

'Proudly Supporting' logo guidelines

The 'Proudly Supporting *Power To Be*' logo is to be used by third party fundraising events and initiatives. The standard *Power To Be* logo is not to be used as this is reserved for *Power To Be* produced materials only.

LOGO VERSIONS

- > **Horizontal version:** Default version; use whenever possible

PROUDLY SUPPORTING



- > **Vertical version:** Use only when the space dictates

PROUDLY SUPPORTING



GREY VS. WHITE LOGO

- > **Grey logo:** Use the horizontal or vertical version on a white or light coloured background
- > **White logo:** Use the horizontal or vertical version on a blue or dark coloured background

PROUDLY SUPPORTING



'Proudly Supporting' logo guidelines

LOGO SPACING

- > A space equivalent to three uppercase letter 'X's (the same type size as 'proudly supporting') must be maintained on all sides of the logo.



MINIMUM SIZE

- > The minimum logo sizes are represented below to ensure consistency of legibility and clarity.

print height: 0.57"
web height: 52 px

PROUDLY SUPPORTING



print height: 0.84"
web height: 80 px

PROUDLY
SUPPORTING



DISTORTION

- > Do not skew, stretch, or distort the logo in any way. Always scale proportionately when increasing or decreasing in size.

~~PROUDLY SUPPORTING~~



~~PROUDLY SUPPORTING~~

