

“Hope For Children” CRC POLICY CENTER



Guidelines for the correct logo usage



HFC
“Hope
For
Children”



Dear supporters & collaborators,

Thank you very much for supporting “Hope For Children” CRC Policy Center, and helping us promote our vision. In order to avoid improper usage of our logos we created this document which provides guidelines on appropriate use of the “Hope For Children” CRC Policy Center logo when associated with the purchase of reprint distribution rights.

Please follow the detailed instructions that you will find in those guidelines. Logo files are available in several formats, and can be provided upon request.

The final version of the material containing our logo should be sent to the competent officer of the Organization for approval. Remember, we are always available to help you or answer your questions.

For more information on these guidelines, approvals, permissions or any other concerns, contact info@uncrcpc.org



Joseph Varughese
Director General



COLOR

The official logo of “Hope For Children” CRC Policy Center is this one and should be used as such.

(Official logo with 3 colors)

In case of only one color should be used for printing, this should be either white or black according to the background of each page or poster, the logo can be modified as below:

- When the background is white the logo of the Organization should be black.
- When the background has any other color than white, then the logo of the Organization should be white.

No other colors are permitted.

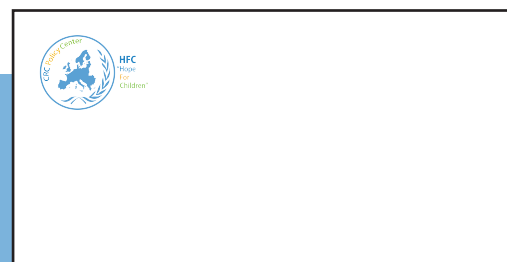
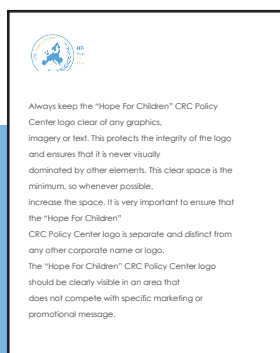


■ ■ ■ SPACE

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.

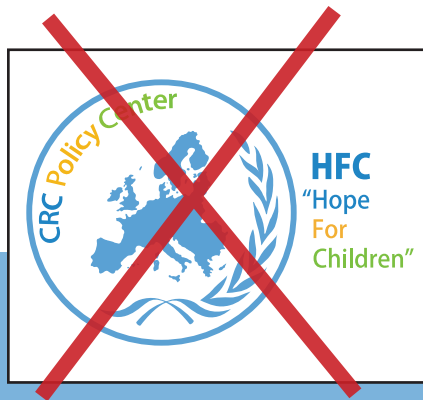
STANDARD LOGO SIZES

Preferred and minimum print size. The minimum print-reproduction size, and preferred size, is the 1.0”-wide preferred logo. Use it whenever possible. On larger pieces, such as banners and large signage, a proportional increase of up to 6” is acceptable depending on the layout and other design elements. Preferred and minimum on-screen size. The minimum on-screen size, and preferred size, is the 90-pixel-wide logo. Please keep to this size wherever possible.



■ ■ ■ UNACCEPTABLE LOGO USE

To preserve “Hope For Children” CRC Policy Center identity, the logo artwork and positioning must not be altered in any way. Do not put “Hope For Children” CRC Policy Center logo in a box. Do not lock up “Hope for Children” CRC Policy Center logo with any other logo or name. Do not remove the HFC “Hope For Children” letters, next to the circle. The logo is not to be re-drawn or re-typeset in any way, under any circumstance. The proportions must be retained and not modified, distorted, redrawn, respaced, or re-typeset.



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Do not lock up “Hope For Children” CRC Policy Center logo with any other logo or name.



Do not remove the HFC “Hope For Children” letters, next to the circle.



The logo is not to be re-drawn or re-typeset in any way, under any circumstance. The proportions must be retained and not modified, distorted, redrawn, respaced, or re-typeset.