

Logo usage guidelines

Design

Logo & Brand Identity Guidelines

Company

"Hope for Children" CRC Policy Center

Date

22/2/2023

Designer

Marina Pavlova

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.

Always keep the “Hope For Children” CRC Policy Center logo clear of any graphics, imagery or text. This protects the integrity of the logo and ensures that it is never visually dominated by other elements. This clear space is the minimum, so whenever possible, increase the space. It is very important to ensure that the “Hope For Children” CRC Policy Center logo is separate and distinct from any other corporate name or logo. The “Hope For Children” CRC Policy Center logo should be clearly visible in an area that does not compete with specific marketing or promotional message.



Logo variation

Hope For Children logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version.



Full color



One color



Full color with background



One color : Reverse

Primary colors



CMYK 79 38 2 0

HEX #2787C4

PMS PROCESS BLUE C



CMYK 62 24 3 0

HEX #5DA2D3

PMS 284 C



CMYK 4 29 100 0

HEX #F3B71B

PMS 1235 C



CMYK 51 2 98 0

HEX #8BC242

PMS 368 C

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa



Do Not: Slizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

