



LOGO USAGE GUIDELINES

MAY 2018

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LOGO: PRIMARY USE



DEFAULT LOGO: ALL USES

This is the default logo option. To maintain legibility, the default logo should be used in full color on white or light backgrounds or images whenever possible.



INVERTED LOGO

Another acceptable logo color option is to reverse the logotype out to white on darker backgrounds and images.

LOGO: LIMITED USE



MONO: BLACK

This logo is for use exclusively in situations where only one color is an option.



MONO: INVERTED

Acceptable logo color option is to reverse the logo out to white on darker backgrounds.

LOGO: SECONDARY USE



NO TAGLINE: FULL COLOR OR MONO

The Baby Moses default logo is with the “Children’s Sanctuary” tagline lockup and should be used as a preferred option whenever possible. Another acceptable logo usage is the logo without the “Children’s Sanctuary” tagline.



NO TAGLINE: INVERTED COLOR OR MONO

The logo without the “Children’s Sanctuary” tagline can be used as reversed logotype or entire logo to white on darker backgrounds and images.

LOGO MARK



DEFAULT OR INVERTED, FULL COLOR OR MONO

This is the Baby Moses logo stripped of its wordmark. It should be used only for social media avatars or when space is limited. Occasionally the logo mark can be used on internal-facing communications and employee-branded materials such as T-shirts, hats, etc.

LOGO SIZE



MINIMUM CLEAR SPACE

The Baby Moses logo needs adequate space to stand out. The minimum clear space around the logotype is equivalent to 1/2 of its height. Nothing should intrude into this specified clear space, although to have more clear space than the minimum is acceptable.



PREFERRED LOGO SIZE

Logo preferred size is 2.3" (165 points) in width.



MINIMUM LOGO SIZE

As the logo is reduced in size, it is important to make sure it stays legible and recognizable. For that reason, make sure the logo is never smaller than 1.5" (110 points) in width.

LOGO USAGE – DON'TS



Don't scale the logo disproportionately.



Don't change the orientation of the logo.



Don't remove the mark from the logo.



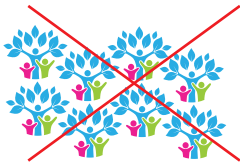
Don't place the logo on a busy background.



Don't mix the black and white versions.



Don't stack the logo mark on top of "Baby Moses."



Don't use the logo as a pattern.



Don't change the logo colors or add gradients.

LOGO COLORS

The logo is composed of 4 colors: cyan, magenta, green, and navy blue.



CMYK: 100 0 0 0
RGB: 0 159 223
PANTONE: Process Cyan C
HEX/HTML: #009FDF



CMYK: 0 100 0 0
RGB: 217 1 122
PANTONE: Process Magenta C
HEX/HTML: #D9017A



CMYK: 0 0 100 7
RGB: 143 196 8
PANTONE: 376 XGC
HEX/HTML: #8FC408



CMYK: 95 72 15 67
RGB: 31 42 68
PANTONE: 533 C
HEX/HTML: #1F2A44

The tagline color is dark gray.



CMYK: 69 63 62 58
RGB: 60 56 59
PANTONE: 19-1103 TPX Espresso
HEX/HTML: #3C383B



THANK YOU!

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