

## INTRODUCTION

The Compassion logo is the primary communication of the Compassion brand and it should be applied consistently in every use so that Compassion's identity is readily recognizable around the world.

Here is an overview of usage:

- It needs to be present on the front cover of every Compassion communication.
- The Compassion logo should NEVER be recreated.
- There should NEVER be any deletions or additions to the logo.
- The logo should NEVER be screened back to a percentage of its colour.



### 2.1.1

Current logo files are available from Compassion International.



Dutch



French/Swiss



German

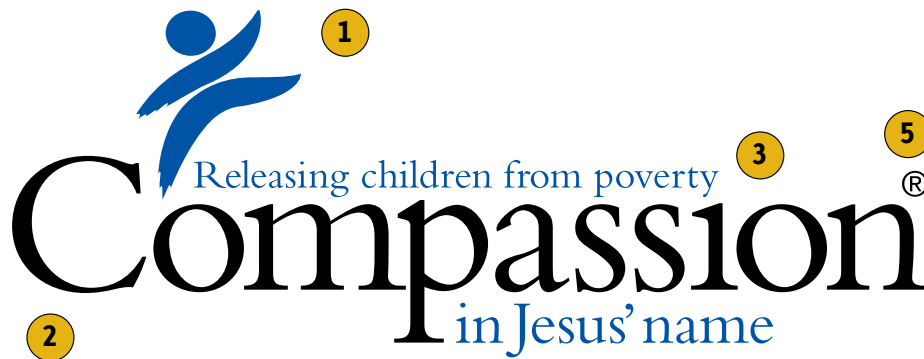


Swiss Bilingual [French/German]

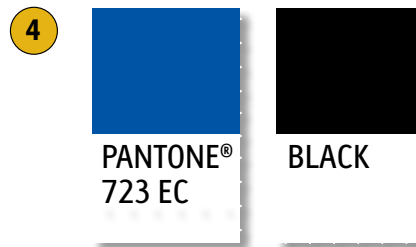
# LOGO GUIDELINES

## THE 5 LOGO ELEMENTS

The logo consists of five elements. These five elements must always be used together in the relationship shown.



- 1 CHILD SYMBOL ("Skippy")
- 2 LOGOTYPE
- 3 SECONDARY STATEMENT
- 4 COLOUR
- 5 ® SYMBOL



2.1.2



Italian



Spanish



Portuguese



South Korea



The logo can only be used without the Secondary Statement when the logo appears below minimum size or when the limitations of a reproduction process would make the Secondary Statement unreadable.

## EXCLUSION ZONE

No graphic element other than background colour may be placed inside the exclusion zone around the logo (as indicated by the grid). The purpose of the exclusion zone is to protect the integrity of the logo, keeping it free from the confusion other elements might cause.



2.1.3

## MINIMUM SIZE WITH TAGLINE

For the sake of legibility, never reproduce a Compassion logo smaller than the minimum size shown.



## LOGO GUIDELINES



### 1 PRIMARY VERSION

The minimum clearance area means that in venues where restricted height is an issue [e.g. exhibitions and pencils] the restricted height version ought to be used.

### RESTRICTED HEIGHT

There are two acceptable formats for the Compassion logo, as shown here. The primary version ① is the preferred option and should be used whenever possible.

If the space allocated for the logo is less than the minimum clearance area required for the primary version, then the restricted height version ② may be used. However, it should be used sparingly and only when it is impossible to use the primary version.

In each format, the size relationship and positioning of the four elements are standardised as shown and should not be altered.

2.1.4



### 2 RESTRICTED HEIGHT VERSION

This version is to be used when the primary version cannot.

## LOGO USAGE

**A**

This example depicts the preferred logo for all four-colour or two-colour (PMS 286 and Black) applications when used over a white or light background.

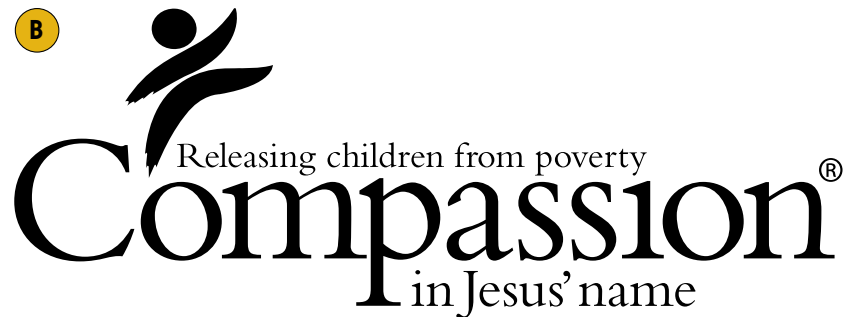
**A**



**B C**

The only other colours the logo may appear in are black or PMS 286 Blue. Use these options for single or two-colour print jobs.

