

Charitable Giving Brand Guidelines

Below are examples of how the 'Charitable Giving' and 'the Easy Way to Give' logos should appear in colour and in greyscale. These logos should always appear on a white background.



Colour references

For use on computer screens, Web and word documents etc, the RGB colour references are:

Blue: Red 43, Green 117, Blue 164
Purple: Red 160, Green 148, Blue 198

For printing purposes, the CMYK colour references are:

Blue: 80% Cyan, 42% Magenta, 11% Yellow, 11% Black
Purple: 38% Cyan, 42% Magenta,

For Greyscale logos

Light Grey: 40% Black
Dark Grey: 70% Black

Downloading

Logos can be downloaded from the Charitable Giving website at www.charitablegiving.co.uk in either Jpeg (RGB & Greyscale) or EPS Vector (CMYK & Greyscale) formats. Should you require these in any other format, please contact Charitable Giving on **01822 611 180**