



SECONDARY
EXTERNAL
LOGO

EXCLUSION ZONE

No graphic element other than background colour may be placed inside the exclusion zone around the logo, [as indicated by the grid]. The purpose of the exclusion zone is to protect the integrity of the logo, keeping it free from the confusion other elements might cause.

MINIMUM SIZE

For the sake of legibility, never reproduce a Compassion logo smaller than the minimum size shown

DUAL BRANDING

A second EXTERNAL ID/logo, [e.g. a logo for a church or a strategic partner], can accompany the Compassion logo with the following restrictions:

The distance between the second ID/logo and the Compassion logo equals the height of the "C" in the Compassion logo.

The dividing line is 1 pt. in thickness for Compassion logo 55mm and smaller, and thicker in proportion for larger ones. It bisects the two identities as shown.

The second ID/logo must never exceed the left and right boundaries, [set by the length of the Compassion logo], and should centre within the area shown.

In the event of a strategic partner determining the design, these guidelines apply as non-negotiables.

ALL PIECES CONTAINING THE COMPASSION LOGO MUST BE APPROVED BY COMPASSION CANADA.

PLEASE E-MAIL A PDF PROOF OF YOUR DESIGN FOR APPROVAL TO LOGO@COMPASSION.CA

APPROVAL WILL BE GIVEN WITHIN 24 HRS.

IF A PIECE IS PRINTED WITHOUT COMPASSION'S APPROVAL, THE JOB WILL BE REPRINTED WITH THE CORRECT LOGO AT YOUR EXPENSE.

DUAL BRANDING

A secondary EXTERNAL logo[s] may appear to the right of the Compassion logo. It should be no greater than the height of the Compassion logo and extend in proportion.

The distance between the second ID/logo and the Compassion logo equals the width of the "C" in the Compassion logo.

The dividing line is 1 pt. in thickness for the Compassion logo 55mm and smaller, and thicker in proportion for larger ones. It bisects the two identities as shown.

Additional EXTERNAL logos may be added following these same guidelines.