Brant United Way
Caring Companies Program

logo usage guide

A brief guide on how to use optimally use the
Brant United Way Caring Company logo.

logo colour variations

There are number of logo options available depending on how you plan on using the logo in your communications. Ideally the full colour logo will be used but there are circumstances when this option is unavailable.

There is a grayscale version that can be used (for example) in a black & white newspaper ad. It uses varying levels of black to differentiate various elements within the logo.

A black version is also available for use in single black colour applications where a screen is not used/available.

There is also a white version that can be used on any number of solid, coloured backgrounds.

Please use only the colour variations supplied.
DO NOT recreate the logo using alternate colour, patterns or elements.

file formats

When the logo appears correctly it will aid in a consistent look for the program and clearly identify your business as a Caring Company.

We have made a number of formats and variations available so that the logo is versatile and accommodate your needs. There are vector formats as well as high and low resolution bitmap images files resulting an a logo for any use.

Vector files (EPS - preferred file) and high resolution bitmap files can be used for printed pieces.

Low/screen resolution logos should be used exclusively for online/website applications because they will appear pixilated (low quality) if used for printed pieces.

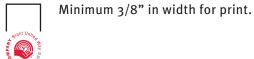Do not distort the logo. Always scale it proportionately.

safety zone and minimum spacing

Always ensure that the correct space it left
around the logo to avoid tension between it
and other elements. Use the space between the
United Way logo icon and the type circle as a
minimum space reference.

The logo can never be smaller than 3/8"
for print or 27 pixels for screen.

safety zone

Minimum 3/8" in width for print.

Minimum 27 pixels in width for screen.

further guidance

Please contact Slide Designs if you have any
questions regarding the logo usage or if you
require a file format that is currently unavailable.

slide

info@slidedesigns.com

519 304 6949