



Brand Guidelines



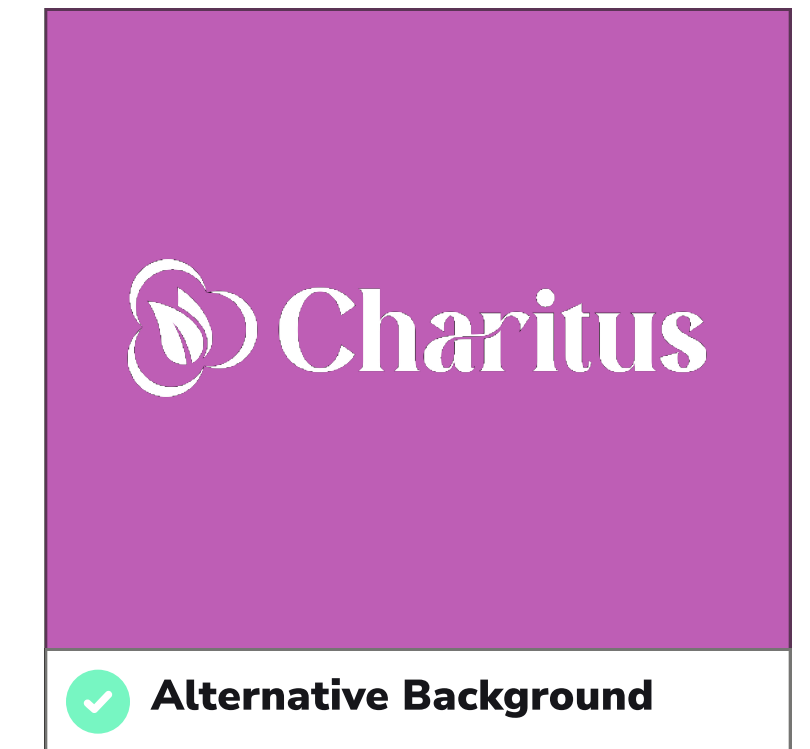
Logo



Logo Do's

It is permitted to use the logo in the following ways:

