

## Appendix: Branding Guidelines

### Our Logo

The Choose a Challenge logo is available for our affiliated challenge providers and partnered charities to implement in their own publications.

Please adhere to the following guidance on the use of our logo; if you require further information, please contact us on 020 3137 2851.

### Available Files

The logo must never be modified, and should always be sourced from the master artwork. No unauthorized use of the logo is permitted.



Colour Logo



Mono Logo

The colour logo should be used as standard, where possible. Mono logos should only be used when the document is limited to one colour.

### Download

Mac, PC and web versions of these images are available for download at:

[www.chooseachallenge.com/logos/](http://www.chooseachallenge.com/logos/)

### Size and Usage

In reproducing our logo, please ensure to keep its size in proportion to the size of the document, e.g. a minimum width of 50mm on an A4 document. The width of the logo should never be smaller than that of the minimum logo size:



The minimum exclusion zone varies in proportion to the maximum width of the logotype, invariably 15% of the width.

### Prohibited Use

Please abide by these guidelines to help maintain our brand.



**DO NOT** alter the fixed size relationships between elements.



**DO NOT** use any other graphic devices around the logo.



**DO NOT** use the logo in text.



**DO NOT** use any special effects e.g. shadow.

### Colours

It is essential that these colours are always reproduced accurately.

#### Dark Blue

C 100% M 86% Y 40% K 36%

R 0 G 23 B 98

Hex #001762

#### Light Blue

C 54% M 29% Y 0% K 0%

R 117 G 181 B 255

Hex #75B5FF

### Typefaces

To maintain consistency, a single sans-serif font (Arial) is recommended for printed media.

#### Arial

The standard version is to be used primarily for body copy.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
0123456789

#### Arial Bold

The emboldened version should be used in a larger font for main headlines.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
0123456789