

WORLD DAY OF THE POOR

LOGO USAGE GUIDE



Love not in word
but in deed

2017

ENGLISH

WORLD DAY OF THE POOR LOGO

Logo Elements

Title

WORLD DAY OF THE POOR

Graphic



Motto

Love not in word but in deed

Love not in word
but in deed

Year

2017

The Logo

The logo (4 colors) consists of the four elements: Title, Graphic, Motto, and Year. The recommended background is white, however light, solid colors can be used as well. When scaling the logo in size, please make sure the Title, Graphic, Motto, and Year are always crisp, clear, and legible.

Files Provided

• Desktop Publishing and Web (300 DPI, RGB)

- › JPG: Image with white background for use in Microsoft Programs (Word, PowerPoint)
- › PNG: Image with transparent background for use in Microsoft Programs (Word, PowerPoint)

• High Quality Printing (Vector, CMYK)

- › AI: Adobe Illustrator (.AI) file containing vector-based image, which can be used for printing, and can be enlarged to any size

BLACK AND WHITE LOGO

Logo Elements

Title

WORLD DAY OF THE POOR

Graphic



Motto

Love not in word but in deed

Love not in word
but in deed

Year

2017

The Black and White Logo

The black and white logo (1 color) consists of the four elements: Title, Graphic, Motto, and Year. This logo can be used when one-color printing requires it. When scaling the logo in size, please make sure the Title, Graphic, Motto, and Year are always crisp, clear and legible.

Files Provided

• Desktop Publishing and Web (300 DPI, RGB)

- › JPG: Image with white background for use in Microsoft Programs (Word, PowerPoint)
- › PNG: Image with transparent background for use in Microsoft Programs (Word, PowerPoint)

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FONTS

Title Font: Adobe Caslon Pro Bold

THE WORLD DAY OF THE POOR

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

Motto Font: Adobe Caslon Pro Semi Bold

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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

COLORS

WARM YELLOW



RED

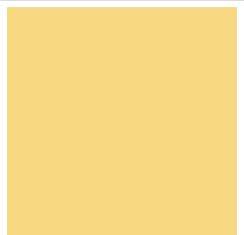


ORANGE



GRAY



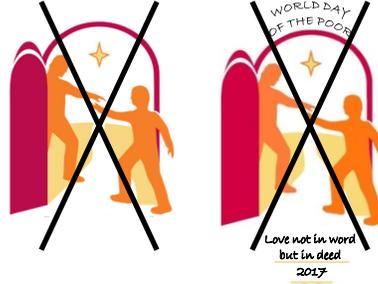
PMS COATED COLORS	 PANTONE 7403 C	 PANTONE 207 C	 PANTONE 158 C	 PANTONE Cool Gray 9 C
PMS PROCESS COATED COLORS	PANTONE 7403 CP C: 1 M: 11 Y: 58 K: 2	PANTONE 207 CP C: 5 M: 100 Y: 48 K: 22	PANTONE 158 CP C: 0 M: 62 Y: 95 K: 0	PANTONE Cool Gray 9 CP C: 30 M: 22 Y: 17 K: 57
PMS UNCOATED COLORS	PANTONE 7403 U	PANTONE 207 U	PANTONE 158 U	PANTONE Cool Gray 9 U
RGB COLORS	R: 246 G: 216 B: 128	R: 183 G: 11 B: 74	R: 224 G: 126 B: 40	R: 95 G: 99 B: 105

INCORRECT USE

DO NOT DISTORT LOGO



DO NOT DELETE OR ALTER TEXT



DO NOT SHRINK UNTIL ILLEGIBLE



DO NOT ALTER OR SCALE PIECES OF THE LOGO



DO NOT REDUCE CONTRAST



DO NOT ADD GRAPHICS



DO NOT ADD SHADOW



DO NOT CROWD CLEAR SPACE AROUND LOGO

