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# BRAND GUIDELINES

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DRAFT DATE 04/05/18

# INTRODUCTION

## **Our Mission**

Our mission is to deliver hope to suffering children by equipping local churches for gospel-centered mercy ministry.

## **The CHF Brand**

These guidelines protect the integrity of the CHF brand. Every logo, icon, color and message represents the mission of Children's Hunger Fund as well as the people we serve. Please take these guidelines in consideration when using CHF assets. If you have any questions, please contact our Communications Department. We'll be happy to assist you with your needs.

# CHF LOGO

## WHICH LOGO SHOULD I USE?

### Primary Logo (Horizontal)

The horizontal logo is the official CHF logo that should be used predominantly.

It should only be used only in solid **PMS 301U blue**, **black**, or **white** (reverse).



### Secondary Logo (Square)

The horizontal logo should be used only when the application area does not allow proper visibility of the primary logo.

It should only be used in solid **PMS 301U blue**, **black**, or **white** (reverse).



### Alternate Logo (Linear)

The linear logo should be a **last resort logo**, used only when there is very tight or odd space that prohibits use of the primary or secondary logos.

It should only be used in solid **PMS 301U blue**, **black**, or **white** (reverse).

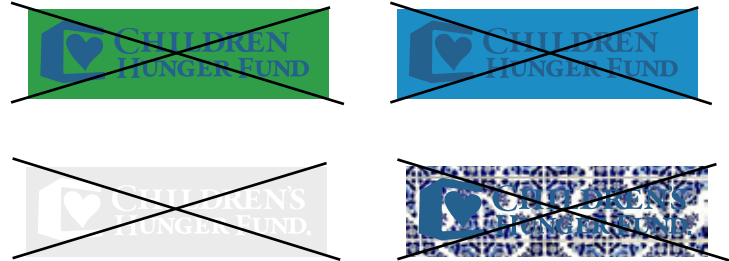


# CHF LOGO

## HOW CAN I USE THE LOGO?

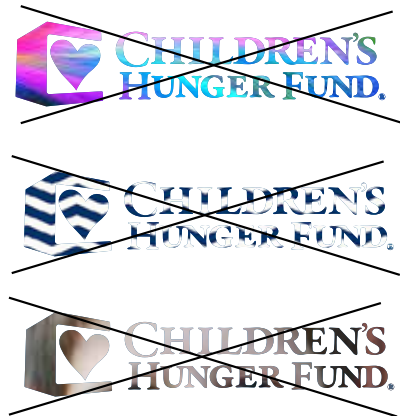
### Contrast & Clarity

Logos should be used against a background with adequate **contrast** and **clarity**—that does not obscure logo **visibility** and **integrity**.



### Solid Fill

Logos should only appear in **solid color**, never filled in with a pattern or image.



### Proportion & Position

Logos should remain in exact proportion that it was designed. Please do not stretch the logo or move the heartbox image closer or farther from the text.

