

IN SUPPORT OF

**CAMPAIGN
AGAINST
LIVING
MISERABLY**

CALM

**FUNDRAISERS
LOGO GUIDE**

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IN SUPPORT OF CALM LOGO.

This logo should be used when you are supporting CALM at an event and you would like to use our logo. This allows people to be aware that you are supporting us.

Please only use the colour of logo that we supply you with. We like to keep our brand strong and consistent.

Thank you for supporting CALM.



DO:

We want to make sure that the logo is not placed too close to other pieces of information. We want space around it to make it stand out and be crystal clear. Imagine the big A in CALM on each side of the logo, this will ensure there's enough room for it to breathe and nothing gets in its way.



14MM

X DO NOT MAKE IT SMALLER THAN 14MM.



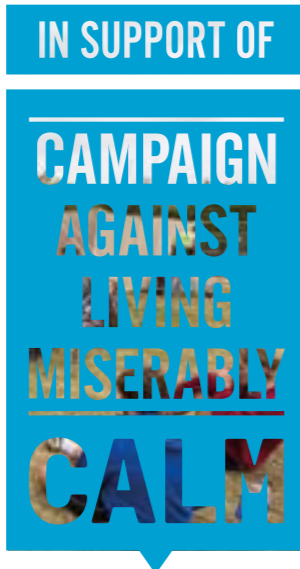
X DO NOT OUTLINE



X DO NOT DISTORT



X DO NOT ROTATE



X DO NOT FILL WITH IMAGES



X DO NOT APPLY TEXTURE

DO NOT:

We want the logo to be consistent and for the text to be legible, so here are a few tips on what not to do:

Do not make the logo smaller than 14mm in size - otherwise we won't be able to see the text clearly! There are no limits on how big you make it, that would depend on your design.

Do not outline the logo.

Do not distort the logo.

Do not rotate the logo.

Do not fill the logo with images.

Do not apply texture to the logo.

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