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Logo Versions

With Tagline:



Without Tagline:



Colors/Backgrounds

Always make sure logo colors contrast against backgrounds. Be extra careful about image or pattern backgrounds. Check legibility at some distance in different kinds of lighting to make sure.



Placement/Spacing

Adequate space needs to be left around any logo mark in any use. Maintain minimum breathing room around your logo by leaving at least a .25 inch space around it.



Logo Dos & Don'ts

Don't:

- Use any off brand colors
- Alter the text or the typeface
- Apply patterns, shadows, or effects
- Skew, stretch, warp, rotate or crop
- Rearrange or replace any elements
- Use a scanned or photocopied logo
- Put logo into any containing shapes

Do:

- Use logo files provided on all kinds of branded collateral



Don't use off brand colors



Don't use other typefaces



Don't rotate, skew, or stretch



Don't rearrange lockup

Headlines

Optical kerning on all type.
Subhead has tracking of 200.

FILL THE STADIUM

HEADLINE: KENYAN COFFEE REGULAR, ALL CAPS

JOIN MY TEAM

SUBHEAD: DIN BOLD, ALL CAPS, 200 TRACKING

KENYAN COFFEE REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DIN BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy

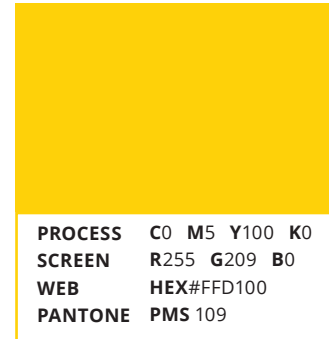
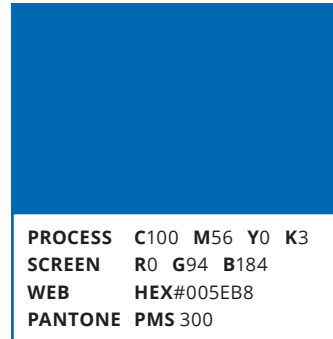
Optical kerning. Leading on body copy
must be at least 4pts higher than font size.

While we mourn the loss of filling the stadiums and celebrating alongside our favorite teams. Children around the world are facing dire circumstances exasperated by the effects of COVID-19. We are frustrated, disappointed and sad, but our loss pales in comparison to what

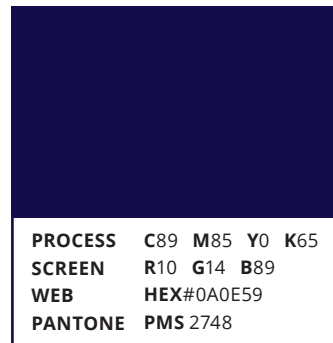
these children are experiencing around the world. With the dangers related to COVID-19, we have had to shift our operations. Instead of these children going to their church to get the necessary resources, we must deliver them to their door.

BODY/WEB COPY: GOTHAM BOOK, SENTENCE CASE

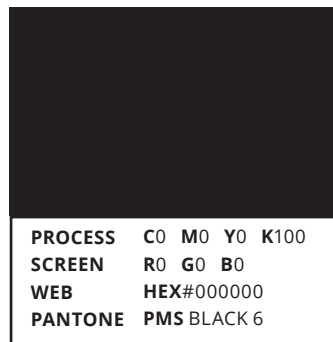
Primary



Secondary



Neutral



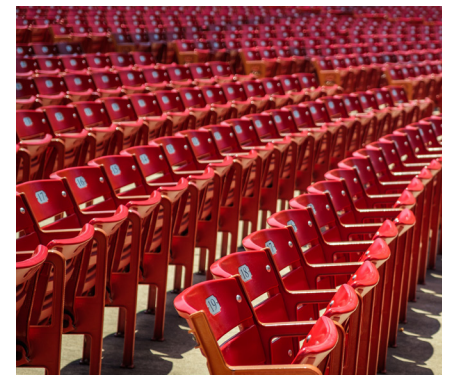
Families

- Full color or blue multiply treatment
- Images come from Compassion's brand imagery
- COVID-19 related
- Images showing the need and what children and families are going through during the pandemic.



Empty Stadiums

- Use blue multiply treatment
- Preferably used with the logo over top to reiterate "Fill the Stadium"



Location Based

- Full color or blue multiply treatment
- Use to highlight the location of a Lead Team member
- Get fans on board with representing their city / team

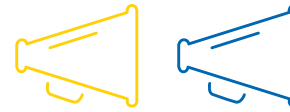


Icons

- The main use for icons is on the website
- Trophy icon represents Lead Team members
- Megaphone icon represents fans or non-lead team members
- Family icon represents family or children



Lead team



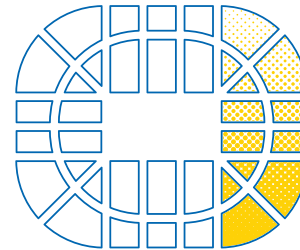
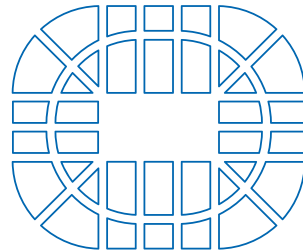
Fans



Family / Children

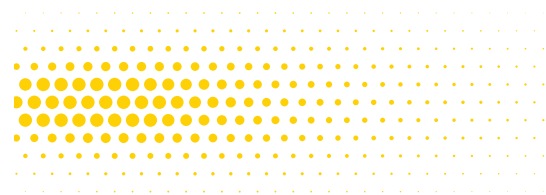
Stadium Graphic

- Use on the website and social media to show progress updates
- Stadium sections will 'fill up' with yellow



Dot Pattern

- Use dot pattern sparingly
- Can be applied on the side of a layout to add visual interest (see example)



Example of dot pattern application in an Instagram post