

BRAND GUIDELINES



Send a Cow
change a family's future

JANUARY 2008

2. OUR LOGO

LOGO OPTIONS

2 COLOUR LOGO

This is not the recommended colour logo, but maybe suitable for jobs with smaller budgets that only allow for two colours.

4 COLOUR (CMYK) LOGO

This is the recommended colour logo and should be used as standard.

BLACK AND WHITE LOGOS

When the logo appears over images and colour backgrounds, or when printing a one colour job, a black on white, or white on black logo may be used.

LOGO SIZE

MINIMUM SIZE

For maximum clarity of the logo and strapline, please ensure it is never reproduced smaller than a total width of 25mm.



25mm

REGISTERED CHARITY NO.

At no point should the Registered Charity Number be locked to the Send a Cow logo. This number should be included after the address or contact details, (see page 36) or placed in a discreet area that does not interfere with the design.



2 COLOUR LOGO



4 COLOUR (CMYK) LOGO



BLACK ON WHITE LOGO



WHITE ON BLACK LOGO

2. OUR LOGO

LOGO 'CLEAR ZONE'

To ensure the Send a Cow logo always has enough room around it for clarity, please ensure no other text or logos are placed within the marked zones below. This is the width and height of the 'w' from the left, right, above and below the logo.



2. OUR LOGO

DO

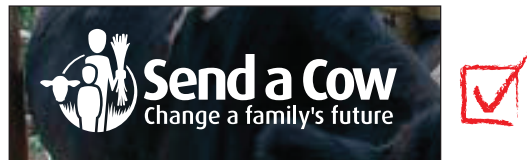
DO keep it straight, never at an angle.

DO use the 2 colour or 4 colour logo where possible. Otherwise use the black and white versions.

DO use the 2 and 4 colour logos on a white background only.

DO use the black logo on light colours and backgrounds only.

DO use the white logo on dark colours and backgrounds only.



DON'T

DON'T stretch the logo.

DON'T re-colour the logo.

DON'T separate the elements.

DON'T outline the logo.

DON'T add to the logo.

DON'T change the proportions.

DON'T re-draw the logo.

DON'T use a transparent or ghosted version of the logo.

DON'T place the Registered Charity No. next to the logo.



NOTE: MAKE SURE OUR LOGO IS LEGIBLE AT ALL TIMES

3. OUR FONTS



Send a Cow
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3. OUR FONTS

OUR FONT IS CALLED 'DAX'

EXTERNAL FONT

We have chosen the Dax font for all external communications, as we believe it is modern, will help us achieve cut-through and the use of one font adds consistency to the Send a Cow brand

DAX-LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

DAX-REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

DAX-MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

DAX-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

DAX-EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

DAX-BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

EXCEPTIONS TO THE DAX FONT

INTERNAL/OFFICE FONT

We are aware that not everyone will have access to the Dax font. Therefore internal or office communications can use the standard Arial font. Please do not use any other fonts.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()_+";\?/.,

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()_+";\?/.,

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()_+";\?/.,

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£\$%^&*()_+";\?/.,

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+";\?/.,

ARIAL EXAMPLE 1

DROUGHT SPECIAL **Making hay in Uganda**

“Before, I had so many problems. My children were sickening. I was unable to feed them properly. This wasn’t because I was lazy – I worked very hard, but the land was exhausted. I feared a drought would come. I thought dying would be preferable. I would rather leave the children than watch them suffer.”

Rose Aguti, of eastern Uganda, was one of the first to be chosen by her group to receive a cow. They were all poor, but they recognised that Rose was also extremely depressed.

ARIAL BLACK 31PT

ARIAL BOLD 31PT

ARIAL BOLD 10PT/12PT

ARIAL 8PT/10PT

ARIAL EXAMPLE 2

DROUGHT SPECIAL **MAKING HAY IN UGANDA**

“Before, I had so many problems. My children were sickening. I was unable to feed them properly. This wasn’t because I was lazy – I worked very hard, but the land was exhausted. I feared a drought would come. I thought dying would be preferable. I would rather leave the children than watch them suffer.”

Rose Aguti, of eastern Uganda, was one of the first to be chosen by her group to receive a cow. They were all poor, but they recognised that Rose was also extremely depressed.

