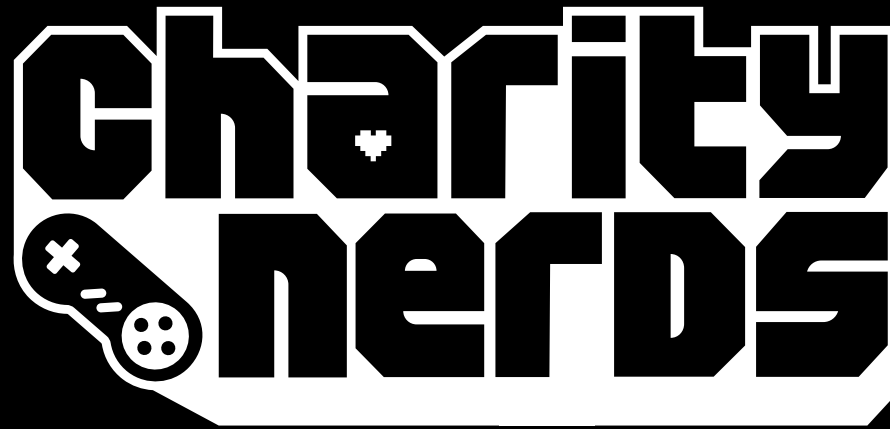




# BRAND STYLE GUIDE

Charity  
nerds



LOGO ON BLACK



LOGO ON WHITE

# Clearspace And Size

To ensure legibility and integrity of the brand's identity, please use the following guidelines:

The clearspace is the space surrounding the logo. Leaving appropriate space around the logo protects the integrity of the brand.

When the logo is to be resized, always resize the logo proportionally. To ensure legibility, the logo should never be smaller than a width of 0.8 inches.

## CLEARSPACE

---



## MINIMUM SIZE

---



0.8 INCHES

# Primary Color Scheme

Outside of the primary logo, color is what distinguishes the Charity Nerds brand. Below are the color values for print (CMYK) and web (RGB, #).



## CMYK

7/97/99/1

---

## PANTONE

1795 C

---

## RGB

221/42/39

---

#DD2A27



## CMYK

97/70/45/35

---

## PANTONE

3035 C

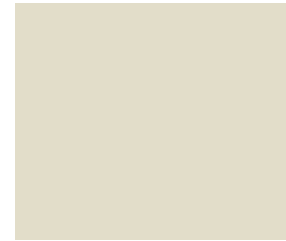
---

## RGB

5/62/85

---

#053E55



## CMYK

11/9/21/0

---

## PANTONE

7500 C

---

## RGB

227/221/201

---

#E3DDC9



## CMYK

36/10/19/0

---

## PANTONE

5513 C

---

## RGB

165/200/202

---

#A5C8CA

# Typography

The typeface that is used in communication is TT Squares Condensed in its following weights.

## TT SQUARES CONDENSED

---

TT Squares Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%^&\*

TT Squares Condensed Bold

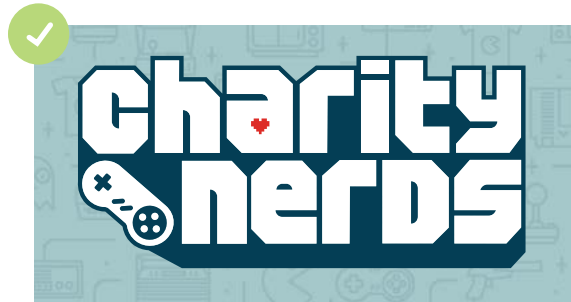
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$%^&\***

TT Squares Condensed Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890@#\$%^&\**

## Do's and Don'ts

In order to avoid alterations of the logo, this guide shows some examples of appropriate and inappropriate uses of the logo.





**IMPROVING THE LIVES OF CHILDREN  
THROUGH THE POWER OF PLAY**

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DONATION**