



hope  
23-24

BRAND GUIDELINES

## 5 HOPE 23-24

The Hope 23-24 logo, like the primary logo with strapline, has an extended descender on the tail of the P to help draw the viewer's eye down to the 23-24; the tail is aligned at the baseline of the 23-24 to give a more pleasing and balanced overall design.

As previously stated: the full colour logo should be used whenever possible. Greyscale should be used sparingly when full colour would be distracting for the overall design, and for photocopying. Solid black and Reversed logo options are available and should be used at the designer's discretion when the background would make using the full colour logo problematic - as in the samples shown on the far right.



Gotham Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

This logo can be found on the Hope website at [www.hopetogether.org.uk/ourbrand](http://www.hopetogether.org.uk/ourbrand)

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.



Examples



6

## DARK BACKGROUND ADAPTIONS

The dark background adaptation principle is self-evident.

When any version of the full colour logo needs to be presented on a dark or busy background then the black text is converted to white to retain the greatest legibility.

All minimum usage sizes and other specifications stand as per the standard version of the logo you are using.

This logo can be found on the Hope website at [www.hopetogether.org.uk/ourbrand](http://www.hopetogether.org.uk/ourbrand)

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.



## 7 THE HOPE COLOURS

The Hope brand colour scheme has been established for some time, in part.

Please note that the yellow tone has been slightly adapted in our latest brand iteration and the blues have been formalised into a new turquoise.

Also, please be aware that different production methods and papers can all affect the final appearance of an item.

If in doubt please take advise from an experienced designer or from your print supplier to ensure the best possible match.

Also please ensure you are using the correct logo file for the item you are creating. Web files can not be used for print purposes.



Hex:	#E11A22	#fdd100	#5abeba	#000000
RGB:	225/26/34	253/209/0	90/190/186	0/0/0
CMYK:	5/100/100/0	0/17/93/0	70/0/32/0	0/0/0/100
Pantone:	Red 032c	Yellow 012c	7472c	Black

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.

## THE HOPE FONTS

The Hope logo and the brand extensions that follow in this document have all been created with variations of the Gotham type family, using either the standard or condensed fonts.

These should NEVER be reset to create a logo. Master logo artwork files should always be used.

However, if the fonts are required to set text to match to the logo then the font families are shown here and the specific font used has been identified for the logos earlier in this brand guideline document.

The Gotham font family can be accessed as a free download from the web.

Gotham Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Condensed Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Condensed Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Condensed Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gotham is available in Thin, Extra-light, Light, Book, Bold, Black and Ultra weight options. Most of these options have an italicised version also. The Gotham family of fonts can be downloaded from the internet free of charge.

There is also a Rounded version of the font if deemed appropriate for your specific needs.