Style Guide
Primary Lockup

Principal version of logo

Positive version of logo

Negative version of logo
Three main uses

- Big Format Applications
- Small Format Applications
- Isolated Applications
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

THE CHILDREN’S TRUST

THRIVE BY

5
Vertical lockup

The two logos are separated by a line. The space between the logos and line is the "BY" word vertically.
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 layout
On Merchandise

Placement
Colors Palette & Approved Pairings
Approved Pairings
THE CHILDREN'S TRUST

THRIVE BY 5
THrive By 5

Early Learning Career Center
Early Learning Career Center
THRI

VE

BY

Child Scholarships