

The Parenting Fund

Identity guidelines

WHERE TO GET THE LOGO ARTWORK

You should have been supplied with the logos as Adobe Illustrator eps files or gif files with the names below:

Files for print:

Two-colours: TPF2col.eps	CMYK: TPFcmkyk.eps TPFcmkyk.tif TPFcmkyk.jpg	One-colour: TPF286.eps TPF286.tif TPF286.jpg TPF130.eps TPF130.tif TPF130.jpg	Black only: TPFblack.eps TPFblack.tif TPFblack.jpg	White out: TPFWO.eps
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Files for web:

Web gifs: TPFcol.gif TPFcol_large.gif TPFblack.gif TPFblack_large.gif
Do not resize or recut the gifs

For further information contact: jeanettk@redhouselane.com



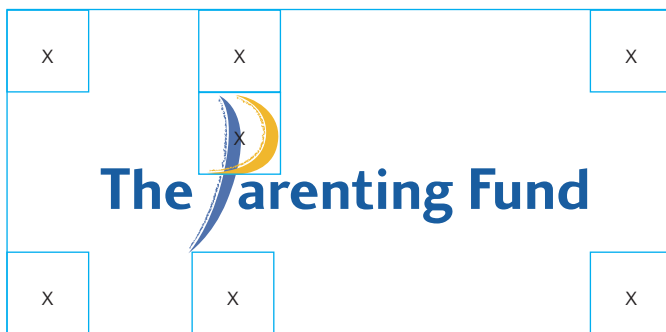
1. The identity is based on two elements:

The name

We have used Charlotte Sans (bold) font in order to create a friendly, readable identity.

The symbol

The 'P' is highlighted through the use of a bold, vivid initial letter, using soft crescent shapes.



2. Size for print

Recommended size for A4 printed publications is 60mm. Minimum size for print is 40mm.

Leave adequate space around the logo, so it isn't crowded with other graphics. Use the table below as a guide.

'x' = the size of the crescent from the 'P' letter



3. Size for web

The pixel dimensions should be 133 by 43 (length by height) with no pixel padding. The pixel resolution should be 72.

■ PANTONE 286

CMYK (4 colour process breakdown)
cyan 100 yellow 3
magenta 74 black 1

RGB: Red 0, Green 53, Blue 173
Hex: # 0033CC

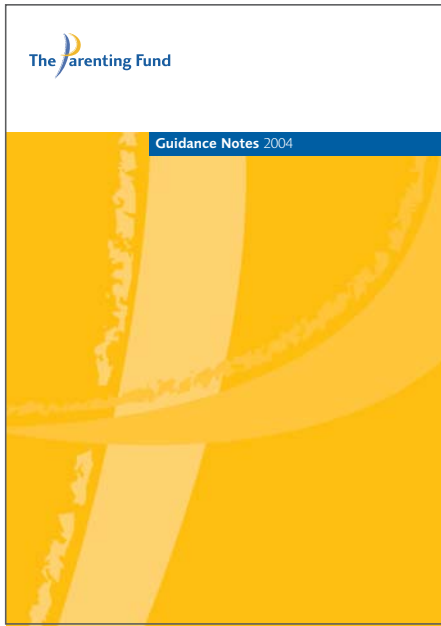
■ PANTONE 130

CMYK (4 colour process breakdown)
cyan 1 yellow 99
magenta 39 black 0

RGB: Red 241, Green 171, Blue 0
Hex: # FFCC00

4. Two-colour logo

The full colour version of the logo is made up of the two colours shown opposite. You should aim to use this wherever possible.



5. Reversed-out/One-colour logo

You can use a reversed-out version of the logo, on a black or other dark colour background. If it is not possible to use the full colour version, you can use black or a tint of yellow or blue.

6. Branding

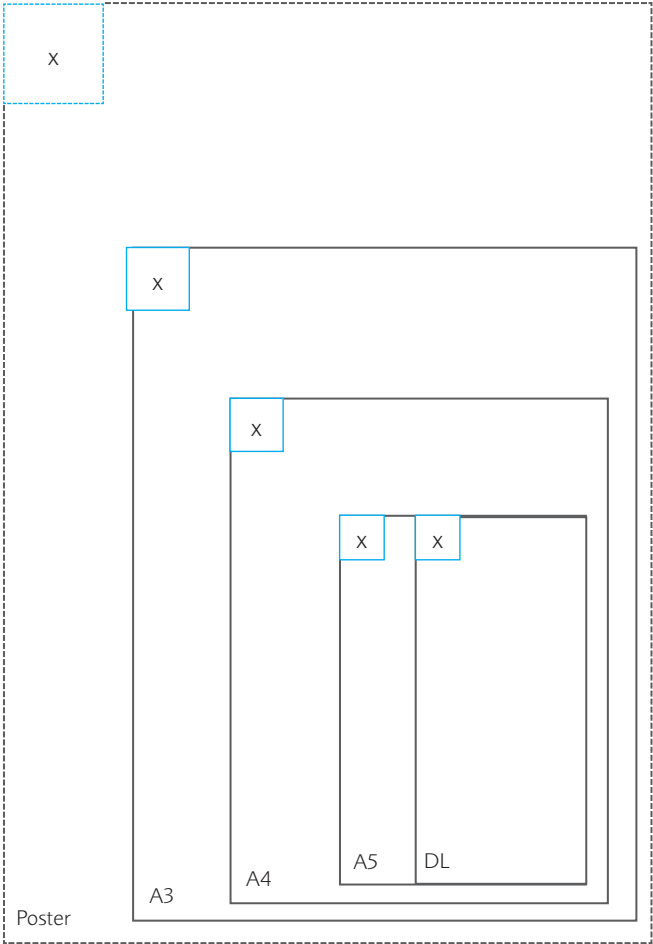
The Parenting Fund logo should be placed top left.

Co-branding

On co-branded publications where the logo features alongside other logo(s), it should remain top left and the other logos should be placed at the bottom of the page.

Typography

Use Foundry Sans for the text in publications branded with The Parenting Fund – available from www.typography.net. In cases where Foundry Sans is not available, use Arial.



7. Positioning

'x' is the size of the crest from the 'P' letter – see explanation on previous page.

Type of document	Size
Penguin poster	240mm
A3 document	70mm
A4 document	60mm
A5 document	50mm
DL document	50mm