**B**



**C**



## LOGO GUIDELINES



### LOGO USAGE REVERSING OUT



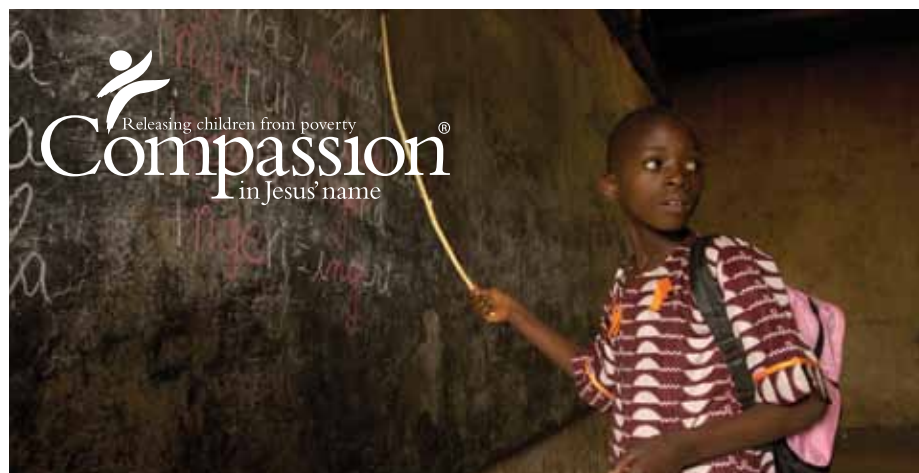
The preferred logo for reversing out of dark background colours and dark pictures.



### LOGO USAGE WITH PHOTOGRAPHS



The preferred logo when placed over a light background in a photograph.



The preferred logo when reversing out of a dark or solid area of a photograph.

2.1.6

## THE CHILD SYMBOL (SKIPPY)

The Child Symbol may be used on its own as a single design element, as long as:

- The full logo is present elsewhere. A good example of this would be a baseball cap or T-shirt. Skippy on its own may be used on the front of the cap/T-shirt as long as the full logo is also present, for example, on the back of the cap/T-shirt.
- The front cover of a printed piece or other media may have Skippy on its own if the full logo is also present on that cover.



Skippy may also be used screened back.



## LOGO MISUSE

The following represent misuses of the logo. Avoid uses like these to ensure readability, a consistent message and recognition.

**Do not ever reproduce the logo using your own fonts or graphics.**

Using the provided logo files will help avoid misuse or colour variation in most cases.



The logo must be reproduced with the correct relationship of all the basic elements.



The approved Compassion Secondary Statement must never be altered.



The logo should never be compressed or stretched.



## LOGO GUIDELINES



Drop shadows should not be used.



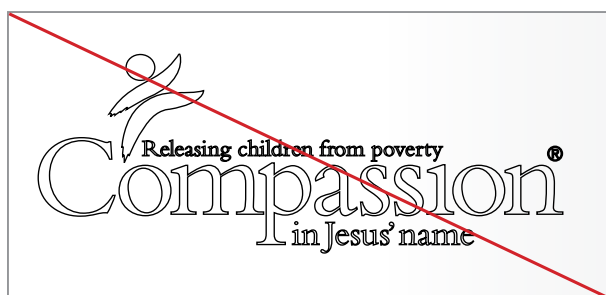
Care should be taken not to place the logo on too dark a colour or image.



Blurs, glows or other distracting treatments should not be used.



Care should be taken not to place the logo on too light a colour.



Do not put a stroke around any part of the logo.



Colours other than PMS 286 and black should not be used.

2.1.10

## DUAL BRANDING VERTICAL OPTION

A second **EXTERNAL** ID/logo (e.g. a logo for a church or a strategic partner) can accompany the Compassion logo with the following restrictions:

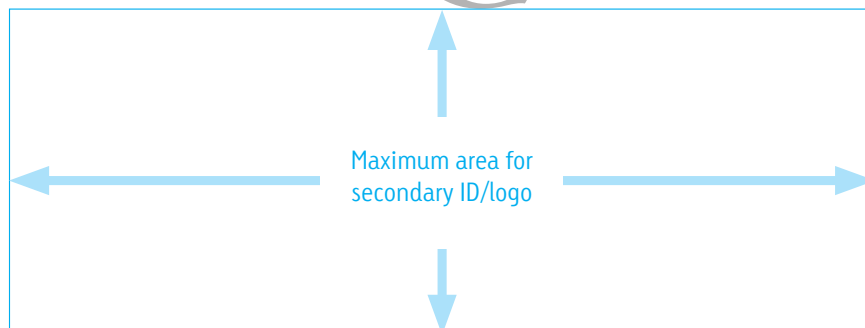
The distance between the second ID/logo and the Compassion logo equals the height of the “C” in the Compassion logo.

The dividing line is 1pt in thickness for Compassion logo 55mm and smaller, and thicker in proportion for larger ones. It bisects the space between the two identities as shown.

The second ID/logo must never exceed the left and right boundaries (set by the length of the Compassion logo) and should centre within the area shown.

In the event of a strategic partner determining the design, these standards apply as non-negotiables.

### VERTICAL OPTION



## HORIZONTAL OPTION

A secondary **EXTERNAL** logo(s) may also appear to the right of the Compassion logo. It should be no greater than the height of the Compassion logo and extend in proportion.

The distance between the second ID/logo and the Compassion logo equals the width of the “C” in the Compassion logo.

The dividing line is 1pt in thickness for the Compassion logo 55mm and smaller, and thicker in proportion for larger ones. It bisects the space between the two identities as shown.

Additional **EXTERNAL** logos may be added following these same standards.