THE CHILDREN'S TRUST

Style Guide

THE CHILDREN'S TRUST

THRIVE BY 5

TheChildrensTrust.org

Primary Lockup

Principal version of logo

Positive version of logo

Negative version of logo

Three main uses

Big Format Aplications

Small Format Aplications

Isolated Aplications

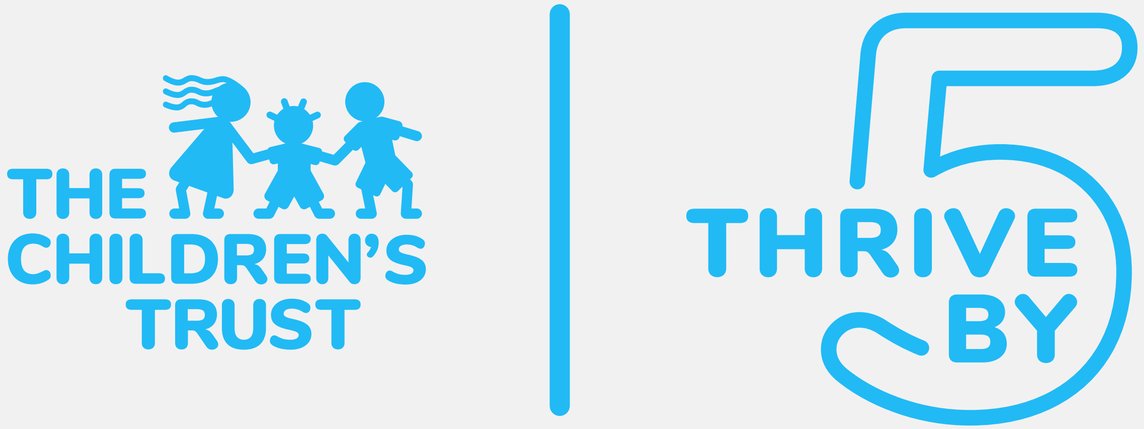
Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

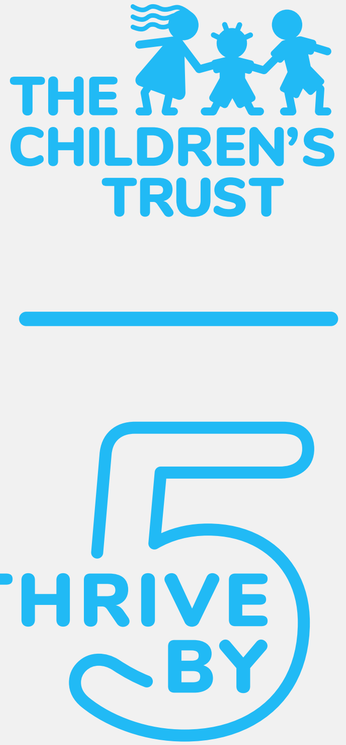
As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the “BY” word on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

