



CHARITABLE IMPACT

Logo Usage Guidelines

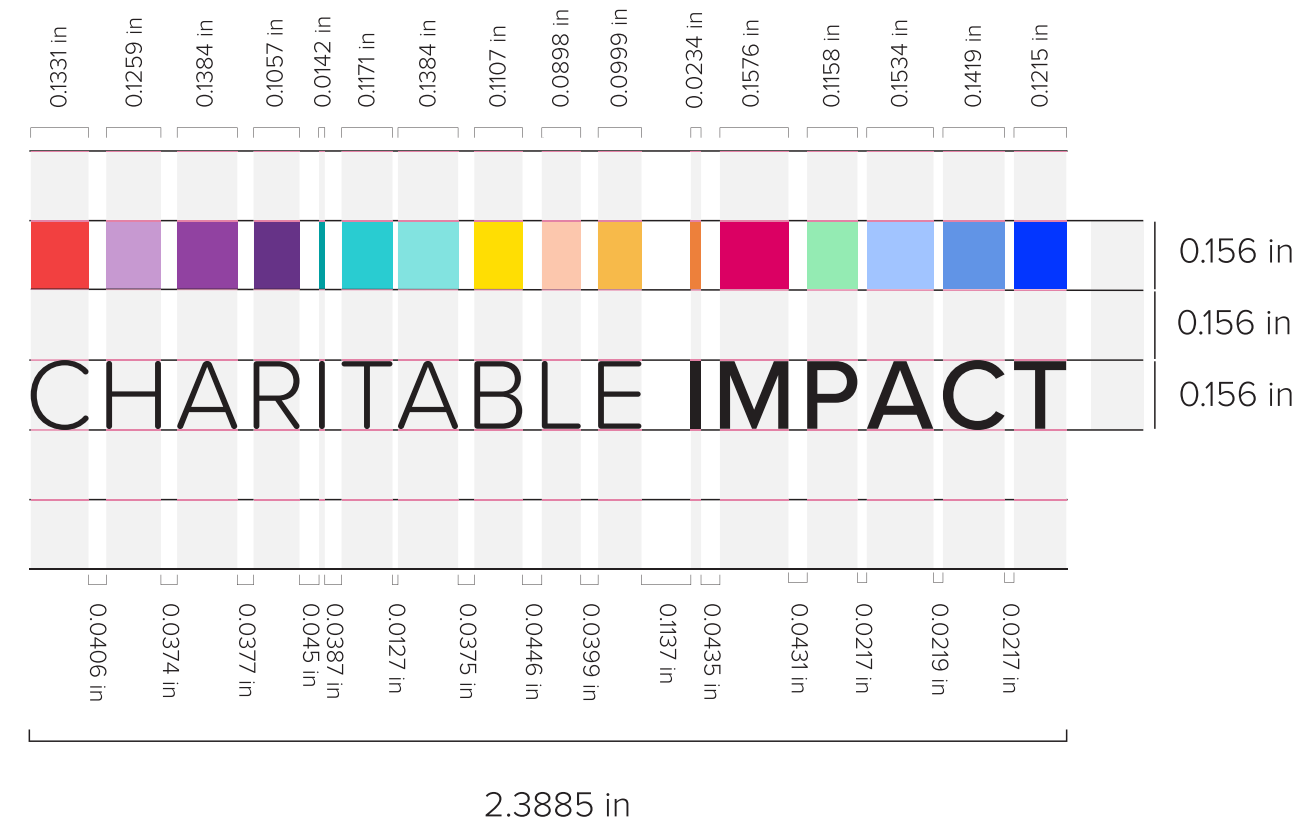
Version 1.0 - January 2023

The logo

Our logo is the combination of a wordmark with the bar of colours.

The bar of colours

The different colours act as an abstract anagram, each bar has the same width and height as the character that precedes it. Although its use responds to a series of standards, all of them represent the immense diversity of our target audience, which is why they give total brand flexibility.



CHARITABLE IMPACT

CHARITABLE IMPACT

Exclusion Zone

The exclusion zone for the logo and the wordmark is equal to the height of the letters CH in the Charitable Impact wordmark.

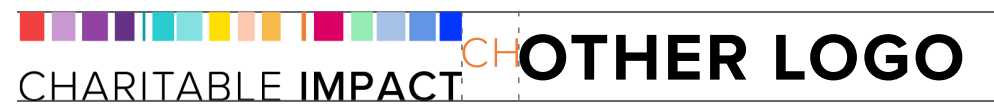
Full logo: Exclusion Zone



Wordmark: Exclusion Zone



Full logo: Horizontal spacing



Wordmark: Horizontal spacing



Full logo: Vertical spacing



Wordmark: Vertical spacing



Minimum Sizes

DIGITAL (72PPI)

To ensure readability, the width of the Charitable Impact logo should never be reproduced smaller than 80px in any digital communication.

PRINT (300DPI)

To ensure readability, the width of the Charitable Impact logo should never be reproduced smaller than 25mm in any print communication.

Print: 25mm



Digital: 80px



Logo Best Practices

YES



Only use the approved black version for light backgrounds



Only use the approved white version for dark backgrounds



Only use the wordmarks on brand coloured backgrounds



Do not place the logo in a white background box over a coloured background

NO



Do not separate the wordmark for any reason

NO



Do not change the typeface

NO



Do not change the logo colours

NO



Do not skew dimensions

NO



Do not place the full logo on any colour close to the Charitable Impact palette. Contrast must be retained.

NO



Do not rotate

NO



Do not rearrange or create a new version of the logo

NO



Do not add intense drop shadows