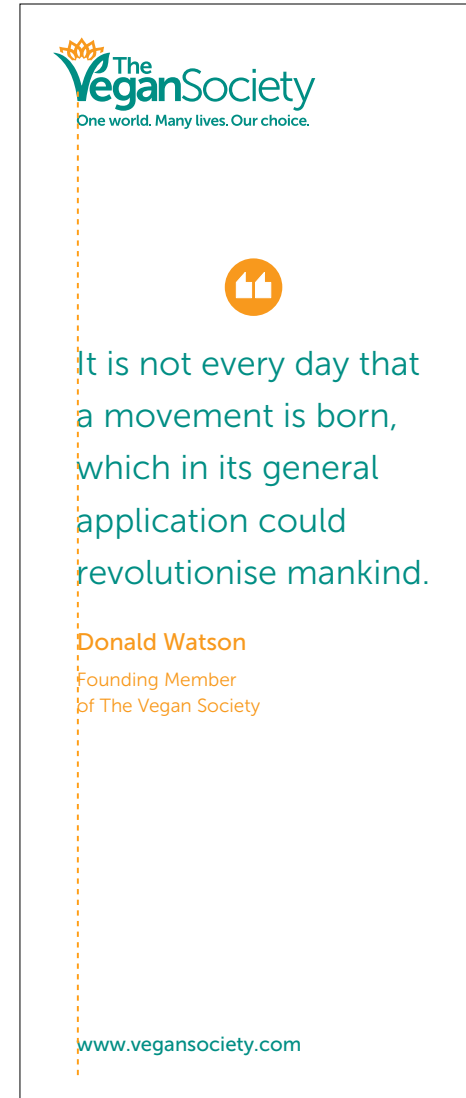
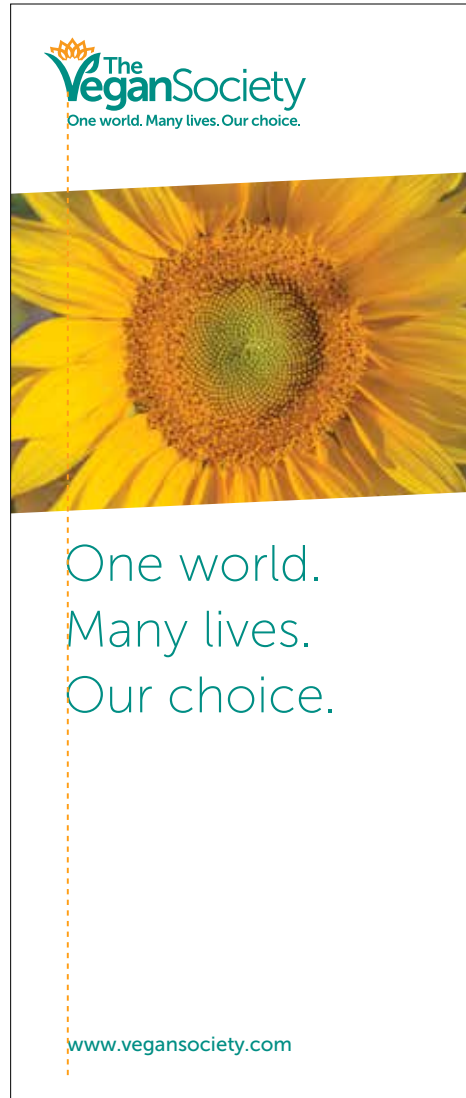
Left aligned logo:
Cover of Annual Review,
letterhead, reverse side of
compliment slip.
Centrally aligned logo:
Business card.
Not actual size



Application Alignment of text under the logo

When text sits below the logo it should be aligned under the strapline or taken from the bottom left hand corner of the letter V in Vegan.

Text should not be aligned to the top left of the V shape in the logo.

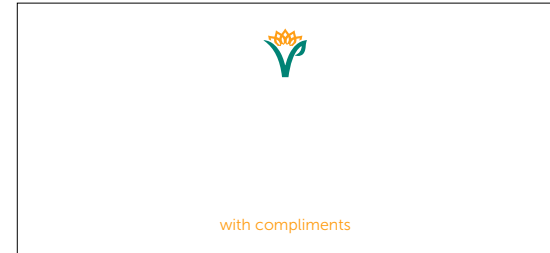
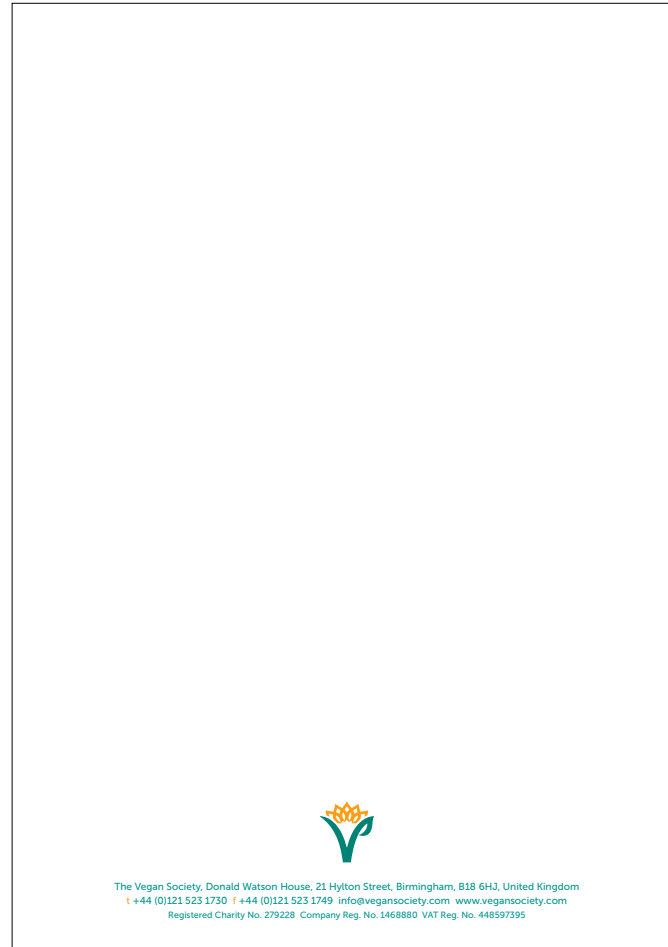


