



# Mountain Training

## Brand Guidelines

2024  
Version 1.0

# Welcome to the Mountain Training brand guidelines

These guidelines have been provided to give you confidence when working with the Mountain Training brand.

Their purpose is to help ensure you express the Mountain Training brand in a meaningful and consistent way.

By using the tools and information within here, Mountain Training and our partners can effectively communicate our mission.

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# The brand



# Our vision

A diverse and active outdoor society, supported by inspirational leaders, instructors and coaches.

# Our mission

To inspire, enable and develop people in walking, climbing and mountaineering through the provision of nationally and internationally recognised skills training and leadership qualifications.

# We believe in

The safe enjoyment of walking, climbing and mountaineering. We disseminate guidance on good practice and provide training and qualifications for participants, instructors, leaders and coaches.

High quality training and assessment delivered by experienced and supportive practitioners.

Developing independent walkers, climbers and mountaineers who practice and encourage, sustainable and sympathetic use of the outdoors by all users.

Supporting equal access to our sport for people from all backgrounds. We also believe that all people have the potential to develop leadership and coaching skills if trained appropriately.

Good leadership is about more than decision making and technical skill; it is about supporting and developing individuals.

Inspiring people to enjoy walking, climbing and mountaineering with confidence and skill-specific audience.



## The shield

Representing an active outdoor society, supported by regulation and trust. This mark brings together the three main purposes of Mountain Training, creating a single cause. The mark is verification to it's industry and a promise to inspire, enable and develop.



# The logo





## The logo



### Full logo

The brand mark consists of the shield and word mark, positioned together.

Wherever possible, the brand mark should be positioned to the left. The relationship between the shield and the word mark is fixed.



# Mountain Training



## Dos and don'ts

Misuse of the brand mark weakens its impact. You should not alter the brand mark in any way.

The brand mark must always be reproduced from the artwork provided.

Some examples of how not to change the brand mark are shown here.



✗ Don't distort the brand mark



✗ Don't rotate the brand mark



✗ Don't reposition the elements



✗ Don't flip the shield



✗ Don't alter the typeface



✗ Don't change the colour

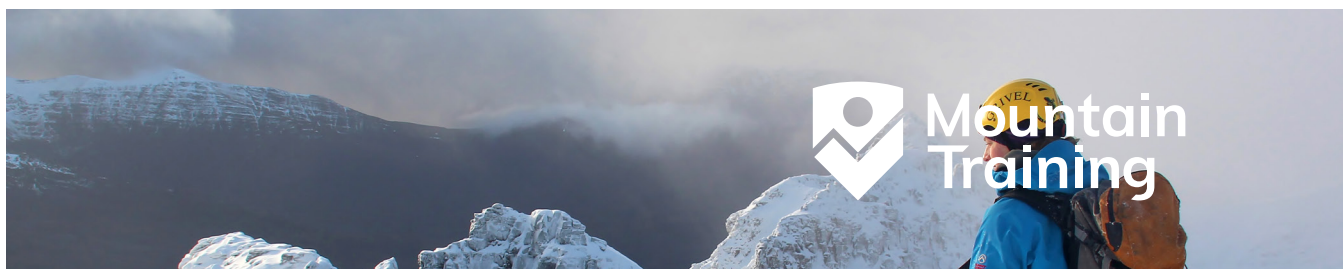
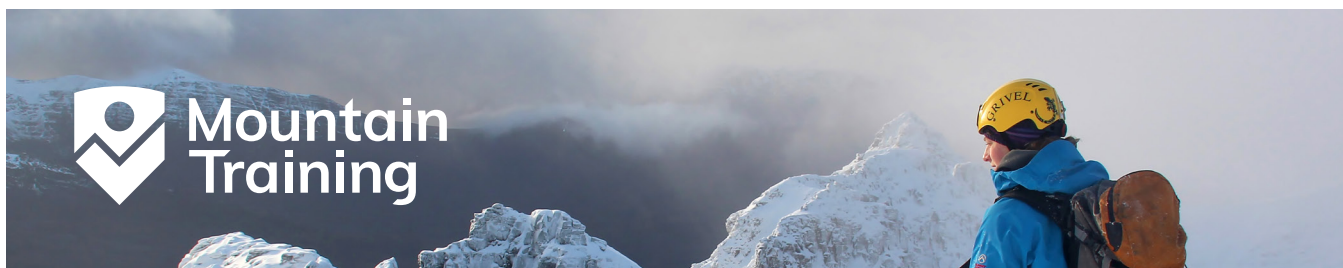
# Logo usage



## Logo on imagery

The brand mark can be used on top of imagery but only when the entire mark remains clear, strong and legible.

Below are a few example of how it should and shouldn't be applied.





## Exclusion zone

The exclusion zone is an area of clear space that surrounds the brand mark.

No other text or graphics can appear in the exclusion zone. This is to make sure that other elements do not affect the visual impact of the brand mark.

The same exclusion zone rules apply to ALL versions of the brand mark.





### Minimum & maximum sizing

To produce coherent communications, the sizing of the brand mark is important. The brand mark should appear at the sizes specified. There are minimum size restrictions to ensure that the brand mark is always legible and an appropriate size.

#### Size for A4 usage

When using the brand mark on material that is A4 the size of the mark is 85 mm in width.



#### Size for A5 usage

When using the brand mark on material that is A5 the size of the mark is 60 mm in width.



#### Minimum size

The minimum size is 30 mm in width. For small promotional items the brand mark should appear as large as possible within the given print area.



#### Maximum size

There is no maximum size, but make sure the brand mark reproduces to a satisfactory quality when enlarged.

Thank  
you

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