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**CAMPAIGN  
AGAINST  
LIVING  
MISERABLY**

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**CALM**

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**LOGO GUIDE**

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## CALM LOGO.

We like it when we see it strong and proud.  
This will keep you on the straight and narrow  
and warn you away from mistakes you could  
innocently make.

If you want to find out more about colour  
options and colour pairings, please see  
the brand bible.

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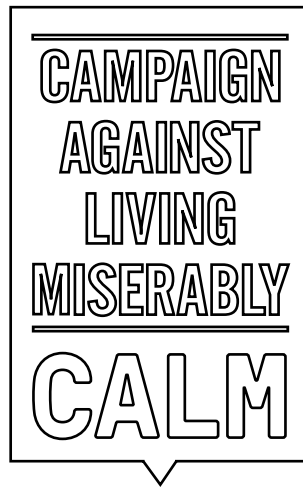


## DO:

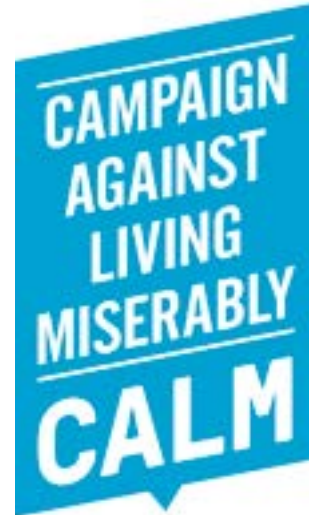
We want to make sure that the logo is not placed too close to other pieces of information. We want space around it to make it stand out and be crystal clear. Imagine the big A in CALM on each side of the logo, this will ensure there's enough room for it to breathe and nothing gets in it's way.



X DO NOT MAKE IT SMALLER THAN 14MM.



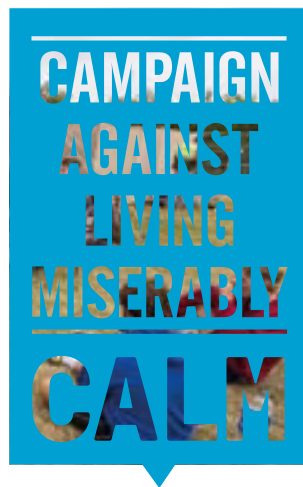
X DO NOT OUTLINE



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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