

Giving Hearts Day Brand Guide

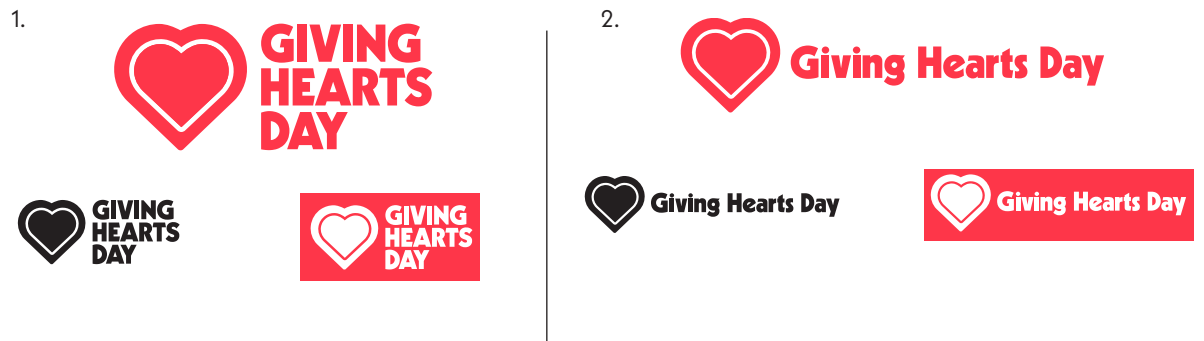
Logotype



- 1. Primary Logotype
- 2. Secondary Logotype
- 3. Heart mark

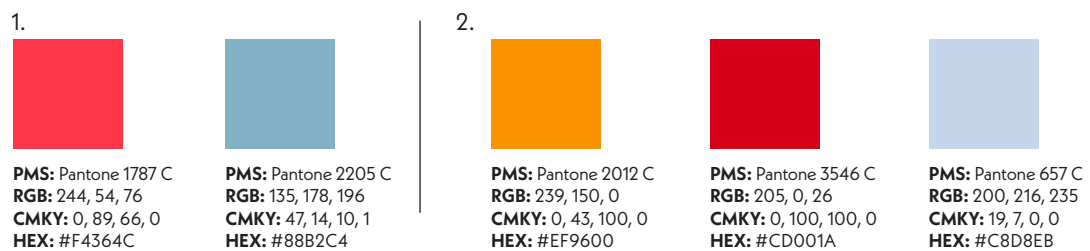
Logotype Without Tagline

This logo variation can be used in place of the above "Help Someone" logo when the size of the logo will be smaller than 1.5 inches.



- 1. Primary Logotype
- 2. Secondary Logotype

Color Palette



- 1. Primary colors
- 2. Secondary colors

Typography

1.

Neue Kabel Black

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 ? ! & @ % / () [] . ,**

2.

Neue Kabel Book

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 ? ! & @ % / () [] . ,

- 1. Primary font
- 2. Secondary font

Alternative Fonts

1.

Gill Sans Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 ? ! & @ % / () [] . ,**

1.

Gill Sans Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 ? ! & @ % / () [] . ,

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Correct Usage of Logotype

The logo should never be altered, distorted, manipulated, or disassembled in any application.



Do rotate proportionally



Do use reverse

Incorrect Usage of Logotype



Don't stretch or condense



Don't place colored on busy backdrop



Don't change the color



Don't skew



Don't outline



Don't use special effects like drop shadows



Don't cut off any part of the logo



Do use over similar color that impedes legibility