Horizontal lockup



Vertical lockup



SEPARATION

The two logos are separated by a line

the space between the logos and line

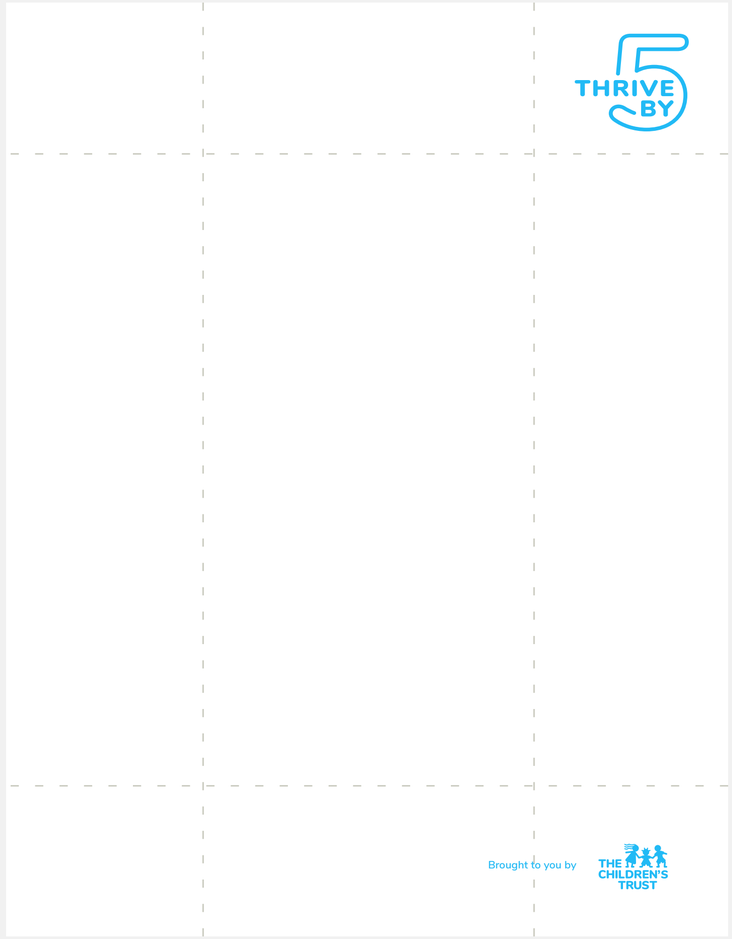
is the “BY” word vertically

Placement

Prints

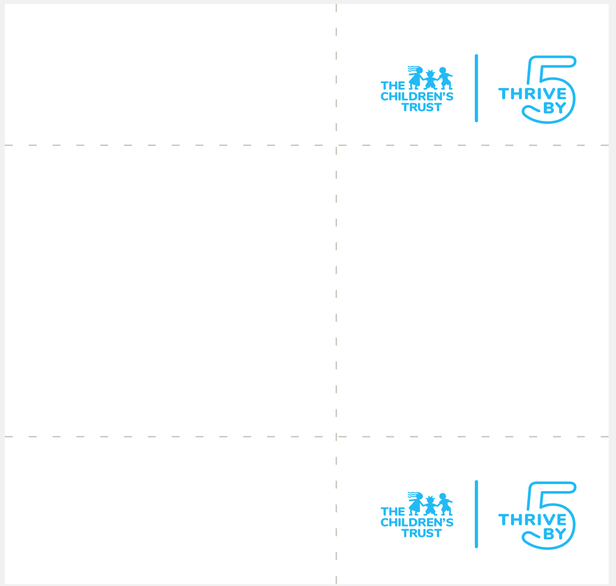
Ubique los logos en las esquinas donde tengan mejor visibilidad. Se

.

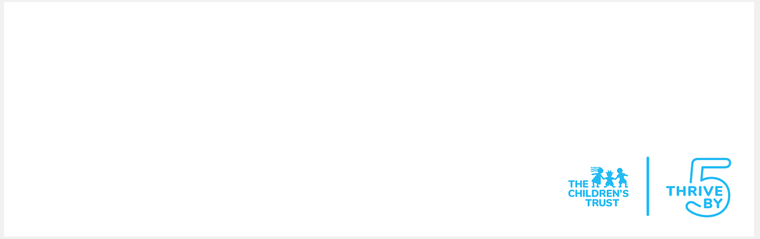


Digital Banners & social media

Place the logo in the corners where best suit the layaout



Post format



Horizontal banner

On Merchandise

Placement

Colors Palette & Approved Pairings

CMYK: 85, 0, 0, 0
RGB: 34, 185, 244
HEX: #22b9f4

CMYK: 100, 100, 30, 22
RGB: 42, 25, 94
HEX: #2a195e

CMYK: 0, 22, 98, 0
RGB: 255, 207, 6
HEX: #ffcf06

CMYK: 0, 88, 78, 0
RGB: 230, 51, 42
HEX: #e6332a

CMYK: 95, 0, 48, 0
RGB: 11, 173, 161
HEX: #0bada1

CMYK: 71, 100, 0, 0
RGB: 100, 10, 132
HEX: #630984

Approved Pairings

THE CHILDREN'S TRUST
THRIVE BY 5

THE
CHILDREN'S
TRUST
THRIVE
BY
5

THE CHILDREN'S TRUST
THRIVE BY 5

THE
CHILDREN'S
TRUST

THRIVE
BY
5

THE
CHILDREN'S
TRUST

THRIVE
BY
5

THE
CHILDREN'S
TRUST

THRIVE
BY
5

THE CHILDREN'S TRUST
THRIVE BY 5

THE CHILDREN'S TRUST
THRIVE BY 5

THE CHILDREN'S TRUST
THRIVE BY 5

THE CHILDREN'S TRUST

THRIVE BY 5

Early Learning Career Center

THE CHILDREN'S TRUST

THRIVE BY 5

Early Learning Career Center

THE CHILDREN'S TRUST

THRIVE BY 5

Early Learning Career Center

THE CHILDREN'S TRUST

THRIVE BY 5

Child Scholarships

THE CHILDREN'S TRUST

THRIVE BY 5

Child Scholarships

THE CHILDREN'S TRUST

THRIVE BY 5

Child Scholarships