DO SOME good

Do Some Good
Logo Usage Guide

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INTRODUCTION

What is this?

Use this guide to determine the correct Do Some Good logo to use for your application. Consistent use of the correct logo is fundamental to a successful identity campaign.

Contents

Primary Logo

The Do Some Good logo consists of the word "good" written in cursive, below the words "DO SOME", written in caps. There is a smiley face created from the double "o's" in "good". The full colour version of the logo consists of Do Some Good green and Do Some Good blue. These colours are permanent and non-negotiable. Do not adjust them.

Logo Variations

In all possible circumstances, the primary logo should be used. Where a logo is required in an alternate format, please use one of the following, adhering to the guide rules. Do not adjust the variations.
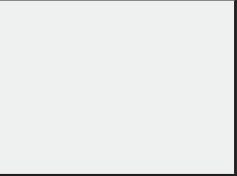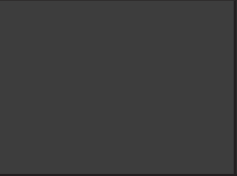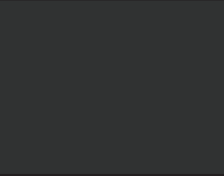
BLACK

WHITE

COLOUR

	DO SOME GOOD GREEN	DO SOME GOOD BLUE	DO SOME GOOD TEAL	DO SOME GOOD LIGHT GREY	DO SOME GOOD MEDIUM GREY	DO SOME GOOD DARK GREY
HEXIDECIMAL	#48B873	#3567B0	#099EA2	#EEEEEE	#3E3E3E	#323232
RGB	R: 72 G: 184 B: 115	R: 53 G: 103 B: 176	R: 9 G: 158 B: 162	R: 238 G: 238 B: 238	R: 62 G: 62 B: 62	R: 50 G: 50 B: 50
CMYK	C: 70 M: 1 Y: 75 K: 0	C: 84 M: 62 Y: 1 K: 0	C: 80 M: 17 Y: 38 K: 0	C: 5 M: 4 Y: 4 K: 0	C: 68 M: 61 Y: 60 K:49	C: 70 M: 63 Y: 62 K: 59

Minimum Size

Minimum size is the smallest the Do Some Good logo can be used to ensure legibility.

The minimum printed size is 1.0" (25mm)

The minimum size for digital use is 100px.

minimum printed size:
0.75" (19mm)

Spacing

Always maintain the minimum protective space around the logo in order to maintain visual clarity. The minimum protective space is X where X equals approximately the width of the "O" of "good."

This space is required on all sides of the logo in order to protect the integrity of the logo. This applies to positioning around other design elements as well as the edges of media (paper and/or web boundaries).

Contrast & Colour

When placing the logo on a solid background, ensure there is sufficient contrast to keep the logo legible.

The primary logo should be used as often as possible, and is best on white or very light backgrounds. When placing the primary logo on different colours, care should be taken to ensure harmonious colour combinations.

If there is a colour or contrast conflict, use the solid white or the solid black versions.

Placement on images

When placing the logo on images, ensure the logo is in a "blank" space and adheres to the spacing rule. Creating a light/blank background is left to the discretion of the designer.

Ensure the background is "blank" and the colour is light when using the primary logo.

Ideally, images are selected that allow for use of the primary logo in an appropriate format.

Not enough contrast to use the primary logo

Use the white logo to create better contrast

Not enough contrast to use the primary logo

Create a white screen to create better contrast

COLOUR
Do not substitute the colours that have been assigned to the logo.

CONTRAST
Ensure there is enough contrast between the logo and the background for the logo to be easily legible.

DROP SHADOW
Do not add drop shadows to the logo.

SCREENS
Do not screen back or tint the logo.

SCALING
Do not scale the logo horizontally or vertically.

ROTATING
Do not rotate or skew the axis of the logo.

For Print

Print versions of the logo refer to high resolution images required most often by professional service providers. Several of these file formats typically can not be viewed without professional design software.

These logos exist in CMYK colour space which is created for printing rather than screen viewing.

Do not try to use these in Microsoft Word or Powerpoint.

The extensions on these files are .ai, .eps, or .pdf and they live in the ForPrint folder.

For Screen

Screen versions of the logo are suitable for digital applications and can be viewed by most computer users. These logos exist in RGB colour space which is appropriate for screen but not print.

Do not use these logos for print or the result will be a fuzzy image.

The extensions on these files are .PNG and they live in the ForScreen folder.