ARIAL BOLD 34PT

ARIAL BOLD 26PT

ARIAL 11PT/13PT

ARIAL 9PT/11PT

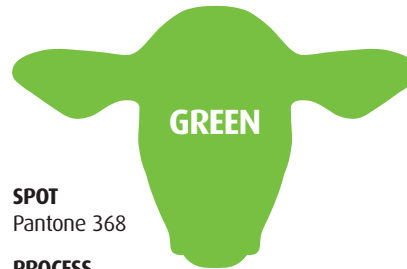
4. COLOURS



4. COLOURS

OUR PRIMARY COLOURS

The primary colours for Send a Cow were chosen to represent soil, agriculture and sustainable farming. Black and white are also included for variation. These are broken down into the colours needed for print, PowerPoint®, Word and online colours.

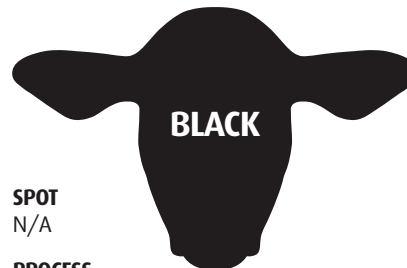


SPOT
Pantone 368

PROCESS
C57 M0 Y100 K0

RGB
R123 G193 B67

WEB
#7BC143



SPOT
N/A

PROCESS
C0 M0 Y0 K100

RGB
R0 G0 B0

WEB
#000000

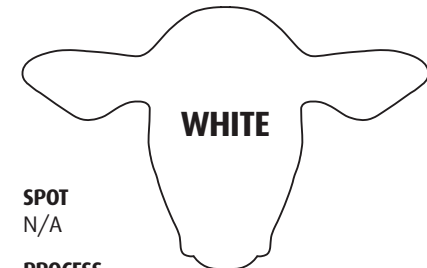


SPOT
Pantone 732

PROCESS
C0 M56 Y100 K64

RGB
R117 G62 B0

WEB
#753E00



SPOT
N/A

PROCESS
N/A

RGB
R255 G255 B255

WEB
#FFFFFF

4. COLOURS

OUR SECONDARY COLOURS

Our secondary colours have been chosen to complement our primary colours, and existing photography. They can be used as supporting colour of layouts such as brochures and other collateral, to add variety and interest but also to ensure colours do not clash.

Please do not use multiple secondary colours, only one secondary colour can be used per page, alongside primary colours.



PROCESS
C85 M40 Y75 K0

RGB
R52 G127 B100

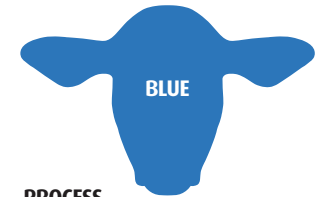
WEB
#347F64



PROCESS
C80 M0 Y66 K0

RGB
R0 G179 B132

WEB
#00B384



PROCESS
C80 M50 Y0 K0

RGB
R55 G119 B188

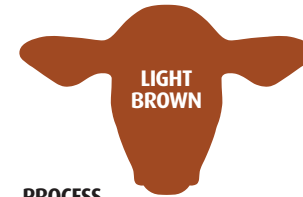
WEB
#3777BC



PROCESS
C100 M83 Y0 K42

RGB
R3 G41 B106

WEB
#03296A



PROCESS
C5 M73 Y100 K35

RGB
R162 G72 B19

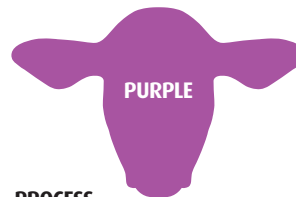
WEB
#A24813



PROCESS
C0 M100 Y100 K0

RGB
R237 G28 B36

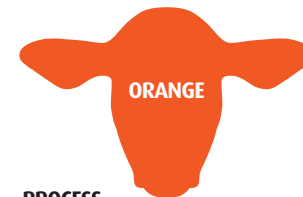
WEB
#ED1C24



PROCESS
C35 M80 Y0 K0

RGB
R170 G85 B161

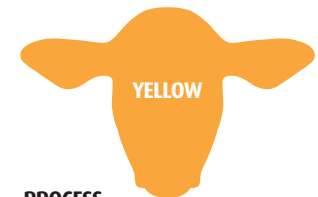
WEB
#AA55A1



PROCESS
C0 M80 Y100 K0

RGB
R241 G90 B34

WEB
#F15A22



PROCESS
C0 M40 Y85 K0

RGB
R250 G167 B63

WEB
#FAA73F

4. COLOURS

COLOUR TINTS

This is a design swatch palette which uses tonal versions of both the primary and secondary colours. This adds possibilities and variations of layout while avoiding clashes and repetition, by diluting the impact of both primary and secondary colours to add a broader range.