Aligning text with the logo:
Banner stands
Not actual size

Application Placement of V mark

The preferred placement of the V mark is centrally aligned.

The mark can be placed at the top of a page with no other elements around it as in the examples shown right. It can also be placed at the bottom of a page with centred contact details.



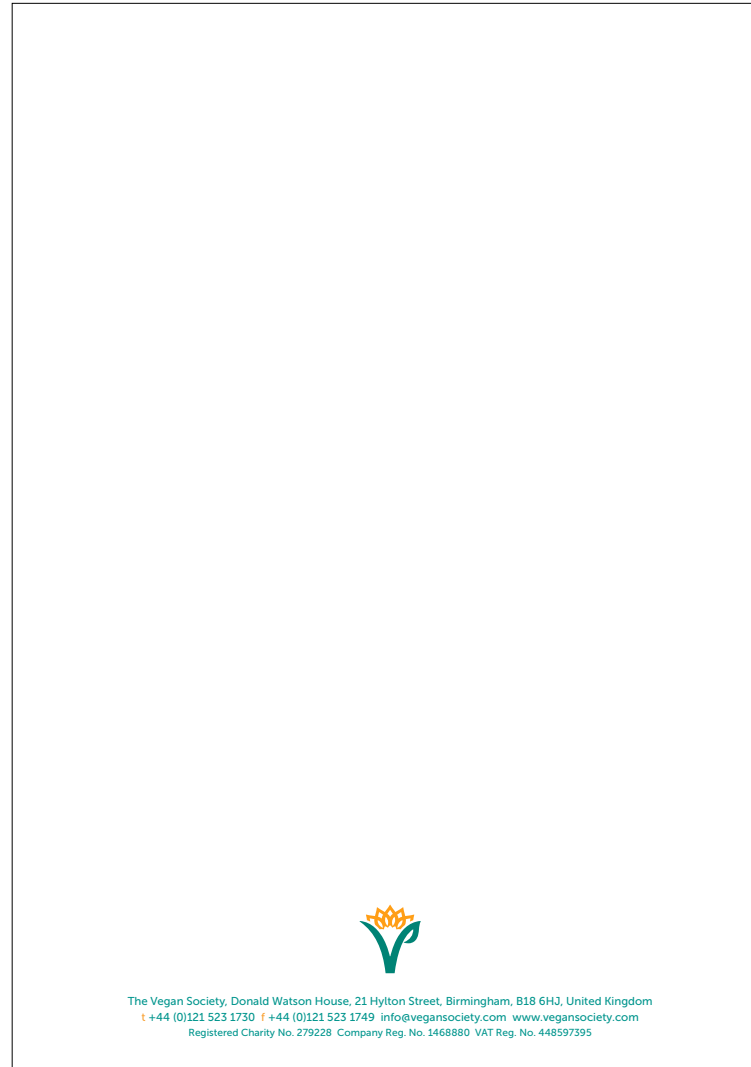
Centrally aligned mark:
With contact details, front
side of compliments slip,
reverse side of business card.
Not actual size

Application V mark with contact details

When the contact details are together with the V mark in a publication they can be centrally aligned with the V mark placed above as shown.

When the contact details are not alongside the full logo the words 'The Vegan Society' precede the contact information.

The charity information on the last line is one point smaller than the contact information. On an A4 document it is set to 9 points for the contact information and 8 points for the charity information. The width of the V mark is approximately 17mm.




Font: Museo Sans 500
Leading: 12.5pts
Not actual size

Application Business letter

When writing a business letter the margins should be set to:

Top 43mm
Bottom 45mm
Left 25mm
Right 25mm

43mm



Bertie Love
7 Wood Horse Lane
Birmingham
B1 2JP

9 April 2014

Dear Bertie

25mm

Omniet dipis dellore saesequ idenecusdam nonsequaeped qui to eturectur? Eserumet officias quia sa pa iuri cum esciendis veria doluptionum quam ipsam commimus, occupta porecte quunditi rectem aborrum is andi dent quatem re volupta temperibus, que as quaepep laniet audis dent asitiur?

25mm

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Kind regards

Spencer Harris
Sales & Membership Coordinator
spencerh@vegansociety.com

45mm



The Vegan Society
One world. Many lives. Our choice.

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21 Hylton Street
Birmingham B18 6HJ
United Kingdom

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+44(0)121 523 1749
info@vegansociety.com
www.vegansociety.com

Registered Charity No. 279228
Company Reg. No. 1468880
VAT Reg. No. 448597395

Font: Museo Sans 300
Size: 10 pts
Not actual size

Contact



Contact

If you have any questions or require further assistance please contact:

Samantha Calvert
0121 523 1736
sam.calvert@vegansociety.com

Elena Orde
0121 523 1749
elena.orde@vegansociety.com

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