

Example identity style guide



NGO Identity use

The NGO logo and logotype are the key components of the visual identity. They are the primary expression that graphically represents the organisation across all visual materials. Correct use helps to create a consistent and unified visual image

Reproduction of the NGO visual identity should always be completed using the approved electronic artwork files. Never attempt to reproduce the logo from scanned copies.

Minimum clearspace requirements

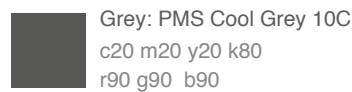
Always maintain a minimum amount of clearspace around the logo. This will ensure that the identity is always properly staged and visible.



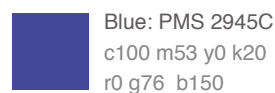
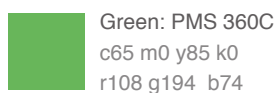
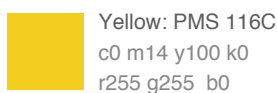
Colour palette

The proper use of color enhances the communication of the NGO identity. Always use the correct color specifications when using either four-color process reproduction, match color reproduction or RGB (web, electronic) reproduction.

Key colours



Support colours



Minimum reproduction size

The identity should not appear smaller than shown in the examples below. This minimum size will assure that the identity is clearly legible in all forms of reproduction.



Acceptable use of the identity

The examples below show correct application of the identity and background colors.



The full-colour identity may be used on a light-coloured background that does not interfere with visibility.



On a dark-coloured background the white identity may be used



On a multi-coloured background, such as an image, it is preferable to use a one-colour version of the identity, such as black or white.

Unacceptable use of the identity

The examples below show incorrect application of the identity and background colors.



Do not use the full-colour identity on a background that interferes with the logo visibility.



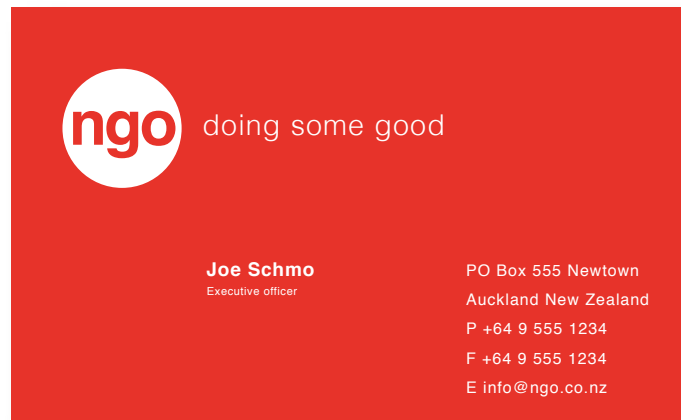
Do not change the colour of the logotype or use any other colour combination other than those of the supplied logo assets.



Do not modify the logo elements using outline or non-standard colours.

Example identity application

The examples below show ways in which the identity may be applied.



Stationery application



Promotional application