# Simple guide to using the HOPE Together logo, colours and fonts

Please feel free to use the HOPE Together logo on all your publicity to link your local mission plans with the national initiative. That will give your local plans greater impact.

HOPE Together is not prescriptive. As long as as you are putting Christian faith into words and action together with others in your community, you can use the HOPE Together logo. We are happy for any churches, organisations and inter-church groups to use our various logos to brand mission projects or programmes that aspire to the HOPE Together vision.

If you use a logo please respect and work with the ethos of HOPE Together as you share the Christian faith in your village, town or city.

# Introduction

This document is intended as a simple guide to help ensure that the use of the HOPE Together logo is consistent and professional. This is not an exhaustive corporate identity manual but please try to follow the simple guidelines in this document when preparing materials using the HOPE Together logo either in print or online. It also covers the use of related fonts and colours that you may also use when creating related publicity materials

## Design

The HOPE Together logo and identity aims to be simple, clean, bright, modern, welcoming and attractive. Try to bear this in mind when designing publicity materials whether it's a letter, a flyer or a poster.

Here are some more general graphic design tips to bear in mind:

- Think about what is the main message you are trying to convey. Make sure that is the thing that stands out and everything else on the page is subservient and not distracting visually. Avoid unnecessary borders, boxes or visual clutter. It is often better use one large strong image than lots of small images.

- Don't be afraid of space! You do not need to fill every inch of space. Big margins and space around text and images will always look good as it is easier for the eye to take in things that are not cluttered.

- Avoid multiple fonts on a page. As a general rule 2-3 fonts per page will look fine, any more will start to look confusing. Use bold versions of the typeface for subheadings and emphasis

- Avoid too many colours. Use some of the colours in the HOPE Together logo palette if possible.

# Logo file formats

The Logo is supplied in following file formats:

## JPEG format

The main format you may use for internal documents and for online use. Typically placing in a Word document or using on a website or an email. This is a 'bitmap' format - ie. made up of individual pixels so avoid scaling it up as it will look pixelated and rough. The JPEG format logo is supplied at a variety of sizes so use the version that is closest to the size you need.

## PNG format

Transparent format for use on Powerpoint presentations. This is also a bitmap format and supplied in a variety of sizes. Please note, although it is transparent you should use it on a pale or ideally a white background.

## EPS format

Vector artwork to supply to a graphic designer or printer. (Vector format artwork can be scaled up or down infinitely). Typically used in Adobe InDesign or Quark XPress to create professionally produced artwork for print use such a brochures or signage.

## Black & white

The colour version of the logo should be used in the majority of circumstances. A black and white version of each logo variation is included but is only to be used when artwork will be photo-copied.

The full set of HOPE Together Logos can be downloaded in a Zip file from the website here:

www.HOPE Togethertogether.org.uk/logo

# Logo variations

## Colour logo



### Standard logo

Default logo - should be used in the majority of situations



### Square logo

For use where there is limited width available



### Welsh logo

## Black & white logo

# Be kind to the logo





### Distortion
NEVER stretch the logo or attempt to change the vertical or horizontal proportions





### Rotation
NEVER rotate the logo or skew the logo away from the vertical.





### Let me breathe!
NEVER place the logo within tight borders or too close to other elements on the page. Leave plenty of white space all the way around the logo





### Inappropriate backgrounds
NEVER place the logo on dark or highly patterned backgrounds. Preferably use white or very pale backgrounds.





### Editing the logo
NEVER break up logo elements
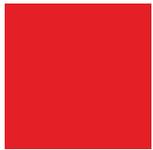


### Making the logo local
You can make the HOPE Together logo local by replacing the strapline with your village, town or city name using the 'Desyrel' font - see next page.
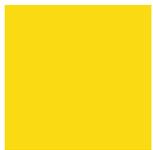
# Colours and fonts

The logo is made up from a palette of 5 colours as specified below.

**RED**

| **C**5% | **M**100% | **Y**100% | **K**0% |
|---|---|---|---|
| **R**227 | **G**31 | **B**38 | |
| **Web** | #E11A22 | | |

**YELLOW**

| **C**2% | **M**10% | **Y**97% | **K**0% |
|---|---|---|---|
| **R**225 | **G**221 | **B**23 | |
| **Web** | #FFDD17 | | |

**BLUE**

| **C**85% | **M**50% | **Y**0% | **K**0% |
|---|---|---|---|
| **R**22 | **G**117 | **B**118 | |
| **Web** | #1B75BC | | |

**SKY BLUE**

| **C**20% | **M**4% | **Y**3% | **K**0% |
|---|---|---|---|
| **R**200 | **G**225 | **B**238 | |
| **Web** | #C8E1EE | | |

**BLACK**

| **C**0% | **M**0% | **Y**0% | **K**100% |
|---|---|---|---|
| **R**0 | **G**0 | **B**0 | |
| **Web** | #000000 | | |

When preparing a document (like this one) we recommended using the font 'Open Sans' for the main body font and the bold weights for subheadings. This font is free to download from Google Fonts:

www.google.com/fonts/specimen/Open+Sans

It comes in a variety of weights:

Open Sans Light

Open Sans Regular

**Open Sans Semi Bold**

**Open Sans Bold**

**Open Sans Extra Bold**

The strapline in the logo uses the font 'Desyrel'. It is only available in a single weight and can be used for headlines and straplines but should not be used for body copy. It is free to download from Font Squirrel:

www.fontsquirrel.com/fonts/desyrel

*Desyrel*

**CMYK** - 4 colours used in standard print process

**RGB** - 3 colours used to display colours on screen

**Web** - Hexadecimal number used to define screen colours in HTML/CSS code used to build websites