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.
Logo Usage Guidelines

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.

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.
Logo Usage Guidelines

Logo Best Practices

**YES**

- CHARITABLE IMPACT
- Only use the approved black version for light backgrounds

**YES**

- CHARITABLE IMPACT
- Only use the approved white version for dark backgrounds

**YES**

- CHARITABLE IMPACT
- Only use the wordmarks on brand coloured backgrounds

**NO**

- CHARITABLE IMPACT
- Do not rearrange or create a new version of the logo

**NO**

- CHARITABLE IMPACT
- Do not add intense drop shadows

**NO**

- Charitable Impact
- Do not change the typeface

**NO**

- CHARITABLE IMPACT
- Do not change the logo colours

**NO**

- CHARITABLE IMPACT
- Do not skew dimensions

**NO**

- CHARITABLE IMPACT
- Do not rotate

**NO**

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

**NO**

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