

**The Baring
Foundation**

LOGO GUIDELINES JUNE 2017

For all grant-holders

Introduction

This document tells you how to use the logo of the Baring Foundation on funded publications, websites and other materials. If you are working with a designer, please ensure that they have this document to hand.

If you have any questions about how to use our logo, please contact our Communications & Research Officer, Harriet Lowe, at: harriet.lowe@uk.ing.com


Our logo

The logo should be printed in 'full colour' – our BF Purple – as shown, wherever possible. It can be printed in black and white if you are only printing a publication in black and white. It can also be reversed out to white if your background colour is too dark.

The Baring Foundation logo is provided in various formats (eps, jpeg, png and ai) and in CMYK (for print) and RGB (for digital).

Should you need it, the colour specifications for the BF Purple are also shown here.

The Baring Foundation



BF Purple
CMYK: **63/88/28/17**
HEX: **#6d3467**
RGB: **109/52/103**
Pantone: **259**

Using our logo

For maximum impact and clarity, our logo should not be placed too close to other logos, copy, image or other content. For the minimum space clearance, see right.

To ensure legibility, our logo has a minimum size requirement (see below right).

We prefer the logo to be on the back cover of reports. The front cover or inside front cover are also acceptable, for example, if space is limited.

See the following page for some logo do's and don'ts.



It is important that clear space can scale with the logo. Use the following rule to calculate its size.

The clear space around the logo is equal to the height between the baseline of 'The Baring' and the baseline of 'Foundation' as illustrated here.



Logo do's & don'ts

Our logo is best used against a clear, light background or overlaid onto a suitably clear photographic background. If your background colour is dark, please reverse out the logo to white.

HOW TO USE THE LOGO



BF Purple logo on a light photographic background



Black mono version on white background



White logo on dark photographic background

HOW NOT TO USE THE LOGO



DON'T use a non-brand colour



DON'T stretch or distort the logo



DON'T place on a busy background



DON'T alter the logo type



DON'T place partner logos too close



DON'T add anything to the logo