

Giving Voice: Logo guidelines



The Logo

These guidelines have been produced to ensure that the logo is used correctly and is applied consistently. When working with the logo you should only use original digital graphic files, eps or jpg and ensure you do not alter the logo in any way. Please do not redraw the Giving Voice logo or attempt to re-create it yourself.

Giving Voice without the strapline

This logo should be used when there is extra explanatory text about the Giving Voice campaign or where people are already aware of it and it needs no explaining. A mono version is available for when the colour version cannot be reproduced.

Giving Voice with strapline

This logo should be used when there is no extra explanatory text about the Giving Voice campaign to accompany it. A mono version is available for when the colour version cannot be reproduced.

The Logo - clear space

To ensure visual impact, the logo needs a surrounding area of clear space in which no other type, image or logo should appear.

The Logo – backgrounds

The Giving Voice logo works best when used on a white background. However, there may be instances when it is used on a non-white background or over an image. Specific logo versions have been created for these instances.

The Logo - misuse

The logo should never appear distorted and should be used consistently when applied to both print and screen. There are some simple rules to be followed to maintain consistency.

- Do not stretch or shrink the logo out of proportion
- Do not place logo on a background colour where the logo cannot be read
- Do not place logo on a busy photographic background where the logo cannot be read
- Do not use a mono logo when colour can be used
- Do not reproduce the logo in any other colour

Giving Voice colours

The principal colours for the Giving Voice campaign are Black and Process Magenta C

Use of the Giving Voice logo on clothing

The RCSLT does allow the use of the Giving Voice logo on clothing, such as t-shirts, polo shirts and hooded sweatshirts. Please contact the RCSLT in the first instance (email: info@rcslt.org or tel: 020 7378 3012).

Use of the logo in this way is on condition that the RCSLT receives written confirmation that the individual using the logo will not sell the branded clothing for profit.