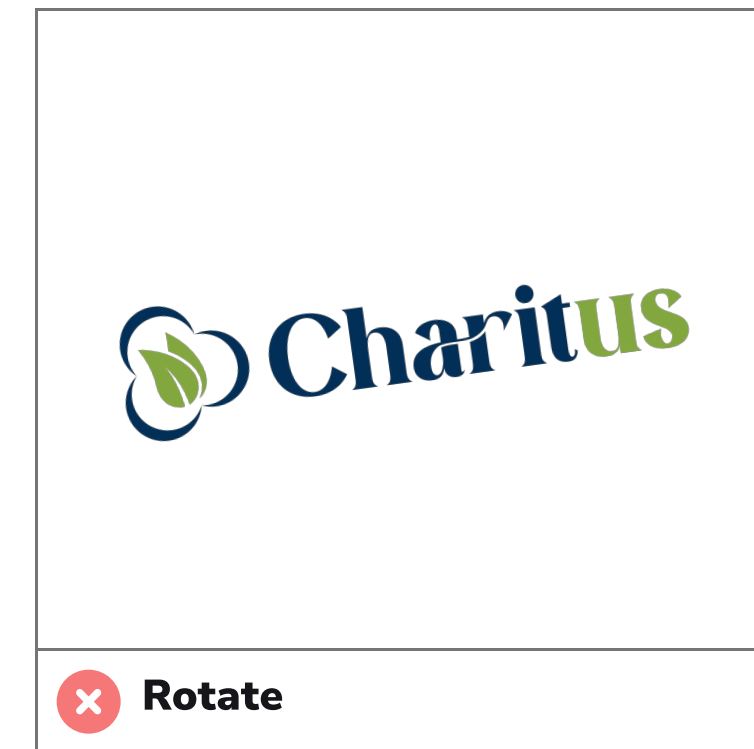
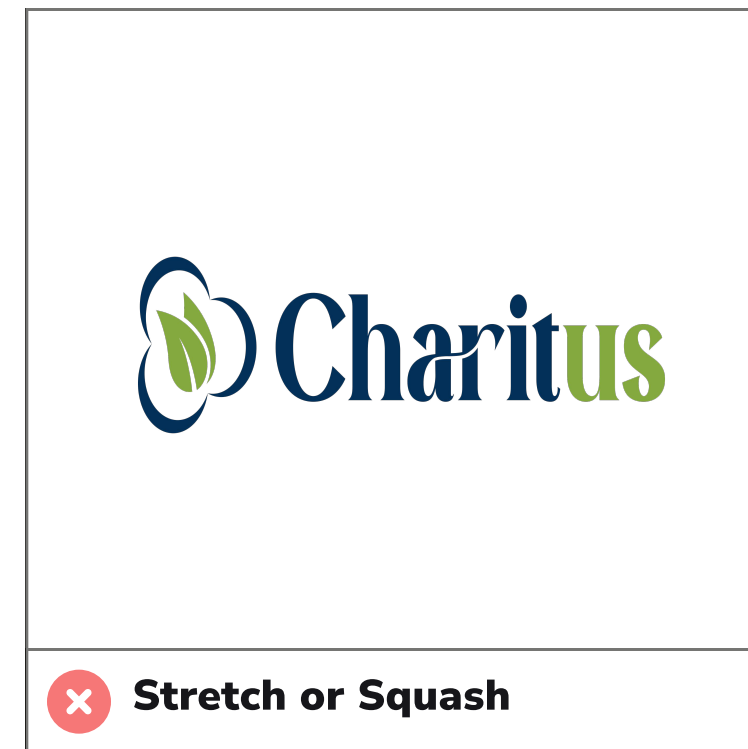
1. Use the Full colour logo on a white background
2. Use the White and Green logo on Charitus Blue background
3. Use the Solid White logo on alternative colour background
4. Use the Logo on photography if the logo is legible
5. Use the Logo on photography with a slightly translucent Charitus Blue background
6. It's ok for the Icon to be used on it's own



Logo Dont's

It is NOT permitted to use the logo in the following ways:

1. Do Not Stretch or Squash the logo
2. Do Not Rotate the logo
3. Don't use the Full Colour logo on a coloured background
4. Don't add any Drop Shadow or other effects
5. Don't use a Low quality or blurry copy of the logo
6. Don't change the colours in the logo to any outside this guide



Brand Colours

Charitus
Blue

R:0 G:47 B:89
HEX:#002F59
C:100 M:78 Y:25 K:43

Charitus
Green

R:131 G:169 B:47
HEX:#83A92F
C:42 M:0 Y:100 K:21

Black

R:22 G:22 B:26
HEX:#16161A
C:15 M:15 Y:0 K:90

White

R:252 G:255 B:255
HEX:#FFFFFF
C:0 M:0 Y:0 K:0

Typefaces

PLAYFAIR DISPLAY // HEADINGS

The quick brown fox jumps
over the lazy dog.

Playfair Display is a font available in Google's Font Library so should be available for most practical use. However where this isn't possible, Palatino Linotype is an accepted alternative.

NUNITO SANS // BODY & SMALL CAPS

The quick brown fox jumps over the lazy dog.

Nunito Sans is a font available in Google's Font Library so should be available for most practical use. However where this isn't possible, Arial is an accepted alternative.

Playfair Display

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Palatino Linotype

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Nunito Sans

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Arial

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Tagline

“Values Driving Value”



Tagline Usage

The tagline 'Values Driving Value' is designed to be a statement of the way in which Charitus operates and how they conduct themselves while providing their services.

It is to be used throughout the branding as an additional message, when required, rather than a permanent addition to the logo.

On this page you can see some usage examples on a letterhead and as the messaging on a billboard.

