

pennyappeal

canada

small change. **big difference**

Brand Guidelines

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ABOUT US

We take small change and
make a big difference with it.

Penny Appeal Canada is a relief and development organization with a really BIG vision for the world. We want to create the best societies we can and break the cycles of need and poverty for good with our long term sustainable solution approach. That's why we work to turn small change into a BIG DIFFERENCE.

RULES & TOOLS

Logo

Logo



Colours

Primary Colour



CMYK:
C=0 M=60 Y=100 K=0
RGB: Pantone:
#ef7c00 158

Secondary Colour



CMYK:
C=0 M=0 Y=0 K=60
RGB: Pantone:
#878786 424

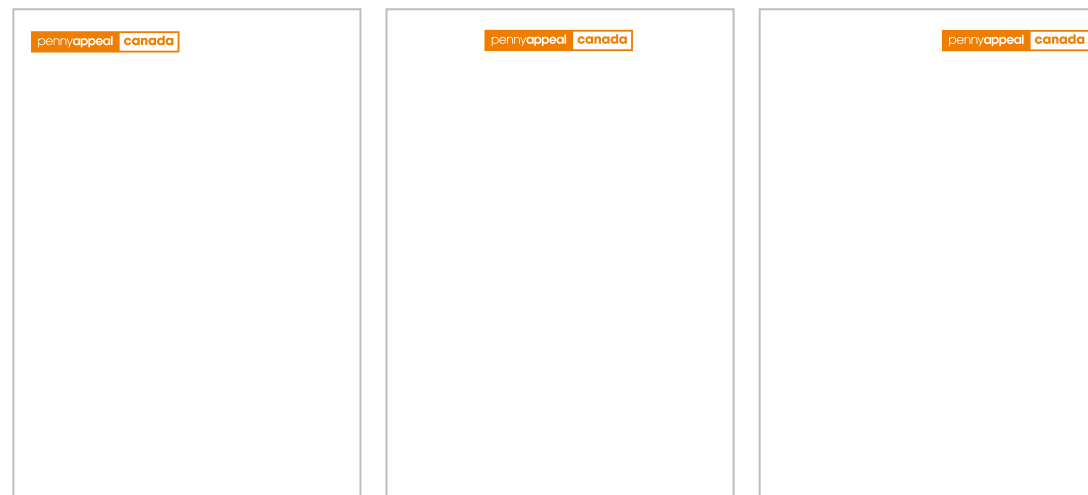
Spacing

Our primary logo is a horizontal lockup of our mark and logotype. When space is limited, use the vertical version. To ensure the logo stands on its own, please leave at least one “e”’s worth of space around it.



Placement

Logo can be anchored to any corner



Inverted

When logo is placed on an orange background, use this version:



Logos Variations

Tagline (Preferred)



No Tagline



Square Tagline



Square No Tagline



Incorrect use of logo



Do not squeeze



Do not rotate



Do not remove box



Do not change colour



Do not separate words



Do not change font



Do not stylise box



Do not embed image



Do not squeeze



Do not rotate



Do not remove box



Do not change colour

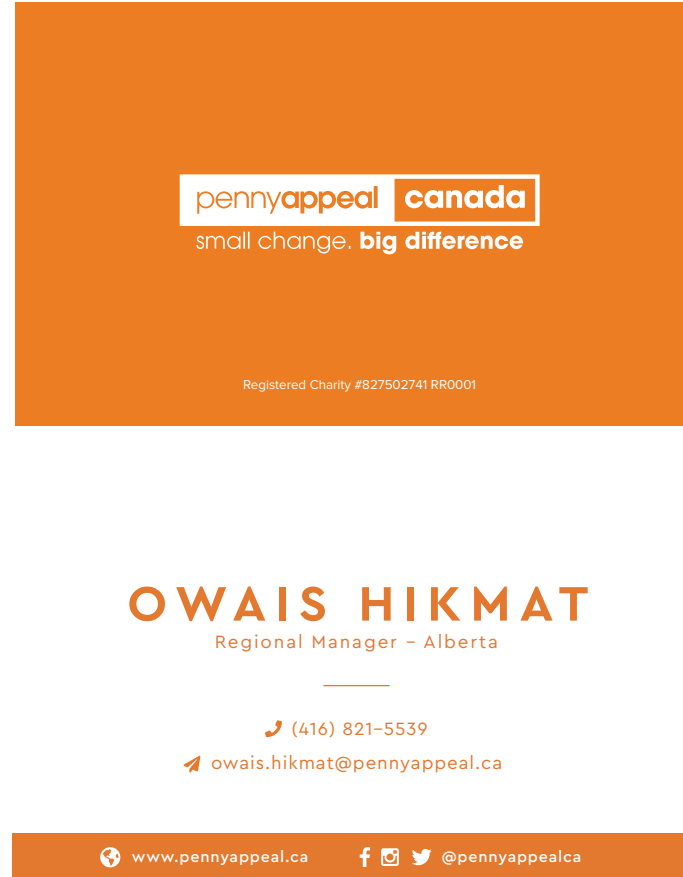
EXAMPLES

How our brand has been applied.

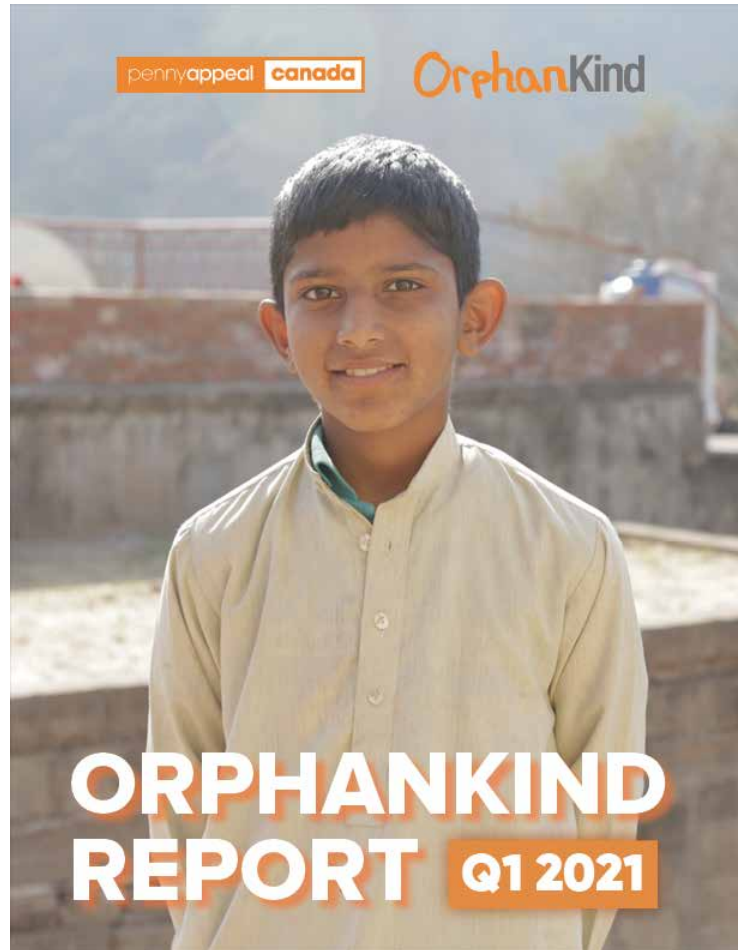
Poster



Business Cards



Reports



T-Shirt



INFORMATION

Contact Us

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 pennyappeal.ca